



MANAGEMENT REPORT

Date: February 13, 2025
To: Community Services Sub-committee
From: Tim Wolfe, Director of Community Services
Report Number: COM25-001
Attachments: None

Title: Stratford and District Agricultural Society Use of City Facilities

Objective: To consider entering into a five-year Memorandum of Understanding (MOU) with the Stratford and District Agricultural Society (the "Society") to support the use and rental of city facilities.

Background: The City owns all buildings and lands associated with the Rotary Complex at 353 McCarthy Road West (Rotary Complex) and the Agriplex at 357 McCarthy Road West (Stratford Agriplex). The Stratford Agriplex has several tenants including the Society.

At the November 14, 2023, Regular Council meeting, City Council adopted the following recommendation of the Community Services Committee:

THAT the City of Stratford enter into a two-year Memorandum of Understanding with the Society to support the use and rental of city facilities.

Analysis: The last Memorandum of Understanding (2023 - 2024) allowed staff to continue to examine the City's business relationship with the Society. After several productive and collaborative meetings with the Society's Board of Directors toward the end of 2024, both the City and Society have prepared a new MOU for 2025 – 2029, under new terms and conditions of the last MOU. The new MOU will support the Society's continued desire to promote agriculture and its practices within our community.

Under the terms and conditions of the new MOU, the Society would continue to use the Agriplex as their main headquarters for a Saturday Farmer's Market, Perth Waterloo Cattle Show, Stratford Fall Fair, and other agricultural and educational events.

Staff, with support of the Society, is pleased to recommend the continuation of the tenancy relationship, where rental permits are issued for the Society's requested use under the conditions of the MOU.

The Society has provided the City a list of requested rental requirements for 2025. Under the proposed MOU, the rentals would include a discount strategy as follows:

- 100% off the commercial rate for the Stratford Fall Fair
- For 2025 - 50% off the commercial rental rate for large-scale agricultural events including the Farmer's Market and iFarm
- For 2026 - 40% off the commercial rental rate for large-scale agricultural events including the Farmer's Market and iFarm
- For 2027-2029 – 30% off the commercial rental rate for large-scale agricultural events including the Farmer's Market and iFarm
- 30% off the commercial rate for all other agricultural-related events and meetings
- Fieldhouse flooring to be removed and reinstalled for the Fair will be paid by the Society (New payment added to this MOU)

The graduated discount brings all programs to 30% which aligns with the delegation of authority previously granted by Council for the department director to apply to events.

Financial Implications: Based on the Society's historical and projected rental requirements and the City's current fees and charges by-law, full rental revenues would represent \$137,451. The proposed discount structure represents discounts of approximately \$107,619.20, of which \$86,036.00 is for the Fall Fair. The net revenues to the city are anticipated to be approximately \$45,000 including the new fee to remove and install the flooring being charged out in the Fieldhouse (2024: \$34,183.38).

Financial impact on future year operating budget:

Each subsequent rental charges are based on the current fees and charges by-law, so there is likely to be modest increases in revenues over the term of the MOU.

Insurance considerations:

The Society will provide a Certificate of Insurance naming the City as additional insured for commercial general liability insurance against claims for personal injury, death or property damage or loss in the amount of not less than Five Million Dollars (\$5,000,000).

Alignment with Strategic Priorities:

Work Together for Greater Impact

This report aligns with this priority as we are providing the Society with a facility in which to host agricultural and educational events.

Alignment with One Planet Principles:

Health and Happiness

Encouraging active, social, meaningful lives to promote good health and wellbeing.

Equity and Local Economy

Creating safe, equitable places to live and work which support local prosperity and international fair trade.

Culture and Community

Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living.

Staff Recommendation: THAT City Council approve the five-year [2025 to 2029] Memorandum of Understanding with the Stratford and District Agricultural Society to support the use and rental of city facilities;

AND THAT the Mayor and Clerk, or their respective delegates, be authorized to sign the Memorandum of Understanding on behalf of the municipal corporation.

Prepared by: Tim Wolfe, Director of Community Services

Recommended by: Joan Thomson, Chief Administrative Officer