



**Corporation of the  
Municipality of BROCKTON**

**Report No.**

2012-02

**File No.**

**Date**

April 23<sup>rd</sup>, 2012

**Attachment**

none

**Directed to:** Mayor and council

**Department:** Parks and Recreation

**Prepared By:** Dan Wilken

**Subject:** Grey Bruce Lighting and Sound Collaborative

**RECOMMENDATION**

..that the Municipality of Brockton recognize the Grey Bruce Sound and Lighting Collaborative as a Committee of Council with the following members for a three year appointment effective April 23<sup>rd</sup>, 2010 to April 23<sup>rd</sup> 2013. Members of the Grey Bruce Sound and Lighting Collaborative are as follows:

Dave Barrett	Saugeen Economic Development Corporation
Dan Wilken	Municipality of Brockton – Director of Recreation and Facilities
Brian Wall	Singer Christmas Tree
Bruce Graham	Singer Christmas Tree
Kerry Winthrow	Singer Christmas Tree

**REPORT**

**Origin**

March 3<sup>rd</sup>, 2011 Dave Barrett, Project Manager from the Saugeen Economic Development Corporation contacted the Recreation Department to discuss the feasibility of a collaborative project with the Singer Christmas Tree and the Saugeen Economic Development Corporation.

The Singer Christmas Tree Committee had approached Mr. Barrett about possible funding opportunities to purchase lighting and sound equipment for their annual event. Until this point, the Singer Christmas Tree group was renting equipment each year. The cost of renting and transporting this equipment out of Kitchener or Toronto was becoming a financial burden on the committee, threatening the future of the Singer Tree project. It was thought that purchasing the equipment would alleviate the need for costly rentals each year and ensure sustainability for the annual Singer Christmas Tree event.

Having similar needs and interests, SEDC, the Singer Christmas Committee and the Brockton Parks and Recreation Department initiated discussions about a possible collaborative effort to explore funding opportunities to acquire sound and lighting equipment as well as staging and curtains for special events. As a result of these discussions, the Grey Bruce Sound and Lighting Collaborative was created for a three year period with the following mandate.

*The Grey Bruce Light and Sound Collaborative is dedicated to enhancing the opportunities to showcase local artists' talents, while assisting struggling non-profit organizations with the equipment necessary for effective, affordable and sustainable presentations and performances to meet their mandates, fundraising goals and/or community betterment endeavours.*

## Analysis

Since entering into to a Collaborative Agreement on June 28<sup>th</sup>, 2011, the group has been working very well together, with each member of the group offering their knowledge, expertise and resources. The group is very dedicated, focused and enthusiastic and continue to work diligently to realize the success of this project.

Dave Barrett from the SEDC has been instrumental in coordinating the initiative and provides leadership and guidance to the group. Dave offers his knowledge, expertise and proven experience exploring various funding opportunities for similar projects. Dave also is very cognizant of the needs and desires of other community groups, organizations and special events throughout Grey and Bruce that might benefit from the availability of the equipment. SEDC has also offered to sponsor the services of a Job Creation Partnership Program, potentially assisting the group in developing and implementing a system and process for inventory distribution and management.

Bruce Graham is a member of the Singer Christmas Tree. Bruce is retired from the CBC where for 27 years was an Audio Engineer for most Music shows produced at CBC among other types of productions. He also was a technical Instructor for 10 of those years teaching Broadcast Audio and other subjects to both CBC employees and private individuals. He retired as the Supervisor of TV Technical Stores, the department that managed an internal CBC "Rental" department. He assisted in the purchasing of the Technical Equipment Inventory for this department. He has volunteered to assist with this project by sourcing the best equipment, assisting to maintain the equipment and training users of the Equipment Library.

Kerry Withrow spent 31 years in the teaching field during which time he taught instrumental and vocal music and sang in a Gospel group called "The Inspired Version". He has shared his musical talents at many weddings and funerals and as well in the Singer Christmas Tree in Walkerton each year. He and his wife Lynda, live in the country just outside of Walkerton and have 8 children and 15 grandchildren.

Brian Wall is also a long time member of the Singer Tree. Brian is the former public relations manager for the Singer Tree, and past chair of the fundraising committee. Brian shares his past fundraising experiences, and public relations perspective. Brian also contributes his enthusiasm, dedication and passion for the performing arts. Brian's managerial skills has also benefited the collaborative.

More information on the Singer Christmas Tree is available at: <http://singerchristmastree.com/tree/Welcome.html>

Realizing the valuable potential use of this type of equipment for special events, performances and functions throughout the municipality, the Parks and Recreation Department has offered to administer the booking procedures for the equipment and explore possible storage facilities in the municipality. After further consultation with John Strader, and Richard Radford it is probable that a suitable storage location has been identified. Also after further consultation with CFO Mark Gaynor, it is also anticipated the equipment will be purchased, and subsequently become property of the municipality, potentially offering greater savings to the collaborative. Mr. Gaynor is also looking into the potential insurance coverage for members of the collaborative and added coverage of loss or damage of the equipment. Should there be any additional costs for insuring the equipment; the GBSLC has budgeted to cover these costs over the term of the collaborative.

The group has researched and obtained prices from various specialized vendors for the equipment that meets the needs of the collaborative. Vendors will be selected based on their reputation and demonstrated ability to provide specific expertise and service to the equipment. In some cases this may include single source suppliers capable of supplying only OEM parts, service and temporary replacement of damaged equipment. Given the nature of the rental arrangements and multiple users, it will be imperative that only reputable and dependable vendors be considered to ensure quality equipment, expertise and service. It is the intent of the collaborative to source local suppliers and services whenever possible.

The GBLSLSC recently received more positive news with the announcement of successful Trillium Application of \$57,400.00. The Ontario Trillium Foundation has recognized this project as a unique collaborative approach. OTR has requested additional documentation and reports on the progress and success of the Grey Bruce Light and Sound Collaborative as a possible Provincial "Best Practice".

The group has also applied for other funding opportunities and continue to solicit funds to realize the purchase of the balance of the equipment estimated at approximately \$ \$ 80,000.00.

The group continues to work on other details of the project including rental agreements, insurance details, inventory sustainability and replacement and storage options.

### **Alternatives**

It is hoped that Municipal council will recognize the Grey Bruce Sound Collaborative as a Committee of Council as it will provide additional benefits to community groups and community betterment projects while supporting the efforts of community volunteers.

The Collaborative will continue their efforts to realize their goals.

### **Financial Impacts**

The GBSLC is not requesting any funds from the municipality.

As part of the collaborative, the Municipality will have access and use of the equipment at no charge, other than a small sustainability fee applied to all the collaborative members which has yet to be determined.

It is anticipated any other groups or organizations outside the collaboration wishing to use the equipment will be required to pay a rental fee to ensure the replacement and future sustainability of the equipment.

Respectfully submitted

Dan Wilken

Director of Recreation and Facilities.

Reviewed By:

Reviewed By:

CAO



Treasurer



Other \_\_\_\_\_