

## **COMMITTEE OF THE WHOLE - FEBRUARY 23, 2010**

### **ALL CANADIAN SERIES AT THE CITY PLAYHOUSE**

#### **Recommendation**

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

1. That the report on the *All Canadian Series* at the City Playhouse Theatre, be received.

#### **Contribution to Sustainability**

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan:

- 4.1 To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

#### **Economic Impact**

The cost of producing the *All Canadian Series* at the City Playhouse Theatre will be offset by ticket sale revenues and a \$5,000 grant received by the Community Cultural Impresarios (CCI) Producing Professional Theatre "Fresh Start" grant program.

#### **Communications Plan**

The professional theatre series called the *All Canadian Series* and the financial support of CCI's Producing Professional Theatre grant for the City Playhouse Theatre will be promoted through both the Theatre's Educational and Season Brochures, the Theatre website, in addition to the Recreation Guide, City website, flyers, radio and print ads and posters.

#### **Purpose**

The purpose of this report is to provide Council with background information on the *All Canadian Series* which offers professional theatre productions at the City Playhouse Theatre and the \$5,000 grant funds received by the City of Vaughan / City Playhouse Theatre through CCI's "Fresh Start" program.

#### **Background - Analysis and Options**

The City Playhouse is a 386-seat theatre, owned and operated by the City of Vaughan. The mandate of the Theatre is to offer residents of Vaughan and the surrounding communities, a cultural experience which combines live theatre productions from community-based and professional theatre groups. It provides educational programming for schools and a series of theatre and dance courses. The City Playhouse Theatre is also rented for art shows, corporate and organizational events, music concerts, and dance recitals.

In 2009, the City Playhouse Theatre applied for membership to the Community Cultural Impresarios (CCI) Ontario Presenting Network, whose membership consists of theatres from across Ontario. The main purpose of CCI is to bring together theatres and production and presenting companies in order to allow theatre owners to purchase professional theatre shows for their patrons. As a result, the *All Canadian Series* was produced offering eleven shows comprised of both staged readings and full-scale productions.

The list of professional theatre productions which make-up the "All Canadian Series" include *Moving At The Speed of Life*, a play that kicked off the series in September 2009. In October, the

family show from Vancouver called *Hidden Elephant* was presented to school audiences. The staged reading of *The Game* featuring well-known Canadian playwright Norm Foster performed *Old Love* in November. In January 2010, the year was launched with *The Perfect Pitch*, and in February the musical *Funny Business* will be on stage. Also in February will be *The Entertainers* followed in March by the riveting drama, *Cherry Docs*, and *An Evening of Cabaret*. Ending the "All Canadian Series" in April 2010 will be the production of *Macbeth in the Wild Wild West*, and the *The Champions*.

In 2009, the City Playhouse applied and was granted a \$5000 grant from CCI's "Fresh Start" fund. The grant received through CCI will go towards the cost of presenting and set building costs for the production of *Macbeth in the Wild Wild West*. *Macbeth* will feature both public and school shows on stage at the City Playhouse Theatre.

### **Relationship to Vaughan Vision 2020/Strategic Plan**

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:  
Service Excellence - Providing service excellence to citizens.
- STRATEGIC OBJECTIVES:  
Support Diversity, Arts and Culture.

This report is consistent with the priorities previously set by Council, and the necessary resources to implement this program have been allocated and approved.

### **Regional Implications**

N/A

### **Conclusion**

The *All Canadian Series* brings professional theatre to the City Playhouse stage and helps continue to offer the residents of Vaughan and the surrounding communities both professional and educational live shows. The CCI \$5,000 grant received through the "Fresh Start" program will allow the City Playhouse Theatre to offset costs associated with bringing live theatre shows to the theatre stage and ensuring patrons experience the art of live theatre in their community.

### **Attachments**

None

### **Report Prepared By**

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Respectfully submitted,

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