



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: October 9, 2024
Date of Meeting: October 21, 2023
Report No: 2024-PRF-024

1.0 Issue / Origin

To provide an update on the Outdoor Movies events for 2024 and prepare for 2025.

2.0 Background

In 2023, we provided 3 outdoor movies over the course of the season, one in each community which were all held on Friday evenings. The Township has finished the second season of Outdoor Movies. At the direction of Council, we increased our offerings in 2024 to 6 outdoor movies, 2 per community.

3.0 Analysis

With the increased number of movies this year, the movies were scheduled with one being held on Thursday night and another on Friday night, in each community. The following table shows the dates and attendance for each movie.

Date	Community	Attendance
June 7, 2024	Cannington	40
June 20, 2024	Cannington	0
July 12, 2024	Sunderland	40
July 25, 2024	Sunderland	3
August 9, 2024	Beaverton	25

August 15, 2024	Beaverton	65
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Please note all numbers are approximate.

Staff identified that the movies scheduled in June and July had a late start time due to the sunset, and this may have deterred families with young children to attend. It was also identified that by increasing the number of movies, they become less of a novelty, and families don't plan around the dates as they can always catch the next one.

Feedback by some participants is that they prefer when the movies are indoors as they don't have to contend with the mosquitos, and the movies are able to start a bit earlier, however some participants do enjoy being able to sit outdoors and enjoy the movies.

4.0 Related Policies / Procedures

N/A

5.0 Financial / Budget Assessment

As the current format was not entirely successful, staff recommend a reduction in the number of movies being offered throughout the year, however, suggest that the Township maintain the current budget and reallocate the remaining funds to enhance the proposed events.

In addition, staff will continue to explore further opportunities to partner with local community groups and organizations which could be used to enhance the events and potentially reduce Township expenditures.

In 2024 staff budgeted \$3,390 to cover the cost of 6 outdoor movies. The total amount spent was \$3,425 which including the licensing, HST and handling fees for 6 movies.

5.1 Asset Management

N/A

6.0 Climate Change Impacts

N/A

7.0 Communications

Staff identified that communication needs to be enhanced to promote these events and spread the word in the community.

Staff will investigate temporary road side advertising such as Curbex to help with the promotion of the event and any related costs will be included within the budget.

8.0 Conclusion

In conclusion, the increase in number of movies was less effective. Staff would like to see more participants out to enjoy the movies and would recommend decreasing the

number of movies offered to better focus on creating an event for each movie in hopes of attracting more participants.

Staff would suggest offering up to 5 movies in 2025 in the following format:

Early June – 1 Outdoor Movie

Late August – 1 Outdoor Movie

Early October – Outdoor Movie – Double Feature/Fall Event

Early December – Indoor Movie / Holiday Event

The June and August movies would allow for an early start time for the movies, and we could partner with local organizations to enhance the event with snacks, BBQ, kid's activities etc.

The October Movie would be part of a Fall event for families to enjoy, with different activities available in the afternoon, and rounding out the evening with a Halloween Movie double feature.

The December movie would be the same approach, an afternoon for families to celebrate the holidays including pictures with Santa, public skating, and family activities, ending the evening off with a Holiday movie. This event would be held indoors in one of the Arena Auditoriums.

Staff anticipate engaging more residents by creating an event atmosphere and providing more opportunities and activities by partnering with local organizations.

9.0 Recommendation

BE IT RESOLVED THAT the Township continue with Outdoor Movie nights; and

THAT the Township work with community organizations to enhance the movie nights; and

THAT the Township plan a Fall and Winter event for families and include a movie viewing.