

## **COMMITTEE OF THE WHOLE (WORKING SESSION) – DECEMBER 7, 2009**

### **CITY OF VAUGHAN'S ORGANIZED EVENTS**

#### **Recommendation**

The Director of Corporate Communications, in consultation with the City Manager, recommends:

That Council receive the attached list of City organized events, as requested.

#### **Contribution to Sustainability**

This report is consistent with the priorities previously set by Council in the Green Directions Vaughan, Community Sustainability Environmental Master Plan, to foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

#### **Economic Impact**

City organized events are funded by the annual operating budget and sponsorship programs.

#### **Communications Plan**

Not applicable.

#### **Purpose**

To provide a list of events to assist a Council-level review of the effectiveness of events – both City events and community events supported by the City – in terms of public engagement.

#### **Background - Analysis and Options**

This report addresses Item No. 22, Report No. 50, Committee of the Whole, November 10, 2009 that staff “submit a report to the Committee of the Whole (Working Session) meeting of December 7, 2009 on the dates of all City of Vaughan organized events.”

City events are a primary means of showcasing the services and facilities that the City provides to residents and local businesses. As opportunities for direct interaction with local citizens, these events often involve the participation of Council and Senior Management. The Corporate Protocols For Events policy, approved by Council June 26, 2006, applies to City events. Several City events are supported by sponsorship programs.

In addition, there are public meetings held by various City departments, both as a statutory requirement or as a public engagement opportunity in support of various City initiatives (these are not included in the attached event list). Generally, these public meetings are not supported by sponsorship programs.

According to the City of Vaughan Corporate Event Policy, approved by Council on April 11, 2005:

There are two types of events in which City of Vaughan elected representatives and City officials take part. City events are those owned and hosted by the City of Vaughan and involve City services or facilities. Community events are local events owned and hosted by a community or business organization, and may or may not involve City support or sponsorship. (2.1)

Co-sponsored events, jointly hosted by the City and another organization/business, are included in the Community events category. (2.2)

Community events can include festivals, fairs, parades, dinner dances, fund-raising events, sporting events, etc. (3.2)

On the attached list, if the event is not checked off as a City organized event, it is considered a community event which may or may not involve City support or sponsorship.

City events are owned and hosted by the City of Vaughan and involve City services or facilities. City events are organized and managed by a lead City department and the funding for the event is allocated to the budget of the lead department. The lead department appoints a project or event coordinator who is responsible for the timing and logistical requirements for the event, preparing the event work plan and obtaining any necessary approvals.

The Corporate Communications department is the lead department for the City's main annual corporate events (Winterfest, Canada Day, and Concerts In The Park). These events are primarily financed through the "Vaughan Celebrates" Corporate Sponsorship Program. Corporate sponsors are commercial entities paying a sponsorship fee to further their marketing and advertising activities. The cost of sponsorship ranges from \$1,500 to \$25,000 per company per event. In addition, media partnerships are service-in-kind arrangements that provide the media partner with City recognition in return for advertising space used to publicize the events. This sponsorship program is a key factor in the success of the City's corporate events program.

Corporate Communications also manages two major fundraising events: the Mayor's Gala and the Mayor's Golf Tournament. These events raise funds for charity through table sales and related activities including a charity auction. Sponsorships are also sold.

Sponsorship packages or "sales kits" are produced for most major events, detailing sponsorship opportunities, the cost of participation, and the benefits provided to sponsors. The lead department has the responsibility for selling sponsorships. Currently, there is no coordination of sponsorship sales across the Corporation.

There has been a discussion over the past few years about establishing a centralized marketing department or function for the Corporation that would be responsible for sponsorship sales, creative services, and managing event and corporate advertising. The Corporate Communications Departmental Strategic Plan, approved by Council in December, 2002, includes a "Sponsorship strategy" as a key objective.

An additional issue relating to City events are the special requirements for an election year. In 2006, no City events were held during the weeks leading up to the election. As the 2010 election date has not been finalized by the province, the dates for the campaign period have not yet been determined.

The attached list includes more than 100 City of Vaughan organized and supported events for 2010. Many events do receive sponsorship support, provided as a cash payment or the provision of products or services. In addition, City staff resources are deployed to organize events; publicize events; sell sponsorships; and provide services-in-kind such as event set-up (podium, bleachers, etc.), by-law enforcement, and event cleanup.

Of the 109 total events on the attached list:

- 99 are City organized events
- 10 are community events supported by the City
- 61 seek sponsorship support (all City organized events)
- 98 involve Services In Kind support provided by the City
- 106 receive communications support

Of the 10 community events (included in above totals):

- 9 receive Services In Kind support provided by the City
- 10 receive communications support
- No City-managed sponsorship programs support community events

### **Relationship to Vaughan Vision 2020**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved. City organized and supported events support the strategic goal of providing service excellence to citizens, with the objective to preserve our heritage and support diversity, arts and culture.

### **Regional Implications**

Many events draw audiences from Vaughan and beyond, supporting tourism development in the Region of York.

### **Conclusion**

Several City departments are involved in City organized and supported events. Often, the same sponsors are approached to support various events.

### **Attachments**

List of scheduled City events

### **Report prepared by:**

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Respectfully submitted,

**Madeline Zito**  
Director of Corporate Communications

## CITY OF VAUGHAN 2010 ORGANIZED AND SUPPORTED EVENTS

Event	Date	City Organized		SIK / Work Order	Communications Support
		Events	Sponsorship		
1 Mayor's Pancake Breakfast	January	√	√	√	√
2 Mayor's Outlook Luncheon - Vaughan Chamber of Commerce	January				√
3 Winterfest	February 7	√	√	√	√
4 Cultural Heritage Week/cultural Heritage Night	February	√		√	√
5 20-Minute Makeover	April	√	√	√	√
6 Juried Art Exhibition	April	√		√	√
7 Volunteer Recognition Awards Ceremony	April	√		√	√
8 Lawncare/Gardening Community Workshops (3 events)	Apr June Sept	√	√	√	√
9 Vaughan Vision 2020 Success Public Meeting	May	√		√	√
10 Mosswood Park	May	√	√	√	√
11 Thomson Creek Parkette	May	√	√	√	√
12 Youth Week	May 1-8	√		√	√
13 National Public Works Week - events	May 16 - 22	√			√
14 North Thornhill Community Centre - Official Opening	Late Spring	√	√	√	√
15 Al Palladini Renovations (ISF)	Late Spring	√	√	√	√
16 Garnet A Williams Renovations (ISF)	Late Spring	√	√	√	√
17 Bathurst Clark Library Renovations (ISF)	Late Spring	√	√	√	√
18 Kleinburg Library Renovations (ISF)	Late Spring	√	√	√	√
19 Doctors McLeans Park Washroom Facilities (ISF)	Late Spring	√	√	√	√
20 National Access Awareness Week	May to June	√		√	√
21 Launch the Vaughan "B" Leaves Program Initiatives	May/June	√		√	√
22 Mayor's Gala Kick-off event	May	√	√		√
23 Mayor's Gala	May	√	√	√	√
24 Real Estate Investment Network	May	√	√	√	√
25 Concerts in the Park (Ward 5)	June 22	√	√	√	√
26 Peace Tree Day Celebration	June	√	√	√	√
27 Staff Appreciation BBQ	June	√		√	√
28 WEA Bocce Court Shelter & Irrigation (ISF)	June	√	√	√	√
29 R.A.V.E. Awards	June	√	√	√	√
30 Schools in Bloom Awards Ceremony	June	√	√	√	√
31 Curb Appeal Launch	June	√	√	√	√
32 Sylvan Brook Park	Early June	√	√	√	√
33 VBEC Charity BBQ	June	√	√	√	√
34 Welcome to Vaughan Day	June	√	√	√	√
35 Greening Vaughan Environmental Days	May June Sept Oct	√		√	√

	Event	Date	City Organized		SIK / Work Order	Communications Support
			Events	Sponsorship		
36	CIB Partnership Initiatives (One per ward)	May June Sept Oct	√	√	√	√
37	New City Hall Official Opening	Spring/Summer	√		√	√
38	Canada Day Celebration	July 1	√	√	√	√
39	Mayor Linda D. Jackson Annual Charity Golf Classic	July	√	√	√	√
40	Concerts in the Park (Ward 3)	July 6	√	√	√	√
41	Concerts in the Park (Ward 4)	July 20	√	√	√	√
42	Concerts in the Park (Ward 2)	July 27	√	√	√	√
43	COV - CN Tower Summer Garden Tour	July	√			
44	Woodbridge Memorial Tower - Park Renovations (ISF)	Late July	√	√	√	√
45	Humber River Trail System Bridges (Boyd Park)	Late July	√	√	√	√
46	Don River Trail System (Planchet sections)	Late July	√	√	√	√
47	Chateau Ridge Park	Late July	√	√	√	√
48	Maple Nature Reserve - Quonset Hut Regeneration & Trails (ISF)	Late July	√	√	√	√
49	Rainbow Creek Park Renewal (ISF)	Late July	√	√	√	√
50	Freedom Trail Park	Late July	√	√	√	√
51	Venice Gate Park	Late July	√	√	√	√
52	Hillside Park	Late July	√	√	√	√
53	Eagles Landing Park	Late July	√	√	√	√
54	Carville Mills Park	Late July	√	√	√	√
55	Twelve Oaks Park	Late July	√	√	√	√
56	Jack Pine Park	Late July	√	√	√	√
57	Concerts in the Park (Ward 1)	August 10	√	√	√	√
58	Maplefest	August			√	√
59	Rogers Cup	August		√	√	√
60	Woodbridge Italian Festival	August			√	√
61	Doors Open Vaughan	September	√		√	√
62	Curb Appeal Appreciation Event	September	√	√	√	√
63	Bindertwine Festival	September			√	√
64	Thornhill Village Festival	September			√	√
65	Woodbridge Fall Fair	October			√	√
66	Corporate Sponsorship Appreciation Event	October	√			√
67	Character Community Week	October	√	√	√	√
68	United Way Campaign	October - December	√	√	√	√
69	Winterlights and Shine appeal Launch	November	√	√	√	√
70	Winter Wonderland Launch	November	√	√	√	√
71	Santafest Parade	November			√	√
72	Budget Forum - Public Input Session	November	√	√	√	√
73	Remembrance Day Parade	November 11			√	√

Event		Date	City Organized		SIK /	Communications
			Events	Sponsorship	Work Order	Support
74	United Way Pool Tournament	November	√	√	√	√
75	Children's Breakfast with Santa	November	√			√
76	Vaughan of a Kind	November	√		√	√
77	VBEC Workshop	November	√	√	√	√
78	VBEC Expo	November	√	√	√	√
79	International Day of Persons with Disabilities	December	√		√	√
80	COV - CN Tower Winter Garden Tour	December	√			
81	Inaugural Council Meeting	December	√		√	√
82	Menorah Lighting Celebration	December	√		√	√
83	Staff Holiday Luncheon	December	√		√	√
84	Winterlight Closing Ceremony	December	√		√	√
85	CP Holiday Train	December			√	√
86	Art of Diversity - Exhibition Launch	TBD	√		√	√
87	Vaughan in focus - Photography Exhibition Launch	TBD	√			√
88	VBEC Seminars (5 events)	TBD	√	√	√	√
89	Delegations (approx 15)	TBD	√		√	√
90	Economic Development Open House	TBD	√	√	√	√
91	Multicultural Festival	TBD	√	√	√	√
92	Ground breakings	TBD	√		√	√
93	Grand Openings	TBD	√		√	√
94	Business Plan Challenge Awards	TBD	√	√	√	√
95	Economic Development Strategy Workshops (4 events)	TBD	√		√	√
96	Clean Air Commute Week	TBD	√	√	√	√
97	Discover Vaughan Bash	TBD	√	√	√	√
98	General Business Seminars ( 2 events)	TBD	√	√	√	√
99	School Tours - ongoing (10)	TBD	√		√	
100	News Conferences	TBD	√		√	√
101	Civic Hero Recognition in Council	TBD	√			√
102	Cheque or Special Presentations in Council	TBD	√			√
103	Flag Raising Ceremonies	TBD	√		√	√
104	Emergency Response events	TBD	√		√	√
105	Special Proclamations by Council	TBD	√			√
106	Vaughan Fire & Rescue Services Events	TBD	√		√	√
107	Vaughan Public Libraries - events	TBD	√		√	√
108	Mayor's Media Luncheon	TBD	√		√	√
109	Graffiti Summit	TBD	√		√	√