



Date: March 27, 2023
To: Mayor and Council
Author: Karen Loney
RE: Kingsville Music Society
Report No.: 03 – 2023

RECOMMENDED ACTION

1. That administration **BE DIRECTED** to enter into an agreement with Kingsville Music Society for \$25,000 per year for the four (4) year term of this elected Council.

BACKGROUND

The Kingsville Music Society (KMS) is an Ontario registered volunteer-run nonprofit, incorporated in 2013, with the vision of enriching arts and culture in Kingsville and the area, and building Kingsville to be an internationally recognized music destination. The Society is dedicated to presenting world-class music experiences that engage audiences with diverse programming, stimulate arts education, foster economic growth, unite artists and audiences in Kingsville and provide volunteer opportunities to all ages.

According to KMS, the annual music festival has visitor spending of over \$350,000 each year in the Town of Kingsville plus over \$200,000 spent (in Kingsville) annually by the Society to produce the event. These are dollars spent in our community benefiting our local businesses. Attendees at the annual Festival come from across Canada and the United States with many discovering Kingsville for the first time and some choosing to relocate here because of the local music and arts scene.

In 2014 the Society established The May Fund (Music and Arts for Youth), which provides annual scholarships to area graduating students to continue in arts-based post-secondary education. The Society also donates to area schools to purchase art and music supplies. A priority of KMS, The May Fund continues to grow and develop. With a focus on inspiring and promoting creativity, all Society events are family-friendly and free to ages 16 and under.

To provide multi-year funding, Council approved By-law 7-2019 - 5-year Funding agreement (2019-2023) providing KMS \$20,000 annually to plan and implement musical festivals and events.

In 2020, KMS began providing free music at the Open Streets Event in addition to their modified event. In 2022, KMS added free music at Mettawas Parks every Thursday evening. The additional offering of music was funded through grants outside the Corporation but highlights KMS's desire to bring quality music to Kingsville. KMS has also supported many other events, such as Canada Day, Migration Festival and Fantasy of Lights, in arranging music or family acts or providing contacts.

DISCUSSION

KMS funding agreement, "By-law 7-2019 - 5-year Funding agreement (2019-2023)," is specific to dates when the Festival will be and does not reflect the additional contribution KMS provides to the Town. The agreement also speaks to the use of Town-owned sites/facilities and does not include Grovedale Arts and Culture Centre as it was not in operation. The agreement is also under the name of "Sun Palour Folk Music Society" versus KMS which they have legally changed and aligned their by-laws.

Since signing the 2019 agreement, the costs of all items have increased. KMS ensures that all musicians are paid meaningfully and, with the current allocation, has had to limit the number of performers.

A new agreement was discussed between KMS and Administration to reflect changes, which include clarification of expectations between the Corporation and KMS about the Festival. The 4-year funding agreement reflects this term of the current elected Council. The agreement allocates twenty-five thousand dollars (\$25,000) annually to KMS to implement a three (3) day music festival yearly.

FINANCIAL CONSIDERATIONS

Council approved \$25,000 in the 2023 Budget process from the Recreation and Special Events budget. Approval of this report will require budget allocation in 2024, 2025, and 2026 of \$25,000 per year.

ENVIRONMENTAL CONSIDERATIONS

KMS works within the Town's single-use plastic policy and protects the environment.

CONSULTATIONS

Senior Management Team

- John Norton - CAO
- Susan Hirota – Legal, Building and By-law Services

- Ryan McLeod – Financial and Information Technology Services
- Richard Wyma – Director of Community and Development Services
- Jason Suchiu – Fire and Rescue Services
- Andrew Plancke – Director of Infrastructure and Engineering Services

PREPARED BY:



Karen Loney, MA

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REVIEWED BY:



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Director of Community and Development Services