

	Report Title	Tillsonburg District Craft Guild MOU Renewal
	Report No.	RCP 19-05
	Author	Rick Cox, Director of Recreation, Culture & Parks
	Meeting Type	Council Meeting
	Council Date	January 28, 2019
	Attachments	TDCG Agreement 2019

RECOMMENDATION

THAT Council receives Report RCP 19-05 – Tillsonburg District Craft Guild MOU Renewal;

AND THAT Council appoints the Director of Recreation, Culture & Parks as the liaison between the Town and the Guild;

AND THAT a by-law to authorize the MOU be brought forward for Council consideration.

EXECUTIVE SUMMARY

The Memorandum of Understanding with the Tillsonburg District Craft Guild (TDCG) authorized under By-Law 4162 expired at the end of 2018. In December 2017 Council authorized a one-year MOU for 2018, and asked that information related to the number of people provided with tourism information by the TDCG be provided during consideration of further renewals. This report includes the requested statistics provided by the TDCG and recommends adoption of the attached Memorandum of Understanding (MOU) for this term of Council.

BACKGROUND

The Town of Tillsonburg has provided space for the TDCG at their current 41 Bridge Street location since 1982. Further, in the mid-Nineties, the Town permitted the TDCG to expand and augment the original heritage-designated train station by relocating a second heritage train station from another part of Tillsonburg to the property and constructing an interconnecting gallery space.

The TDCG, operating in this location as the Station Arts Centre, has provided Tillsonburg residents and visitors with exposure to local and regional artisans and art as well as many other cultural experiences. There has been a MOU between the Town and the TDCG since at least 2011, through which the Town paid the TDCG an annual amount of \$25,000 in return for the TDCG providing tourism information services at their location. The MOU was renewed for three years in 2014 at an annual amount of \$35,000. It was renewed for one year in 2017 at \$35,000, and a further one-year agreement and payment of \$40,000 for 2018 was authorized by Council at their December 11, 2017 meeting. At that time, Council requested that the TDCG provide information on the number of tourism-related inquiries over the course of the contract. The table below has been compiled by the TDCG and includes that information.

	2018																
	Jan	Feb	Mar	Q1	Apr	May	Jun	Q2	Jul	Aug	Sep	Q3	Oct	Nov	Dec	Q4	Total
Visitors and Staff	437	1064	1502	3003	1078	1032	1178	3288	2161	2180	1088	5429	1072	1121	1625	3818	15538
In-house groups	95	141	158	394	142	142	160	444	72	78	159	309	148	154	83	385	1532
Adult classes	16	58	134	208	16	76	141	233	0	0	25	25	197	82	9	288	754
Children's classes	45	0	27	72	84	220	272	576	1298	1341	45	2684	76	60	0	136	3468
Room Rentals	256	209	512	977	169	176	77	422	71	58	119	248	145	125	216	486	2133
Electronics Recycling	70	92	101	263	144	156	161	461	186	192	181	559	194	189	215	598	1881
Events	3	45	8	56	33	372	964	1369	545	0	0	545	145	204	70	419	2389
QUARTERLY TOTAL	922	1609	2442	4973	1666	2174	2953	6793	4333	3849	1617	9799	1977	1935	2218	6130	27695
Visitor/tourism inquiries	15	22	17	54	25	32	41	98	128	132	91	351	79	82	32	193	696
NOTE: This number is included in the "Visitors & Staff" total shown above																	

From this table, the data shows that visitor/tourism inquiries represent approximately 2.5% of the traffic through the Station Arts Centre.

The attached MOU is for the remainder of this Term of Council, essentially for 2019 through to the end of 2022. It confirms that the Town will allow the Guild to occupy the premises for the duration of the MOU, which is often required in order for them to apply for grants from other funding sources. It also provides for a payment of \$40,000 to the Guild for 2019, and beyond that the payment would be indexed to inflation. While the requirement to provide tourism information services remains part of responsibilities of TDCG under the proposed MOU, the purpose of the MOU has been expanded as highlighted below:

*The purpose of this Memorandum is to continue and expand a framework of cooperation between the Town and the TDCG for the provision of **arts, culture and** tourism information services in Tillsonburg to the benefit of both its residents and visitors.*

Adopting this MOU will result in the annual allocation to the Guild increasing over time. However, the cost for the Town to provide the same level of programming and/or tourism information services using Town staff would be considerably higher. The Guild has the ability to leverage the Town funding through other fundraising and projects, thereby providing substantial additional value to the community beyond the financial support by the Town.

In addition to providing the tourism information service, the Guild will continue to pay all of the utility costs of the building, coordinate the Electronics Recycling Program and either organize or partner with others to organize a lengthy list of cultural activities, events and programs.

Within the MOU, the Town is expected to appoint someone to act as an ex-officio resource and liaison to the TDCG Board of Directors. It has proven an effective way of ensuring good communication between the Town and partner organizations, and also of providing appropriate assistance with governance and other board functions. For the past cycle this role has been filled by the Director of Recreation, Culture & Parks, which is recommended to be renewed for the term of the proposed MOU.

Optional Considerations

Option 1 (recommended) Council adopts the MOU as proposed. No change to the resolution is required.

Option 2: Council could require a change in the term of the agreement to one year in order to reassess the relationship and funding level over the next year. The resolution would need to be amended to read “*AND THAT Council authorize the Mayor and Clerk to sign a Memorandum of Understanding with the Craft Guild for 2019.*”

Option 3: Council could appoint a different person to the role of ex-officio liaison. The resolution would need to be amended to reflect that change.

FINANCIAL IMPACT/FUNDING SOURCE

There has been a significant impact on the revenue generating operations of the TDCG due to an Unsafe Building Order (UBO) halting use of the basement for programming which was issued at the end of October 2018. Reflecting both the impact of that order on TDCG revenues and the considerable capital expenditures required during 2019 to address the UBO, staff does not recommend a change to the 2018 payment of \$40,000 for 2019.

The proposed \$40,000 payment is included in the draft 2019 Operating Budget, and is funded through taxation. If the MOU is approved as drafted, the amounts for 2020 and beyond will increase each year based on the annual rate of inflation in Ontario as established by the Consumer Price Index (CPI).

The 2019 RCP work plan includes the development and implementation of a significant capital fundraising program (\$1,000,000) to support capital maintenance at the Town's heritage buildings, specifically the Station Arts Centre and the Annandale National Historic Site. The TDCG will be expected to play a large role in the success of that fundraising program.

COMMUNITY STRATEGIC PLAN (CSP) IMPACT

1. Excellence in Local Government
 - ☐ Demonstrate strong leadership in Town initiatives
 - ☐ Streamline communication and effectively collaborate within local government
 - ☒ Demonstrate accountability
2. Economic Sustainability
 - ☒ Support new and existing businesses and provide a variety of employment opportunities
 - ☐ Provide diverse retail services in the downtown core
 - ☐ Provide appropriate education and training opportunities in line with Tillsonburg's economy
3. Demographic Balance
 - ☒ Make Tillsonburg an attractive place to live for youth and young professionals
 - ☐ Provide opportunities for families to thrive
 - ☒ Support the aging population and an active senior citizenship

4. Culture and Community

- ☒ Promote Tillsonburg as a unique and welcoming community
- ☒ Provide a variety of leisure and cultural opportunities to suit all interests
- ☐ Improve mobility and promote environmentally sustainable living

Report Approval Details

Document Title:	RCP 19-05 - Tillsonburg District Craft Guild Memorandum of Understanding Renewal.docx
Attachments:	- TDCG MOU 2019-2022.DRAFT.pdf
Final Approval Date:	Jan 23, 2019

This report and all of its attachments were approved and signed as outlined below:



David Calder - Jan 23, 2019 - 8:58 AM