



Corporate Report

Report from Recreation and Community Services, Programs and Cultural Services

Date of Report: July 21, 2014

Date of Meeting: August 11, 2014

Report Number: RCS-225-2014

File: 10.13.5

Subject: 2014 Moonlight Movies and Music, Request for Noise By-law Exemption

Recommendation

That Council approve the exemption of the 2014 Moonlight Movies and Music presentation at Lakeside Park from the Noise By-Law 95-198 on Friday August 22, 2014. FORTHWITH

Background

Open Concept Films (OCF) is a St. Catharines based film, television and new media company that is a portfolio company in the Generator at One. The Generator at One is a non-profit organization, located at One St. Paul Street and is a full-service interactive media production facility that houses world-class technology, talent and experience. It is part of the mandate as a company to give back to the community that they live, work and play. OCF and the Generator at One identified the movie initiative and approached staff with a proposal.

During the summer of 2013, the City of St. Catharines Recreation and Community Services Department partnered with OCF to present three movie nights at Lakeside Park. The average attendance was approximately 400 people at each night. A survey was distributed to attendees with the options to complete the survey on-site or to complete the survey on-line at a later time. The survey data was overwhelmingly positive.

The Recreation and Community Services Department and OCF decided to continue their relationship for the summer of 2014. There are six movie nights scheduled between Lakeside Park, Montebello Park and Henley Island.

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The Moonlight Movies is an event that is diverse and entertaining in order to draw an audience that will enjoy watching movies in a peaceful and relaxing setting. The audience will be encouraged to bring blankets and lawn chairs to be comfortable and experience a sense of community. Admission to the park would be free to the general public with the intent to solicit non-perishable food item donations that will be provided to a local charity.

Montebello Park and Lakeside Park were the preferred locations that were identified in the proposal. These events placed in the parks will complement the atmosphere and current operations. Should the weather not cooperate, the pavilion at each park would be utilized for the viewing of the movie.

A potential economic boost to the businesses in the surrounding areas is anticipated as a result of this event series. The hope is that the audience could go for dinner before the movie; enjoy a ride on the Lakeside Park Carousel, or dessert and drinks after the movie at local businesses.

Noise By-Law 95-198, section 3 (b) prohibits noise from the operation of any electronic device to amplify sound in a public place such that the noise would be clearly audible within a residential unit with the windows closed, between 23:00 hours one day and 7:00 hours the next day.

Each of the six movies scheduled for the summer of 2014 are set to begin at dusk so as to be clearly visible on the screen. There is potential for the movie to run past 23:00 hours.

Specifically, on Friday, August 22, 2014 a double feature movie set has been planned in Lakeside Park. The sound from the double feature is anticipated to run until approximately 1:30 hours. This specific double feature of The Hunger Games and Catching Fire was chosen to attract the young adult population.

Lakeside Park was chosen as the location for the double feature as the residential area is situated further from the event site. In order to have the least impact of noise in this residential area, OCF has proposed the venue be set up so that the speakers face the lake. OCF also continuously monitors the sound level of the movies and makes adjustments as needed.

Financial Implications

No financial implications are anticipated in the exemption of Noise By-Law 95-198 for the 2014 Moonlight Movies and Music series.

Conclusion

The event is consistent with the Recreation and Community Services guiding principles and is anticipated to have positive community impact. There is an interest in staging the movie series on an annual basis and it is anticipated that the benefits to the city would likely increase over time. Due to the anticipated duration of two movies being shown on August 22nd, staff are being proactive in requesting the exemption from the By-Law.

Through the approval of the exemption from Noise By-Law 95-198 for the 2014 Moonlight Movies and Music series in St. Catharines for the summer months the community will enjoy an outdoor recreational experience in our beautiful park settings.

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