

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON OCTOBER 18, 2016
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT	CITY OF LONDON DAYS AT THE BUDWEISER GARDENS – PARKINSON SOCIETY SOUTHWESTERN ONTARIO

RECOMMENDATION

That, on the recommendation of the City Clerk, and notwithstanding Council Policy 3(8) – City of London Days at the Budweiser Gardens, which restricts a group from having more than two event days over a five year consecutive period, the request from the Parkinson Society Southwestern Ontario to host a Charity Lunch Event featuring local restaurants on June 5, 2017 BE APPROVED as a City of London Day at the Budweiser Gardens; it being noted that no other request has been received for 2017 to date.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Item #1 – January 8, 2013 Corporate Services Committee
Item #5 – November 26, 2013 Corporate Services Committee
Item #11 – December 16, 2014 Corporate Services Committee
Item #5 – December 1, 2015 Corporate Services Committee

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 Parkinson Society Southwestern Ontario, Shelley Rivard has submitted the attached correspondence dated September 15, 2016, requesting a “rent free” day at the Budweiser Gardens for their Fundraising Event on June 5, 2016, and requesting an exemption to the City London’s policy of no group having more than two event days at Budweiser Gardens over a 5 year

consecutive period..

The Parkinson Society Southwestern Ontario has previously held similar fundraising events using the City of London Days at Budweiser Gardens on June 10, 2013, June 16, 2014, and June 15, 2015, and June 13, 2016.

Council Policy 3(8) – Policy for Events at the Budweiser Gardens restricts a group from having more than two event days over a five year consecutive period. Given that no other request for the use of a City of London Day at the Budweiser Gardens have 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 Appendix “A” for information purposes.

RECOMMENDED BY:

CATHY SAUNDERS CITY CLERK

Attachments
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Request for City of London Days at Budweiser Gardens

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 csaunder@london.ca. Phone enquiries should be directed to the City Clerk's Office at (519) 661-2500 Ext. 4937.

Note: Adobe Reader can only save a blank copy of this form. Please print your completed form for your records.

Organization information

Organization name	Charitable registration number (if applicable)	Request date (YYYYMMDD)
Parkinson Society Southwestern Ontario	83130 2708 RR0001	2016-09-15

Contact information

Contact name	Title	
Steve Hickson	Coordinator of Special Events	
Address		
117-4500 Blakie Rd, London, Ontario N6L 1G5		
Telephone number	/ extension	E-mail address
(519) 652-9437	22	steve.hickson@parkinsonsociety.ca

Event details

Event name	Date of event (YYYYMMDD)
Signatures - A Taste Test of London's Best	2017-06-05
Event description (maximum 1,000 characters, attach additional details if needed)	
<p>The 5th Annual Signatures - A Taste Test of London's Best is a lunchtime food sampling event connecting the London Business Community with popular food vendors promoting their signature dish all while raising awareness and funds for Parkinson's. Tickets are sold to the public for \$20 and gives them the opportunity to sample food and drink from each vendor at no additional charge.</p> <p>Vendors from 2016 include (but are not limited to) Barakat, Curry's, Idlewyld Inn, The River Room, CHOP, Bourbon Street, Moxie's, Olive R. Twists, Talbot Bar and Grill, Wich is Wich, YOU Made It Cafe, and Windermere's Cafe.</p> <p>This past June, the event once again sold out with over 1,000 people in attendance. We raised just over \$32,500.</p> <p>Parkinson Society Southwestern Ontario's mission is to ease the burden and find a cure for those living with Parkinson's and their families. We accomplish this through support services, education, advocacy, and research. Please see attached for more information.</p>	

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.

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.



Thursday, September 15, 2016

To the Members of the City of London's Corporate Services Committee:

Parkinson Society Southwestern Ontario's (PSSO) mission is to ease the burden and find a cure for those living with Parkinson's and their families. We accomplish this through support services, education, advocacy, and research. We have a small office with 5 staff in London that services communities spanning from Windsor to Owen Sound to Orangeville to Brantford.

Over the past 4 years, our **Signatures** event at Budweiser Gardens, led by a committee of dedicated volunteers, has proven to be very popular with Londoners and local businesses. From a great start in 2013 with 500 participants, this past June we treated a **sold out crowd of 1,000 people**, for the second year in a row, to the best value for lunch in the city. Over **\$32,500** was raised with 33 restaurants and caterers participating (11 of which are located in the downtown core). We were very pleased that Councilors Helmer and Zaifman were able to attend to enjoy the food.

Once again we are requesting an exemption to the City of London's policy of no group having more than two event days at Budweiser Gardens over a 5 year consecutive period. We will continue to request this exemption for the foreseeable future as well. **Budweiser Gardens is simply the best and only venue that Signatures can thrive in.** The facilities and location, as well as the supportive staff, are all critical to the event's success.

Facilities – very few venues in London offer the space we need to set up 33 vendors and provide eating space for 1,000 people. There is also a novelty (and therefore selling point) for the participants to have lunch on the floor of Budweiser Gardens.

Location – the event takes place from 11:30 to 1:30. As most people only have a 1 hour lunch break, we need to be located somewhere that attendees can get to quickly and easily on foot. Budweiser Garden's central location to some of the city's largest businesses and office buildings make it the perfect venue for **Signatures**.

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Budweiser Gardens Staff – an event of this size relies on the cooperation and support of the venue's staff and we have had nothing but excellent service from Erin Douglas and her team. As we are now 4 years into the event, they are getting to know it better and are therefore better able to provide support and advice to the volunteer committee and staff of PSSO.

The best way to ensure that the majority of the revenue from ticket sales and sponsorship is put directly towards those living with Parkinson's and their families is to keep our costs as low as possible. Without the rent-free day from the City, we would be forced to spend several thousand dollars for the rental of the venue. This would most certainly be a step backwards in our efforts to support those living with Parkinson's and their families in Southwestern Ontario.

We hope you agree that the exemption is critical to Signatures' success. If you have any questions, please feel free to contact Steve Hickson at 519-652-9437 or steve.hickson@parkinsonsociety.ca.

Sincerely,

Shelly Rivard
CEO
Parkinson Society Southwestern Ontario

APPENDIX “A”

Council Policy

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)