Attachment 1 Operating Model Action Plan

Entertainment

Table 1: Entertainment Action Plan Items

#	Objectives	Short (With in 1 year	Medium (With in 2 years	Long (With in 5 years
1.1	Create and execute a Sleeman Centre Presents performance and event plan, subject to budget approvals.		✓	✓
1.2	Update expenses and revenues during the next budget cycle to reflect changes in the Operating Model, suggesting staffing and equipment changes.	✓		
1.3	Aim to pilot presenting a few events or performances in 2026 that are event break even or make a profit.	✓		
1.4	Meet with promoters and other organizations to encourage rentals and co-productions at Sleeman Centre.	✓	✓	✓
1.5	Seek block booking artist touring opportunities with the Ontario Hockey League Arena managers or other partners.		✓	✓
1.6	Create a Marketing and Promotion strategy, including consideration for dedicated social media channels and marketing brand for Sleeman Centre Presents shows.		✓	✓

Revenue

Table 2: Revenue Action Plan Items

#	Objectives	Short (Within 1 year)	Medium (Within 2 years)	Long (Within 5 years)
2.1	Actively sell Sleeman Centre as a viable film and television recording facility.		✓	✓
2.2	Create a sponsorship strategy to increase corporate sponsorships at Sleeman Centre.		✓	✓
2.3	Update Rates and Fees Bylaw, in the next budget cycle, with updated rental rates, profit-share models etc., while still including the opportunity to negotiate.	✓		
2.4	Explore grant opportunities for new and existing programming or capital investment.			✓

Collaboration

Table 3: Collaboration Action Plan Items

#	Objectives	Short (With in 1 year	Medium (With in 2 years	Long (With in 5 years
3.1	Create a framework and parameters for collaboration and co-productions, consider adding to the Sleeman Centre website for transparency.		✓	✓
3.2	Support Guelph 200 events at Sleeman Centre and consider presenting events(s) under the Guelph 200 branding.	✓	✓	
3.3	With City of Guelph Tourism staff identify ways for Sleeman Centre to be a venue in sport tourism.		✓	✓
3.4	With Recreation, work with seasonal users to transition to other Recreational facilities and explore new event opportunities.	✓		
3.5	Design an allocation strategy including booking process and cancellation timelines.	✓		