

Report to Corporate Services Committee

To: Chair and Members
Corporate Services Committee
From: Michael Schulthess, City Clerk
Subject: City of London Days at Budweiser Gardens – United Way
Elgin and Middlesex
Meeting on: March 25, 2024

Recommendation

That, on the recommendation of the City Clerk and in accordance with Council's City of London Days at Budweiser Gardens Policy, the request from the United Way Elgin & Middlesex to host the annual Stairclimb on November 13, 2024, **BE APPROVED** as a City of London Day at Budweiser Gardens, notwithstanding Council's policy which restricts groups from having more than two event days over a consecutive five-year period.

Executive Summary

Municipal Council may grant up to five rent-free days per year to community organizations wishing to use Budweiser Gardens, subject to the conditions of Council's Policy. United Way of Elgin & Middlesex has requested a City of London Day at Budweiser Gardens. The organization was granted a rent-free day in 2022 and 2023 for the United Way Stairclimb.

Given that five City of London Days remain in 2024, the Civic Administration recommends approval, notwithstanding Council's policy that restricts organizations to two event days over a 5-year consecutive period (4.2 c)).

Analysis

1.0 Background Information

1.1 Previous reports related to this matter

- Corporate Services Committee – May 7, 2013
- Corporate Services Committee – March 25, 2014
- Corporate Services Committee – February 3, 2015
- Corporate Services Committee – February 2, 2016
- Corporate Services Committee – February 7, 2017
- Corporate Services Committee – February 6, 2018
- Corporate Services Committee – April 16, 2019
- Corporate Services Committee – May 9, 2022
- Corporate Services Committee – July 17, 2023

1.2 Agreement between City of London and Budweiser Gardens

The City of London agreement with the London Civic Centre (LP) provides for five community days annually for community use at the Budweiser Gardens. The agreement makes the following provisions:

“The Landlord and the Tenant acknowledge and agree that each of them shall permit the City to have exclusive use of the Project (excluding areas over which the London Knights or other subtenants or licensees have exclusive possession) on five (5) days in each calendar year on sixty (60) days' notice prior to the Tenant and the Landlord on an entirely rent-free basis, except as set out in this subsection, for the purpose of community events which are primarily “not for profit” in nature, on dates which do not conflict or compete with events previously arranged or booked by the

Tenant for the Project. The City shall be entitled to all ticket revenue and any revenue generated by special concession at such events, and all other revenue normally derived from the Project, such as from the food and beverage facilities, shall be included in Gross Revenue. The City shall pay for all out-of-pocket direct costs incurred by the Tenant for such occasion, such as the costs of staffing, security, janitorial and maintenance services. However, the City shall not be required to pay costs that the Tenant would have incurred anyway even if the City's event had not been held. For these purposes, "community events" means events which are primarily for civic purposes, high school, university or college sports and events, celebrations or charity events and shall include without limitation, high school and college graduations, community banquets and receptions and speaker programs but shall not include any events which have previously used the Project in accordance with normal rental or use arrangements"

2.0 Discussion and Considerations

2.1 Request from United Way of Elgin & Middlesex

On behalf of the United Way of Elgin & Middlesex, Taylor Walker has submitted the attached correspondence, requesting a "rent-free" day at the Budweiser Gardens for the annual United Way Stairclimb on November 13, 2024. This is the United Way of Elgin & Middlesex's third request to hold the Stairclimb as a City of London Day at Budweiser Gardens and it is the only request it will make in 2024.

Budweiser Gardens has been identified as an ideal location for the 27th annual Stairclimb, as an alternative to the pre-COVID location of One London Place. The attached letter from Kelly Ziegner, President & Chief Executive Officer, explains the advantages of this venue, which include accessibility, adequate ventilation, access by public transit, and the safe accommodation of school buses.

The United Way of Elgin & Middlesex has held fundraising events using the City of London Days at Budweiser Gardens annually since 2009. Council's City of London Days at the Budweiser Gardens Policy makes an exception for the United Way Harvest Lunch and Campaign Kick-Off to the clause in the policy that restricts groups from having more than two event days over a consecutive five-year period.

Council's policy exempts the Harvest Lunch and Campaign Kick-off from the limits of the policy. However, the organization, the United Way of Elgin & Middlesex, is still subject to the limits.

This request for Stairclimb is the third request in a 5-year period made by the United Way of Elgin & Middlesex for a City of London Day at Budweiser Gardens that is not an exempt event.

Therefore, the request requires an exemption to be approved by the Municipal Council due to unique circumstances.

2.2 Other requests received for 2024

Five City of London Days remain to be granted for 2024, and no other requests are pending for the use of a City of London Day at the Budweiser Gardens.

3.0 Financial Impact/Considerations

3.1 No financial impact or consideration

The current agreement with Budweiser Gardens provides for up to five rent free days, so there is no financial impact or consideration.

4.0 Key Issues and Considerations

4.1. Council Policy: City of London Days at Budweiser Gardens

The policy for City events at the Budweiser Gardens is attached as Schedule “A” for information purposes.

5.0 Conclusion

The Civic Administration recommends that Municipal Council approve an exemption, and approve the request to use a City of London Day at the Budweiser Gardens for the United Way Stairclimb on November 13, 2024, notwithstanding Council’s policy.

Prepared, submitted and recommended by: Michael Schulthess, City Clerk



City of London Days at Budweiser Gardens Policy

Please refer to the “City of London Days at Budweiser Gardens” Council Policy on page 2 for related guidelines. Requests may be mailed to: City Clerk, PO Box 5035, London, ON, N6A 4L9 or emailed to ClerksApprovalRequests@london.ca. Phone enquiries should be directed to the City Clerk's Office at (519) 661-2489 Ext. 4937.

Organization information

Organization Name	Charitable registration number (if applicable)	Request Date (YYYYMMDD)
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Contact information

Contact name	Title	
Address		
Telephone number	/ extension	E-mail address

Event details

Event Name	Date of event (YYYYMMDD)
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Event description (maximum 1,000 characters, attach additional details if needed)

Event eligibility

- City of London sponsored event
- Not-for-profit sporting event of provincial or national significance
- Major community-wide, not-for-profit civic event
- Major community-wide, not-for-profit charity event

Confirmations

- This event has not previously used the facility in accordance with normal rental or use arrangements
- Budweiser Gardens has confirmed that this date is available

February 26, 2024

Anastasia Bush, Administrative Assistant
City Clerk's Office
City of London
300 Dufferin Avenue
London, ON N6A 4L9

Re: Corporate Services Committee – City of London Day

Dear Committee Members,

On behalf of United Way Elgin Middlesex, I thank you for the wonderful support of the City of London for our annual community campaign. As part of that support, the City has generously granted United Way Elgin Middlesex (UWEM) an annual City of London Day usage of Budweiser Gardens since 2003.

Prior to COVID-19, we have used our City of London Day to hold our annual Harvest Lunch and campaign kick-off at Budweiser Gardens. However, during COVID-19 restrictions we were unable to hold the Harvest Lunch.

Last year, we had the opportunity to continue the tradition of holding an annual United Way community event at Budweiser Gardens under the provisions of the City of London Day exemption, outlined in policy CPOL.-27(b)-42 , by moving the City's generous support to United Way's Stairclimb event.

Budweiser Gardens is a perfect place for the Stairclimb as is it fully accessible; enabling people using walkers or wheelchairs and people with visual impairments, to fully participate in the same space as the stair-climbers. It also allows for safe ventilation, access on public transit, and has capacity to safely accommodate school buses - all while being in a central downtown location with a strong community identity.

We have connected with the Spectra team at Budweiser Gardens. They have had a good experience working with us and are very supportive of our return and have already tentatively booked us the date of November 13th 2024, pending the decision of the committee.

This event, now in its 27th year, welcomes about 1,500 people with teams from both school boards (from elementary and secondary schools), all the major local employers (Western University, Fanshawe College, LHSC, Canada Life, TD, 3M, StarTech.com, Enbridge Gas, GDLS-C, etc.) as well as from London Fire Service, London Police Service, the RCMP, the OPP, and the London Lightning – making this a truly community-wide event. This event traditionally generates over \$100,000 for the United Way Community Fund; funds that are needed by our local agencies, now even more than ever.

We recognize the amazing in-kind support the City of London provides by allowing us the annual use of the facilities at Budweiser Gardens and we do not take this support for granted.

The social services sector continues to face significant challenges in meeting the growing needs in our community, and United Way continues to work hard to ensure that services can help meet the needs of our community's most vulnerable members. This is one positive and inclusive way that we can support the amazing work of our funded agency partners and enable all local people have a fair shot at a good life.

We hope that you can help us to help meet community needs again this year, through an adapted use of the City of London Day provision for one more year.

Thank you for your thoughtful consideration of our request.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kelly Ziegner', with a long horizontal flourish extending to the right.

Kelly Ziegner
President & Chief Executive Officer



London
CANADA

City of London Days at the Budweiser Gardens Policy

Policy Name: City of London Days at the Budweiser Gardens Policy

Legislative History: Adopted June 13, 2017 (By-law No. CPOL.-27-223); Amended July 24, 2018 (By-law No. CPOL.-27(a)-397), January 28, 2020 (By-law CPOL.-27(b)-42)

Last Review Date: July 25, 2023

Service Area Lead: City Clerk

1. Policy Statement

- 1.1 This policy establishes the general guidelines for utilization of up to five (5) City of London Days at the Budweiser Gardens for community-sponsored events on a “rent-free basis” provided the City or event sponsor pay for all direct and out-of-pocket expense incurred by the London Civic Centre Corporation.

2. Definitions

- 2.1 Not applicable.

3. Applicability

- 3.1 This policy applies to event(s) which meet the eligibility criteria set out in this policy.

4. The Policy

4.1 Eligible Events

The following types of events will be eligible:

- a) City of London-sponsored events such as opening ceremonies for sporting events and major community celebrations, which have not previously used the facility in accordance with normal rental or use arrangements.
- b) Major not-for-profit, sporting or civic events which are events of a local, community-wide nature and have a direct benefit to the London community.

4.2 Maximum Event Days

- a) The City is limited to five event days each calendar year.
- b) No group or organization can have more than one event day per calendar year.
- c) No group or organization can have more than two event days over a five-year consecutive period, with the exception of the annual United Way Harvest Lunch and Campaign Kick-Off, unless an exemption is approved by the Municipal Council due to unique circumstances.

4.3 Event Dates

The City of London shall provide sixty (60) days prior notice to Budweiser Gardens for use of the facility for a community-sponsored event, and the date of the event may not conflict or compete with events previously arranged or booked by Budweiser Gardens.

4.4 Requirements of User Groups

- a) The user group will be responsible for all direct and out-of-pocket expenses which are incurred.

- b) The user group organization will be responsible for entering into an agreement with the Budweiser Gardens for use of the facility and all obligations arising from that agreement.
- c) The user group or organization will be responsible for all advertising, sponsorship and ticketing for the event subject to any conditions set out by the Budweiser Gardens.

4.5 Administration of Policy

The City Clerk will administer the City of London Days at the Budweiser Gardens Policy, with the exception of those circumstances outlined in section 4.2 c) of this Policy.