

Effective Date: 2022-02-15

Policy Title: Theatre Allocation Policy – Urbandale Arts Centre
Parks, Recreation and Culture Department

Purpose:

The purpose of this policy is to establish guidelines for the allocation and management of the Urbandale Arts Centre (theatre), owned and operated by the Municipality of North Grenville (hereafter referred to as the Municipality).

Objective:

To promote and encourage participation and cooperation among all groups using this facility to the overall benefit of the community.

Goals:

- Provide a fair and transparent process for service delivery to all clients.
- Ensure fair community access to Municipal recreation and culture facilities reflecting a variety of interest areas, skill levels and program formats.
- Consider the benefits of participation in cultural, social and recreational activities with respect to wellness and skill development of residents as well as local economic benefit.
- Prioritize engagement in cultural, social and recreational activities.
- Maximize use while considering quality, safety and the need for maintenance.
- Balancing revenue targets identified in associated budgets with community accessibility.

Definitions:

North Grenville Organized Group: Shall mean any not-for-profit group that has an executive, budget, constitution, and open registration. The group shall be based in the Municipality of North Grenville with a North Grenville address.

School: Shall mean any elementary or secondary school located in the Municipality of North Grenville in the Public or Separate School Boards.

Regional Organization: Shall mean a not for profit or government agency who services a broader geographic region that includes the Municipality of North Grenville.

North Grenville Resident/Business: An individual who pays property taxes to the Municipality of North Grenville or whose landlord pays property taxes to the Municipality of North Grenville.

Non-Resident/Business: An individual who does not pay property taxes to the Municipality of North Grenville or whose landlord does not pay property taxes to the Municipality of North Grenville.

Seasons:

- Winter/Spring Season: **January 1 to June 30**
- Summer/Fall Season: **July 1 to December 31**

Peak Season: Dates in which theatre use is in highest demand.

- Winter/Spring Peak Season: **March 15 – June 30 (108 of days)**
- Summer/Fall Peak Season: **October 15 – December 23 (70 of days)**

Allocation Process:

- Theatre space will be allocated a minimum of one year in advance.
- Application forms will be made available as per the schedule below.
- All requests received after the deadline will be considered on a first come first serve basis after the draft allocation schedule is established.
- In the process of reviewing all requests, groups may be contacted by Municipal Staff to discuss alternatives and flexibility in order to work towards the goals of this allocation policy.
- Bookings are not confirmed until a contract has been signed by the rental client and returned to the Municipality. Proof of insurance must be provided 2 weeks prior to first booked date. The allocation process timelines can be found below.

Allocation Process Timelines:

Winter/Spring Season runs from: **January 1 to June 30**

- Applications Available: **September 1**
- Deadline for Submissions for following season: **October 15**
- Draft Contract provided to client by: **November 30**

- Client to return signed contract to Municipality by: **December 15**

Summer/Fall Season runs from: **July 1 to December 31**

- Applications Available: **March 1**
- Deadline for Submissions for following season: **April 15**
- Draft Contract provided to client by: **May 31**
- Client to return signed contract to Municipality by: **June 30**

Example:

Season	Winter/Spring Jan. 1 – June 30/23	Summer/Fall July 1 – Dec. 31/23
Applications Available	Sept. 1/21	March 1/22
Deadline for Submissions	Oct. 15/21	April 15/22
Draft Contract Provided to Client	Nov. 30/21	May 31/22
Client Returns Signed Contract to Municipality	Dec. 15/21	June 30/22

Allocation Priority:

The scheduling of the theatre will be based on the following hierarchy:

1. Major Community Event and Municipal Activities
2. North Grenville Organized Group
3. School Boards and Regional Organizations
4. North Grenville Resident/Businesses
5. Non-Residents/Businesses

Priority will be given to annual events that have cultural significance in North Grenville so that these events may reoccur at the same time in order to maintain continuity from year to year (to be assessed on individual basis).

Allocation Guidelines:

- North Grenville Organized Groups may book a maximum of 60% of the available days in any peak season. Any one of these groups can request up to 75% of the maximum 60%. If, after allocation of all requests, additional days are available, any one particular group can exceed the 75% limit.
- The Parks, Recreation & Culture Department may review a group or organizations' status during the allocation process.
- Supporting documents to determine a rental client's priority may be requested during the allocation process.

- Groups are permitted to occupy the stage with sets for a maximum of 4 weeks prior to their first performance date. Statutory holidays and school holidays are not included in this 4-week period.
- Groups will be permitted to book up to 50% of number of paid rehearsal and performance hours at no charge for construction, move-in, technical set up, tear down, and clean up.
- From time to time, minor variance from this policy may be deemed necessary. Such variances are at the discretion of the Director of Parks, Recreation and Culture.