



Report

Subject: Opera House Management & Cultural Initiatives Agreement

Department: Community Services

Division: Economic Development and Culture

Report #: CMS-2022-028

Meeting Date: 2022-11-28

Recommendations

That report CMS-2022-028, dated November 28, 2022, regarding the Opera House Management & Cultural Initiatives Agreement be received;

And that Council authorize the Mayor and Clerk to sign the Opera House Management & Cultural Initiatives Agreement for the period of January 1, 2023 to December 31, 2024 as outlined in Attachment 1.

Background and Analysis

Since 2007, the Town of Orangeville (the Town) has entered into a series of agreements with Theatre Orangeville for the management of the Opera House and for the provision of a cultural initiatives grant. Of the total \$35,000 in funding provided by the Town each year, \$15,000 has been provided in recognition of Theatre Orangeville's contribution towards cultural and economic development in Orangeville and the remaining \$20,000 has represented a portion of the fixed costs associated with the responsibilities of managing the Opera House. These costs have included the general administration and staffing associated with running the front office, the maintenance of technical equipment, and the co-ordination of users of the Opera House facility.

In 2018, a new, more formalized agreement was developed and was used to guide the activities of the Town and Theatre Orangeville over a five-year term that commenced January 2018. The current agreement will expire on December 31, 2022.

Analysis

Staff have completed a comprehensive review of the Town's Opera House Management and Cultural Initiatives Agreement with Theatre Orangeville and made minor adjustments/updates to the 2018 agreement. The agreement with Theatre

Orangeville, found in **Attachment 1** to this report, outlines the current expectations and undertakings of both the Town and of Theatre Orangeville, clearly defines roles and responsibilities of each partner, provides details with respect to the management of the facilities, and defines insurance requirements of Theatre Orangeville.

It should be noted that while the annual funding contribution to Theatre Orangeville has remained static for some time, the Town's in-kind contributions have not. A conservative estimation of total in-kind contributions by the Town in 2022 total \$34,832.00 (IT licensing, support, maintenance, etc. - \$14,832/Janitorial services at Visitor Centre - \$3,200/Janitorial services at Opera House - \$5,600/Theatre Orangeville Administrative Office Space - \$11,200).

Staff also reviewed the duration of the Agreement and recommends that a revised agreement be in place from January 1, 2023 to December 31, 2024. Over the upcoming two-year period, as staff continue to implement the Tourism Strategy and Action Plan and build the Town's inventory of events, activities, and experiences, tourism initiatives such as an Outdoor Arts Festival and Performances in the Park will be explored, tested and added to the Town's offerings. This revised time period will enable staff to evaluate the impact of new offerings and examine potential collaborative approaches that could be undertaken in conjunction with Theatre Orangeville to further the performing arts as a tourism driver. Quarterly and annual reports will continue to be submitted to the Town as part of the agreement and staff will continue to monitor the Agreement to ensure its fulfillment.

Pricing for Opera House user groups was also reviewed and updated as part of the process. User group rates remained static during the pandemic lock down with no annual increases applied between 2020-2022. In an effort to maintain reasonable rates for user groups while also ensuring that the costs associated with the management of the Opera House are addressed, staff recommends that effective January 1, 2023, user rates increase by 2% from the 2022 rates and that the rate increase annually thereafter by 2% until the Agreement end date in 2024 (see Schedule A in Attachment 1). A small, pre-established annual rate increase helps both the Theatre and the user groups to complete planning required for upcoming years.

Strategic Alignment

Orangeville Forward – Strategic Plan

Priority Area: Economic Vitality

Objective: Stimulate tourism and cultural development

Sustainable Neighbourhood Action Plan

Theme: Economic Development & Culture

Strategy: Bolster tourism opportunities that support a healthy economy

Notice Provisions

N/A

Financial Impact

The amended Opera House Management & Cultural Initiatives Agreement with Theatre Orangeville will result in an annual contribution of \$35,000 inclusively from 2023 to 2024 under the Economic Development – Theatre Orangeville budget line.

Respectfully submitted,

Ray Osmond,
General Manager, Community Services/
Acting CAO

Prepared by,

Ruth Phillips,
Manager, Economic Development &
Culture

Attachments:

1. Opera House Management and Cultural Initiatives Amending Agreement