



## Corporation of the Township of Brock

### Staff Report to the Mayor and Members of Council

**From:** Alicia Bagshaw  
**Position:** Recreation and Leisure Coordinator  
**Title / Subject:** Outdoor Movies  
**Date of Report:** November 3, 2023  
**Date of Meeting:** November 13, 2023  
**Report No:** 2023-PRF-025

#### 1.0 Issue / Origin

To provide an overview of our Outdoor Movies initiative and plans for 2024.

#### 2.0 Background

In 2020 the Township of Brock purchased an inflatable movie screen, projector, and sound system with the intention of offering free community outdoor movies. This initiative was in conjunction with Brock Public libraries. The initiative would be a partnership with the Township and Brock Public Library with the Township purchasing the movie equipment and the Library purchasing the licencing for the movies.

In 2022 the Township hosted the first Outdoor Movie night in Cannington with estimated over 100 people in attendance.

In 2023 the Township hosted one movie night per community – Sunderland, Cannington and Beaverton.

The first report to Council suggested renting/lending out the movie equipment to other community organizations as a source of additional revenue. The Township did receive one request for use of the equipment, but the request was denied.

#### 3.0 Analysis

##### **Renting Out Equipment:**

Now that staff have a full understanding of what is required for the set up and take down of the equipment, it was recommended that equipment not be rented out. If the equipment was to be used by another organization, Township staff would be required to set up, maintain and tear down the equipment.

In addition, there is concerns about any damage to the equipment, and how that may affect scheduled Township special events, specifically outdoor movie nights.

**Staff Required:**

It takes 2 staff to set up and tear down the equipment due to the size of the equipment. Currently the Facilities Manager and Recreation and Leisure Coordinator have experience in setting up and taking down the equipment.

Additional staff could be trained to assist with the set up and tear down of the equipment.

Volunteers could be trained to assist with the set up and tear down, however it is recommended that at least one staff person be present to assist with any technical difficulties, answer questions etc.

**Scheduling and Number of Movies:**

Scheduling in the summer months poses to be a challenge with the longer days, and later sunsets in comparison to the spring and the fall. With this in mind, it was decided to schedule Outdoor Movie Nights on Fridays where participants, including the younger generation, had more flexibility to stay later with fewer responsibilities than on a weeknight and without interfering with weekend plans or getaways.

In 2023 staff planned for 3 movies, one per location. It was advised that Council would like to see more movies scheduled throughout the summer. If Council decide to increase the number of movies, it would be recommended that movies are targeted to different audiences so that the novelty doesn't wear off. Most films were targeted for a family audience, but perhaps a movie shown during the week could be a throw back film, and/or something geared towards adults.

**4.0 Related Policies / Procedures**

**5.0 Financial / Budget Assessment**

The initial investment for the movie equipment was approximately \$5000.

In 2023 the cost for Movie licenses was approximately \$500 per movie or \$1,500 for all three.

When the equipment was purchased, it was advised that licensing costs would be covered by Brock Libraries. During the planning process for 2023 Outdoor Movies, staff were advised that the library only had budget to cover one movie license for the season. The Township ended up purchasing the movie licensing for all 3 movies in 2023 in order to keep things consistent with the licensing company. Each movie license was approximately \$500. If additional movies are to be scheduled for 2024, then additional funds will need to be allocated to cover the licensing fees.

**6.0 Climate Change Impacts**

N/A

**7.0 Communications**

N/A

## **8.0 Conclusion**

Outdoor Movies have been well received by the Community, and staff look forward to the return of outdoor movies in 2024.

## **9.0 Recommendation**

BE IT RESOLVED that Council receive this report for information; AND THAT

Council advise staff if they would like to see more movies added as this would have budget implications for 2024.