

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON APRIL 16, 2019
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT	CITY OF LONDON DAYS AT BUDWEISER GARDENS - UNITED WAY ELGIN & MIDDLESEX

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 United Way Campaign Launch & 3M Harvest Lunch on September 18, 2019 **BE APPROVED** as a City of London Day at Budweiser Gardens.

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
- Corporate Services Committee – February 2, 2016
- Corporate Services Committee – February 7, 2017
- Corporate Services Committee – February 6, 2018

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”.

Staff Report to Corporate Services Committee, April 16, 2019
City of London Days at Budweiser Gardens - United Way Elgin & Middlesex

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On behalf of the United Way of Elgin & 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 Wednesday, September 18, 2019.

The United Way of London & Middlesex has previously held similar 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 that clause in the policy that restricts groups from having more than two event days over a consecutive five-year period.

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



United Way
Elgin Middlesex

March 29, 2019

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

Dear Cathy:

The 2019 United Way Campaign Launch and 3M Harvest Lunch is scheduled for Wednesday, September 18, 2019 at Budweiser Gardens. We look forward to welcoming a wide cross-section of Londoners, including clients of United Way funded agencies, community leaders, local businesses and all major media outlets. The event is a great way to kick off United Way's annual fundraising campaign and celebrate our wonderful community with over 2,500 neighbours and friends.

We would like to extend our gratitude to Council for exempting this event from the maximum event days per the Policy for City of London Days at Budweiser Gardens. Declaring the event a City of London Day helps us keep costs low, so we are able to invest more in our community. We will recognize your support through logo recognition in our event materials and an opportunity for the Mayor or designate to participate in the event program. In addition, you will receive 10 promotional tickets for City staff.

Thank you for your consideration,

Kelly Ziegner
Chief Executive Officer

Enclosure



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 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)
United Way Elgin Middlesex	119260503RR0001	2019-03-25

Contact information

Contact name	Title	
Harina Mokanan	Special Events Coordinator	
Address		
409 King Street		
Telephone number	/ extension	E-mail address
519-438-1723 ext 276		hmokanan@unitedwayem.ca

Event details

Text field - single line	Date of event (YYYYMMDD)
United Way Campaign Launch & 3M Harvest Lunch	2019-09-18

Event description (maximum 1,000 characters, attach additional details if needed)
 The United Way Campaign Launch & 3M Harvest Lunch is scheduled for Wednesday, September 18, 2019. Budweiser Gardens becomes a very social atmosphere filled with a wide cross section of 2500 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 goals to the public. The event includes an 'agency fair' component, with many United Way funded agencies on site to increase awareness as to the impact of our communities contributions & donations.

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

CITY OF LONDON DAYS AT BUDWEISER GARDENS POLICY

1. Policy Statement

- 1.1 This policy establishes the general guidelines for utilization of City of London Days at the Budweiser Gardens for the purpose of 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.

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) 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.
- c) 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.

4.2 Maximum Event Days

- a) The City is limited to five event days each year.
- b) No group can have more than one event day per year.
- c) No group 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 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 will be responsible for all advertising, sponsorship and ticketing for the event subject to any conditions set out by the Budweiser Gardens.

4.5 City Contact

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

4.6 Event Approval

City Council approval is required for all City of London Days at Budweiser Gardens events.

SCHEDULE A



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)

Last Review Date: June 25, 2018

Service Area Lead: City Clerk

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