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CITY

Dunfield owner drops \$1M for theatre name

Shiplake Management gets theatre naming rights, dubbed Dunfield Theatre Cambridge

By Bill Jackson

Times Staff

The owner of the Cambridge Dunfield Retirement Residence has pledged \$1 million for exclusive naming rights to the city's new performing arts complex to be operated by Drayton Entertainment.

Shiplake Management, one of the L Group of Companies owned by Toronto's Latner family, announced the 25-year agreement at the Cambridge Chamber of Commerce on Monday morning for Dunfield Theatre Cambridge.

"As a family, we believe culture is the fabric of every community," stated Michael Latner, a senior executive.

While speaking to the *Times*, Latner stated arts and culture is vital for growth and development and the longevity of young people and jobs. The family was instrumental in developing the concept of lifestyle retirement homes that commenced in the early 1990s and has helped establish large-scale art installations in Ontario, New York and the United Kingdom, he noted.

Shiplake Management opened The Dunfield in midtown Toronto in 2009. A smaller, yet similar upscale retirement residence is currently being constructed in Cambridge at Saginaw Parkway and Light Drive. The six-storey, \$30-million-dollar building will accommodate 145 residents and is expected to be complete in the spring of 2013.

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DUNFIELD RISING: Construction continues on the new theatre complex in west Galt while an announcement at the Cambridge Chamber of Commerce Monday morning stated that Shiplake Management, which owns the Dunfield Retirement Residence currently being built in the city, purchased exclusive naming rights for the next 25 years for \$1 million. The theatre will be named Dunfield Theatre Cambridge.

RAY MARTIN, TIMES STAFF

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Dunfield theatre to open in 2013

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Construction of the newly-named Dunfield Theatre Cambridge began last September. Under the terms of the naming agreement, the Dunfield brand will be incorporated into the theatre's exterior and interior signage, as well as marketing materials, including the logo and web domain.

The new, 500-seat facility at 46 Grand Ave. S is expected to launch in early 2013 and will operate year-round.

"We're on schedule and we're on budget, and that's a good thing," said Alex Mustakas, artistic director and CEO of Drayton Entertainment.

"The winter has been very good to us."

The \$22-million building agreement for the theatre included \$6 million commitments on behalf of the city and the provincial and federal governments. Drayton Entertainment, a non-profit charitable organization, is responsible for fundraising \$4 million as part of its commitment to the project.

Mustakas said Shiplake's donation brings that goal one step closer, although he said it should be viewed as an investment, not just a philanthropic gift.

Cambridge Mayor Doug Craig and MP Gary Goodyear lauded the partnership involving three levels of government. Goodyear emphasized that a city is built with more than just roads and bridges.

The theatre has already created jobs and will boost tourism from near and far, he said.

Drayton Entertainment is recognized by



BRANDED: Michael Latner, CEO with Shiplake Management Company, announced a \$1-million pledge for Cambridge.

BILL JACKSON, TIMES STAFF

the Canadian Actors' Equity Association as the seventh largest employer of its members in Canada.

The award-winning organization operates seven live theatrical venues in Ontario, including the original Drayton Festival Theatre in Drayton, Huron Country Playhouse and Playhouse II in Grand Bend, King's Wharf Theatre in Penetanguishene, and St. Jacobs Country Playhouse and Schoolhouse Theatre in St. Jacobs.

bjackson@cambridgetimes.ca