

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON NOVEMBER 26, 2013
FROM:	ART ZUIDEMA CITY MANAGER AND CATHY SAUNDERS CITY CLERK
SUBJECT:	CITY OF LONDON COMMUNITY SUITE

RECOMMENDATION

That the following actions be taken with respect to the City of London Community Suite:

- a) on the recommendation of the City Manager, the Municipal Council BE ADVISED that the Community Suite has been committed for use by the Canadian Hockey League as part of the successful bidding process for the 2014 Memorial Cup; it being noted that on July 30, 2013, the Municipal Council approved financial support for this event; and
- b) on the recommendation of the City Clerk, the attached proposed by-law (Appendix "A") BE INTRODUCED at the Municipal Council meeting on December 3, 2013 to delete and replace Council Policy 22(3) entitled "City of London Community Suite Policy" with a revised Policy which delegates authority to the City Manager to approve use of the Community Suite in those circumstances where an international or national event requires the use of the Community Suite as a bid condition in order to secure the event, and which requires the City Manager to advise the Municipal Council of any such approval upon his/her notification that the subject bid was successful.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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October 15, 2012 - Finance and Administrative Services Committee – Item #5

BACKGROUND

Securing international and national events has evolved into a very competitive and sophisticated process. As such, Tourism London, Budweiser Gardens and other local partners, including the City of London, are required to put together professional and comprehensive bid submissions, often within a very short time period. Those bid submissions are extremely important as they are the pivotal piece in convincing event organizers that London is the best, if not only, venue for their event.

While each event has its own unique requirements, it is very common for an event organizer to require guaranteed prime venue seating, such as the Community Suite at the Budweiser Gardens, for their event. Such was the case for both the 2013 World Figure Skating Championships and for the 2014 Memorial Cup. In both those cases, the Bid Committee was against intense competition in putting together a bid that would succeed in bringing those events to London.

In consulting with Tourism London, the Civic Administration was advised that it would be very helpful for the City of London to amend its Community Suite Policy to better assist future bidding processes, by simplifying the approvals process for use of the Community Suite. Specifically, it is proposed that the City of London delegate authority to the City Manager to approve use of the Community Suite in those circumstances where an international or national event requires the use of the Community Suite as a bid condition in order to secure the event. Delegating that approval authority would greatly assist Bid Committees in turning around their bids within the bid deadlines and in ensuring that the Bid Committees can provide the often sought after prime venue seating. It is therefore recommended that the attached proposed by-law be introduced at the December 3, 2013 meeting of the Municipal Council, in order to delegate approval authority for the use of the Community Suite, as noted above.

RECOMMENDED BY:	RECOMMENDED BY:
CATHY SAUNDERS CITY CLERK	ART ZUIDEMA CITY MANAGER

APPENDIX "A"

Bill No.
2012

By-law No. A.-

A by-law to delete and replace Council Policy 22(3) entitled "City of London Community Suite Policy".

WHEREAS section 5(3) of the *Municipal Act, 2001* S.O. 2001, c.25, as amended, provides that a municipal power shall be exercised by by-law;

AND WHEREAS the Municipal Council of The Corporation of the City of London wishes to delete and replace Council Policy 22(3) entitled "City of London Community Suite Policy" with a new Policy that delegates authority to the City Manager to approve use of the Community Suite in those circumstances where an international or national event requires the use of the Community Suite as a bid condition in order to secure the event, and which requires the City Manager to advise the Municipal Council of any such approval upon his/her notification that the subject bid was successful;

NOW THEREFORE the Municipal Council of The Corporation of the City of London enacts as follows:

1. Council Policy 22(3) entitled "City of London Community Suite Policy" is hereby deleted and replaced with the attached new Policy 22(3) entitled "City of London Community Suite Policy" in order to delegate authority to the City Manager to approve use of the Community Suite in those circumstances where an international or national event requires the use of the Community Suite as a bid condition in order to secure the event, and to require the City Manager to advise the Municipal Council of any such approval upon his/her notification that the subject bid was successful.
2. This by-law shall come into force and effect on the day it is passed.

PASSED in Open Council December 3, 2013.

Joe Fontana
Mayor

Catharine Saunders
City Clerk

22(3) City of London Community Suite Policy

OBJECTIVE

The City of London Community Suite is available for all events, except east end stage events (small concert mode) to be held in the Downtown Entertainment and Sports Centre. The Suite includes ten tickets for all London Knights regular season games. Tickets for other events are purchased on an event basis.

The London Community Suite is available to charitable volunteer groups and to the City for community promotion and corporate use.

COMMUNITY GROUPS ELIGIBLE

Access to the Community Suite is limited to registered charities, incorporated non-profits, minor sports associations' administration, neighbourhood associations that are involved in fundraising for projects that are related to the repair, enhancement, construction or preservation of a City-owned or operated facility or the development and operation of a City-operated or supported program activity, and service clubs that are based in the City of London. Groups applying to use the Suite must provide a description of the group or organization, the legal name of the group, a contact and name of the person responsible for all costs associated with the use of the Suite, and the details on the proposed use of the Suite (e.g. fundraising, reward program for volunteers, etc.) Each group will be limited to one application. City schools are eligible for fundraising purposes only. A School may use the Suite only once. It is not the intent to draw individual classes within a School to utilize the Suite.

Allocation of Dates

- A list of events will be prepared, identifying community use event dates and City event dates in four month intervals.
- The standing committee whose mandate includes such matters, and the City Manager, will identify those dates that the Suite will be used for City business.
- The City Manager shall be authorized to approve use of the Community Suite in those circumstances where an international or national event requires the use of the Community Suite as a bid condition in order to secure the event, and the City Manager shall be required to advise the Municipal Council of any such approval upon his/her notification that the subject bid was successful.
- The dates not being utilized for City purposes will be allocated by way of a draw or random lottery. A group submitting an application will list its priority for available events. The selected group will confirm its selection within five business days of being notified of an available date. In allocating event dates, those groups requesting only hockey will be distinguished from those groups requesting non-hockey events.
- Any eligible group refusing a date, once selected, shall remain eligible for future draws.
- All eligible groups not selected shall remain eligible for future draws.
- Once a group has used the Suite, they will not be eligible for re-use of the Suite until all other eligible groups have been offered use of the Suite.

Requirements of the User Group

- The user groups will be responsible for the behaviour of their users and will be required to abide by the same rules as other Suite holders.
- Each group will be responsible for all food and beverage costs, ticket costs (except regular season London Knights hockey games) and damages associated with the use of the Suite.
- Each group will be required to pay a \$250 refundable cheque to be used as security for the use of the Suite and must sign a waiver form for liability.
- Where tickets are required to be purchased for an event, groups will be required to purchase those tickets 10 business days prior to the event.

City Use of the Suite

- The City's use of the Suite will be governed by Municipal Council based on the recommendation of the standing committee whose mandate it is to deal with such matters, excluding those uses authorized by the City Manager for international or national events requiring the use of the Community Suite as a bid condition in order to secure those events.
- The City's use of the Suite is intended for community promotion, industrial and tourism promotion, and to recognize groups which may include persons serving on City committees and recipients of special recognition awards etc.
- The Suite will be available to affiliated Boards and Commissions for similar purposes as the City. Affiliated Boards and Commissions will not be considered an eligible community group for the use of the Suite, but under the policies that govern City use of the Suite.
- The cost of using the Suite by the City will be borne by the City and budgeted by the City Clerk and in the case of affiliated Boards and Commissions, or others that use the Suite, the cost will be borne by the user.

Administration of the Suite

The City Clerk is the primary contact for user groups and is delegated responsibility to administer this policy.

Review of the Policy

It is intended that this policy be reviewed annually to ensure it is meeting the City's objectives. The annual review will include a list of who uses the Suite, the benefit derived from the use, the status of the community use waiting list, the cost to the City of the use of the Suite and operational issues requiring a review.