



**PERFORMING ART CENTRE TASK
FORCE**

Page: 1
File:
Pending #:
P55/20

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: COUNCILLOR J. HARRIS

NOTED: S.SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT

R.BELL, DIRECTOR, RECREATION AND CULTURE

R. PEWS, DIRECTOR, CORPORATE FACILITIES

D.MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

A.MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

M.PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: STATUS UPDATE: PERFORMING ART CENTRE TASK FORCE

DATE: OCTOBER 18th, 2021

The purpose of this Memorandum is to provide members of Council with an update concerning the Performing Art Centre Task Force, per Council Motion 21-G-062.

Background

On June 21, 2021, a Memorandum to Council provided an update on the establishment of the Task Force, including the Task Force Mandate, membership list, and details regarding the establishment of three Working Groups to focus on the areas of scope development, community engagement and fundraising.

Working Group Updates

Working Group 1 - Main User Groups/Programming/Technical requirements/Scope development.

The purpose of Working Group 1 is to develop a scope of work for an architect that is based on the input of all user groups and the needs of a growing city.

Councillor Riepma has led Working Group 1 through an exercise to develop a preliminary list of requirements for a performing art centre. Extensive consultation with the Performing Art Centre Task Force members who represent major user groups within the city has taken place to develop a thorough list of requirements.

During the month of September, site visits to the following four theatres/performing art centres have taken place to help solidify and refine the list of requirements:

- Burlington Centre for Performing Arts
- Richmond Hill Centre for Performing Arts
- The Rose Theatre Brampton
- First Ontario Performing Arts Centre St. Catharines



Working Group 2: Community Engagement/Communications/Marketing.

The purpose of Working Group 2 is to garner community feedback and develop marketing and communications messaging to help obtain community support for the Performing Art Centre. This will include a public input presence on the city website and by phone as per Council direction.

Working Group 2 (Community Engagement) lead by Councillor Harris and Working Group 3 (Fundraising) lead by Councillor Thomson have been combined for the time being as the Fundraising Group requires a scope of work for the project to be completed before commencing many of their tasks.

Working Group 2/3, with the support of the City's Communications Department, have developed a web page for the project, as well as a community engagement survey. The survey has been launched and can be found at barrie.ca/performingartscentre. The survey will take approximately 10 minutes to complete and is open until October 31st. The survey will provide valuable feedback to help shape the vision, programming and scope for a new facility.

The survey will be promoted through the City of Barrie communications channels including, newspaper ads, radio on Rock 95 & KOOL FM, social media, website, and the City's e-newsletter.

The feedback from the survey will be reviewed prior to Group 1 finalizing the scope of work for the project.

Working Group 3: Fundraising

The Fundraising Group has been combined with Group 2 as described above. A preliminary list of potential grants/funding opportunities has been developed and will be engaged for discussion regarding potential government funding opportunities once the scope is defined.

Next Steps

Funding of up to \$5,000 is being requested, via Item to Discussion per Council Motion 21-G-062, from the Council Strategic Priorities Account to reimburse members of the Performing Arts Task Force for their travel to conduct the valuable site tours (2-3 Members per site visit) and targeted marketing/advertising expenses, if required to support outreach and survey completion.

The Performing Arts Task Force continues to complete the work needed to support a report back in December 2021, with a work plan associated with the construction of a performing arts centre for the City.