



City of  
**Peterborough**

---

**To:** Members of the Arena, Parks and Recreation Advisory Committee

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

**Meeting Date:** February 16, 2021

**Subject:** Report APRAC21-003  
Peterborough Memorial Centre Drive-In Event Opportunities

---

## **Purpose**

A presentation by the Facility Manager of the Peterborough Memorial Centre, providing an overview of the Drive-In Events held at the Peterborough Memorial Centre (PMC) during the 2020 year, and opportunities available for similar events in 2021.

## **Recommendation**

That the Arena, Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC21-003, dated February 16, 2021, of the Peterborough Memorial Centre Facility Manager, as follows:

That the presentation be received for information.

## **Budget and Financial Implications**

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

## Background

In March of 2020 as a result of the pandemic, the Peterborough Memorial Centre (PMC) cancelled seven (7) large-scale live events, the MUSE Winter and Spring Film series, and the OHL Peterborough Petes and MSL Peterborough Lakers seasons.

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 Peterborough Memorial Centre parking lot. A two night live Drive-In concert series was held on September 18 and September 19, 2020 and featured Canadian rockers The Sheepdogs with the legendary Jim Cuddy Band and Country sensation Tim Hicks with special guest Jason McCoy. This unique concert experience was the first of its kind to be offered in Peterborough and offered a safe alternative for the community to enjoy live music from the safety and comfort of their own vehicle.

This Drive-In event pilot became a framework for event delivery and staff continue working on event concepts that would welcome community partners for planning entertainment events in 2021. Discussions between 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 continuing entertainment opportunities within the community.

Submitted by,

Jeremy Giles  
Peterborough Memorial Centre Facility Manager

**Contact Name:**

Jeremy Giles  
Peterborough Memorial Centre Facility Manager  
Phone: 705-742-7777 Ext. 2503  
Toll Free: 1-855-738-3755  
E-Mail: [jjiles@peterborough.ca](mailto:jjiles@peterborough.ca)