

City of Mississauga
Corporate Report



<p>Date: November 1, 2024</p> <p>To: Chair and Members of Budget Committee</p>	<p>Originator's files:</p>
<p>From: Jodi Robillos, Commissioner of Community Services</p>	<p>Meeting date: November 18, 2024</p>

Subject

2025 Culture Venues Rates and Fees

Recommendation

1. That Schedule "E-1" (Rental Fee Schedule – Recreation and Culture) of the 2025 consolidated user fees and charges by-law, to be effective January 1, 2025, incorporate additional cultural spaces in the description of "Meeting Rooms – Category H", as outlined in the Corporate Report from the Commissioner of Community Services, dated November 1, 2024, entitled "2025 Culture Venue Rates and Fees".
2. That all necessary By-laws be enacted.

Executive Summary

- During the October 2, 2024 Budget Committee Meeting, direction was given for staff to report back on Culture Venue Rental Fees and explore the opportunity to hold the fees without an inflationary increase.
- The inflationary increases of 3% on the Culture venue rental rates will have minimal impact on the groups ability to afford the space and is consistent with fee increases that have been proposed for other lines of business (i.e. arena, pool and meeting room rentals).
- The new structure of the fees keeps the rate on par or less than the previous year's fee due to savings in additional staff charges. As an example, based on the proposed fees, the average daily savings for a community group would be approximately \$110/day compared to last year. If fees are held, it would be a savings of \$154 per day compared to last year, a difference of \$44 per day.

- The Arts & Culture Grant program continues to be available as a means of providing support to community groups within Mississauga.
- In an effort to improve access to underutilized cultural spaces staff recommend applying the established discounted rate for Community Halls to the Living Arts Centre Screening Room, Studio Theatre, and Celebration Square Amphitheatre.

Background

During the October 2, 2024 Budget Committee Meeting, direction was received for staff to assess the impact of holding 2025 Culture venue rental fees (for resident, community and affiliated groups) and to identify additional ways to ensure that Mississauga-based groups have affordable access to local culture venues.

Comments

To support the ongoing growth of arts & culture in Mississauga, it's important to ensure that the City's culture venues remain accessible, affordable, and provide good value for community groups and other users.

For the 2025 Rates & Fees process, a realignment of fees was completed to provide further transparency for rental clients regarding the cost of venue rentals. This better aligns City fees with those of external comparable venues and is consistent with how fees are applied at the Living Arts Centre. For example, the base rental fee now includes minimum staffing requirements and administrative fees, whereas previously they would have been listed as separate itemized required charges.

This new Culture venue rental fee model translates to cost savings to the average client as the mandatory staff costs are reduced. Based on the proposed fees for 2025, the average daily savings for a community group client would be approximately \$110/day, compared to a savings of \$154 per day if the rates were to be held. Given the limited difference in savings from holding rates, staff recommend proceeding with the proposed rates as noted in the "2025 Recreation & Culture Program Fees and Rental Rates" corporate report dated September 10, 2024.

Table 1: Community Groups Client Savings – 3% Increase on Culture Venue Fees

		Admin	Staff	Base Rent	Total	Client Savings
Celebration Square – Upper Square	2024	\$92.20/rental	\$49.85/hour	\$82.50/day	\$673.20/day	\$177.49/day
	2025	\$94.97/rental	\$31.58/hour	\$84.98/day	\$495.71/day	
Meadowvale	2024	-	\$49.85/hour	\$354.50/day	\$753.30/day	\$135.55/day

Theatre - Auditorium	2025	-	\$31.58/hour	\$365.14/day	\$617.75/day	
Small Arms Inspection Building – South Building	2024	-	\$49.85/hour	\$302.45/day	\$701.25/day	\$137.11/day
	2025	-	\$31.58/hour	\$311.52/day	\$564.14/day	
PFFC – Main Bowl	2024	-	\$49.85/hour	\$5,200/day	\$5,598.80/day	-\$9.81/day
	2025	-	\$31.58/hour	\$5,356/day	\$5,608.61/day	
Average Client Savings						\$110.09/day

Table 2: Community Groups Client Savings – Hold Culture Venue Rental Fees

		Admin	Staff	Base Rent	Total	Client Savings
Celebration Square – Upper Square/Lower Square	2024	\$92.20/rental	\$49.85/hour	\$82.50/day	\$673.20/day	\$179.97/day
	2025	\$94.97/rental	\$31.58/hour	\$82.50/day	\$493.23/day	
Meadowvale Theatre - Auditorium	2024	-	\$49.85/hour	\$354.50/day	\$753.30/day	\$146.19/day
	2025	-	\$31.58/hour	\$354.50/day	\$607.11/day	
Small Arms Inspection Building – South Building	2024	-	\$49.85/hour	\$302.45/day	\$701.25/day	\$146.19/day
	2025	-	\$31.58/hour	\$302.45/day	\$555.06/day	
PFFC – Main Bowl	2024	-	\$49.85/hour	\$5,200/day	\$5,598.80/day	\$146.19/day
	2025	-	\$31.58/hour	\$5,200/day	\$5,452.61/day	
Average Client Savings						\$154.64/day

Recommended New Reduced Rate for Underutilised Cultural Spaces

Community Halls across the City have historically been under-utilised. In an effort to improve this and increase access, a discounted rate had been implemented several years ago resulting in a significant increase in hours rented.

Staff have conducted a review of existing cultural spaces and have identified additional spaces that could benefit from this discounted fee during non-peak times to incentivize additional bookings, further supporting Mississauga-based groups.

The new spaces would include the Living Arts Centre Screening Room and Studio Theatre, as well as the Celebration Square Amphitheatre. This discount would apply to the base rental rate only and additional costs would apply for ticketing and staffing based on the event need.

To assist in increasing access and utilization, it is recommended that the 2025 consolidated user fees and charges by-law effective January 1, 2025 incorporate the following note:

Meeting Rooms – Category H

- Room Category H refers to:
 - All Heritage properties that include Clarke Hall, Erindale Hall, Lorne Park Hall, Malton Hall, Meadowvale Village Hall and Streetsville Heritage Hall
 - Small Arms Inspection Building Meeting Room Space
 - Celebration Square Amphitheatre (excluding Large Event & City Programming dates) *NEW*
 - Living Arts Centre Screening Room and Studio Theatre (Off-season only: January, February, July and August) *NEW*

Financial Impact

The table below represents the impact to Culture venue rental revenues for the 2025 budget.

Table 3: Comparison of Culture Venue Rental Venues

2025 Budget Revenue	Revenues with 3% Increase on Fees	\$29,000
2025 Budget Revenue	Revenues with Fees Held at 0% increase	\$22,000

Staff will monitor any impact the discounted fees for underutilized spaces, however it would be anticipated to have minimal impact either positively or negatively.

Conclusion

The increases of 3% on the Culture venue rental rates will have minimal impact on the groups ability to afford the space. The new structure of the fees keeps the rate on par or less than the previous year’s fee and the Corporate Grant program continues to be available as a means of

providing support to the arts & culture groups within Mississauga. In an effort to improve access to underutilized cultural spaces, staff recommend applying the established discounted rate consistent with the rental rate for Community Halls.



Jodi Robillos, Commissioner of Community Services

Prepared by: Kelly Reichheld, Manager, Culture and Events