

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON FEBRUARY 2, 2016
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT	CITY OF LONDON DAYS AT BUDWEISER GARDENS - UNITED WAY LONDON & MIDDLESEX

RECOMMENDATION

That, on the recommendation of the City Clerk, and notwithstanding Council Policy 3(8) – City of London Days at Budweiser Gardens, which restricts a group from having more than two event days over a five year consecutive period, the request from the United Way London & Middlesex to host the annual United Way Campaign Launch & 3M Harvest Lunch on September 15, 2016 **BE APPROVED** as a City of London Day at Budweiser Gardens, it being noted that only one other request has been received for 2016.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- Corporate Services Committee – May 7, 2013
- Corporate Services Committee – March 25, 2014
- Corporate Services Committee – February 3, 2015

BACKGROUND

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”.

On behalf of the United Way of London & Middlesex, Kelly Ziegner has submitted the attached correspondence, requesting a “rent free” day at the Budweiser Gardens for the annual United Way Campaign Launch & 3M Harvest Lunch on September 15, 2016.

The United Way of London & Middlesex has previously held similar fundraising events using the City of London Days at Budweiser Gardens in the Fall of 2009, and on September 9, 2010, September 11, 2012, September 19, 2013, September 17, 2014, and September 17, 2015.

Council Policy 3(8) – City of London Days at the Budweiser Gardens restricts a group from having more than two event days over a five year consecutive period. Given that only one other request for the use of a City of London Day at the Budweiser Gardens has been received for consideration of approval, the Civic Administration recommends that this request be approved, notwithstanding the restrictions outlined in the Policy.

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

RECOMMENDED BY:
CATHY SAUNDERS CITY CLERK

Attachment
/ab



Cathy Saunders, City Clerk
The Corporation of the City of London
300 Dufferin Ave
P.O. Box 5035
London, ON N6A 4L9

January 12, 2016

Dear Ms. Saunders,

United Way London & Middlesex would like to apply to City Council for the United Way Campaign Launch & 3M Harvest Lunch to be declared as a City of London Day at the Budweiser Gardens. We understand that there are limitations in terms of the number of available days and how many times an organization can apply within a five year period. However, we kindly request that the City consider an exception in the event that you have an extra day available for 2016.

The United Way Campaign Launch & 3M Harvest Lunch is scheduled for Thursday, September 15 2016. Budweiser Gardens becomes a very social atmosphere filled with a wide cross section of 3000 members of our community in attendance, from clients of United Way funded agencies to business and community leaders. The event draws significant media interest from all major media outlets who attend to report the announcement of our annual Campaign goal to the public.

Declaring the event a City of London Day will help us keep event costs low so we are able to invest more in our community. We would be pleased to recognize your support through City of London logo recognition in our event materials and an opportunity for the Mayor or designate to participate in the event program. In addition as an event sponsor you would be eligible to receive 10 promotional tickets for your staff to attend the event.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Kelly Ziegner", written in a cursive style.

Kelly Ziegner
Director, Communications
United Way London & Middlesex

United Way London & Middlesex
409 King Street, London ON N6B 1S5
Ph: 519-438-1721 | Fx: 519-438-9938
unitedwaylm.ca | uw@unitedwaylm.ca



Request for Use of City of London Day – Budweiser Gardens

Please refer to the “City of London Days at Budweiser Gardens” Council Policy, below, for related guidelines. Requests may be mailed to: City Clerk, P.O. Box 5035, LONDON, ON, N6A 4L9 or e-mailed to csaunder@london.ca. Phone enquiries should be directed to the City Clerk’s Office at (519) 661-2500 Ext. 4937.

Request Details	
Name of Organization	United Way London & Middlesex
Description of Event:	The United Way Campaign Launch & 3M Harvest Lunch is scheduled for Thursday, September 15 2016. The Budweiser Gardens becomes a very social atmosphere filled with a wide cross section of 3000 members of our community in attendance, from clients of United Way funded agencies to business and community leaders. The event draws significant media interest from all major media outlets who attend to report the announcement of our annual Campaign goal to the public.
Date of Event	Thursday, September 15, 2016
Contact Information	<p>Name of Individual ___Carolyn Botten__OR___ Kelly Ziegner</p> <p>Address ___409 King St, London, ON N6B 1S5___</p> <p>Phone Number(s) ___519-438-1723 ext 276___</p> <p>E-Mail ___cbotten@unitedwaylm.ca___</p>

POLICY 3(8) FOR CITY OF LONDON DAYS AT BUDWEISER GARDENS

OBJECTIVE

The City of London agreement for partnership and lease of the Budweiser Gardens provides for up to five 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.

TYPES OF EVENTS ELIGIBLE

The following types of events will be eligible:

1. 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.
2. Not-for-profit sporting events which are of a provincial or national significance, including championships for high schools, colleges or universities located within the City of London, which have not previously used the facility in accordance with normal rental or use arrangements.
3. Major not-for-profit civic events which are celebrations or charity events of a local, community-wide nature and have a direct benefit to the London community, which have not previously used the facility in accordance with normal rental or use arrangements.

MAXIMUM EVENT DAYS

1. The City is limited to five event days each year.
2. No group can have more than one event day per year.
3. No group can have more than two event days over a five-year consecutive period, unless an exemption is approved by the Municipal Council due to unique circumstances.

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.

REQUIREMENTS OF USER GROUPS

1. The user group will be responsible for all direct and out-of-pocket expenses which are incurred.
2. The user group will be responsible for entering into an agreement with the Budweiser Gardens for use of the facility and all obligations arising from that agreement.
3. The user group will be responsible for all advertising, sponsorship and ticketing for the event subject to any conditions set out by the Budweiser Gardens.

CITY CONTACT

The City Clerk will be the primary contact for user groups and will be delegated responsibility to co-ordinate this policy.

APPROVAL

Council approval is required for all City events.

SCHEDULE A

Council Policy

Chapter 3

City Hall and Other Municipal Buildings

3(8) City of London Days at the Budweiser Gardens

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ADOPTED OCTOBER 6, 2003, AMENDED APRIL 28, 2008; OCTOBER 30, 2012 (By-law No. A.-6879-309); August 27, 2013 (By-law No. A.-7007-265)