

COMMITTEE OF THE WHOLE SEPTEMBER 6, 2005

PROCEEDS FROM THE 2005 MAYOR MICHAEL DI BIASE ANNUAL CHARITY GOLF CLASSIC

Recommendation

The Commissioner of Economic/Technology Development and Communications, in consultation with the Director of Corporate Communications, recommends:

1. That Council receive this report;
2. That Council direct staff to forward the net proceeds from the 2005 Mayor Michael Di Biase Annual Charity Golf Classic to The Michael Di Biase Charitable Foundation Inc. and that 50 per cent of these funds be allocated to the Vaughan Hospital Foundation and 50 per cent to local charities, as per a consultation with Golf Committee Chair Peter Meffe, and
3. That Ward 1 Councillor Peter Meffe be appointed Chair of the 2006 Mayor Michael Di Biase Annual Charity Golf Classic.

Economic Impact

The net proceeds from the 2005 event totaled \$135,024.22. The costs associated with this event were funded by event-specific sponsorship monies and participation fees, with the exception of staff time resources of approximately 700 hours.

Purpose

The purpose of this Report is to provide Council with a preliminary financial accounting of the 2005 Mayor Michael Di Biase Annual Charity Golf Classic and facilitate the allocation of funds to the selected charities.

Background - Analysis and Options

The Mayor Michael Di Biase Annual Charity Golf Classic, held on Monday, July 17, 2005 at Toronto Board of Trade Country Club, was an unprecedented success raising more than \$135,000 for charity. Over 300 people participated. Sponsorship support was provided by Event Sponsor Sceptre Developments, Pine View Pontiac Buick GMC, Al Palladini's Pine Tree Ford Lincoln, Mercedes-Benz Canada, Solmar, Carwell Construction Limited, Gazzola Paving, Powerstream Inc., Royal Pine Homes, Universal Workers Union Local 183, B. Gottardo Construction Ltd., KPMB Architects, and many other Vaughan businesses and individuals at various sponsorship levels. Total media impressions in support of this event totaled 1,134,426.

Total net proceeds of \$135,024.22 were generated by total donations and sponsorship monies of \$247,137.15, less event expenses of \$112,112.93.

Net proceeds from the event benefit the Michael Di Biase Charitable Foundation Inc. in support of the development of a major health-care facility and local charities in the City of Vaughan.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

Council's approval of this recommendation to forward net proceeds from the the 2005 Mayor Michael Di Biase Annual Charity Golf Classic to The Michael Di Biase Charitable Foundation Inc. will facilitate the distribution of funds to selected charities.

Attachments

None

Report prepared by:

Madeline Zito, Director, Corporate Communications

Respectfully submitted,

Frank Miele, Commissioner
Economic/Technology Development and Communications