

COMMITTEE OF THE WHOLE DECEMBER 9, 2002

CORPORATE EVENTS

Recommendation

The Commissioner of Economic/Technology Development & Communications recommends:

- 1) That all special events be identified as either Corporate Events or Community Events.
- 2) That the Corporate Communications Department will organize and manage Corporate Events, which would include all events mandated or directed by the Mayor and Council and presented under the auspices of the Corporation.
- 3) That the Department of Recreation and Culture will continue to organize and manage Community Events, which includes all community-based events and activities for the general public.

Purpose

The purpose of this report is to identify special events as either Corporate Events or Community Events, and assign departmental responsibility.

Background - Analysis and Options

An organizational change was made by the City of Vaughan on October 28, 2002, which reassigned the Supervisor of Special Events, Department of Recreation & Culture, to the Corporate Communications Department, as Communications Specialist, Community & Corporate Relations.

Under its new mandate, the Corporate Communications Department is responsible for managing all Council-directed events of a Corporate nature, which would include the Mayor's Gala, The City of Vaughan's Charity Golf Classic, and the Mayor's New Year's Day Levee. In addition, under the Department's new Client Services Model, the Communications Specialist, Community & Corporate Relations, is assigned to provide consultation support to the Department of Recreation and Culture for all of its communications and marketing activities, as required.

For special events that involve the wider community, it is appropriate that responsibility for managing these Community Events remain with the Department of Recreation & Culture. These would include WINTERFEST and Concerts-in-the-Parks.

Following are the proposed responsibilities of each Department for currently scheduled events:

Corporate Communications (Corporate Events)

United Way Campaign
SantaFEST
Mayor's Gala
Mayor's Golf Tournament
Volunteer Recognition
Mayor's New Year's Day Levee
Staff Appreciation Barbeque
Staff Holiday Luncheon
Canada Day Celebrations

Community Services (Community Events)

Youth Forum
Heritage Awards
Communities in Bloom
Concerts-in-the-Parks
WinterFEST
Life Guard Competitions
Festival of Arts

Attachments

N/A

Conclusion

The division of responsibilities for special events into the two categories of Corporate Events and Community Events will better serve the Mayor, Council and the community.

Report prepared by:

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Respectfully submitted,

Frank Miele
Commissioner of Economic/Technology Development and Communications