

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON MAY 28, 2019
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT	CITY OF LONDON DAYS AT THE BUDWEISER GARDENS – CANADA’S WALK OF FAME

RECOMMENDATION

That, on the recommendation of the City Clerk, the request from Canada Walk of Fame to hold the Hometown Star recognition ceremony for Tessa Virtue and Scott Moir on August 7, 2019, BE APPROVED as a City of London Day at the Budweiser Gardens; it being noted that two days remain for 2019, with no other requests pending.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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None

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 Canada's Walk of Fame, Jeffrey Latimer, Chief Executive Officer has submitted the attached correspondence dated May 10, 2019, requesting a "rent free" day at the Budweiser Gardens for the Hometown Star recognition ceremony for Tessa Virtue and Scott Moir on August 7, 2019. This is a first-time applicant.

Requests received for 2019

Organization	Date	Approval Status
Parkinson's Society SW Ontario Signatures	June 3, 2019	Approved
Canada's Walk of Fame Hometown Stars	Aug. 7, 2019	Pending
United Way Elgin and Middlx Campaign Launch	Sept. 18, 2019	Approved
Day 2 Knight/Meals on Wheels Senior Prom	Oct. 3, 2019	Approved

Given that two City of London Days remain to be granted, and there are no other pending requests for the use of a City of London Day at the Budweiser Gardens in 2019, the Civic Administration recommends that this request be approved.

The policy for City events at the Budweiser Gardens is attached as Appendix "A" for information purposes.

RECOMMENDED BY:
CATHY SAUNDERS CITY CLERK

Attachments

/ab



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

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.



Friday, May 10th, 2019

On behalf of our team and our Board of Directors, I would like to invite the City of London to take part in a very special Canada's Walk of Fame event in London on Wednesday, August 7th at Budweiser Gardens.

We are grateful to have Budweiser Gardens interest in hosting the unveiling for Tessa Virtue and Scott Moir on August 7th. Tessa and Scott have celebrated many important moments during the beginnings of their career in this arena, which makes this location special to both of them to host this Hometown Star Ceremony.

Canada's Walk of Fame Hometown Stars, presented by Cineplex, was an initiative born in 2018 providing our Inductees with an additional opportunity to celebrate their induction in their hometown with a plaque mounted at a special location of their, or their families', choice. It was created to develop our national platform and celebrate accomplishment not just in Toronto, but all across Canada.

Tessa Virtue and Scott Moir's incredible journey is something that Canada's Walk of Fame is proud to share for years and years to come. We are grateful that his Hometown Star event is happening in London, and they would both be honoured if the ceremony is able to take place at this public location.

The two public Canada's Walk of Fame events are taking place as follows on Wednesday, August 7th:

1. 12:00 PM – 1:00 PM: Hometown Star Unveiling for 2018 Inductee Scott Moir (Ilderton Arena, outdoors) and,
2. 4:30 PM – 6:00 PM: Hometown Star Unveiling for 2018 Inductee Tessa Virtue (Budweiser Gardens, ground/ice level).

These public events include special VIP guest entertainment and will be immediately followed by a private cocktail reception at the Museum London, from 6:15 PM – 8:00 PM. It will be a testament to the Canadian talent that stems from London, and a celebration of achievement. Guests will include 2018 Inductees, past inductees, local celebrities and business figures.

Tessa and Scott's induction into Canada's Walk of Fame at our 20th Anniversary gala in Toronto last year was inspirational and unique – highlighting his spectacular triumphs in athletics and team work. Their names resonate across our entire country and we are thrilled to recognize their life accomplishments in London – a city that has meant so much to their success.



As a charity, we would greatly appreciate any support from the City of London in hosting this ceremony. These are truly magical and groundbreaking events under the revitalized vision of Canada's Walk of Fame and we would be honoured if you joined us.

Wishing you all the best!

A handwritten signature in black ink, appearing to read "Jeffrey Latimer". The signature is fluid and cursive, with the first name being more prominent.

Jeffrey Latimer
Chief Executive Officer



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)
Canada's Walk of Fame	889896924RR0001	2019-05-09

Contact information

Contact name	Title	
Ashley Edmonds	Event and Programs Manager	
Address		
18 Gloucester Lane, 3rd Floor		
Telephone number	/ extension	E-mail address
416-367-9255 ext 258		ashley@canadaswalkoffame.com

Event details

Text field - single line	Date of event (YYYYMMDD)
Tessa Virtue & Scott Moir Hometown Star Ceremony	2019-08-07

Event description (maximum 1,000 characters, attach additional details if needed)

This is a ceremony to celebrate Tessa Virtue and Scott Moir's recent induction into Canada's Walk of Fame. They were inducted on December 1st at our 20th Anniversary Awards Show. The Hometown Star is a national extension of the walk that celebrates our inductees and where they came from. Tessa Virtue, a London native would like to celebrate and have her plaque ceremony at Budweiser Gardens. It is important to host this event in a location that is both free and open to the public.

We will have both local musicians and VIP headline performances take place at the ceremony, as well as celebrity guests host and speak while we unveil the plaque. Tessa and Scott will both be on stage for photos and later on an opportunity for local and national media to cover the event.

We hope to have over 1000+ public come to this ceremony and make it a special momentous occasion for the city to celebrate.

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

About Us



Canada's Walk of Fame is the standard for excellence in Canada. A light that illuminates what is possible, what can be achieved, the power of potential and the product of the Canadian spirit.

Canada's Walk of Fame has a unique platform and is among the leading charitable organizations that recognize Canadian achievement and provide inspiration to the next generation.

We provide exciting and engaging opportunities more frequently, and leverage our position by connecting established achievers with those facing challenges and obstacles in their pursuit.

We have deepened our commitment and broadened our impact when it comes to inspiring, engaging, mentoring and contributing to the people of this great country we call home.

Canada's Walk of Fame has transformed from a Toronto-centric brand into a national source of Canadian pride that celebrates our local and international achievements.

Our prosperous 20th Anniversary year (2018) saw a successful awards broadcast on CTV, nine more incredible Canadians inducted and hundreds of thousands of Canadians newly engaged with our mission.

Our Future

Canada's Walk of Fame will continue to launch accelerator programs for emerging Canadians and host national events throughout the year. We will nurture Canadian pride through empowerment, with ceremony and by telling the stories of our people. Today, tomorrow and well into the future.

Canada thrives because of its people. Canada's Walk of Fame thrives because of your support.

canadaswalkoffame.com | [#CanadaThrives](https://twitter.com/CanadaThrives)

You are invited to join us in celebrating
Canadian excellence and achievement on the West Coast,
featuring 2018 Inductees Jimmy Pattison, Seth Rogen & Evan Goldberg



Canada's Walk of Fame Celebration: Vancouver

In Support of Canada's Walk of Fame

Friday, February 15, 2019

Premier Partners **Bell** Media



Friends of
Canada's Walk
of Fame



Official
Partners



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Canada's Walk of Fame Hometown Stars | Public Event

Join us for Canada's Walk of Fame Hometown Stars, presented by CINEPLEX, created to honour accomplishment all across Canada by providing Inductees with an opportunity to celebrate their induction in their hometown with a special plaque.

4:00 PM - 5:00 PM **Jimmy Pattison Unveiling**

5:00 PM - 6:00 PM **Seth Rogen & Evan Goldberg Unveiling**

*Ocean Foyer, Level 2 at Vancouver Convention Centre
1055 Canada Place (Burrard Street Entrance)*

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Private Cocktail Reception | By Invite Only



Please join 2018 Canada's Walk of Fame Inductees Jimmy Pattison, Seth Rogen and Evan Goldberg for an inspiring evening featuring special guests including 2009 Inductee Howie Mandel, local celebrities, dignitaries and business figures.

5:30 PM - 7:30 PM | RSVP to Jody at jody@jlenertainment.ca

Fairmont Pacific Rim Hotel, 1038 Canada Place

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