

Community Support Assessment
Wright Family Arts & Entertainment Centre

July, 2008

Strathroy District Arts Council
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Introduction

Strathroy District Arts Council

The Strathroy District Arts Council (SDAC) was established in 2000 by a group of individuals interested in promoting and fostering the Arts to enhance the quality of life and add to the community of Strathroy-Caradoc. The SDAC is committed to fostering an environment in which all levels of the Arts can flourish by raising awareness and encouraging the active pursuit of artistic excellence.

The SDAC is an incorporated, not-for-profit charitable umbrella organization, which represents a variety of levels, involvement and disciplines within the Arts.

Wright Family Arts & Entertainment Centre

The Wright Family Arts & Entertainment Centre (WFC) is a proposed multi-use facility towards which a gift of one million dollars has been committed for the creation of a performing arts centre.

Features and amenities include:

- Movie Theatre
- Ticket Office for Area Events
- Auditorium with Raked "Theatre Style" Seating
- Full Stage
- State-of-the-Art Sound and Lighting
- Conference and Meeting Centre
- Multi-Purpose Program Rooms

Benefits:

- High traffic, high visibility venue for arts, community, corporate and individual use
- Designed to meet community needs
- Complements other area venues
- House community resources and cultural initiatives
- Attract regional events and new programming
- Community economic development
- Support revitalization efforts

Background Information

Significant effort has been devoted toward the development and creation of a multi-use arts and entertainment centre for Strathroy-Caradoc. These efforts have taken place over several years and have involved a variety of individuals and groups.

A brief summary:

1999 – The Strathroy District Collegiate Institute Parent Council organizes public meetings to initiate community discussion about performing arts space, prompted by a previous announcement that plans for the new high school will *not* include performance space.

2000 - The Strathroy District Arts Council (SDAC) is formed and adopts as its long-term goal the creation of an Arts and entertainment centre for the area as a way for those representing the arts in Strathroy-Caradoc to speak with a unified voice.

2001 - Township of Strathroy-Caradoc assists and supports SDAC's incorporation as a non-profit organization.

2002 – SDAC achieves Charitable Tax Status.

2003 – A Provincial grant to produce a Cultural Master Plan for the Township of Strathroy-Caradoc is awarded to SDAC, which is designated as the project's lead organization.

2004 – SDAC as lead organization, guides a group of community organizations, along with the Municipality of Strathroy-Caradoc, through the process of creating a ***Cultural Master Plan*** (CMP) and the accompanying ***Survey of the General Public in Strathroy-Caradoc Regarding Arts, Culture and Heritage***.

2005 - SDAC conducts Activity and Needs Survey, collecting information from 13 community groups regarding potential use of a multi-use cultural centre.

2005 - Multi-Use Cultural Centre Planning Session and report, is conducted by dMa Planning and Management Services, in conjunction with the Strathroy District Arts Council, the Strathroy-Caradoc Business Improvement Area, the Township of Strathroy-Caradoc and Mady Development Corporation.

2005 Strathroy native, the late Donald Wright, donates one million dollars to SDAC to support the creation of a Performing Arts Centre.

2006 - Feasibility Study – commissioned by SDAC's Wright Family Arts & Entertainment Centre committee – is conducted by F.J. Galloway and Malhotra Nicholson, Architects.

2007 - SDAC's Wright Family Arts & Entertainment Centre Committee agrees to undertake a more detailed, broad-based Needs Assessment Survey in the coming year. The study will include arts groups and a broad base of local organizations and businesses.

2008 - SDAC releases Two Surveys to Assess Community Support for the Proposed Wright Family Arts & Entertainment Centre and makes a presentation at a municipal "Changing Streetscapes" community forum.

Needs Assessment Survey

Purpose

Feasibility Study conducted in 2006 by F.J. Galloway & Associates, Inc. estimated that the total cost for a 300 seat multi-use centre and theatre would be in the \$5 million range. Consequently, significant further investment beyond the lead gift of \$1 million will be required in order to turn the objectives of the WFC into reality. In late 2007 the Wright Family Centre committee determined that a more current and extensive Needs Assessment survey to determine common support would be a necessary to a capital campaign.

Interviews would be conducted with a variety of local businesses, community groups and organizations to assess their level of interest in utilizing the Centre for lectures, meetings, community programming, fundraising or other events.

Information gathered from this survey was also expected to help determine space requirements, building size, layout, facility requirements and/or possible location(s) for the Wright Family Arts & Entertainment Centre.

Previous “Activity and Needs Survey”

In 2005, the Strathroy District Arts Council extended an invitation to 20 of its member organizations to participate in an Activity and Needs planning session to assess potential need for a multi-use cultural centre. Thirteen (13) groups participated, with survey respondents indicating an overall interest in improved facilities. A performance hall, studio and rehearsal space emerged as areas of interest for these groups.

The 2005 survey findings in general suggested that “improved facilities, centrally located, would lead to more participation in arts activities” within Strathroy-Caradoc. Although it was noted that “beyond [the SDAC] membership base, we see great potential usage, in particular for conventions and seminars” only SDAC members were polled for this survey.

Needs Assessment - Methodology

Process Summary

- Needs Assessment Coordinator contracted (*February, 2008*)
- Survey design and review by Committee (*February, 2008*)
- Committee planning session (*February, 2008 – See Appendix A-4*)
- Prospect call list developed (*February, 2008*)
- Survey interviews (*March and April, 2008*)
- Summary report (*May, 2008*)
- Preliminary report presented to committee (*June, 2008*)
- Final Report (*July, 2008*)

Survey Questions / Format

A survey consisting of twenty-one questions was developed using “Survey Monkey”, a program for developing and administering surveys on-line. Respondents were given the opportunity to complete the survey in person, by telephone, mail (using a printed copy of the survey) or on-line, by clicking on a survey link sent to the respondent via email.

Letter of Introduction

Survey participants were contacted by email, mail and/or telephone. When possible, a standard letter of introduction was sent first to introduce the Wright Family Arts & Entertainment Centre and invite participation in the Needs Assessment Survey process. See Appendix A-2 for letter.

Needs Assessment – Detailed Findings

The Needs Assessment Survey consisted of twenty-one questions. The following is a summary of the questions and associated findings:

QUESTION 1

Statement of Privacy Policy, assuring respondents that:

1. The Strathroy District Arts Council and Wright Family Arts & Entertainment Centre (WFC) adheres to a strict privacy policy; and,
2. Information collected is for the sole purpose of the WFC

Question allowed for input of name, address and contact information. All fields (other than organization) were optional. Summary of survey respondents included as Appendix A-1 (*for internal use only*).

QUESTION 2

Respondent's role within his/her organization, group or business.

Information was collected to help the SDAC learn more about potential users and partners and is on file with the Wright Family Centre Committee.

QUESTION 3

What does your organization, group or business do?

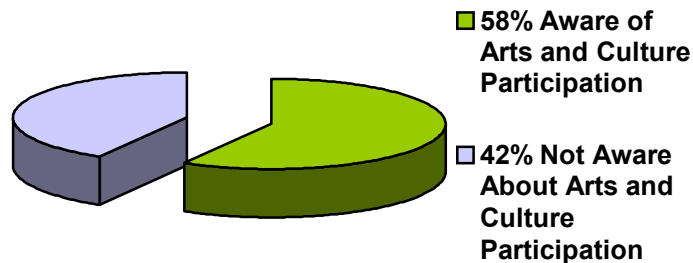
Information collected is on file with the Wright Family Centre Committee.

QUESTION 4

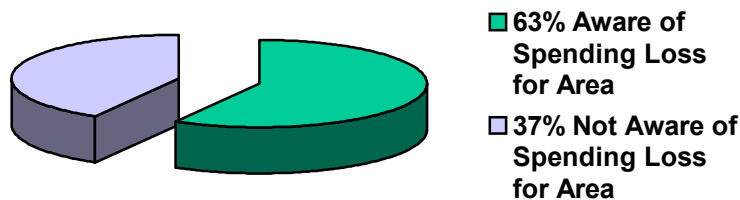
Do you know a 2004 Survey conducted in Strathroy-Caradoc found that:

Answer Options	Yes	No	Response Count
Strathroy-Caradoc residents actively attend arts, culture and heritage events and attractions?	35	25	60
85% of our current entertainment spending occurs outside of our community?	37	22	59
		<i>answered question</i>	60
		<i>skipped question</i>	8

Awareness of 2004 Survey - Arts/Culture Participation



Awareness of 2004 Survey - 85% Spending Loss



Significance of findings:

Results showed a moderate level of awareness of some of the key findings from the 2004 ***Survey of the General Public in Strathroy-Caradoc Regarding Arts, Culture and Heritage.***

One common response when survey was administered verbally involved the 85% of entertainment spending that was documented to be routinely leaving Strathroy-Caradoc. Respondents frequently added comments like "I'm not the least bit surprised" and "it figures". Many respondents expressed support for the concept that the WFC could benefit the area by helping to recapture some portion of these "lost" entertainment dollars for Strathroy-Caradoc.

Possible action items related to these findings:

The 2004 report provides baseline data for future comparison. Once the WFC exists, it may be interesting to find out what percentage of entertainment dollars are being retained by contrast. Assessed respondents' awareness of a 2004 Survey which was conducted in Strathroy-Caradoc and found that:

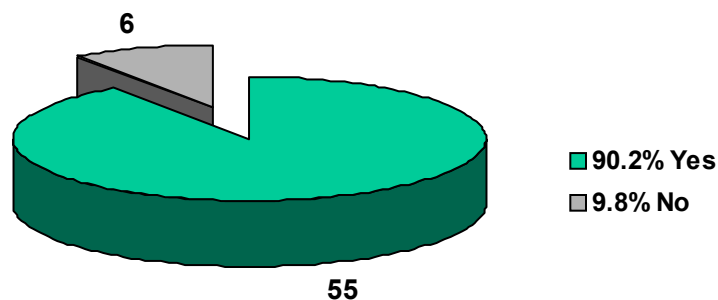
- (1) Strathroy-Caradoc residents actively attend arts, culture and heritage events and attractions and
- (2) Eighty-five percent of our area's entertainment spending was occurring outside of our community

QUESTION 5

Do you know that the Strathroy District Arts Council is actively working towards building an arts and entertainment centre to support both the arts and a movie theatre?

Answer Options	Response Percent	Response Count
Yes	90.20%	55
No	9.80%	6
	<i>answered question</i>	61
	<i>skipped question</i>	7

Do You Know SDAC is Working Towards Arts Centre / Movie Theatre?



Respondent Feedback:

One respondent recently downloaded, printed and read the entire Cultural Master Plan (through the Chamber of Commerce web site) and said "good on you" to the Arts Council for taking this project on, adding "[Our Organization] really believes in community partnerships and appreciates the opportunities the Wright Family Centre may create."

Significance of findings:

Findings indicated a high level of awareness of SDAC's efforts towards creating the WFC. Verbal feedback suggests that recent articles and Letters to the Editor in the Age Dispatch have been helpful in this regard.

Possible action items related to these findings:

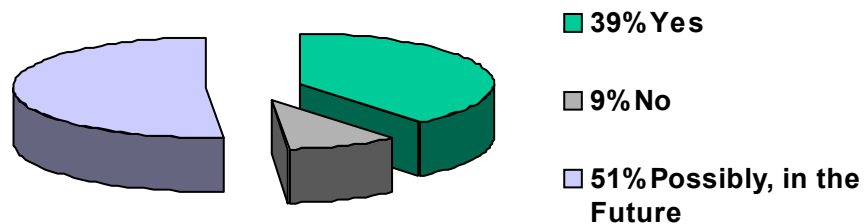
As efforts continue, SDAC would benefit from keeping the public informed through local media, stakeholder presentations, the SDAC website and the WFC website.

QUESTION 6

Do you think your organization/group/business may have use for a facility like the Wright Family Arts & Entertainment Centre?

Answer Options	Response Percent	Response Count
Yes	39.40%	26
No	9.10%	6
Possibly, in the future	51.50%	34
	<i>answered question</i>	66
	<i>skipped question</i>	2

May Use Wright Family Centre



Significance of findings:

Findings suggest a moderate number of users feel their organization, group or business have a definite need for the WFC. Together with the users who feel their organizations may have a possible need for the WFC at some point in the future, positive responses total 90% with only 9% stating that they do not foresee a need for the Centre.

Possible action items related to these findings:

Find ways to keep stakeholders, potential users and partners informed as the WFC nears completion, in order to encourage creative visioning for possible new uses for the Centre (i.e. stakeholders might be able to develop new events for fundraising, based on features of the WFC and may be more likely to do so if they are aware the building's unique features and amenities).

QUESTION 7

The proposed Wright Family Arts & Entertainment Centre would support a variety of arts, business and entertainment uses. Which of the following does your organization have a need for?

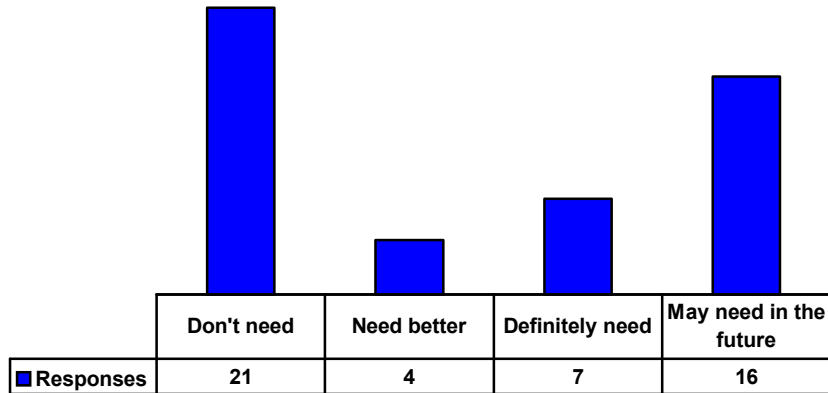
(Multiple responses were allowed)

Answer Options	Already have/currently satisfied/don't need	Already have/need larger or better	Definitely need	May need in the future	Response Count
Performance Space	21	4	7	16	48
Rehearsal Space	26	3	3	11	43
Film Projection	18	1	6	15	40
Exhibit Space	22	5	4	16	47
Artist Studio Space	29	2	3	7	41
Classroom/Lecture Hall	14	7	16	16	53
Office Space	29	2	3	8	42
Board/Meeting Room	17	7	10	14	48
				<i>answered question</i>	60
				<i>skipped question</i>	8

Significance of findings:

Findings are represented graphically on the following pages.

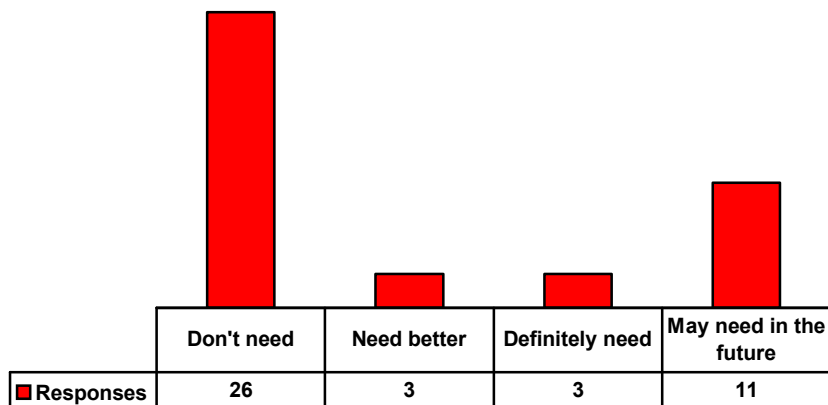
Need for Performance Space



Performance Space - significance of findings:

Moderate level of interest in performance space, with 56% of users indicating a potential need for performance space now, or in the future.

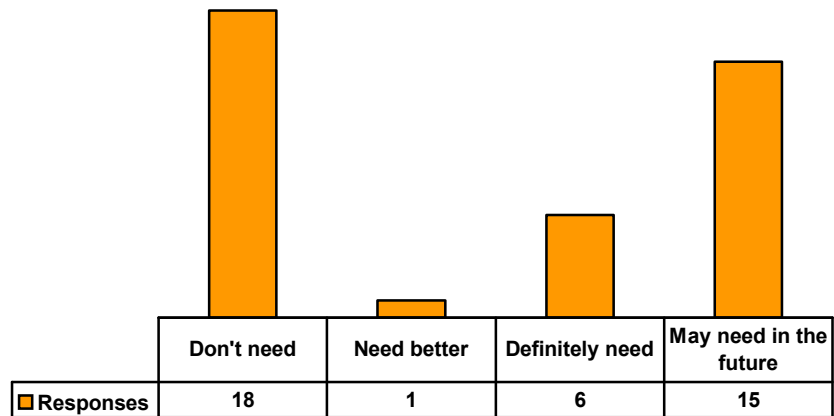
Need for Rehearsal Space



Rehearsal Sapce - significance of findings:

Modest overall level of interest, with 40% of users expressing a potential need for rehearsal space now, or in the future. Findings may suggest that rehearsal space, while desired by some, may not be a necessary building feature, given rehearsal space available elsewhere in the community.

Need for Film Projection



Film Projection - significance of findings:

Moderate level of interest, with 55% of users expressing potential need for film projection capability now, or in the future. It is worth noting, however, that film projection can only be offered if WFC initial building plan/design includes facilities required for film projection.

Need for Exhibit Space

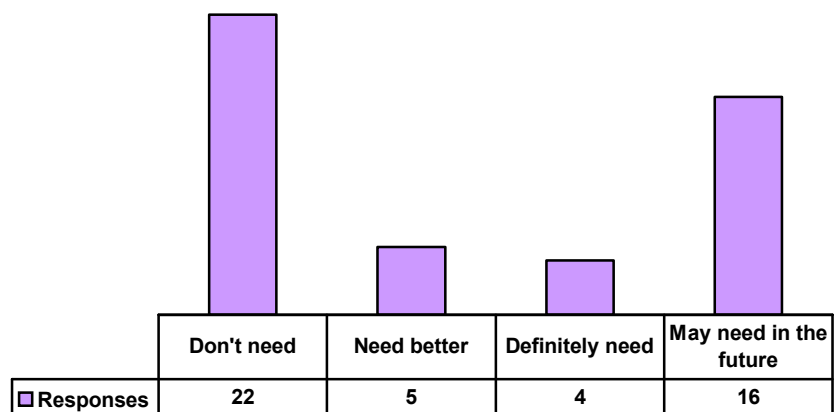
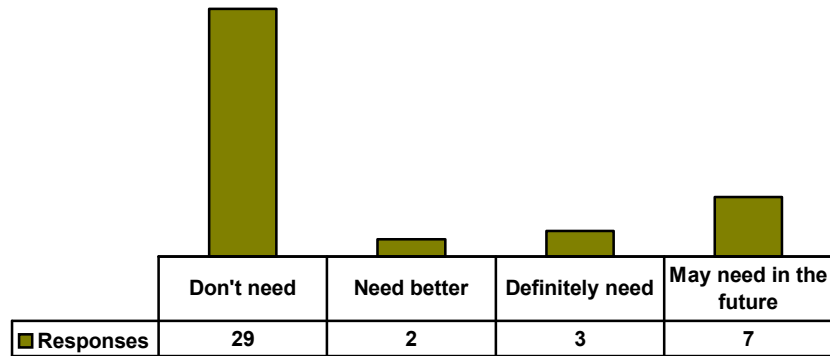


Exhibit Space - significance of findings:

Moderate level of interest, with 53% indicating need for Exhibit Space now or in the future.

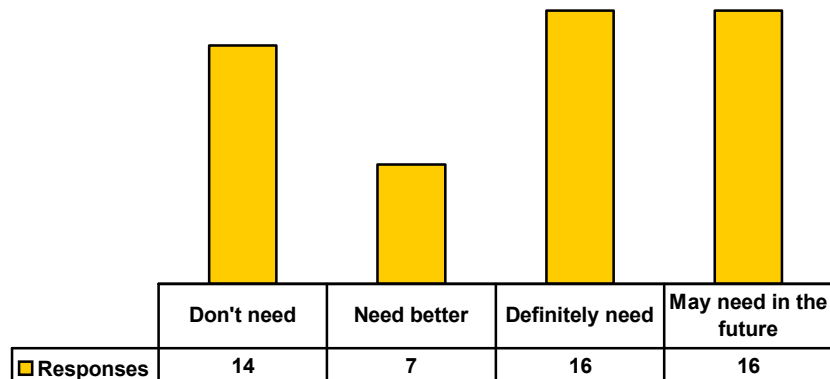
Need for Artist Studio Space



Artist Studio Space - significance of findings:

Low overall level of interest, with 29% indicating need for Artist Studio space now or in the future.

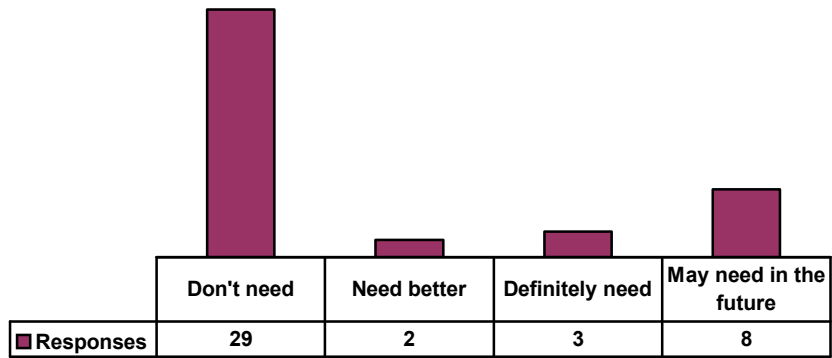
Need for Classroom / Lecture Hall



Classroom / Lecture Hall - significance of findings:

High level of interest, with 74% indicating interest in a Classroom/Lecture hall now or in the future.

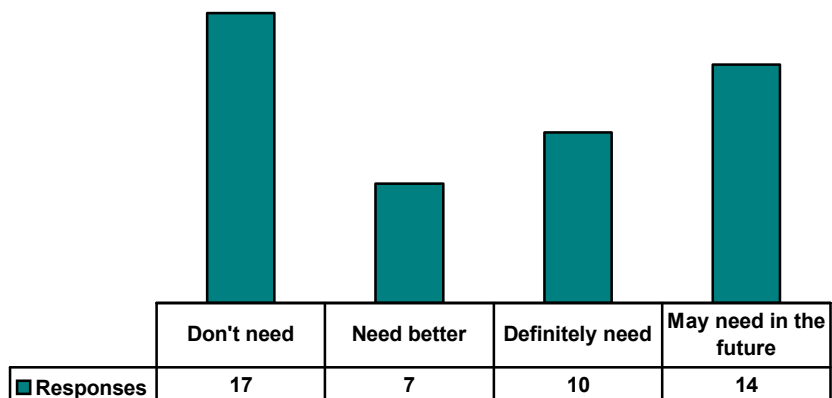
Need for Office Space



Office Space – significance of findings:

Modest level of interest, with 31% expressing interest in Office Space now or in the future.

Need for Board / Meeting Room



Board / Meeting Room - significance of findings:

High level of interest, with 65% expressing need for a Board or Meeting Room now or in the future.

QUESTION 7

Summary of findings, based on level of interest:

High Level of Interest

- Classroom/Lecture Hall
- Board/Meeting Room(s)

Moderate Level of Interest

- Performance Space
- Film Projection Ability
- Exhibit Space

Modest Level of Interest

- Rehearsal Space
- Office Space

Lower Level of Interest

- Artist Studio Space

QUESTION 8

When do you anticipate needing this space?

Answer Options	Response Percent	Response Count
Do not anticipate a need	32.1%	18
Need space urgently	5.4%	3
2009	30.4%	17
2010	21.4%	12
2011	10.7%	6
	<i>answered question</i>	56
	<i>skipped question</i>	12

Respondent Feedback:

One response indicated "We would utilize space "whenever possible"

Significance of findings:

Given the time required to conduct a successful capital campaign, in addition to design and construction phases, it is significant that only 5.4% of survey responses characterized their need for new space as "urgent."

QUESTION 9

Are your organization's events typically open to the public?

Answer Options	Response Percent	Response Count	
Yes	62.7%	37	
No	6.8%	4	
Varies	30.5%	18	
	<i>answered question</i>		59
	<i>skipped question</i>		9

Significance of findings:

Findings are primarily for informational purposes, as rental fee structure would not likely distinguish between events which were public or private in nature.

QUESTION 10

How much, on average, does your organization charge for admission to events? (multiple responses were allowed).

Answer Options	FREE	Under \$5 per ticket	\$5 - \$10 per ticket	\$10 - \$15 per ticket	Over \$15	Response Count
Average ticket price	37	7	10	9	9	54
				<i>answered question</i>		54
				<i>skipped question</i>		14

Significance of findings:

Findings show a good distribution of ticket prices across the range from FREE to "over \$14). Findings are primarily for informational purposes, as standard fee structure would likely be based on rental/use of specific building areas or features, rather than on the ticket price a user would charge for a specific event.

Alternative fee structures intended to reflect the needs of smaller and/or not-for-profit groups are being given consideration (see Question 18) and will likely receive further discussion.

QUESTION 11

What time of day do your organization's events generally take place? (multiple responses were allowed).

Answer Options	Daytime	After School	Evening	Weekends	Varies	Response Count
Timing:	28	10	35	26	16	58
					<i>answered question</i>	58
					<i>skipped question</i>	10

Significance of findings:

Findings are encouraging, given the WFC mandate to maximize profitability for the Centre by having the lights on and the building's areas utilized as much as possible. Findings show a good distribution of events taking place over the course of the day and week with daytime, after school, evening and weekend events all well represented.

QUESTION 12

How often during the year do your events generally take place? (Multiple responses were allowed)

Frequency:	Daily	Weekly	Monthly	Annually	School Year	Summers	Holiday Season	Response Count	
	6	17	25	36	11	7	7	57	
								<i>answered question</i>	57
								<i>skipped question</i>	11

Significance of findings:

As was the case with Question 11, these findings are encouraging, showing a nice distribution of potential events throughout the calendar year with daily, weekly, monthly, annual, school-year, summer and holiday season events all well represented.

QUESTION 13

Ideally, how many people would the following spaces need to accommodate in order to best meet your group's needs? (multiple responses were allowed)

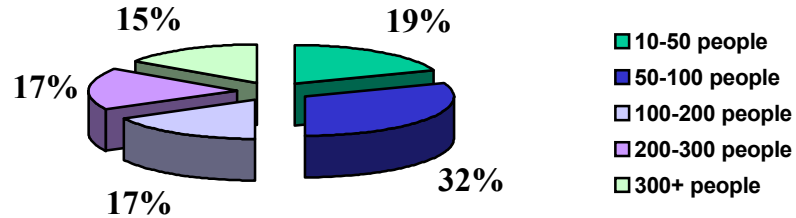
Answer Options	N/A	1-10 people	10-50 people	50-100 people	100-200 people	200-300 people	300+ people	Response Count
Theatre Seating	11	0	10	16	9	9	8	46
Lecture Hall	17	1	14	11	5	2	0	41
Rehearsal Space	28	1	9	1	0	1	1	40
Exhibit Space	20	0	7	9	5	1	1	41
Office Space	26	11	1	0	0	0	0	38
Board/Meeting Room	14	7	21	8	1	0	0	43
Workshop/Program ming Room	13	3	30	4	0	0	0	44
						<i>answered question</i>		58
						<i>skipped question</i>		10

Significance of findings:

Findings are represented graphically on the following pages.

QUESTION 13 (continued)

Theatre Seating

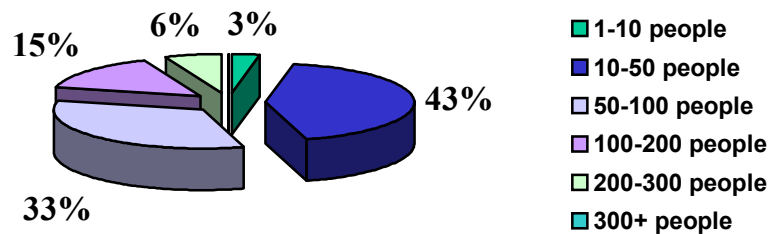


Significance of findings:

The uses that respondents conceived of for the theatre suggest that events both large (up to or beyond 300 people) and small (50 or fewer people) may take place in the theatre section of the WFC.

On the high end, there is significant interest (a combined 32%) in a facility which would seat between 200 and 300+ people.

Lecture Hall

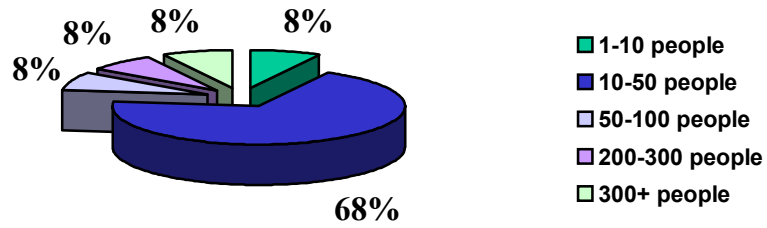


Significance of findings:

Response suggests that “lecture hall” usage of the theatre would most often be for groups between 10 and 100 people (a combined 76%).

QUESTION 13 (continued)

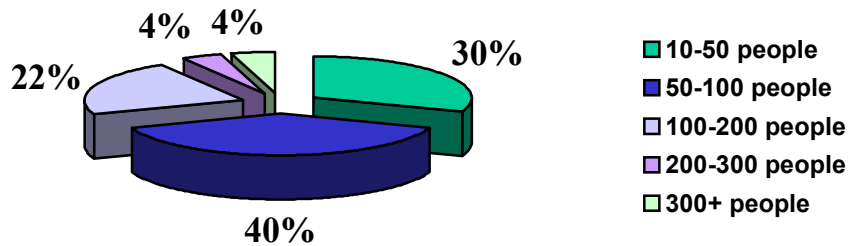
Rehearsal Space



Significance of findings:

Response suggests that “rehearsal space” usage of the WFC would most often be for groups between 10 and 50 people (68%).

Exhibit Space

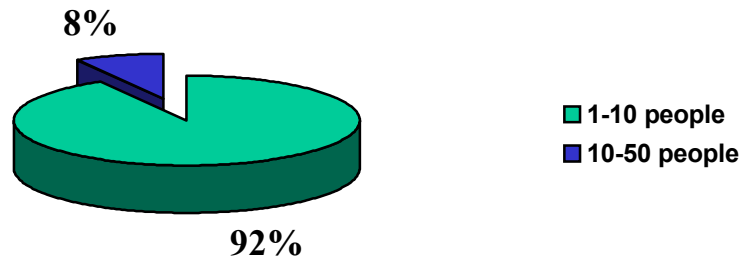


Significance of findings:

Response suggests that “exhibit space” usage of the WFC would most often be for groups between 10 and 100 people (70% combined).

QUESTION 13 (continued)

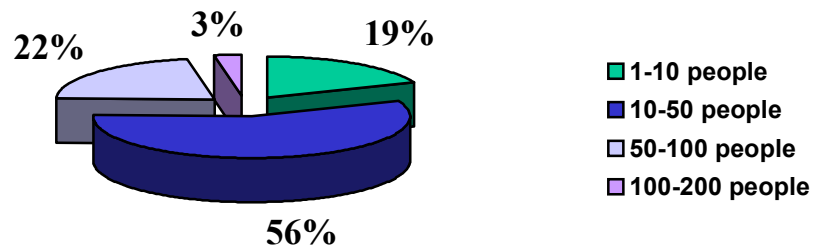
Office Space



Significance of findings:

Response suggests that “office space” needs at the WFC be overwhelmingly in the 1 to 10 person range (92%).

Board / Meeting Room

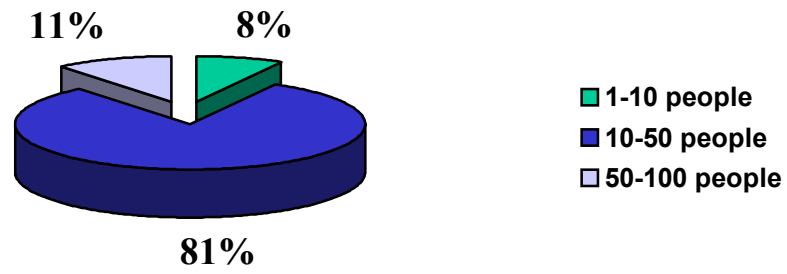


Significance of findings:

Response shows a strong need for a “board / meeting room” which would accommodate 10 to 50 persons. (56%)

QUESTION 13 (continued)

Workshop / Programming Room



Significance of findings:

Response shows a strong need for a “workshop / programming room” which would accommodate 10 to 50 persons. (81%)

QUESTION 14

Do you require any of the following building features?

Answer Options	Don't need	Desirable	Essential	Response Count
Side or rear entry (for loading large equipment)	23	23	8	54
Theatre Lighting	21	21	7	49
Sound	9	17	24	50
Audio/Visual Equipment	11	20	18	49
Green Room	36	8	3	47
Dressing rooms	34	10	5	49
Makeup lights	38	6	5	49
Kitchenette / Catering area	11	23	20	53
			<i>answered question</i>	55
			<i>skipped question</i>	13

Summary of findings, based on level of interest:

High Level of Interest

- Sound system
- Kitchenette / catering area
- Audio/visual equipment

Moderate Level of Interest

- Side or rear entry
- Theatre lighting

Modest Level of Interest

- Dressing rooms

Lower Level of Interest

- Green room
- Makeup lights

QUESTION 15

Are there any special features you require which were not mentioned in the list above?

Summary of findings, based on category of building feature:

Requested Visual Artist Amenities:

- Hanging devices mounted on wall
- Lighting for displays on walls
- Space for hanging quilts
- Storage area for library books and arts materials/equipment (multiple requests)
- Possible outlet to sell items
- Arts Centre Gift Shop? (multiple requests)
- Ventilation
- Rough sinks
- Cubbies and/or lockers

Requested Performing Artist Amenities:

- Green Room Bathroom, private, shower if available
- RE: green room: Setup/staging area is required - set up/tuning/staging area - separate from performance area. Soundproof from performance area.
- Good acoustics, great sound system (multiple requests)
- Acoustic sound, do not require amplification.
- No echo, need good sound dampening/acoustics.
- A good quality, well tuned piano (multiple requests) (“The Wright Piano would be fine”) (“We are currently holding recitals at the Anglican Church Parish hall where the Wright Piano is being stored. However, when the piano is returned to town there will not be a decent piano in the hall. We will likely follow the piano if it goes to the Wright Centre, depending on the cost to use the facility for a Sunday afternoon”)

Requested Business Amenities:

- Computers
- Big screen
- Whiteboard and other meeting amenities for educational sessions

Requested Accessibility Features:

- Wheelchair accessibility both in to the building as well as around the building and washrooms,
- Fully accessible building (many/multiple comments and requests)
- Wide halls
- Good number of accessible washrooms
- Easy exit pathways for wheelchairs

Requested Food and Beverage Amenities:

- Kitchenette area should include a bar (multiple requests) (“Bar might be nice if practical/legal”)
- May require full kitchen (multiple requests) “May be required if we hold a dance or brunch in the facility”)

General Design Comments:

- Windows [in program rooms] would be great for the natural light to come through
- Comfortable seating (multiple requests) (“It is a shame when patrons pay high ticket prices and sit in uncomfortable seats, especially when they are seniors”)
- General comment regarding amenities "go for quality - do it right (if it is affordable to do so)
- Diaper Changing areas and/or Family Washrooms [would be nice]

QUESTION 16

Approximately how much do you currently expect to pay to rent the following space(s)? (check all that apply)

Answer Options	N/A	Less than \$50	\$50 - \$100	\$100 - \$200	\$200 - \$300	\$300 to \$400	\$400 to \$500	\$500+	Response Count
Theatre - Daily Rental	19	1	8	4	6	5	2	0	43
Lecture Hall - Daily Rental	22	4	5	2	1	1	0	0	35
Meeting Room - Daily Rental	19	8	4	4	0	0	0	0	34
Rehearsal Space - Weekly Rental	27	5	0	1	1	0	0	0	33
Workshop/Classroom - Weekly Rental	18	8	7	2	2	0	0	0	34
Office Space - Monthly Rental	24	4	0	1	0	0	0	2	31

answered question 50
skipped question 18

Significance of findings:

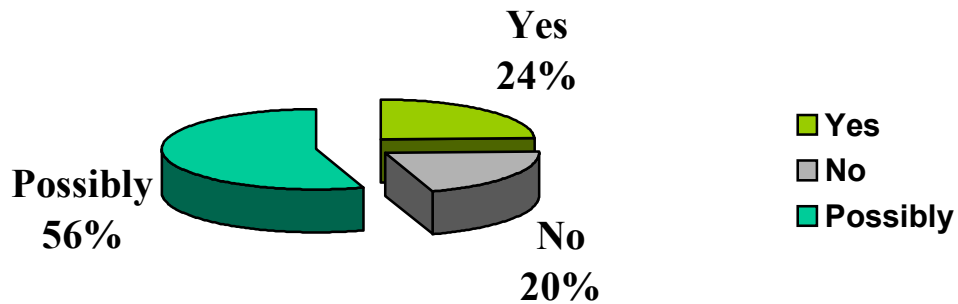
Although not all respondents provided detailed answers to this question, it is still evident that users expect to pay a range of prices for various spaces within the WFC. Based on preliminary research, these prices appear to be in line with comparable facilities in the London/Middlesex area.

Question 17

Given a state-of-the-art building well suited to your organization's needs, would you see the value in paying more than you currently do in order to rent this facility?

Answer Options	Response Percent	Response Count
Yes	24.5%	12
No	20.4%	10
Possibly	55.1%	27
	<i>answered question</i>	49
	<i>skipped question</i>	19

See Value in Possibly Paying More



Significance of findings:

A significant number of respondents (80% combined) felt they may be willing to consider paying more for use of space in the WFC, if the space was (1) state-of-the-art and (2) well suited to their needs.

Question 18

As an alternative to a flat rate rental fee, would you be interested in a “per user” type of rental fee? If so, what would you expect to pay?

Answer Options	Response Percent	Response Count	
N/A	62.5%	30	
under \$5 per ticket	18.8%	9	
\$5 to \$10 per ticket	20.8%	10	
\$10 to \$15 per ticket	4.2%	2	
over \$15 per ticket	0.0%	0	
	<i>answered question</i>		48
	<i>skipped question</i>		20

Respondent Feedback:

“Because I presently do not charge my students or attendees for my recitals, I think there should be different rental fee structures for paid and non-paid events. My recitals are not profit-generating events, but I am having to pay out \$250.00+ each year to hold them.”

“We prefer fixed costs for budget purposes. We do not favour a ‘per ticket’ price concept.”

Significance of findings:

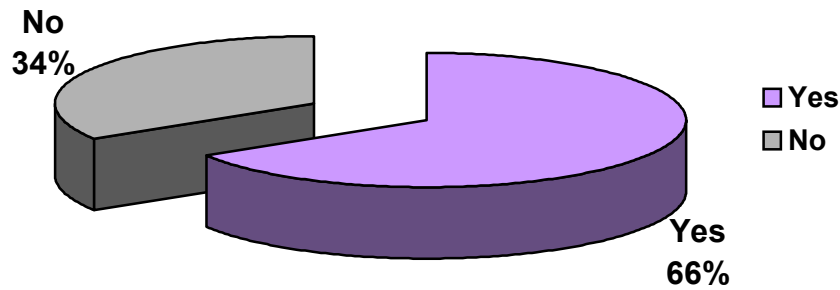
This question was intended to provide an alternative pricing format which might be attractive to a small or not-for-profit organization (such as the user quoted above). Seventy percent of users expressed some interest in this concept. This, along with other alternative pricing schemes may warrant further consideration and plans for the WFC progress.

QUESTION 19

What impact might a new, state-of-the-art facility have on your organization, group or business? (multiple responses were allowed):

Answer Options	Could increase the size of our existing events	Could improve the quality of our events	Might make new programming or services possible	Might help us bring new events to the area	Might reduce attendance/usage of our facility	Response Count
Possible Impact:	37	40	33	35	4	56
	<i>answered question</i>					56
	<i>skipped question</i>					12

Could Increase Size of Existing Events

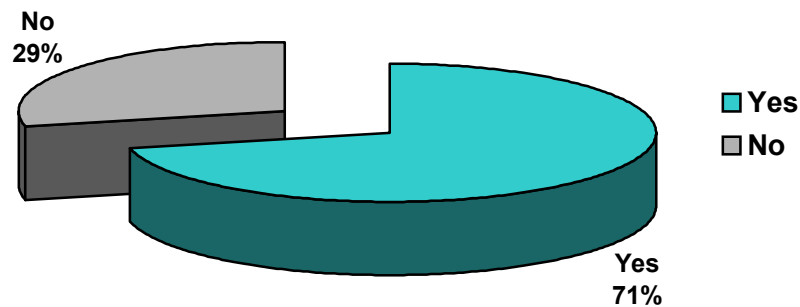


Significance of findings:

A substantial majority (66%) of respondents felt that the WFC may help increase the size of their existing events.

QUESTION 19 (continued)

Could Improve Quality of Existing Events



Significance of findings:

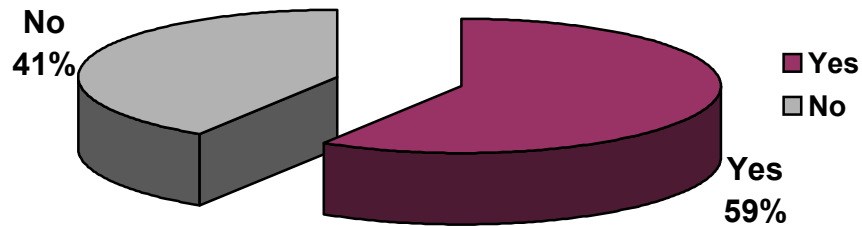
Fully 71% of respondents felt that the WFC has the potential to improve the quality of their existing events.

Respondent Feedback:

“It would be very nice to have an upgraded facility. For us, concerts are something we’d like to look at doing on an annual basis. “

QUESTION 19 (continued)

Might Make New Programming or Services Possible

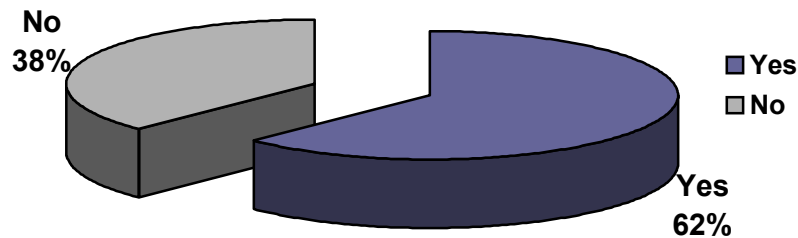


Significance of findings:

While not as substantial as the two previous potential impact questions, a nonetheless substantial 59% of respondents felt that the WFC might make new programming or services possible.

QUESTION 19 (continued)

Might Help Bring New Events to the Area



Significance of findings:

Sixty-two percent of users felt the WFC may help them bring new events to the Strathroy-Caradoc area.

Respondent Feedback:

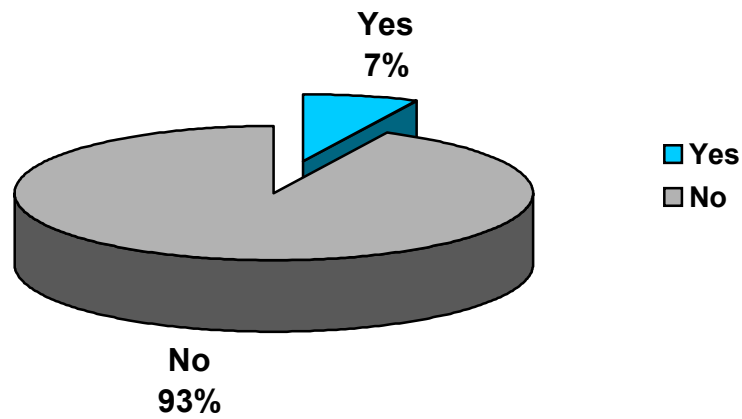
"I would certainly champion the idea of holding a regional conference [for my industry] here in Strathroy if the facility were well equipped and parking was available. As well, there are often training events for groups of around 60 people which are often held at hotels in London, which would be suitable for WFC once it existed.

"London has no suitable venues [for dance competitions] since Talbot and Althouse make it impossible to rent. The Grand Theatre is too expensive and always busy. Why not bring dance competitions (3 to 4 day events) and thousands of dancers and their families to Strathroy-Caradoc?"

"For the most part, [our company's] space needs are filled internally, with in-house training rooms available. There are, however, employee recognition events, which are typically held at London hotels, which could be held at the Wright Family Centre. Meetings for groups of 50 and over are also booked off site (at either golf clubs or at London hotels)."

QUESTION 19 (continued)

Might Reduce Usage/Attendance at Existing Facility



Significance of findings:

Only 7% of survey respondents felt that the WFC may have a negative impact, reducing usage or attendance at [their] existing facility.

QUESTION 20

What other uses can you envision for the Wright Family Arts & Entertainment Centre?

Survey responses provided a variety of suggestions:

- Visitor/Tourism Information
- Classes
- School/Community activities
- Dance competitions
- Conference Centre
- Conventions
- Music workshops
- Home for the Strathroy Community Players
- Health fairs and public education sessions
- Speaker series
- Fundraising events
- Combination arts/cultural centre and pool.
- "Think about the Library auditorium and all of its previous various uses (preschool, ballet, tap, etc.) when considering possible uses for the Wright Family Centre
- Provide permanent space - a "home" for organizations such as guilds, dance and art groups which would include storage space for equipment and possibly a library resource.
- Child focused activities like summer camps and day camps

QUESTION 21

The Strathroy District Arts Council thanks you for participating in this important survey. Do you have additional comments we haven't touched upon that you would like to share?

Respondents shared their thoughts on a variety of topics, including:

Opportunities for Businesses and Organizations:

- [Our organization] has definite potential for use of the Wright Family Centre. Our offices are new, but we have grown and recently had to clear out a closet for [someone to] use an office. [We used to let other community groups use our Board room on occasion, but it is increasingly needed for our own use.
- "Holding [our group's] classes at the Wright Family Centre may be beneficial for two reasons: (1) perception that classes are 'open to all ages' and (2) increased exposure if held in a higher traffic location."
- We have a board room which seats 14 people. We would be interested in a space which could seat more (approximately 30 people).

Opportunities for Local Community Groups:

- [Our Group] may consider using the Wright Family Centre for special events from time to time.
- We are considering a speaker's series for which the Wright Family Centre may be a suitable venue.

Concerns Over Affordability

- I think it is a great idea, but it has to be affordable and self-sufficient
- At the moment I am paying \$50 for the hall rental. My studio cannot afford much more than that.

Comments on Location

- Town needs to move forward with plan for increased parking downtown.
- Having something like the WFC downtown would be great, but where would people park?
- "A downtown location may be a questionable choice, given limitations in population density and parking"
- Keep the facility in Downtown Strathroy!

Movie Theatre Survey - Methodology

Purpose

The Movie Theatre Survey was designed as a tool for assessing public interest in and support for the concept of a combined multi-use arts and entertainment centre/movie theatre.

The survey was further intended to:

- Take advantage of the large volume of traffic at the increasingly popular combination **Middlesex Home & Leisure Show** and **Day for the Arts**, which is held at the Gemini Sportsplex annually in the month of April.
- Provide a “talking point” with which WFC committee members could engage in conversation with show attendees
- Educate the public about SDAC and WFC committee efforts in recent months

Process Summary

Movie Theatre Survey Process:

- Survey Design and Review by Committee (*April, 2008*)
- Survey Interviews of the General Public (*April 26, 2008*)
- Committee Approval (*June, 2008*)

Completion of Surveys:

- 284 surveys were completed (197 at the **Middlesex Home & Leisure Show**, 87 surveys at **Day for the Arts**)
- 147 respondents took time to add an additional comment to their survey form

Movie Theatre Survey – Detailed Findings

The survey was designed to be very brief in order to encourage the maximum number of responses in the busy trade show environment. In addition to answering four questions (detailed below), survey respondents were given the option of adding their name and/or additional comments if they wished.

[Please refer to Appendix B-1 to see a copy of the actual survey form].

QUESTION 1

How interested would you be in having a performing arts centre and movie theatre in Strathroy-Caradoc?

	Response Percent	Response Count
Interested	95.8%	271
Neutral	3.5%	10
Uninterested	0.7%	2
answered question		283
skipped question		1

Significance of findings:

Findings demonstrate significant public interest (95.8%) in a multi-use entertainment centre/movie theatre for Strathroy-Caradoc.

QUESTION 2

How often do you typically attend the movies?

	Response Percent	Response Count
Several times a month	16.3%	46
Occasionally	75.5%	213
Never	8.2%	23
answered question		282
skipped question		2

Significance of findings:

The majority of respondents (75.5%) attend the movies occasionally (although many commented that they would likely attend more often if movies were available locally).

QUESTION 3

Given the option, would you prefer to be able to attend arts events and movies locally?

	Response Percent	Response Count
Yes	96.5%	272
No	0.0%	0
Possibly	3.5%	10
answered question		282
skipped question		2

Significance of findings:

A significant majority (96.5%) indicated that they would prefer to attend events locally, if this option were to exist.

QUESTION 4

If there was a movie coming out that you really wanted to see, would you wait two weeks after it opened in London to see it locally in Strathroy?

	Response Percent	Response Count
Yes	91.4%	255
No	1.8%	5
Possibly	6.8%	19
answered question		279
skipped question		5

Significance of findings:

A large percentage of respondents (91.4%) would be willing to wait a couple of weeks in order to be able to attend the movie locally.

QUESTION 5

The following is a sampling of additional comments which were added to survey forms:

Generally Supportive Comments

- Great idea! (twelve responses of this nature)
- The town needs this!!
- Badly needed
- This would be a great addition to Strathroy!
- Wonderful idea (multiple responses)
- We would love to see this!!!
- Exactly what Strathroy needs
- Great opportunity for Strathroy-Caradoc
- Great idea to combine movies and theatre
- We should all support this concept
- How exciting! Let's make this thing work!
- Would be very interested
- I think this would be a great place to have in Strathroy
- Interesting!
- Would be good for the community. Bring it back to life.
- Much needed
- Would be great
- We need this centre!!
- Keep up the good work
- I love this idea and would definitely support it
- Awesome idea; hope it works out (multiple responses)
- Best of luck
- Great!
- WE NEED THIS!!!
- A very positive step
- This should happen. It would benefit us greatly.
- Would definitely support this venture
- Sounds good
- Like the idea, especially if you keep the building versatile
- Great plan. Great energy.

Movie Theatre

- We would see movies more often if available in Strathroy-Caradoc (multiple response)
- We would really enjoy a movie theatre
- A movie theatre would be AWESOME!
- Bring a theatre to Strathroy because I don't own a car

QUESTION 5 (continued)

Comments Regarding the Arts

- [I am] more interested in live theatre
- We would attend live theatre more than a movie
- A concert hall for music would be good
- Would love to have arts and entertainment
- It would be great to have more local arts events
- I am very interested in theatre and it would be awesome if there was a theatre locally in Strathroy
- I would LOVE a performing arts centre because for our piano recitals we have to use churches!
- Live theatre would be great!! Especially age 4 and up
- Would love to see more options for local theatre organizations to put up productions
- We would love to have drama and music groups for youth and young children
- I would like to have young girls (in Girl Guides) experience performing arts locally. If a centre like this is not here, many would miss out.
- Opening a theatre is a great idea!
- Great for Strathroy to be able to get an arts and entertainment centre

Comments Regarding Business Use of the WFC

- [Need] Board rooms
- We need more quality meeting rooms to accommodate groups of 80 to 200 (more than one room would be preferable)

Comments Regarding Benefits and Issues for Families

- We are a young family who would attend more here because of travel and babysitting issues
- This is a necessity - not a luxury - for families
- Great for families and kids. The only thing I drive to London for is to go to a movie.
- Consider charging less for youth and students!
- Kids are bored! Keep them out of trouble [with more activities]
- Try to keep it good, wholesome family entertainment.
- Keep it clean. Family [oriented]
- Would like children's movies
- This would be great for families! (multiple responses)

QUESTION 5 (continued)

Comments Regarding Benefits of the WFC for the Local Area

- Would be very good for our town (multiple responses)
- Grow Strathroy. Keep things local!
 - Keep it local. Helps the town.
 - This would definitely be an asset to our community
 - I think keeping business in Strathroy is important
 - Would be very beneficial for our community
 - The more things we get in town the better!
 - Very exciting - something to DO in Strathroy!

Comments Regarding the Cost or Hassle of Travel

- (Senior) doesn't travel to London at night
- Would attend more if local
- Don't travel too much due to young kids but would attend more if things available
- Gas prices are too high. Better environmentally.
- We drive into London 5 days/week to go to work and would much rather stay in Strathroy on the weekends.
- Depends on the price/location - I don't have transportation
- Currently attend [movies] only occasionally because of price of gas!
- We need a place for everybody to go, without travelling 1/2 hour
- Driving out of the question any more
- An art and entertainment centre would be very beneficial to low-income families who can't afford to go to London
- Just moved from London and miss the opportunity to access these activities without a car
- Don't like to drive to London
- Reason for never attending movies is "[I'm] not driving to London"
- This would be great to have this without having to go to London

Comments Regarding Location

- Anywhere
- Location doesn't matter
- Would attend regularly if in town. Would like to see it downtown.
- Nice close to home, easier parking
- Put it downtown and revitalize it.
- Need to go where there is lots of parking, particularly handicap[ped parking]
- Not downtown
- Location doesn't matter
- Generally downtown
- Parking is an issue downtown

QUESTION 5 (continued)

Comments Regarding Location (continued)

- Definitely downtown
- Location doesn't matter
- Keep it in Strathroy
- Any place with parking
- Prefer downtown
- Downtown location would be great
- Prefer downtown
- Prefer a downtown location
- Location needs visibility
- Would be great to have local and in the downtown.
- Large area with ample parking
- Put the building close to downtown

Miscellaneous Comments

- It would be interesting to build on a former Wright property
- Just do it! Get it done!
- Make sure to build it large enough!
- Keep food price reasonable
- We also need an indoor pool (heated) (multiple mentions of pool)
- Should include a pool

Movie Theatre Survey - Overview of Findings

Hundreds of local stakeholders participated in the survey. Findings showed a strong level of interest in a performing arts and entertainment centre and movie theatre in Strathroy-Caradoc.

Respondents were enthusiastic and supportive, adding many positive comments to the survey forms. When asked “How interested would you be in having a performing arts centre and movie theatre in Strathroy-Caradoc?” a full 95.8% indicated that they were “interested”, 3.5% were “neutral” and a mere .7% characterized themselves as “uninterested.”

Many respondents indicated that their attendance at movies and cultural events would likely increase if and when these events were offered locally. A resounding 96.5% of survey respondents said they “would prefer to be able to attend arts events and movies locally.” The rising price of gasoline and high movie ticket costs make the drive to London too costly for many was a comment often received.

Despite an overall decline in movie attendance during recent years, local survey findings suggest that area residents have a strong interest in attending the movies, with 16.3 % attending the movies “several times a month” and 75.5% attending “occasionally.” Survey findings also indicate that 91% of respondents would be willing to wait a couple of additional weeks in order to see a new release movie in Strathroy-Caradoc.

Appendix A - Needs Assessment Survey

Needs Assessment Survey

A-1	Letter of Introduction	44
A-2	Survey Questions.....	45

Appendix A-1 – Letter of Introduction

Dear Organization/Group/Business:

The Strathroy District Arts Council is inviting you to participate in an important survey on behalf of your organization/business regarding the proposed multi-use Wright Family Arts & Entertainment Centre.

Interviews will be conducted with a variety of local businesses, community groups and other organizations who may utilize the Centre for lectures, meetings, community programming, fundraising or other events. Information gathered from this survey will be used to determine space requirements, building size, layout, facility requirements and/or possible location(s) for the Centre as well as to re-confirm community interest and support for this vital project.

Our Needs Assessment Coordinator, Lisa Plancke, will be in contact with you in the near future to arrange to conduct the survey at a time and place convenient for you. If you wish to contact Lisa directly, she can be reached at (519) 245-6208.

Your participation will bring this valuable project one step closer to the creation of a state-of-the art facility for arts, entertainment and business use here in Strathroy-Caradoc. It will take many hands to bring this Centre to reality and we know that the community needs to be a very vital part of the Centre's overall development program.

Thank you for helping the Strathroy District Arts Council "Make it Wright" by creating a facility which best meets the needs and interests of our community.

Sincerely,

Wright Family Arts & Entertainment Centre Committee

Strathroy District Arts Council

P. O. BOX 12, STRATHROY, ONTARIO N7G 3J1 TEL. (519) 246-1003
Email: info@wrightfamilycentre.ca www.wrightfamilycentre.ca

Appendix A-2 – Survey Questions

1. Privacy Policy - The Strathroy District Arts Council and Wright Family Centre adhere to the strictest of privacy policies and ensure that the use of any information collected is for the sole purpose of the Wright Family Centre.

Background Information:

Name	
Organization:	
Address:	
City / Town:	
Province:	
Postal Code:	
Email Address:	
Phone Number:	

2. What is your role within your organization / group / business?

3. What does your organization / group / business do?

4. Do you know a 2004 Survey conducted in Strathroy-Caradoc found that:

	Yes	No
Strathroy-Caradoc residents actively attend arts, culture and heritage events and attractions?	<input type="checkbox"/>	<input type="checkbox"/>
85% of our current entertainment spending occurs outside of our community?	<input type="checkbox"/>	<input type="checkbox"/>

5. Do you know that the Strathroy District Arts Council is actively working towards building an arts and entertainment centre to support both the arts and a movie theatre?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

6. Do you know think your organization / group / business may have use for a facility like the Wright Family Arts & Entertainment Centre?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Possibly, in the future	

7. The proposed Wright Family Arts & Entertainment Centre would support a variety of arts, business and entertainment uses. Which of the following does your organization have a need for? (Check all that apply)

	Already have/currently satisfied	Already have/need larger or better	Definitely need	May need in the future
Performance Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rehearsal Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Film Projection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Exhibit Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artist Studio Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classroom / Lecture Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Board / Meeting Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Approximately when do anticipate needing the above space(s)?

<input type="checkbox"/> Do not anticipate a need	<input type="checkbox"/> Need space urgently
<input type="checkbox"/> 2009	<input type="checkbox"/> 2010
<input type="checkbox"/> 2011	

9. Are your organization's events typically open to the public?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Varies	

10. How much, on average, does your organization charge for admission to events?

	FREE	Under \$5 per ticket	\$5 - \$10 per ticket	\$10 - \$15 per ticket	Over \$15
Average Ticket Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. What time of day do your organization's events generally take place? (check all that apply)

	Daytime	After School	Evening	Weekends	Varies
Timing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. How often during the year do your events generally take place? (check all that apply)

	Daily	Weekly	Monthly	Annually	School Year	Summers	Holidays
Frequency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Ideally, how many people would the following spaces need to accommodate in order the best meet your group's needs? (check all that apply)

	N/A	1 - 10 people	10 - 50 people	50 - 100 people	100 - 200 people	200- 300 people	300+ people
Theatre Seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lecture Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rehearsal Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Exhibit Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Board / Meeting Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workshop/ Classroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Do you require any of the following building features?

	Don't Need	Desirable	Essential
Side / rear entry (for loading large equipment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theatre lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sound	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio / Visual equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dressing rooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Makeup lights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kitchenette / Catering area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Are there any special features you require which were not mentioned in the list above? If so, please specify below:

16. Approximately how much do you currently expect to pay to rent the following space(s)? (check all that apply)

	N/A	Less than \$50	\$50 - \$100	\$100 - \$200	\$200 - \$300	\$300 - \$400	\$400 - \$500	\$500+
Theatre – Daily Rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lecture Hall – Daily Rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting Room – Daily Rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rehearsal Space – Weekly Rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workshop / Classroom – Weekly Rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Space – Monthly Rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Given a state-of-the-art building well suited to your organization's needs, would you see the value in paying more than you currently do in order to rent this facility?

Yes

No

Possibly

18. As an alternative to a flat rate rental fee, would you be interested in a "per ticket" type of rental fee? If so, what would you expect to pay?

N/A

Under \$5 per ticket

\$5 to \$10 per ticket

\$10 to \$15 per ticket

Over \$15 per ticket

19. What impact might a new, state-of-the-art facility have on your organization / group / business? (check all that apply)

	Could increase the size of our existing events	Could improve the quality of our events	Might make new programming or services possible	Might help us bring new events to the area	Might reduce attendance / usage of our facility
Possible Impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. What other uses can you envision for the Wright Family Arts & Entertainment Centre?

21. Can you think of other groups or individuals who may be interested in holding events at the Wright Family Arts & Entertainment Centre?

22. The Strathroy District Arts Council thanks you for participating in this important survey. Do you have additional comments we haven't touched upon that you would like to share?

Appendix B - Movie Theatre Survey

Movie Theatre Survey

B-1	Survey Form	50
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Appendix B1 - Movie Theatre Survey Form



How interested would you be in having a performing arts centre and movie theatre in Strathroy-Caradoc?

- Interested Neutral Uninterested

How often do you typically attend the movies?

- Several times a month Occasionally Never

Given the option, would you prefer to be able to attend arts events and movies locally?

- Yes No Possibly

If there was a movie coming out that you really wanted to see, would you wait two weeks after it opened in London to see it locally in Strathroy?

- Yes No Possibly

Additional Comments / Name (optional)

Wright Family Arts & Entertainment Centre April 26, 2008

(continue on other side if needed)

Appendix B2 – Media Articles

The Age Dispatch, February 21, 2008

Town needs movie theatre

Strathroy is a comfortable town, but it has not much to do. Strathroy needs one thing to make it more fun, a movie theatre. It would be a great addition to the town.

If a movie theatre is built in Strathroy, it would make great business. It would let friends enjoy all the newest movies on the big screen. It would reduce global warming because it would not make people in the Middlesex area have to drive to London. It would help keep teens off the streets because they would either be watching a movie, or possibly be working there. Another bonus to a movie theatre is that you can use it year-round, no matter what the season is.

It will not be hard to find the space to make it because all it has to have is two screens, not 10. A perfect space would be where Bingo Country was because it already is empty, and is a big space with lots of park-

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ing. Being in the Kenwick Mall, it would bring business to the stores that are already there.

Since the old movie theatre was closed due to the amount of people during weekdays, the new one only has to be open during the weekend, or it could double as a dance and drama stage with a pull-down screen. And, the lobby could double as an arcade, like all the movie theatres in London.

I think that a movie theatre would be a positive addition to Strathroy.

Ryley Lenting,
Strathroy

Arts Council wants movie theatre in new arts centre

In response to the letter in the Feb. 21 edition of The Age Dispatch from Ryley Lenting, regarding a movie theatre in Strathroy, I am pleased to report that the Strathroy District Arts Council intends to see one built within the Wright Family Arts & Entertainment Centre (WFC).

A community survey completed three years ago during the writing of the Strathroy-Caradoc Cultural Master Plan to identify needs in the community, clearly showed strong support (68 percent of respondents) for a movie theatre in the community.

While the Wright Family Arts & Entertainment Centre (a project of the Strathroy District Arts Council) is being designed for the arts, the business plan states the costs of operating such a facility requires *no quiet nights*. The performance space will be interchangeable with the movie theatre, thus

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increasing the level of revenues significantly.

Currently, the committee for the WFC is putting much effort into making sure that the economic models from both the arts activities and estimates of movie theatre attendance are correct. The facility must be self-supporting, generating adequate revenue to cover operating expenses.

If a movie theatre is something you wish to see in Strathroy, please contact the WFC committee by emailing info@wrightfamily-centre.ca

Steve Pelkman,
on behalf of the
Strathroy District Arts Council

The Age Dispatch, April 30, 2008

Home & Leisure and Day for the Arts shows held

The partnership between Strathroy and District Chamber of Commerce and Strathroy District Arts Council has once again proven to be a success.

The two organizations put on Middlesex Home & Leisure Show and Day for the Arts on Saturday at the Gemini Sportsplex in Strathroy. Both ice pads were full of business displays and artists, drawing a record crowd. The dual event attracted more than 1,200 attendees.

Shannon Churchill, general manager for the Chamber of Commerce was thrilled with the results.

"There was truly something for everyone at Saturday's show. The Home & Leisure Show and Day for the Arts is a great opportunity for businesses to connect with the public and display what they have to offer the community. By teaming up with the Arts Council we were able to offer an even greater range of activities and services."

While the blue ice pad was filled with a traditional business trade show, the green ice pad focused on arts, culture and entertainment. The Kids Zone was extremely popular with many activities for young people, as were the many hands-on activities offered by exhibitors. The food vendors were busy serving everything from muffins and coffee to full lunches while the public enjoyed the performance stage all day.

Terri Eger, Project Coordinator for Strathroy District Arts Council, was equally pleased with the day.

"It was great so see so many families enjoying the day. After touring through the businesses displays, people were able to enjoy their lunch and the many fantastic performers on stage."

As the success of this year's event sinks in, plans are already underway for next year. The Gemini is booked for Saturday, April 25, 2009, when the Middlesex Home & Leisure Show and Day for the Arts will once again pack both ice pads.



A booth was set up to raise awareness about the proposed Wright Family Performing Arts Centre. Above (left) Lisa Kraft watches as Kelly Fleming fills out a public opinion survey. Below, Evan and Aidan Kotilehti make tradition clay necklaces at the Ska-Nah-Doht display. Top right, Ralph Thorn demonstrates how to overhaul a baby grand piano. At bottom right Tina Wait of Total Home Design, a Campbellvale area business, shows off some of the stylish designs offered by her full-service operation.

Movie theatre pushed as part of new arts centre

Strathroy-Caradoc residents would like to stay a little closer to home when they go out for a night at the movies, according to a recent survey.

A survey, conducted by the committee that is working on the proposed Wright Family Arts and Entertainment Centre, found that 95.8 percent of almost 300 people who responded would be interested in having a performing arts centre and movie theatre in town.

Further, 96.5 percent said they would be interested in being able to attend arts events and movies locally. Over half of those who filled out the short survey at the recent Day for the Arts and Home and Leisure Show at the Gemini Sportsplex added comments to the survey form, rather than just quickly checking the check boxes, noted project co-ordinator Lisa Plancke.

High movie ticket prices and the rising price of gas were frequently cited in the comments as reasons for wanting to see a theatre and performing arts centre locally, said Ms Plancke.

There is currently strong support among the members of the organizing committee for pursuing a multi-use facility, which would include a movie theatre, she said.

While it would be difficult for a local theatre to get major movies at the same time as the big theatre chains in London, research indicates that big name movies could be brought to town within a few weeks of when they opened in London, said Ms Plancke. The survey found that 91 percent of local movie-goers would be willing to wait a couple of weeks to see a newly released movie.

Adding a movie theatre to the uses of a performing arts centre would significantly increase the economic viability of both, said Ms Plancke. Having more than one use for the building would bring in far more people in the long run, she said.

So far, no specific location for the proposed facility has been chosen, said Ms Plancke. The committee is definitely moving towards a decision, however, and hopes to have a decision soon. "There's a real sense of momentum."

For more information about the proposed performing arts centre, visit the website at www.wrightfamilycentre.ca.