



Performing Arts Centre

PAC Task Force Mission:

As requested by Council, the task force was to serve as a working group to advance the planning required to construct a modern performing art facility in the city downtown core to replace the Georgian Theater and Fisher Auditorium.

User Groups, Programming, Technical requirements, Scope development

- Collected input from community user groups
- Visit other municipally developed performing arts spaces (Burlington, St. Catharines, Richmond Hill, Brampton)
- Reduce the “wants” to “needs” in the scope requirements for a Performing Arts Centre

Community engagement, Communications, Marketing

- Create the community survey
- Over 1,000 responses received
- Analyzed survey responses (themes, conclusions)

Fundraising

- Examine options for fundraising, grants, etc.

History of Performing Arts in Barrie

W. A Fisher
Auditorium opens
in 1962
(980 seat attached to
Central high school)

Barlow Study in
2000
recommends
multi-use facility

Five Points
Theatre opens in
2011
(110 to 200 seats
owned by the City)

Novita Report in
2020
analysis of Fisher
project



Barrie's Grand
Opera House
opened in 1896,
burned in 1926
(1,200 seats)

Georgian College
Theatre opens in
1973
(680 seats owned by
Georgian College)

Barrie Plan for
Culture 2006
(recommends 1
screening room, 3
performance spaces, 1
multi-use space, plus
other rooms)

2017-2019
Fisher Auditorium
review, follow up
reports (Cobalt
Connects)

An Excitement for the Arts in Barrie



Return on Ontario's Investment in the Arts – Health, Wellbeing, and Community

Ontarians show their support for the arts in many ways

86% of Ontarians attend live arts events or performances (such as music concerts, plays or visual arts exhibits) at least once a year.⁴

Over 280,000 Ontarians volunteer in arts and culture organizations.⁹

Over 380,000 Ontarians donate money to arts and culture organizations annually.⁹



Ontarians support public funding of the arts

79% of Ontarians believe that the government should spend public dollars to support the arts.



Canadians recognize how arts education can foster creativity and positive outcomes

84% of Canadians agree that engaging children in the arts helps them be more creative and expressive.¹⁰

97% of Ontarians agree that engaging children in the arts is important to their overall development.⁷

78% of Canadians believe that the arts help children from disadvantaged communities succeed.¹⁰

Ontarians link the arts with improved quality of life

93% of Ontarians believe that arts activities help enrich the quality of our lives.⁷

90% of Ontarians agree that an active local arts scene helps make a community a better place to live.⁷

88% of Ontarians believe that if their community lost its arts activities, people living there would lose something of value.⁷

92% of Ontarians agree that exposure to arts and culture is important to individual well-being.⁴



Ontarians believe that the arts enhance shared community identity and belonging

88% of Ontarians agree that participating in arts activities builds a shared sense of community identity.⁷

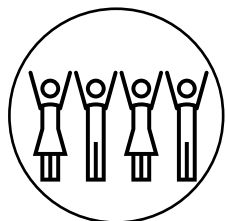
90% of Ontarians agree that arts experiences help bring people from diverse backgrounds together as a community.⁷

86% of Ontarians agree that the arts help us express and define what it means to be Canadian.⁷



Support from the community

The Survey



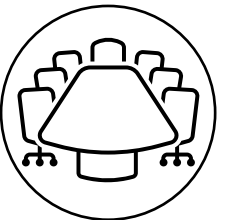
Over 1000 respondents to the Proposed Performing Arts Centre Survey



Overwhelming support demonstrated by comments



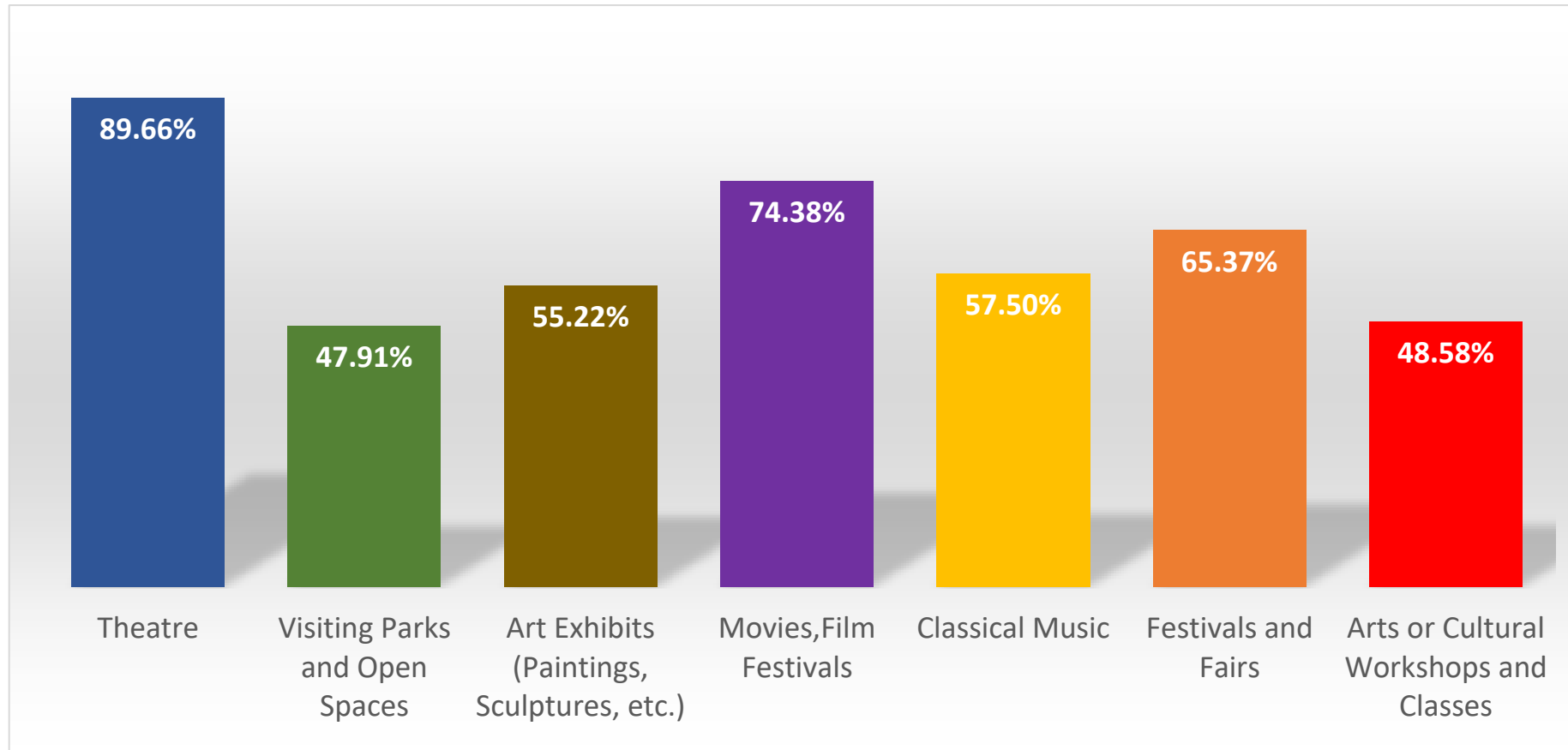
337 respondents included follow up contact information



137 respondents expressed interest in supporting future fundraising

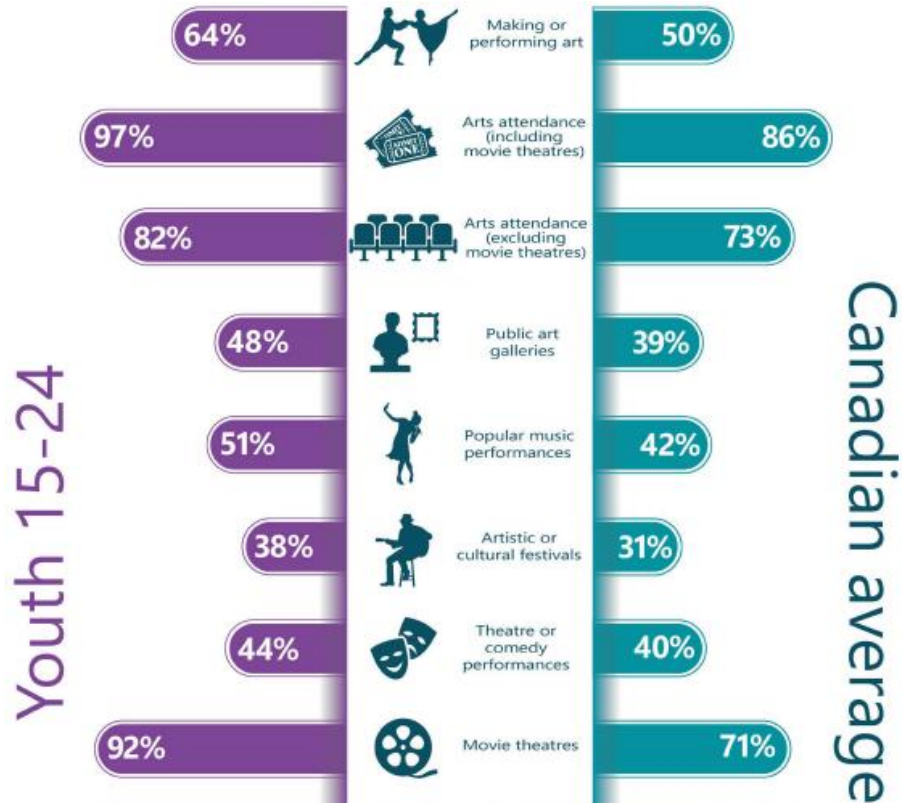
People interested in participating or attending as audience

(from PAC Task Force 2021 Survey)



Participation in the Arts

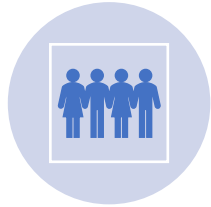
Canadian youth are avid arts participants



- 86% of Canadians attended arts events in 2016
- 50% of Canadians were involved in making or performing art (no matter the demographic or income level)



Participation in the Arts



Information Barrie data lists approx. 100 arts groups in the city



Engagement is multi-generational



Strong educational programming throughout



Volunteers in behind-the-scenes roles (ushers, production teams, sewing, construction, etc.)



Community Volunteerism in the Arts

- Over 50 organizations and public / private events
- Represents 1000s of volunteer hours a year

Source: Data collected from survey of 18 Barrie Arts Organizations

Task Force Recommendations

I. The Performing Arts Centre Facility:

Main theatre of 800 to 900 seats with 60 to 70% of seats at the orchestra level.

- The BAA supports the recommendation
- Improves financial stability
- Closing the balcony accommodates a 600-seat audience

Main Theatre Requirements

- Great patron experience, comfortable seating, excellent sight lines and acoustics, sufficient washrooms, bars, etc
- Stage 50 x 100 feet (includes wings)
- 50 bar fly gallery motorized
- Hydraulic orchestra pit
- Sprung floor stage
- Sufficient storage for instruments, equipment and supplies

Rationale:

- 2019 community consultation recommended 850-900 seats
- Partially replace the current 680 + 980 = 1,660 seats available at Georgian and Fisher
- City expected to double in population and performing arts needs in next 30 years
- Technical requirement list meets the needs of a variety of community organizations & will entice commercial renters

Task Force Recommendations

I. The Performing Arts Centre Facility cont.:

Second performance space 350 seats

- Provides the intermediate space needed by many smaller performing groups as they grow and mature
- Provides an appropriate audience experience of smaller productions
- Fills the gap in the performing arts continuum between Five points and the 600-seat main theatre orchestra level.

Multi-purpose space

- Approximately the same size as the stage
- Acoustically suitable for rehearsals and performances

Other

- Suitable marshalling, green room and dressing rooms
- Sufficient storage, office space and volunteer accommodation
- Inviting lobby that could be used for other purposes
- Outdoor gathering / performing space

Rationale:

- Fills need identified in data collection from user groups
- # of booking requests
- Good use of equipment and amenities in 1 location
- Increase community engagement and participation
- Fulfils a "downtown" home for the BFF (again, bringing the community into the facility)

Sampling of 18 user groups generated the following data for a single year:

- 158 requests for Main Space, 146 for Second Space, 155 for multi-purpose space
- 195 days of bookings, with 129 days of 2 or more requests
- Potential audience counts estimated over 45,000

PAC – Sample of usage by community groups

	Total Requests	Current Georgian (2019)	Add'l. Rental Requests	Groups in the Barrie Arts Alliance											
				A	B	C	D	E	F	G	H	I	J	K	L
Main Theatre	158	115	43		2	22	5	5			2	7			
Small Theatre	146		146			47	2		22	23	24		2	6	20
Multi-Purpose	155		155				32	25		12	12		2	32	40
	459														

PAC – Additional Community use/rental

- Community Cultural Celebrations
- Barrie Native Friendship Centre Drum Circles, Pow Wow
- Numerous Festivals (Barrie Jazz, Rhythm Fest, Culture Days etc.)
- Civic Celebrations
- Expanding on current Festivals
- Events that require all 3 spaces (Ontario Vocal Festival, Choral Fest, Dance Competitions, Barrie Concert Series)
- Return of Banff Mountain Film Festival, Colours of Music
- Barrie Music Festival & Rose Bowls, music recitals

Audience Numbers



- BAA plus other Community Groups already have combined audiences of over 55,000 annually
- The Barrie Film Festival's 2019 season alone saw over 16,000 in audiences
- Arts programming provides both recreation and engagement for families to experience together

- Educational Programming, interactive workshops – some numbers: offered by numerous groups, variety of programming for participation of all ages
- Demographics – number of people 50 & over will double in Barrie in the next 25 years. Audience members – currently large percentage are over 55 (this is their pastime, hobby).

STILL TO COME! New and expanded audiences with touring, commercial and city sponsored programming



Repatriation of Residents' Spend (reference: PAC Task Force Survey)

- Barrie residents go elsewhere for **over 40%** of their performance events.
 - Where: #1 - GTA
 - #2 - Orillia
 - Why: #1 Quality of Arts and Culture Facilities
 - #2 – Unaware of Events
 - #3 - Content
-
- Spend of \$65+ per ticket and \$62+ food, retail, other expenditures = **\$5M leaving Barrie annually**
 - Repatriating **50%** = Returns to Barrie **\$2.5M**



The arts help communities attract and retain employees

65% of Ontario business leaders say that a thriving arts and culture scene is something that would make it easier to attract top talent to their community.⁵

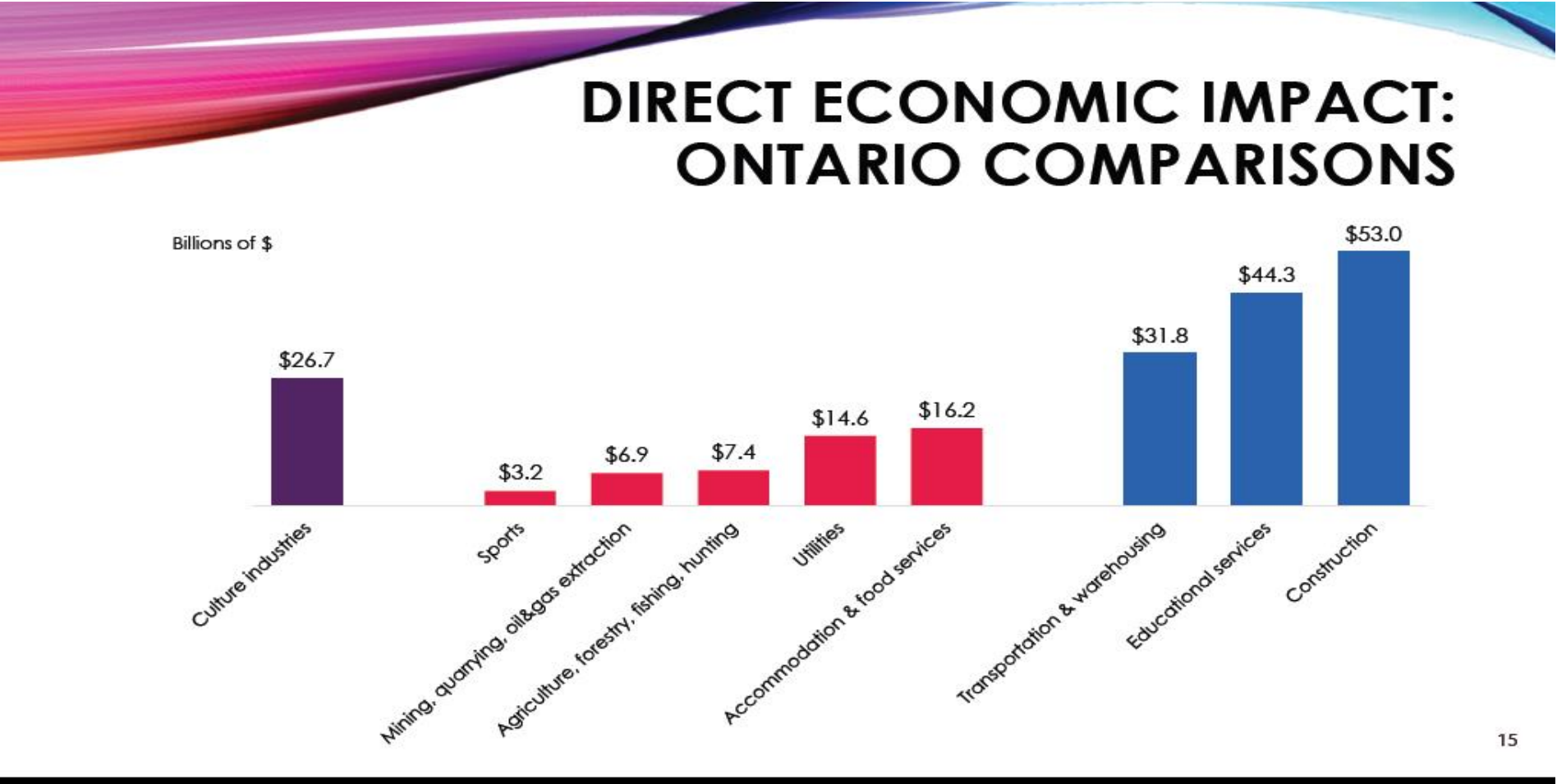
65% of skilled workers agree that a thriving arts and cultural scene is something they would look for when considering moving to a new community.⁶

80% of Ontarians agree that an active local arts scene helps communities attract business.⁷



Economic Impact

- Performing Arts GDP + Cinema Ticket Sales¹
>1.25B\$ for Ontario



15



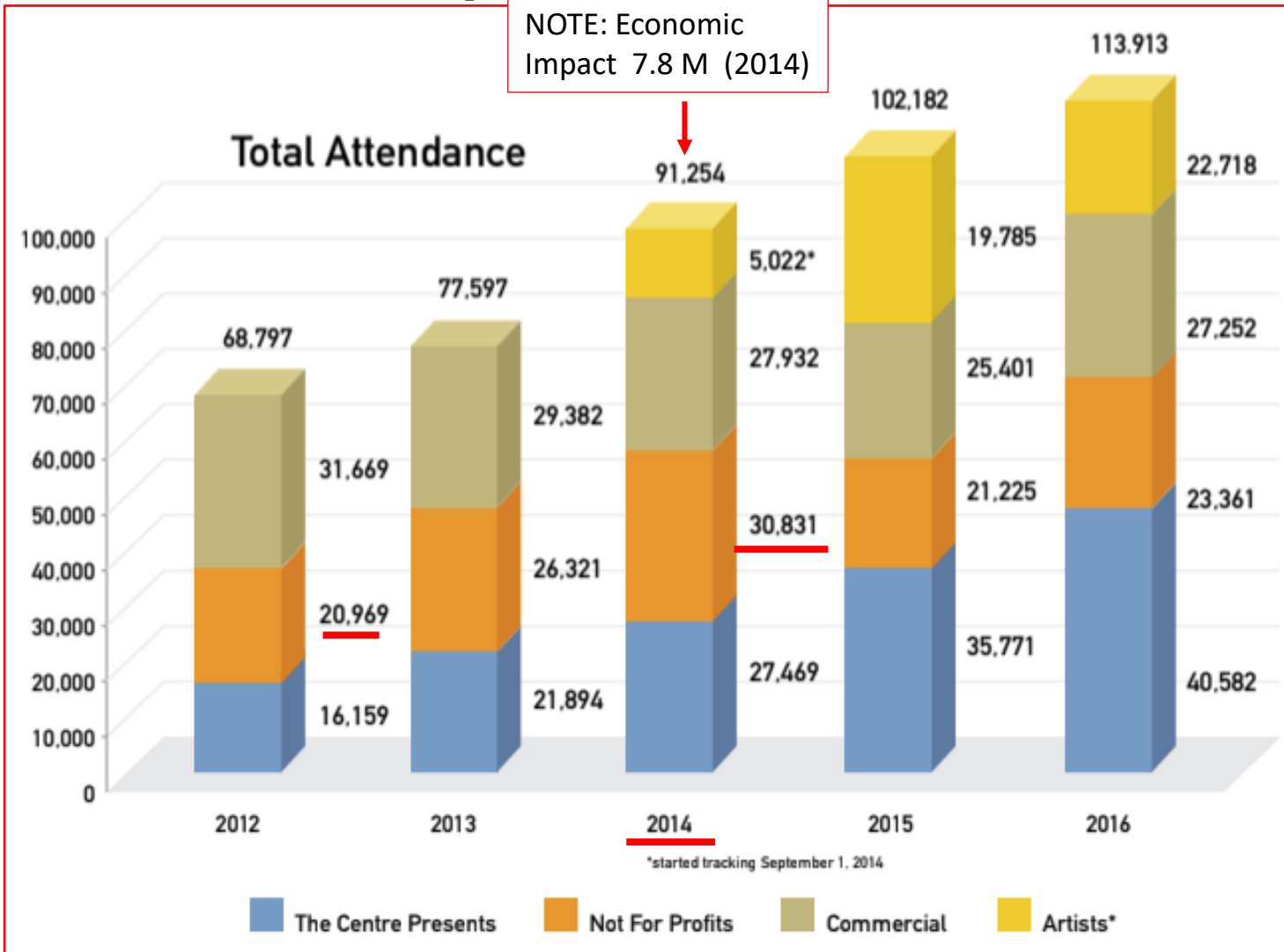
Hill Strategies; Economic Impacts of Heritage, 2019

1. Statistics Canada. [Table 36-10-0453-01 Culture and sport indicators by domain and sub-domain, by province and territory, industry perspective \(x 1,000\)](#)

+ Nordcity; Movie Theatre Association of Canada (MTAC) 2017

Burlington Performing Arts Centre – Annual Reports

NOTE: Economic Impact 7.8 M (2014)



By Comparison - Total Attendance Barrie Not-for-Profit Arts Groups:

- Barrie Arts Alliance sample = 45,000
- Additional groups

Burlington 2019 Report:

75% of patrons spent money supporting local restaurants in combination with a visit to BPAC.

BPAC patrons spent an average of **\$2.1 million** in the downtown core when attending BPAC performances.

GDP Calculation (Cobalt Connects 2016 TREIM Analysis - based on 43,775 audience)

(N.B. New audience expected at 100,000+ Novita 2020)

Spending category	W.A Fisher Impact
Public Transport	\$ 194,108.00
Private Transportation - Rental	\$ 1,447.00
Accomodation	\$ 124,412.00
Food & Beverage - At Stores	\$ 204,020.00
Food & Beverage – At Restaurants/Bars	\$ 1,169,164.00
Recreation & Entertainment	\$ 1,793,640.00
Retail	\$ 656,625.00
Total	\$ 4,143,416.00
Total Audience	\$ 43,775.00



The Future

- Not including Secondary Catchment area.....
- Population Growth of the City of Barrie – 250,000+ by 2041 (15 years from opening) - <https://www.barrie.ca/City%20Hall/Planning-and-Development/Pages/Growth-Management.aspx>
- Population doubling by 2051
<https://www.ontario.ca/document/growth-plan-greater-golden-horseshoe>
- Urban Growth Area and Over 55+ demographic increasing the fastest
<https://www.barrie.ca> Outdoor Recreation Facility Study, Monteith-Brown Planning Consultants Ltd.
- PAC's ability to host Competitions, Festivals, Workshops, Community and Business Events will add to Economic Impact

Key Points

1

PAC is a significant economic lever for Barrie and Simcoe County. Repatriation of audience spend is worth ensuring.

2

Economic benefit will grow over the life of the PAC, driven by demographics and increasing variety of usage.

3

The PAC has a strong community audience as a starting base, driving usage, attendance and downtown patronage.

4

Secondary catchment area will further add to economic impact.

	St. Catharines	Burlington	Brampton	Richmond Hill	Barrie (HPA)
Cost*	\$60m in 2013	\$36.2m in 2009**	\$55m in 2006	\$30m in 2007	\$53.1m in 2020
Sq. Ft.	95,000	62,000	64,000	43,000	66,500
\$/Sq. Ft 2021	800	832	1280	1,002	798
Cost 2021	\$76m	\$52m	\$82m	\$43m	\$53.1m

- * Total project cost, based on available public records
 - ** Includes prior years' funding

	St. Catharines	Burlington	Brampton	Richmond Hill	Barrie PAC Task Force (WG1 Recommended)
Population at Construction	132,000	175,000	400,000	170,000	150,000 +
Cost	\$60m in 2013	\$36.2m in 2009	\$55m in 2006	\$30m in 2009	
Main performance hall	770 seats (166 in Balcony)	718 seats (466 in orchestra)	868 seats	631 seats (422 in orchestra)	800 to 900 seats (600 in orchestra)
Second theatre	304 seats	150 seats, 138 seats (Separate Sites)	400 seats (Separate Site)		350 seats Sprung floor
Third theatre	199 seats	(2 additional Separate Sites)	180 seats (Separate Site)		110 - 200 Seats (5-Points Theatre)
Multi-purpose room (all flexible seating)	105 – 300+ seats 80 ft x 58 ft (4,640 sq. ft.) Sprung Floor	174 seats plus 40 in mezzanine 58 ft x 41 ft (2400 sq. ft.) Sprung floor	120 seats 50 ft x 35 ft (1750 sq. ft.)	271 seats (1,700 sq ft)	50 ft x 100 ft (5,000 sq. ft.) Sprung floor
Second room / (Marshalling area)	28 ft x 30 ft	28 ft x 64 ft Sprung floor	Cross-over/marshalling hall		required
On site parking	0	340	860	240	Approx. 200 onsite and adjacent lot
Parking 5 Minutes	1000	many	240	many	500+
Orchestra pit	none	yes Hydraulic	yes Hydraulic	Yes Hydraulic	Yes Hydraulic
Fly tower	none	52 bars	48 bars 80 ft high Motorized	58 bars (becoming motorized)	50 bars Motorized
Total area	95,000 Sq. Ft.	62,000 Sq. Ft.	64,000 sq. ft.	43,000 sq. ft.	est. 66,500 sq. ft.
Stage	82 ft x 64 ft (includes 2 x 15 ft wings) Sprung floor	80 ft wide x 40 ft. deep Sprung floor	97 ft x 59 ft Sprung floor	80 ft. x 40 ft.	100 ft x 50 ft (includes 2 x 15 ft. wings) Sprung floor
Green room	7 people 14 ft x 20 ft.	yes	10 people	15 people 18 ft x 20 ft.	Required
Dressing Rooms	2 for star/VIP performers 4 for 6 people each	2 for 16 people 4 for 6 people	2 for star/VIP performers 4 for 8 people each 2 for 20 people each	2 for 6 people 2 for 20 people 1 for 25 people	3 for star/VIP performers Rooms for 3 to 8 people 2 for 20 people each

Additional Task Force Recommendations

II. The Five Points

Support Cobalt and Novita recommendations for design and fitment be reviewed to improve its performance capability

Rationale:

- Facility serves a need for current resident performing groups and can be an incubator performance space

III. Fundraising

Recommend to retain professional assistance in fund raising effort.

- Need building design to proceed with fundraising

IV. Design

Procure an architect experienced in design of professional performing arts spaces, with access to an experienced acoustic engineer

- Assures success in meeting presentation needs and audience overall experience

V. Funding

Begin application process for Capital Infrastructure Grants from Provincial and Federal sources

- Need building design to proceed with grant applications (30/30/30/10-funding model)

Conclusion

- Comprehensive collection of data assembled by the PAC Task Force (deep data from 19 community organizations, a high public survey response, plus viewing 4 facilities)
- The community needs a facility that serves the wide variety of arts offerings and its participants. This facility will be the recreation centre for audiences, performers and volunteers.
- All our residents will benefit as the centre becomes a major community hub for talented Barrie residents will love to perform in, that audiences will love to visit, and that will be an amazing landmark and asset for the city generally.

Members of the Task Force

Councillor Jim Harris (Chair)

Councillor Robert Thomson

Councillor Clare Riepma

Angela Baldwin

Scott Boyer

Chris Ferando

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