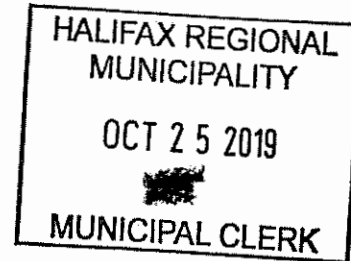


Stewart, April

From: Office, Clerks
To: Ross-Siegel, Simon
Subject: RE: [External Email] point for meeting

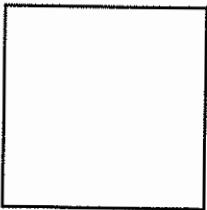
From: Ross-Siegel, Simon
Sent: October-25-19 11:03 AM
To: Office, Clerks <clerks@halifax.ca>
Subject: FW: [External Email] point for meeting



From: Elizabeth Murphy [REDACTED]
Sent: August-26-19 3:52 PM
To: Ross-Siegel, Simon <rosssis@halifax.ca>
Subject: [External Email] point for meeting

[This email has been received from an external person or system]

Hello Simon,
Please find attached the points we wish to make.



Elizabeth Murphy
Managing and Co-Artistic Director
Shakespeare by the Sea

902-422-0295
www.shakespearebythesea.ca

Point Pleasant Advisory Points for the “SBTSNext25” Initiative

Sustainability and growth are always a challenge for any arts organization. SBTS has managed – against many odds – to keep going for 26 years. We would like to be able to plan for the next 25 years knowing that the City and the Advisory of Point Pleasant Park are fully behind the company and its goals.

How to move forward?

Two major challenges the company faces are weather and climate change. The current building that houses the company in the lower parking lot of the park, (Park Place Theatre), was never meant to be a cultural facility, and is at the end of its life. The site is likely to be threatened by rising ocean levels in the coming decades.

The company has also begun performing weekend matinees inside at the 85 seat Park Place Theatre, on account of the extreme UV levels that we now regularly experience in this region throughout the summer. This has negatively impacted our audience numbers, due to the small size of the indoor venue, and has also had a negative effect on our revenues from ticket sales.

The company has room to grow and welcome more people to the park, but it is clear that we need a larger space at a higher elevation. We feel it would be prudent to explore site options nearer to the upper parking lot off of Tower Rd.

What would accommodate that?

We have been exploring the possibility of building a cultural facility that would allow for year-round use, managed by SBTS. It would need approx. 150-200 seats to allow for large groups (we can currently only book up to 85), as well as space for a small rehearsal studio, a costume workshop and administrative offices for the company. The main part of our summer season would still take place in the Cambridge Battery, as we believe that is what our audience wants, and it is what makes the company a major attraction.

The Park Place Theatre is made available as a rental facility to other artists and community groups when not in use during SBTS activity. This is currently managed by SBTS, and we expect that this would continue in a new facility.

Questions in the near term

What is the opinion of PPA and HRM Council towards SBTS ultimately building a facility that would be a landmark tourist attraction for a major park entrance, and would provide a year-round venue for the company and other artists, arts organizations, community groups etc?