



October 18, 2019

To: Corporate Services Committee Members,  
Councillors Morgan, Van Meerbergen, Kayabaga, Hillier and Deputy Mayor Helmer

Re: City of London Days at Budweiser Gardens 2020.

For the past 7 years, our **Signatures** event at *Budweiser Gardens* has been led by a committee of dedicated volunteers and their hard work has created a very popular event which has provided a great benefit to the individuals and families in our community who are living with Parkinson's Disease.

The support that City Council has shown us over the years by allowing us to continue to use *Budweiser Gardens* has enabled the Parkinson Society Southwestern Ontario to raise the necessary funds to fulfil our mandate in providing education, advocacy, and support to many individuals in our community. We could not have been able to provide these critical services to our community without your support.

We understand and respect that policies and procedures are in place for the purposes of equity; so organizations can leverage this opportunity just as we have. That being said, 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 for our annual event.

As we will continue to request this exemption for the foreseeable future we ask that Municipal Council amend the City of London Days at Budweiser Gardens policy to give the Parkinson Society Southwestern Ontario's Signatures the same exemption as the *United Way's Harvest Lunch*. *Budweiser Gardens* is simply the best and only venue that **Signatures** can thrive in. The facility, and location, as well as the supportive staff at *Budweiser Gardens*, are all critical to the event's success.

**Facilities** – very few venues in London offer the space we need to set up 30+ vendors and provide eating space for over 1,000 people.

**Location** –Budweiser Garden’s central location to some of the city’s largest businesses and office buildings make it the perfect venue for *Signatures*. Its proximity to where people work ensure that attendees can make it in to support our event on their lunch break.

**Budweiser Gardens Staff** –Since our first event back in 2012 the staff at Budweiser Gardens have been exceptional to work with and have been a great community partner. Any event of this size relies on the cooperation and support of the venue’s staff and as we are now going into our 8th year of the event, the familiarity with our event means that the staff are able to provide important support and advice to the volunteer committee and staff of PSSO. We have been in contact with the staff at *Budweiser Gardens* and have discussed these as potential dates June 1, 8, or 15th, 2020.

In order to ensure that the revenue from ticket sales is directly invested into the front line services we provide we must 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 have a very negative impact on our ability to serve the people who are counting on us.

We hope you agree that the exemption to this policy is critical to *Signatures*’ success. If you have any questions, please feel free to contact me.

Sincerely,



Jessica Halls  
Manager, Special Events  
Parkinson Society Southwestern Ontario

1-888-851-7376

[jessica.halls@parkinsonsociety.ca](mailto:jessica.halls@parkinsonsociety.ca)