

Fewer late-night events, more business bookings sought at 19 on Park

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Mr. Foster is steering away from hosting late-night events - he wants to be a good neighbour.

Taking up the bulk of the facility's rentals last year were arts and cultural groups including Music Mania, Bach to Blues, Men of Note and Markham Little Theatre.

"I was pleasantly surprised when I ran the numbers," Mr. Foster told council last week. "The community actually stepped up and is programming more in the building than I am, which is the real intent of the building."

Part of Mr. Foster's plan for the upcoming

season is to boost professional and business events. Only 11 of the facility's bookings last year were of this nature.

Mr. Foster said he hopes to bolster these bookings through sponsorships and partnerships.

"It really does help local business. It does give them a bigger profile," he said.

What may hold back some bookings are the fee increases, which took effect Jan. 1.

Arts and community groups will now have to pay \$100 plus HST for three hours in the Greenpark Great Hall. The previous rate was \$60 plus GST.

The corporate rental rate for the same space climbed from \$300 plus GST for three

hours to \$660 plus HST for three to six hours.

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Additional fees have also been added to the rental list, which includes a technician (\$25/hour per technician), sound system beyond the basic podium (\$50) and projec-

tor/screen (\$50). Piano rental rates are now \$200 with tuning or \$100 without tuning.

"We were very undervalued for what we were offering, considering we have a lot to offer that no place else has," Mr. Foster told The Sun-Tribune.

Upcoming events at the Lebovic Centre for Arts and Entertainment - Nineteen on the Park include All Jazzed Up! The Gershwin and Porter Songbooks with Lynn McDonald and pianist Dave Restivo (April 21) and Motus O's Carmina Burana (May 5 and 6).

For more information go to www.nineteenonthePark.ca

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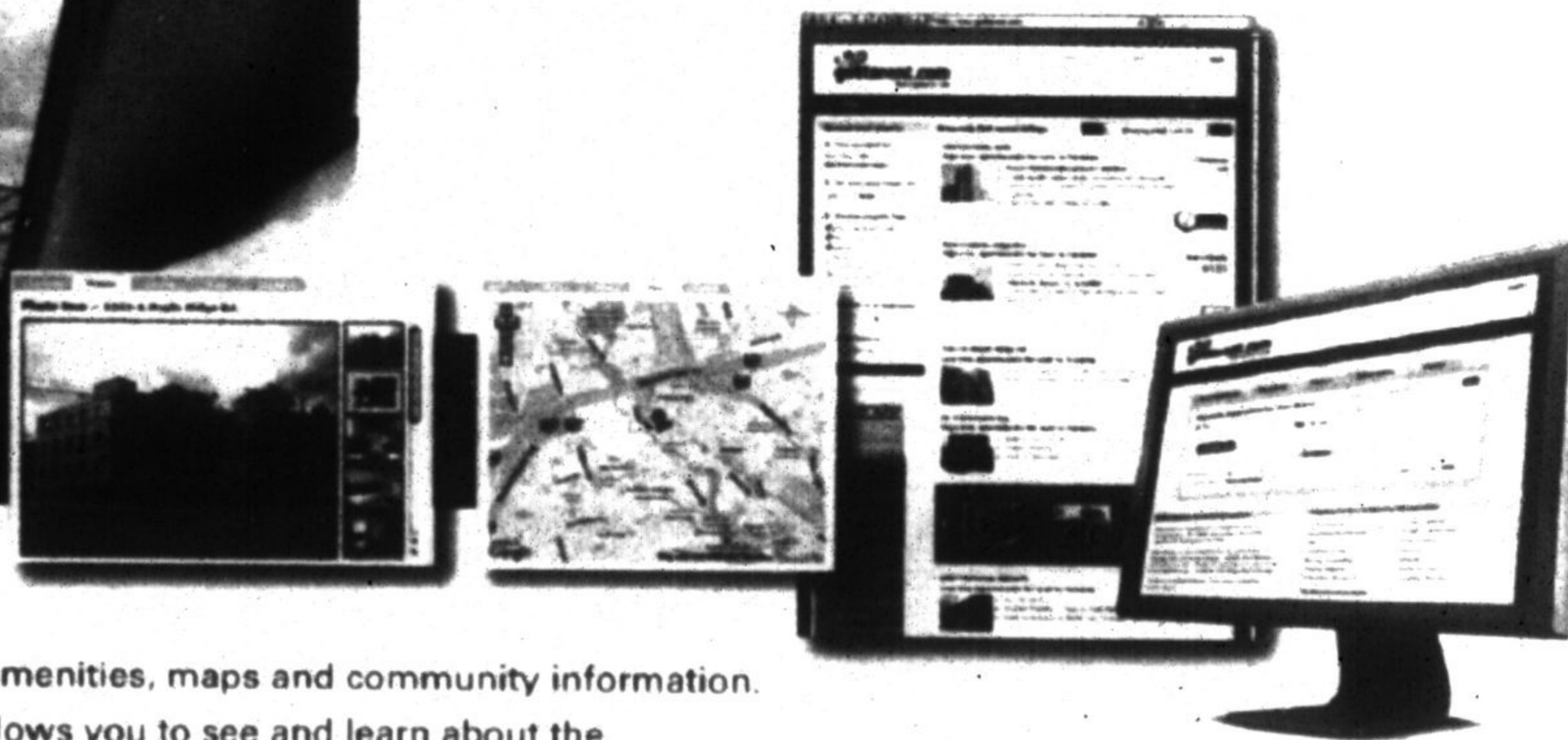
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