



2021 Division Road North
Kingsville, Ontario N9Y 2Y9
(519) 733-2305
www.kingsville.ca
kingsvilleworks@kingsville.ca

Date: December 1, 2017
To: Mayor and Council
Author: M. Durocher
RE: Lakeside Park Rental Review and Recommendations
Report No.: PR-2017-06

AIM

To apprise council of the status of Lakeside Park Pavilion rentals for the duration of 2014 through 2018 as they relate to paid rentals, reduced fee rentals, no fee rentals, Town of Kingsville rentals and maintenance days. Further to provide council with recommendations as they relate to rental allocations, and extended programming at Lakeside Park Pavilion.

BACKGROUND

At the August 28 meeting of council a motion was made by Deputy Mayor Queen requesting the following information:

That Council be provided a complete list of the 2018 bookings that presently exist for the Lakeside Park Pavilion noting the breakdowns by category as follows: i) Private Rentals for the full fee as per our fees by- law; ii) Rentals by the Schedule E list of Free and Reduced rate rentals, and iii) dates that the Town has on hold and not available for rent due to Town Committees such as Fantasy of Lights/Dinner with Santa and any planned Town events such as the Christmas party; Such report to be provided to Council by December 31, 2017 with staff recommendations for change.

DISCUSSION

Copies of the rentals for 2014 to 2018 to date are included for council's information. This information includes fees paid for each rental. The annual budget for rentals for 2017 is \$25,000 and as of October 31, 2017 year to date actuals stands at \$23,376.34 with \$1400

in revenue still to be received at the time of writing this report bringing us within \$500 of expected budget for the year.

The statistics for 2014 through 2018 are provided as an addendum to this report for your information.

In terms of rentals during the wedding season May-October Saturdays are booked to capacity at the Pavilion with the exceptions being the second weekend in August for Folk Fest, Migration Fest the third weekend in October, along with other one of events.

You will note that typically there are \$100 rentals on Fridays and Sundays before and after weddings. These rentals are what are called “shoulder dates” which are rented by wedding parties for set up and take down of events. Following the Sunday take downs our staff then clean the pavilion to ready it for the next rental

In February the pavilion is not available due to yearly maintenance so you will note minimal to no revenue. March and early April events such as Neighborhood Charitable Alliance-reduced fee, and Kingsville Fire Department Awards banquet-no fee take place.

November and December on an annual basis are almost completely booked by Fantasy of Lights, however bookings are taken during this period if a Fantasy of Lights event is not taking place, examples include the McDonald’s Christmas Party, Stag and Doe, Weddings, etc.

Weekend availability is already at capacity for 2018 and we are taking bookings for 2019 and 2020.

In an effort to maximize the usage of the facility during non-prime time and introduce new cultural programming options the following programming initiatives are going to be introduced in 2018.

- Zoomers lunch and learn series where there is grant funding possible. This program is currently being run in Essex. The program is designed to encourage people 50+ to lead healthy, active and connected lifestyles. The program takes participants to various locations within the region, provides lunch and transportation.
- Concert series at Lakeside and then Grovedale including performances by The Greater Windsor concert band, Music express, Kingsville Essex Associated Band, Windsor Symphony Quintets series, Music Moves Kids Choir and more.
- Ongoing folk music concert series in conjunction with Kingsville Folk Fest to be held at Lakeside Park Pavilion on a minimum quarterly basis.
- Quarterly Sip and Paint workshops where participants sample various wines and are led by an artists through a prescribed painting process
- Art classes done in conjunction with ASK. We have already started to work with ASK and will be hosting some art classes in January and February at the Arena for

all age groups, based on the popularity of these we will expand these to Lakeside Park

- Spring Sip and Shop event similar to the Sip and Shop done as part of Fantasy of Lights in December, to be held in the spring.
- Increased number of day time Yoga, Urban Poling, Zumba Dance, Strength and Stretch Classes and Cardio Mixer for all fitness and age levels including Zoomers.

In an effort to ensure that the facility is available on weekends for public rentals the following change is being proposed as part of the fees and charges by-law update which will be presented to council in the New Year.

- **Subject to availability, organizations who receive no fee status from the town will be permitted 2 free NON PRIME Time rentals of Lakeside Park each calendar year, however exceptions such as Folk Festival can be approved on an individual basis. Weekend rentals of the pavilion at no fee are being discouraged due to the high rental request rate especially during the ‘Wedding Season’**
- **Weekend rentals will be allowed at the special rate of \$300 per day on weekends with or without alcohol for groups who currently have no fee status should they require additional dates or weekend dates**
- **Reduced fee groups_ Delta Waterfowl, Lions Club, Neighborhood Charitable Alliance, Legion rate is proposed at \$300 per day for rentals anytime with or without alcohol**
- **A proposed rental fee increase for the Pavilion is part of the fees and charges by-law updates that will be presented.**

LINK TO STRATEGIC PLAN

Effectively manage corporate resources and maximize performance in day-to-day operations.

FINANCIAL CONSIDERATIONS

Eliminating the use of Lakeside Park Pavilion on weekends for no fee groups will assist in the optimization of revenue generating sources. In addition the new fees that are being proposed will assist in revenue generation for that facility. Expanded programming opportunities during the week and weekday evening hours will increase revenue, increase

programming opportunities, and are consistent with the goals and objectives as outlines in the Recreation Master Plan.

CONSULTATIONS

Facility Manager T. Del Greco
C.A.O Peggy Van Mierlo-West

RECOMMENDATION

The council receive this report and review for information purposes, of the 2014-2018 Lakeside Park Pavilion rentals and consider this report and recommendations when reviewing the upcoming fees and charges by law reports.

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