



**RECREATION AND CULTURE SERVICES
MEMORANDUM**

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TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL

FROM: L. ANDREW, SUPERVISOR OF CULTURAL VENUES, EXT 5406

NOTED: R. BELL, DIRECTOR OF RECREATION AND CULTURE SERVICES

D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: FIVE POINTS THEATRE UPDATE, ALL

DATE: NOVEMBER 15, 2021

The purpose of this Memorandum is to provide members of Council with an update regarding the innovation of our cultural community in adapting to the pandemic and to further highlight the upcoming bookings at The Five Points Theatre Presented by Pratt Homes & Pratt Development, moving into 2022.

The Five Points Theatre re-opened on May 7th, 2021, for a private film rental booking with a local community theatre group, Theatre By The Bay. Since re-opening on May 7th, The Five Points Theatre has hosted 11 different bookings equaling 30 days of rentals. The Five Points Theatre is scheduled to host an additional 5 bookings totalling 32 days of rentals, between November 1st and December 31st, 2021.

During the 2021 season at The Five Points Theatre, there has been an increase in the number of rentals booked for filming purposes, as well as live-streamed events. Cultural groups throughout the City have had to adapt to COVID-19 protocols and many groups looked to pre-recorded or live-streamed filming opportunities in order to maintain connections with their audiences, given the inability to perform live and in-person. Although the vast majority of bookings scheduled for December and beyond are live performance events, open to the public, many renters are inquiring about the ability to also record their performances to release at a later date, or to stream them live to broaden their audience beyond the 200 seat capacity at the theatre.

The Recreation and Culture Services team is currently working on investigating live streaming and recording opportunities to add to in-house service offerings at The Five Points Theatre.

Since COVID-19 regulations have changed to allow for more social gatherings, with less restrictions, there has also been a large increase in the number of private rental inquiries at all satellite halls within the Recreation and Culture Services department. The Recreation and Culture Service team is currently investigating how to streamline booking inquiries for all satellite facilities and to promote private event rentals at satellite facilities, including The Five Points Theatre.

Looking forward into the first 6 months of 2022, The Five Points Theatre has 17 unique bookings, or holds, equalling 111 days worth of rentals.

In the year ahead, our goals are to continue to collaborate with our local cultural groups in order to provide exciting and valuable cultural opportunities to Barrie, while adhering to the changing COVID-19 guidelines and safety protocols, and to further enhance Barrie's profile as a destination community for cultural events.

For more information on upcoming events at The Five Points Theatre and Sadlon Arena, visit barrie.ca/TheatreTickets.