

REPORT FROM THE DIRECTOR OF RECREATION AND CULTURE

DESCRIPTION

Re: 2022 Street Dance Summary / Direction for 2023

RECOMMENDATION

THAT the report from the Director of Recreation and Culture re. the 2022 Street Dance / Direction for 2023 be received

AND THAT the Recreation and Culture Standing Committee make a recommendation to Council to re. the scale of the event for 2023 based on the options provided.

BACKGROUND

The Street Dance is an event that is held almost annually during the Uranium Heritage Festival weekend. The scale of the event and location has varied over the years, including the price of tickets to the event. The focus of the event is to offer an opportunity for tourism and community spirit by providing an outdoor concert for community members (past and current, ages 19+) to gather and celebrate the community together.

On July 2nd, 2022, the City of Elliot Lake hosted the annual event with two headliners and two local bands as opening acts. George Canyon and Jess Moskaluke co-headlined the event while the Tarvelles and Shed Jammers played as opening acts.

ANALYSIS

On April 19th, 2022, Council was presented three different categories of options for artist(s) budgets and three different locations for the event to be hosted. Council approved that staff moved forward with hosting the event at the Centennial Arena parking lot with a higher scale artist budget of \$65,000 and a higher ticket price of \$35 in advance and \$45 at the door.

There was a lot of positive feedback received from the public and police regarding the location and setup of the event at Centennial Arena. The area allowed staff to setup over in advance, prior to the July 1st stat holiday as most employees were off on the day before the event. The layout and smaller size of the venue of the venue made for a more intimate feeling of the event.

To move forward with this event and begin planning for 2023, staff requires direction from the Recreation and Culture Standing Committee / Council on what scale the event should be based on the following options:

Option A: Similar scale of event as 2022 (and some past events) with a higher-scale artist budget and higher ticket price. This artist budget was set at \$65,000 in 2022. Staging required must be at minimum the size of a SL100 which costs around \$5,000 plus delivery to rent. Professional sound is also required which ranges around \$11,000.

Option B: mid-scale artist budget and lower ticket prices. Artist budget would range between \$20,000 - \$30,000. This scale of artist may require the same staging and sound as the scale of artists in Option A.

Option C: smaller-scale artist budget and ticket prices. This option represents an artist budget under \$20,000 and does not likely require overly professional staging and sound.

Option D: this represents a showcase for local artists only with an artist budget of under \$10,000 and does not require professional sound and staging.

In total, there was 834 tickets sold for the event. 613 tickets were purchased in advance and 221 tickets were sold at the door on the day of the event. Based on the ticket sales for 2022 event, Option A did not produce the ticket sales we had planned for (1,800).

FINANCIAL IMPACT

The 2022 budget for the Street Dance was budgeted for a variance of \$32,055. The actual variance of the event was \$60,724.

Please see the attached detailed budget to actual provided by the municipal Treasurer for further breakdown of the financial impact of this event.

Flight cancellations caused an unexpected expense of approx. \$3,000 for ground transportation from Toronto's Pearson Airport to Elliot Lake (and back to Sudbury the following day).

A significant amount of city staff time was incurred to manage this event. Part Time wages were charged to the event and are reflected in the net loss numbers above. Management and CUPE salaried hours were banked in lieu are accounted for in the attached document but not reflected in the net cash loss numbers above.

LINKS TO STRATEGIC PLAN

This event aligns with the City's Strategic Plan through:

- Support the Arts and Culture Community
 - To cultivate in the citizens of Elliot Lake an appreciation of arts and culture through accessible programming, arts and cultural facilities and entertainment that is available to all citizens

SUMMARY

In summary, the 2022 Street Dance had a higher variance than budgeted based on lower ticket sales and higher artist costs. Staff have provided the committee with four different options to choose from to provide direction for the 2023 event.