



Date: June 22, 2023
To: Committee of the Whole (COTW)
Author: Terry Fink, Special Projects Coordinator
RE: Facilities Assessment - Grovedale Arts and Culture Centre

COMMITTEE OF THE WHOLE

RECOMMENDED ACTION

1. That Administration **BE DIRECTED** to develop an Operations and Business Plan to address operations at Grovedale Arts and Culture Centre, located at 103 Park Street, with an emphasis on community usage, arts, music, and culture, and with a reduced emphasis on weddings and other private functions.

BACKGROUND

Facility Description:

The Grovedale Arts and Culture Centre is located on the former site of the King's Landing (formerly Grovedale House) and within Mettawas Park. Grovedale is an approximately 7,075 sq. ft., 1.5-storey steel framed building constructed in 2019.

The building includes a large multi-use room, with a balcony as a second floor, washrooms, a warming kitchen, an elevator and a small storage room. The inside and outside architecture décor reflect a heritage value to the former Grovedale House. The building's location within Mettawas Park enhances the public's experience of arts and culture and the enjoyment of walking in a lakefront park.

The Capital Replacement Value of the property is set at \$5,250,000. Replacement value for the contents of the building is assessed at \$200,000 in addition to \$40,000 of IT Equipment within the building.

Facility Use:

The vision and mandate of Grovedale Arts and Culture Centre since opening has not

been clearly defined. The facility hosts weddings, community meetings, art workshops and a wide variety of private rentals.

The 2018 Parks, Recreation, Arts and Culture Master Plan reported that:

- 64% of the survey respondents wanted to see “Cultural Events staged at Grovedale Arts and Culture Centre”.
- 51% wanted to have concerts.
- 54% wanted to have Arts and Craft shows.
- 54% wanted to have workshops.

The 2018 Parks, Recreation, Arts and Culture Master Plan (s.8.4) recommended that the Town “provide a higher level of cultural opportunities to visitors and residents of the Town – with only 51% of residents currently satisfied with existing cultural opportunities in Kingsville”.

Financial Considerations:

Grovedale Arts and Culture Centre	ACTUALS			
	2019	2020	2021	2022
Revenue	\$ 6,028	\$ 8,938	\$ 11,325	\$ 43,788
Operating Expenses	\$ 23,893	\$ 19,660	\$ 32,449	\$ 68,932
Net Operating Revenue (Expense)	\$ (17,865)	\$ (10,772)	\$ (21,124)	\$ (25,145)

DISCUSSION

Needs Assessment:

Though the building is relatively new, there are some issues observed by Parks and Recreation Staff related to building maintenance. This includes issues with the siding peeling off the building and water issues showing within the walls, the floor is pitted in areas which has led to cracking, and ceiling tiles showing signs of water leaking from the roof. In addition, the style of siding selected requires contracting specialized cleaning equipment as regular power washing damages the siding. Users and staff also note that storage within the facility is limited and additional storage should be considered. Users also noted that the kitchen space is undersized for their use. The Town has invested in curtains, to address audio issues within the facility, as well as a small stage and other improvements to make the building more functional with minimal investment.

As noted above, the building does not have a clear vision. Parks and Recreation staff are tasked with increasing programming in town with a focus on youth and seniors programming, increasing and enhancing arts and culture, and with setup for weddings

and other private rentals. Without clarity, the Town has not been able to develop an operational or business plan for Grovedale as these uses are, at times, incompatible and competing with facilities offering similar opportunities in Kingsville.

Increasingly, the Town of Kingsville is being recognized for its strong arts, music, and culture within Windsor Essex and beyond. Recent data from the Kingsville Music Society, for example, show that the annual Music Festival, to be held at Mettawas Park, has visitor spending of over \$350,000 annually in the Town of Kingsville, and over \$200,000 spent in Kingsville annually to produce the event. These are visitor dollars from across Ontario, Canada and the United States that benefit local businesses. The Kingsville Music Society has also secured its own funding to support Open Streets, Migration Festival, and Fantasy of Lights in arranging or providing music. These efforts have significantly raised the profile of Kingsville in the Arts and Culture community.

PREPARED BY:

Terry Fink

Terry Fink
Special Projects Coordinator

REVIEWED BY:



John Norton
Chief Administrative Officer