



TO:	CHAIR AND MEMBERS FINANCE & ADMINISTRATION SERVICES COMMITTEE MEETING ON MAY 28, 2012
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT	CITY OF LONDON DAYS JOHN LABATT CENTRE

RECOMMENDATION

That, on the recommendation of the City Clerk, notwithstanding Council Policy 3(8) – Policy for City Events at John Labatt Centre, which restricts a group from having more than two event days over a five year consecutive period, that the request from the United Way Campaign to host the annual United Way Campaign Launch & 3M Harvest Lunch on September 11, 2012 **BE APPROVED** as a City of London Day at the John Labatt Centre; it being noted that only one other request has been received for 2012.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

- Board of Control Agenda – June 9, 2010
- Board of Control Agenda – August 25, 2010
- Finance & Administration Committee – November 30, 2011

BACKGROUND

The City of London agreement with the London Civic Centre (LP) provides for five community days annually for community use at the John Labatt Centre. 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, Director, Communications, has submitted the attached correspondence, requesting a “rent free” day at the John Labatt Centre for the annual United Way Campaign Launch & 3M Harvest Lunch on September 11th, 2012.

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Council Policy 3(8) – Policy for Events at the John Labatt Centre, 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 John Labatt Centre 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 John Labatt Centre is attached as Schedule “A” for information purposes.

RECOMMENDED BY:

CATHY SAUNDERS CITY CLERK

Attachment
/ds



SCHEDULE "A"

POLICY FOR CITY EVENTS AT THE JOHN LABATT CENTRE

OBJECTIVE

The City of London agreement for partnership and lease of the John Labatt Centre 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 sponsored events such as opening ceremonies for sporting events and major community celebrations.
2. Not-for-profit sporting events which are of a provincial or national significance, including high school, college or university championships.
3. Major not-for-profit civic events which are celebrations of a community-wide nature.

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.

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 John Labatt Centre 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 John Labatt Centre.

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.



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

May 10, 2012

Dear Ms. Saunders,

United Way London & Middlesex would like to apply to City Council for the United Way Campaign Launch & 3M Harvest Lunch City to be declared as a City of London Day at the John Labatt Centre. 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 2012.

The United Way Campaign Launch & 3M Harvest Lunch is scheduled for Tuesday September 11, 2012. Last year, the event was a sellout with 3,000 tickets sold and we anticipate the same volumes for this year. It is a very social atmosphere with a wide cross section of our community in attendance, from clients of United Way funded agencies to business and community leaders. The event also draws significant media interest from all major media outlets who attend to report the announcement of our annual Campaign goal.

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.

Thank you for your consideration.

Kelly Ziegner
Director, Communications
United Way London & Middlesex

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