

DUNDALK OLDE TOWN HALL

Commitment of community usage of revitalized building as arts and culture centre in downtown Dundalk



Presented by: Team Town Hall

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To: Southgate council and Southgate staff

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Q1:

Confirmed Rental Users:

JunCtian Community Initiative – music, youth, arts, culture programs

Two monthly event users – concert (jazz and Motown) + Starz of Southgate, potential for office space use, regular user and partner of cultural programming in Southgate

Dundalk Little Theatre – theatre rentals for shows (2-3x a year)

Hanley Institute – after school youth programming and summer camp, kid craft market (3x a year), potential for further expansion of programming and services for youth

Owen Sound Homeschool Co-op – theatre and meeting space rentals for kid music lessons, improv, choir and performances – once every 1-2 months

Southgate Photographers – pop up studio rental space – hourly and half day studio rentals (Amanda Arch, Jackson Sisters, Jessica Marie, Samantha Erin) – potential for expansion here

LP Productions – Jr theater and musicals – twice a year

Collaborative Creations Company – touring theatre productions, twice a year

Common Good Café – direct partner with TTH, offering art classes, workshops, fundraisers, market, consession, hot drinks, etc. for intermissions and events

Miss Bonita and friends- annual theatre show

Rachel Stephenson – dance lessons, once or twice a week (expansion from Maxwell)

Gary Walker – visual art classes once a week

Jeff Wilson – improv class – 6 week program, once or twice a year

Rural Rescue 911 – CPR and emergency training services – once or twice a year

PD Day programming with community groups and partners (3-4 a year)

Generation Connection – movie for kids event (a couple times a year)

Kids and Us – fieldtrips to theatre use, movie use (a couple times a year)

Dundalk Ag Society – rental for meeting, banquet, fundraisers with comedians (a few rentals a year)

Team Town Hall – movie theatre, concession booth, music events, arts exhibits, weddings, fundraising events, coffee house (use multiple times a week, every week, in addition to larger monthly events)

Young at heart – monthly gathering rental

Youth Action Committee – battle of the bands/talent show (annual event)

Other rental users:

Film Festival tour and special film events

Touring musicians/intimate concerts (by user's request / at TTH's invite)

Youth Mental Health Awareness and education, CMHA Grey Bruce (contact Jackie Ralph)

Baby showers/wedding showers (community need expressed in multi-use facility questionnaire to public – this building will be open long before a multi-use is open to the public)

Rental of space for videographers (has been requested and turned down during pandemic)

Meeting space rental for public meetings, and organization meetings, board meetings (a few a month)

Music classes/lessons (on demand)

Tutoring services/Kumon (on demand)

Art classes, paint nights, private/public artist exhibits (on demand)

RE: Financial 'donations' from these groups/businesses, please see Q2-3.

Q2: We began small fundraising awareness efforts as needed to cover cost of website, signs, and foreseen expenses to date. An amount of approx. \$3000 is in our account. This was not from approaching community partners or businesses to ask them to fund any renovation efforts to the building.

It's only responsible to fundraise when a project has a trusted and approved plan/green light. We don't expect nor have we sought out financial donations from big donors until the project outline is clear to us and to the community. We only just met the buyer a few weeks ago and had our own questions answered. We need the green light as this is a partnership project with township, and therefore both us and the community need to have clear understanding of our role, township's role, council's full support, as well as the role of the buyer, before we feel it is

responsible to ask for significant financial donation. We want to make sure this is done professionally and right to keep this project in good standing with the community and our local businesses because their support is vital. Covid did influence smaller efforts but has not held our team back at all on our progress with our usage plan and securing our community partners. In fact, that list has only grown and with projected community growth, will only continue to grow.

Q3: We have verbal commitments from individuals, families, and community partners which rely heavily on a green light for the project from council, with a clear understanding of ownership. The unique dynamic will need to be clarified to the public. We have community partners committed to helping us fundraise, in particular JunCtian Community Initiative and Common Good Café.

Q4: \$100,000, to go towards capital expenses and necessary supplies/equipments to reopen our theatre and meeting space

Q5: \$5000/yr towards reserves for capital projects, once cultural space is in operation

Q6: Committed to cover utility and operational costs each year for the cultural space

Q7: Committed to \$10,000/yr for our rent + our operating expenses (see operation budget attached)

Q8: We are a volunteer board committed to working towards the best governance possible with staff. We are willing to commit to working with staff to everyone's satisfaction in regards to booking and records of financing. We are committed to monthly board meetings and our community use plan listed above in Q1 – see Team Town Hall.

Q9: There will be need for future discussion with township treasurer and staff. In our budget we have allotted for a part-time staff member if required for movie theatre operation and other daily operation tasks. We have cleaning staff already on board by volunteer basis to start. Our board accepts responsibility for running the operation of all uses in Q1- see Team Town Hall and is open to working with staff on governance moving forward to everyone's satisfaction.

Q10: Most of our team members and supporters have been involved with the Olde Town Hall for many years, some multi-generation and each have a unique interest in arts/culture that unites us towards our goals. As Joan John has said, a commitment to investing in the Olde Town Hall is an investment in our community. We are all involved community members who give of our time and resources at a volunteer capacity often because we care about our community and that will not change. That has been demonstrated through our board director's involvement in many other areas – volunteering with Food bank, Santa Claus Parade, Dundalk Little Theatre, Farmer's market, Chamber of commerce, AG fair, Historical society, etc. Beyond our team, evidence of longevity of support is demonstrated through newcomers to our area joining in the effort and partnering with our vision – like JuncTian Community Initiative and

Hanley Institute – who offer diversity and youth mental health support services. Arts and culture investment is a key factor in youth mental health, and those partners support is evident that we have a great project that will only grow in need as the community continues to grow in numbers. Funding will come with need and interest, which are already prevalent. There is no greater time to be investing in the future of our community, especially where mental health is concerned for children and youth. But adults of all ages and seniors support this project and see the need as well. Our TTH board has demonstrated commitment now for 4 years and has the most diverse age groups involved, showing that our project reach is large. Our community has demonstrated desire for this project to succeed. Now the only missing factor is council demonstrating that they hear the community and stand beside their volunteers in the arts and culture sector.

Q11: See attached, projections evolve as interest grows.

Q12: Beyond the commitment we have made, if there are extra funds, they would be used for mutually agreed upon capital projects and improvements to our space as those needs arise.

Q13: We will be in a position to firm up this calendar commitment when the project receives a yes from council and we have an opening date to confirm bookings in the system.

Q14: Fundraising plan (at this stage because we are aiming for specific businesses at specific donation points we do not wish to make this public – more of a discussion item to hit the ground running with upon project approval). Email list of 200 supporters for marketing via Mailchimp newsletter. Petition. Highschool movie theatre petition. Social media reach. Letters of support. Norgan Theatre general ledger. Our volunteers have an interest in working with the EDO on downtown revitalization and collaboration to bring a vibrant downtown to fruition.

