



FORMAL REPORT

To:	Mayor Strathdee and Members of Council
Prepared by:	Brent Kittmer, CAO/Clerk
Date of Meeting:	13 March 2018
Subject:	CAO 09-2018 Memorandum of Understanding for the 2018 River Rock Festival

PURPOSE

The purpose of this report is to present Council with the memorandum of understanding (“MOU”) proposed between the Town and Mr. Sean Camp for the 2018 River Rock Festival.

RECOMMENDATION

THAT CAO 09-2018 regarding the Memorandum of Understanding for the 2018 River Rock Festival be received; and

THAT Council declares the 2018 River Rock Festival an “Event of Municipal Significance”; and

THAT Council provides a Noise By-Law exemption for the 2018 River Rock Festival for August 10, 2018 and August 11, 2018; and

THAT Council adopts by-law 24-2018 authorizing the Mayor and the Clerk to sign the MOU for the 2018 River Rock Festival.

BACKGROUND

In January 2017 St. Marys Town Council adopted a revised strategic plan. Within the strategic plan, a strategic direction of Council was to leverage culture as an economic driver. To support this direction, several priorities and tactics are set out seeking to establish a new event or festival “to celebrate the Town’s key amenities and [that] ties in with the reactivation of the downtown/waterfront”. The strategic plan identifies Milt Dunnell Park as a prime location to “host cultural events, such as festivals, “gathering on the green”, art exhibits, performances, etc.”.

To move these strategic priorities forward, in 2018 St. Marys Town Council wishes to pursue a partnership with Mr. Sean Camp and the River Rock Festival (the “Festival”). During the 2018 budget deliberations Town Council indicated that they are agreeable to providing \$10,000 cash plus in-kind support to the Festival on condition that the Festival be relocated to within the limits of the Town of St. Marys. Staff were given direction to negotiate a MOU with Mr. Camp and to report back.

REPORT

Staff met with Mr. Camp on February 22, 2018 to discuss the 2018 River Rock Festival, and the proposed partnership with the Town. During the meeting, staff learned the following key details about the 2018 Festival:

- Mr. Camp has identified that his preferred location for the Festival is within Milt Dunnell Field and will be hosted at this location on August 11, 2018 from 12:00 pm to 10:00 pm.
- There is a potential kick-off night on August 10, 2018, which would end at 10:00 pm.

- There are liquor sales at the event, but not intended to be the focus of the event. Liquor sales would be limited to featuring a small number of local craft breweries, and would only occur until 9:00 pm in the evening.
- Typical patronage to the event is 300-400 people.

Attached to this report is a proposed MOU for the 2018 River Rock Festival. The MOU sets out the financial and in-kind support from the Town, and the understandings of the Town and Mr. Camp as they relate to the Festival’s planning, organization and financial management. Some of the key points include.

- Mr. Camp will act as the primary artistic director and will provide all services for event planning, organization, and management. For these services, Mr. Camp will retain a \$5,000.00 stipend from the Festival budget.
- The Town will support the festival during set up, take down, and advertising/promotion.
- The Town will declare the Festival an event of municipal significance, will provide the necessary noise by-law exemptions, and will waive all municipal fees applicable to the Festival.
- The intent is for the Festival to be a not-for-profit event. Any proceeds generated will be shared on a 50/50 basis with Mr. Camp donating his proceeds to an eco-friendly cause of his choosing. Currently the MOU proposes that the Town will re-invest any proceeds received back into the Town trail system.

SUMMARY

Staff is recommending that Council authorize the Mayor and Clerk to enter into the MOU with Mr. Sean Camp for the 2018 River Rock Festival. The Town’s \$10,000 Community Grant Contribution will enable the Festival to relocate to within St. Marys. This action supports a number of Council’s identified strategic priorities.

FINANCIAL IMPLICATIONS

To support the 2018 River Rock Festival, the Town will provide \$10,000 in cash support from the Community Grant program. The Town will also provide in-kind support in the form of labour and waived fees.

Mr. Camp is projecting that the 2018 River Rock festival will have \$33,000 in expenses, and will generate \$46,300 in revenue for a positive net position of \$13,300. Revenue for the Festival is generated primarily through ticket sales with some sponsorships. The breakeven point for the Festival is forecasted at 180 ticket sales.

STRATEGIC PLAN

- ☒ This initiative is supported by the following priorities, outcomes, and tactics in the Plan.
 - **Pillar #2 Communication and Marketing – Community Events and Promotion**
 - *Outcome:* Actively promoting existing cultural/community events while seeking to establish new or re-branded signature events (such as festivals) may result in broader audiences and increase the appeal of the Town. Develop a new event, or re-brand and re-envision an existing event, to be the “signature” St. Marys event
 - *Tactic(s):* Create an event, or re-brand and re-envision an existing event, to celebrate the Town’s key amenities and ties in with the reactivation of the downtown/waterfront.
 - **Pillar #4 Culture and Recreation – A Focused Parks Strategy**
 - *Outcome:* St Marys’ parks are not only a prized assets, but also a natural gathering place that can be optimized and incorporated into enhancing the cultural profile of St Marys.

- Tactic(s): Investigate Milt Dunnell Park (“The Flats”) in terms of capacity to host cultural events, such as festivals, “gathering on the green”, art exhibits, performances, etc.

OTHERS CONSULTED

Mr. Sean Camp

Jed Kelly (Director of Public Works), Stephanie Ische (Director of Community Services), Trisha McKibbin (Director of Corporate Services), Jim Brown (Director of Finance), Brett O’ Reilly (Corporate Communications and Events Manager), Andrea Macko (Events Coordinator)

ATTACHMENTS

1. Draft MOU for the 2018 River Rock Festival

REVIEWED BY

Recommended by the CAO



Brent Kittmer
CAO / Clerk