

COMMITTEE OF THE WHOLE – MARCH 3, 2008

DR. JAY CHARITABLE FOUNDATION FAMILY FUN DAY

Recommendation

The Commissioner of Community Services, in consultation with the Manager of Administration and Planning of the Recreation and Culture Department, recommends:

1. That this report identifying support the City is able to provide for The Interchange Family Fun Day in support of the Dr. Jay Charitable Foundation be received for information.

Economic Impact

There is no economic impact related to this report as it is an information item.

Communication Plan

Staff has communicated with Ms. Shanna Munro, President and C.O.O, Putting Edge Fun Centre and Dr. Jay of the Dr. Jay Charitable Foundation regarding the support the City is able to provide for The Interchange Family Fun Day.

Purpose

The purpose of this report is to provide Council with information identifying the support the City is able to provide for The Interchange Family Fun Day in support of the Dr. Jay Charitable Foundation scheduled to be held at the AMC Interchange Way on Sunday June 1, 2008.

Background - Analysis and Options

At the Committee of the Whole meeting of September 24, 2007, following the deputation of Ms. Shanna Munro, President and C.O.O., Putting Edge Fun Centre, Council requested that staff provide a report identifying the support the City is able to provide for The Interchange Family Fun Day in support of the Dr. Jay Charitable Foundation being held at the AMC Interchange Way on Sunday, June 1, 2008 in partnership with the on-site landlords and retailers.

The purpose of this newly created fundraising event is to create awareness and raise money for the Dr. Jay Charitable Foundation. This Foundation provides palliative care funding and support for children, and helps families face terminal illness with dignity and determination. Their fundraising target for 2008 is \$100,000.00.

As part of the deputation, Ms. Munro requested Council's endorsement to proclaim this event as The 1st annual Interchange Family Fun Day in support of the Dr. Jay Charitable Foundation. In this regard, Ms. Munro and Dr. Jay were advised to write a letter to the City Clerk to ensure that the criteria for the proclamation are met.

Ms. Munro further requested that the City provide services in kind and financial support for this event. Services in kind, including but not limited to, items ranging from picnic tables and garbage and recycling bins to the stage and showmobile are available to Ms. Munro and her organizing committee to rent at the Council approved commercial fees.

Recognizing that The Interchange Family Fun Day in support of the Dr. Jay Charitable Foundation is a fundraising event, the foundation could apply for Community Service Organization (CSO) status and act as the lead for the event. Upon approval of CSO status, the Services In Kind will be priced at the CSO rate rather than the commercial rates resulting in

considerable savings. For example, picnic tables would be reduced from \$19.09 to \$4.45 each and for the stage from \$391.18 to \$222.50.

In following the above process, the integrity of the CSO policy is maintained and is consistently applied to all CSO groups requiring services in kind.

Staff has been in contact with Ms. Munro and Dr. Jay who were pleased to learn the form of support offered by the City. The foundation was e-mailed an application for CSO status and will act as the lead for the event. Staff will continue to work with Ms. Munro, Dr. Jay and their group as they finalize their services in kind needs.

Relationship to Vaughan Vision 2020

The Vaughan Vision 2020 has identified service excellence as a strategic goal and the delivery of services within approved standards to all city stakeholders as an objective.

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

Regional Implications

There are no regional implications related to this item as it is an information item.

Conclusion

This report provides Council with information on the support and services available for The Interchange Family Fun Day in support of the Dr. Jay Charitable Foundation; a fundraising event being held at the AMC Interchange Way on June 1, 2008

Through the application of the City of Vaughan Community Services Organization program, the costs for services in kind can be reduced considerably from the commercial rate to the subsidized CSO rate.

Attachments

None.

Report Prepared By

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Respectfully submitted,

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Commissioner of Community Services