

## Appendix 2: Old Church Theatre 2024 Usage Report

### Overview

The Old Church Theatre is a vibrant community hub in Okotoks that hosts a wide range of creative events—from film showings and concerts to theatre performances and community activities. Operated by the Town of Okotoks Culture and Heritage team, the venue is home to several community groups including the Dewdney Players, Genesis House Church Group, Phoenix Art Club, Tuesday Station Painters, and OAG Art Club. The theatre and its adjoining community room are key spaces for local cultural activities.

### Facilities and Amenities

The theatre is designed to accommodate a variety of events and features:

- **Auditorium:** Fixed, raked seating with a capacity of 162; an elevated thrust stage with a curtained proscenium, and large apron.
- **Community Room:** Downstairs meeting room with a capacity of 77.
- **Technical Capabilities:** An upright Kawai piano, retractable screen with a permanent mount HD projector, house lighting array, and sound system.
- **Window Treatments:** Both blackout and aesthetic wood blinds on all windows.

### Methodology to Calculate Total Annual Hours

The Old Church Theatre is available for approximately 5,800 annual hours for the auditorium and community room. Hours are further defined as prime or non-prime:

Prime theatre hours are periods when performances are most likely to attract the largest audiences. These typically include:

- **Evenings:** Performances starting around 7:00 PM to 10:00 PM, Tuesday to Sunday.
- **Weekends:** Matinee shows begin in the early afternoon, around 2:00 PM to 5:00 PM, Saturday and Sunday.
- **Dark Days:** Mondays are designated as "Dark Days," meaning the theatre does not have any shows.

Non-prime theatre hours are periods when performances are less likely to attract large audiences. These can include:

- **Weekday Afternoons:** Shows that start around 1:00 PM to 4:00 PM, Tuesday to Friday.
- **Late Nights:** Performances that begin after 10:00 PM, Tuesday to Sunday.
- **Early Mornings:** Events or rehearsals that take place before noon, Tuesday to Sunday.

The community room is available for meetings during all operating hours of the Old Church Theatre, except during prime-time performance hours. Note that the Old Church Theatre is not staffed during these hours, so access may be limited.

Time Period	Hours per Day	Days per Week	Weeks per Year	Total Hours per Year
<b>Prime-Time Hours</b>				
Evening Shows	3	6	52	936
Weekend Matinees	3	2	52	312
Total Prime-Time Hours				1,248
<b>Non-Prime-Time Hours</b>				
Weekday Afternoons	3	4	52	624
Late Nights	2	6	52	624
Early Mornings	4	6	52	1,248
Total Non-Prime-Time Hours				2,496
<b>Community Room Hours</b>				
Weekdays	11	4	52	2,288
Weekends	6	2	52	624
Total Available Meeting Hours				2,912

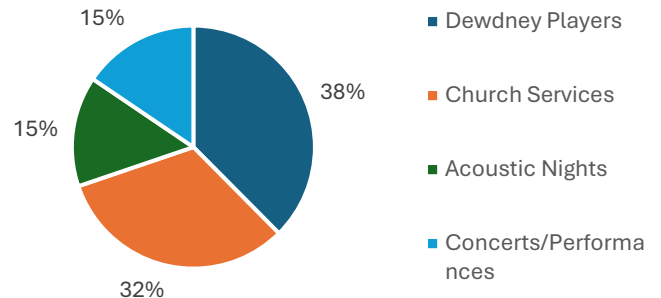
## 2024 Usage and Community Engagement

In 2024, the Old Church Theatre was booked for a total of 1,162 hours or approximately 18% of available bookable hours. Bookings for the auditorium and community room have been shown separately to demonstrate usage by facility.

## Auditorium Usage

Auditorium Bookings	
Organization/Event	Annual Booked Hours
Dewdney Players	225
Church Services	193
Concerts/Performances	93
Acoustic Nights	88
<b>Total</b>	<b>599</b>

Auditorium Annual Booked Hours

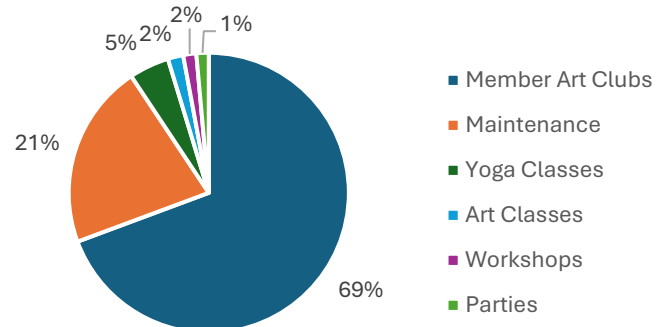


Use of the auditorium represents 16% of available bookable hours of the Old Church Theatre. This usage is dominated by two primary users, the Dewdney Players and church services which accounts for 70% of all booked hours in the auditorium.

## Community Room Usage

Community Room Bookings	
Organization/Event	Total Annual Booked Hours
Member Art Clubs	390
Maintenance	120
Yoga Classes	26
Art Classes	10
Workshops	8.5
Parties	8
<b>Total</b>	<b>442.5</b>

Community Room Annual Booked Hours



Use of the community room accounted for 15% of the total available booked hours. Member Art Clubs represented almost 70% of these booked hours in the community room.