

REPORT FROM THE DIRECTOR OF RECREATION AND CULTURE

DESCRIPTION

Re: Direction for the 2023 Street Dance

RECOMMENDATION

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

AND THAT the Recreation and Culture Standing Committee recommend option D to Council re. the scale of the event for 2023 based on the options provided.

BACKGROUND

The Street Dance is part of the Uranium Heritage Days Festival and has varied from different scales of headlining artists. The event provides an opportunity for past and current community members to gather and celebrate the community together and can present some tourism value based on the scale. While clearly not financially successful, the 2022 event and venue was well received and staff learned valuable lessons for future events.

2018 and 2019 events featured primarily cover bands (with fees ranging from \$4 to \$7 k / band) but with a rented professional stage and all the logistics of a larger artist. Average attendance in those years was approx. 1,100 and ticket prices in the \$25-\$35 range. Annual net loss budget for the street dance component of the festival has traditionally been in the \$25-\$30k range.

Direction from the Recreation and Culture Standing Committee / Council on the scale of a 2023 event is needed. The Street Dance is typically held on the Saturday of the Festival, which lands on Canada Day in 2023. This stat holiday and lingering scarcity of stage rentals and sound/lighting suppliers may prove challenging in 2023. The most time sensitive issue is the use of a SL100 stage rental. If Council wishes to see a large scale artist staff would need to provide a deposit for scarce stages in the first week of January.

2022 Street Dance Financial Performance:

Revenue	2022 Actuals
Admission Fees	\$31,480
Concession Sales	\$21,284
Total Revenue	\$52,764
Expenses	
Artist	\$57,828
Artist Hospitality	\$3,599
Artist Transportation	\$3,826
Staging, Sound and Lighting	\$14,974
Fencing	\$3,002
Portable Washrooms	\$4,844
Advertising and Promotion	\$4,169
Outside Printing	\$366
Security and Ancillary	\$4,340
Concessions	\$12,928
Event Supplies	\$2,053
Insurance	\$456
SoCan Fees	\$1,103
Total Expenses	\$113,488
Net Income (Loss)	(\$60,724)
Ticket Sales	
Advance (\$40 ->\$35.39 +HST)	613
Door (\$50 ->\$44.24 +HST)	221
Total	834

ANALYSIS

Staff prepared the following options for Council's deliberations.

Option A: This option consists of one relatively large scale headliner (approximately \$30,000 and \$5000 for opener(s). Tickets would be sold as \$30 in advance and \$40 at the door (HST included). Professional sound and staging (a SL100) will be required for this scale of an artist.

Option B: This option represents a budget to book either a less-known, up-and-coming or less current act. This option will most likely require professional stage and sound. The budget for this option is approximately \$20,000 for the headlining act and approximately \$5000 for opening act(s). Tickets would be sold as \$30 in advance and \$40 at the door (HST included).

Option C: This option represents an artist budget under \$20,000 and does not likely require overly professional staging and sound. This may represent a less-known or not so current act that does not require a professional stage (portable stages or risers would be used in place of a professional stage). Tickets would be sold as \$25 in advance and \$35 at the door (HST included).

Option D (recommended): This final option represents the option of the lowest budget for artists of \$10,000. This budget could be used to a few different local acts. This type of budget would require a lower scale of lighting, and would not require a professional stage rental. Tickets would be sold as \$20 in advance and \$30 at the door (HST included).

For 2023, staff recommend option D at this time. The rationale for the recommendation is:

- Provides maximum flexibility for securing suppliers and impacts of the July 1st stat holiday
- Decreased risk and likely cost to the ratepayer
- Still provides a popular community event
- Options C or D provide direction now to avoid the need to rent a SL100 stage and planning can continue from there based on that underlying fact

FINANCIAL IMPACT

See attached budget that compares four different event options to the 2022 event and outlines a range of ticket sales from 900 to 1,500 and the financial impacts therein.

Further, please note the following descriptions for a breakdown on the numbers provided in the budget and/or assumptions to keep in mind:

Artists – these budgets were formed based on past Street Dance artist budgets

Artist Hospitality – numbers were adjusted from 2022's event based on the four different options. Some options will not require as many hotel rooms booked, or smaller artist rider requests with lower-scale or local acts.

Artist Transportation: no artist transportation costs have been budgeted (as were incurred in 2022 due to flight delays and other airline industry challenges)

Staging, Sound and Lighting: professional sound and lighting will be required for all options. A professional stage would be required for options A and B. Options C and D would not require a professional stage rental and would require the use of either a portable stage or risers. Budget for options A and B are based off of quotes received by businesses that have responded with their availability. Regardless of the stage rental, all artists require professional sound and lighting.

Fencing: used same rate as 2022. Same amount of fencing will be required, regardless of the artist, stage and sound budgets. Fencing was rented for both the Drag Races and Street Dance, splitting the cost of the amount of fencing rented by 50% between the two different events.

Portable Washrooms: based on a provided quote from a local business.

Advertising and Promotion: approximately increased by 3% to cover cost of living and supply increases.

Outside Printing: a small increase was applied from 2022 budget.

Security and Ancillary: based on 2022 event expenses with anticipation of rate increases.

Concessions: 3% increase was applied from 2022 expenses.

Event Supplies: 3% increase was applied from 2022 expenses.

Insurance: a 3% increase was applied from 2022 expense.

SoCan Fees: each option was determined based on the form provided by Entandem/SoCan (approx. 3% of ticket sales)

Concession (bar) Sales: \$25 spent at bar for each patron / ticket sold (used that spending pattern for 2023 concessions revenue projections)

2022 advance/door sales: 73.5% of ticket sales in advance (similar trend in 2019). Used that % for 2023 budget projections for ticket sales revenue.

No municipal staff time / distributed wages in the budget - see note below

Staff Hours:

Regardless of the option chosen for the 2023 Street Dance, it will require the same or very similar amount of staff time and number of staff working the event to make the event successful. In 2022, it was estimated that there was a total of 335 hours worked by staff for the event by a total of 34 different employees. The estimated value of hours by staff is \$13,709 for the 2022 Street Dance. These hours only include the day of the event and immediately before. It does not include the time to coordinate and plan the event for weeks / months prior to the event.

Please note that more hours may be required by CUPE staff for set up of stage if we opt to not rent one (may need to build or assemble a smaller one that is rented) OR if we are not able to rent from a sound company that does set up and take down of a professional stage. We are anticipating that the July 1st date will provide us with a lot of competition in securing our usual sound and lighting technicians that deliver, setup and take down the professional SL100 stage as a part of their contracted services. Not many businesses that we have approached for quotes offer this service and we would be responsible for booking a stage and having it delivered or transported to Elliot Lake.

The attached budgets are designed to provide a careful apples opt apples comparison. Once an option is narrowed by Council, more refined budgets and financial projections can take place and more deliberate research into potential artists. There may be other opportunities to add revenue or decrease costs. For instance, staff believe that there is a chance to charge slightly more for alcohol sales based on trends and observations from 2022.

Approx. 12 volunteers donated several hours of their time for the event in a completely volunteer capacity (Mississagi Park staff and family, city staff spouses, 2 members of council and a handful of unrelated individual civic minded volunteers)

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 anticipation of running another successful Street Dance for the community and surrounding area, staff require direction from the Recreation and Culture Standing Committee and Council on the different scale the event should be based on the options provided.

Due to the event likely falling on July 1st, 2023, staff require a direction as soon as possible so they can begin to book artists, services and resources for the event before they become unavailable.