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Date: August 2, 2018
To: Mayor and Council
Author: M. Durocher
RE: Five Year Agreement with Kingsville Folk Festival
Report No.: PR-06-2018

AIM

Provide Council with the opportunity to review the proposed five year contract that is being proposed between the Town of Kingsville and the Sun Parlour Folk Music Society for the presentation of the annual Kingsville Folk Music Festival.

BACKGROUND

For the past 5 years Sun Parlour Folk Music Society has presented the annual Kingsville Folk Festival at Lakeside Park. The Sun Parlour Folk Music Society's mission is to bring world-class folk, acoustic and world music, with an emphasis on Canadian artists, to southwestern Ontario, between Chatham and Windsor, Ontario, through an annual folk music festival and an on-going concert series, the Road to FolkFest Concerts.

The Society is the only not for profit organization in the region dedicated to the promotion of live music performance, and the Kingsville Folk Music Festival, established 2014, is the only folk music festival west of London, Ontario.

For the past 5 years members of Sun Parlour Folk Music Society have appeared before council during the grant request portion of budget deliberations to request funding for the festival, which council has agreed to in the affirmative in the amount of \$20,000 on an annual basis.

The Festival and its producers have become mainstays to the community since the festival's inception. The Festival contributes to the community in the following ways:

- They provide an annual scholarship through The MAY FUNd presented to Kingsville, Harrow and Leamington graduating students
- They donate Festival and Road to Folk Fest Concert tickets and merchandise for fundraising efforts by community groups and local organizations
- During the Festival they support other non-profit and fundraising groups by offering complimentary booth space
- They cultivate and nurture community partnerships, and cross-promote to share marketing costs
- Youth volunteering is encouraged and actively cultivated throughout the year

DISCUSSION

In an effort to formalize an agreement between Sun Parlour Folk Music Festival and the Town of Kingsville administration is proposing a contract with the festival producers that will span 5 years beginning in 2018 and outlines agreeable parameters for the festival between each party including the use of Lakeside Park. This proposed agreement stipulates funding levels for the festival on behalf of the Town of Kingsville from 2018-2022 which will provide Sun Parlour Folk Music Society with assurance sponsorship from the Town on an annual basis, thus negating the necessity for Sun Parlour Folk Music Society to appear before council each year during the grant process, and furthermore provides the Town of Kingsville with assurance of the continuation of the Festival within the boundaries of the municipality for the next 5 years. The contract also highlights all necessary compliance issues as they relate to municipal property, AGCO regulations, Insurance obligations, The Health Unit, Ontario Fire Marshalls Office, O.P.P. and any all related or associated governance authorities.

A termination clause has been included within the contract in the event that actions or incidents that breach the terms of the contract may result in the termination of the agreement by the Town of Kingsville with no legal or monetary obligations being the responsibility of the Town of Kingsville

LINK TO STRATEGIC PLAN

Improve recreational and cultural facilities and opportunities within the Town of Kingsville.

FINANCIAL CONSIDERATIONS

The agreement will extend for a period of 5 years commencing August 1 2018 through August 16 2022 and agrees to provide sponsorship to the organizers in the amount of \$20,000 per year for each year of the contract.

CONSULTATIONS

J. Astrologo-Director of Corporate Services
P. Van Mierlo West-CAO
Sun Parlour Folk Music Festival Board of Directors

RECOMMENDATION

That Council agree to enter into a 5 year agreement with Sun Parlour Folk Music Society for the holding of the Kingsville Folk Festival, effective August 1, 2018 through to August 16, 2022 and authorize the Mayor and Clerk to execute said Agreement.

Maggie Durocher

Maggie Durocher Hons. BHK
Manager of Parks and Recreation Programs

Peggy Van Mierlo-West

Peggy Van Mierlo-West, C.E.T.
Chief Administrative Officer