



City of  
**Peterborough**

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**To:** Members of the Arts, Culture and Heritage Advisory Committee

**From:** Jeremy Giles, Peterborough Memorial Centre Facility Manager

**Meeting Date:** February 11, 2021

**Subject:** Report ACHAC21-006  
Peterborough Memorial Centre Drive-In Event Opportunities

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## **Purpose**

To provide an overview of the Drive-In Events held at the Peterborough Memorial Centre (PMC) in 2020 and opportunities available for similar events in 2021, through a presentation by the PMC Facility Manager.

## **Recommendation**

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC21-006, dated February 11, 2021, of the PMC Facility Manager, as follows:

That Report ACHAC21-006 and the presentation by the PMC Facility Manager be received for information.

## **Budget and Financial Implications**

There are no budget or financial implications associated with the recommendation.

## Background

In March of 2020 the PMC cancelled 7 major live events as well as the Peterborough OHL Petes, the MSL Peterborough Lakers seasons and the MUSE Winter & Spring film series. In July 2020, the City's Emergency Control Group gave support for alternate forms of entertainment that included a pilot for Drive-In Entertainment in the PMC parking lot. A two night live Drive-In concert series was held and featured Canadian rockers The Sheepdogs with the legendary Jim Cuddy Band on Friday, September 18 and Country sensation Tim Hicks with special guest Jason McCoy on Saturday, September 19, 2020. This exciting and unique concert experience was the first of its kind to be offered in Peterborough and offered a safe and responsible way for the community to enjoy live music from the safety and comfort of their own vehicle.

This Drive-In event pilot became the framework and basis of planning for more entertainment events for 2021. Discussions with Arts, Culture and Heritage partner organizations have been ongoing as the community finds new and inventive ways to work through the effects of the pandemic and focus on the importance of keeping entertainment alive in the community. PMC Management is working on an event concept that would welcome community partners. The 2020 pilot project provides an exceptional operational footprint that can be used for 2021 planning to keep Arts and Entertainment alive in the community.

Submitted by,

Jeremy Giles  
Peterborough Memorial Centre Facility Manager

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