



SMALL TOWN, BIG BEACH

Memorandum

Date: August 9, 2016
To: Mayor and Council
CC: Grant Brown
From: Brigette Reynolds
Subject: Entertainment Series

I am proud to report that the 2016 Entertainment Series was a success.

In 2016 there were a total of 6 different performances over 12 dates and 5193 of 7200 available tickets were initially sold.

- We reached 694 new patrons
- We sold 360 Season packages.
- Patrons from 47 different states, Canada and the United Kingdom.
- One night of Women of Ireland was refunded due to severe weather.

Attached you will find a request to enter into contracts for the 2017 Entertainment Series.

I am proud to be part of this innovative team in the special events division. Lots of hard work and dedication provided for the 2016 Entertainment Series to be new, fresh and yet traditional to the quality expected by our loyal customers.

Brigette Reynolds
Programs and Events Manager
Special Events Division
Recreation and Cultural Affairs