

**From:** David Ferreira

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**Subject:** [EXTERNAL] Recommendation for Consideration of Appointment to the Covent Garden Market Corporation Board of Directors

Hello please submit Gary Brown for Consideration of Appointment to the Covent Garden Market Corporation Board of Directors.

Attached is Gary's application

Thank you

**David Ferreira**

Candidate London City Council, Ward 13

London, ON

<http://www.davidferreira.ca>

# Gary Brown

London, Ontario N6C 3W9

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## **Event Planner/ Fundraiser/ Community Developer**

For your consideration.

My relationship with the market goes back to the 70's and the previous market. As a youngster I can still remember coming in and having the parrot chant obscenities at me and smelling the apple cider, and heading over to the King street entrance for a Scotch Egg. A good day. Today I probably visit the Market around 5 times a week and know most of the vendors, most of the groups renting the space for events well and even most of the vendors surrounding the market. Covent Garden market is the heart of downtown London. I got to know Rob well from renting the facilities and we often talked about their financial model of the market.

Today I spend most of my time connecting various community groups, running campaigns and events, including fundraisers for various groups in London. I find when someone needs something my phone rings. It is really a position of honor to be asked to share my experience with others.

A few highlight's of the last 10 years include

- Doubled the number of community groups and vendors at Gathering on the Green, continually improving London's largest community festival and resulting in a record attendance of over 25,000 patrons & 200 displays while increasing revenues by almost 100%. As well as Founded and Created and directed "Gathering on the Green II"
- Created and produced a new community event, Family Theatre on the Green, providing an amazing outdoor theater experience for over 300 community members.
- Organized and hosted numerous fundraisers, resulting in some of the best funded and highest achieving campaigns in Ontario
- Organized the numerous cycle groups in London to work together and lobby city council, leading to the formation of an official Cycling Advisory Committee at City Hall
- Effectively promoted "The Stomp" resulting in exceeded attendance and fundraising expectations for the Boys and Girls Club and MI Understanding
- Lobbied the City of London as part of the Normal School Task Force resulting in an investment of \$10 million by the city, the partnering with the YMCA and delivering the adaptive reuse of the heart of Old South, The Normal School
- Promotion and financial organization for the Ballroom Breeze Dance-a-thon, raising over \$60,000 for the London Children's Hospital and the Woodstock Mental Health Unit
- Board member of the Old South Community Organization for 10 years. Awarded and

“Oscar” for my service.

- Long standing member of the Indigenous Day Powwow committee overseeing the events new location and growth to be probably the largest Indigenous Urban Powwow in Canada
- Recognized by the Mayor on his New Years Honors list

I have always had a soft spot for the market and know my skill set and passion would be a valuable asset on the Market Board. I find the market is about relationships and I have had a long time to develop many of them there. In summary.

- A proven track record of delivering events under budget and exceeding profit and attendance expectations
- Creation of layouts that anticipate and enhance patron and vendor experience
- Strong relationships with all levels of government and especially with our city staff and council
- Extensive knowledge of procedures relating to London special events, regulations, city support and facilities
- A large network and relationships with many businesses, community groups, caterers across London.
- Promotion of many events using multiple media platforms

**For your consideration**

**Gary Brown**