

COMMITTEE OF THE WHOLE - DECEMBER 6, 2011

CITY OF VAUGHAN CORPORATE EVENT SCHEDULE FROM JANUARY TO AUGUST 2012

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

1. That the following report detailing the City of Vaughan Event schedule from January to August 2012 with event dates and locations be received.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

Economic Impact

Events such as Winterfest, Concerts in the Park, and Canada Day Celebration are funded through the approved 2012 Events Operating Budget and through corporate sponsorship secured through the "Vaughan Celebrates" sponsorship program. The Mayor's Gala and Mayor's Golf Classic are funded through corporate sponsorship and internally through costs associated with staffing, creative development and marketing, which are approved within the 2012 Events and Culture Operating Budgets. Other noted events in the report are also funded through the approved 2012 Events Operating Budget.

Communications Plan

Winterfest, Concerts in the Park and Canada Day Celebration activities are promoted through a brochure publication that is mailed to more than 92,000 residents and businesses in Vaughan. Other marketing collateral includes 150 posters per event which are printed and circulated to all community centres, libraries and separate schools in the City. Note: The York Region District School Board does not circulate the posters. In addition, the events are promoted in the Recreation guide, on the City's website, Council Calendar, through the City Page online, City update, TV monitors, facility signs, as well as Twitter and Facebook. Events are also promoted on mobile signs across the City. Other promotional vehicles include ad placements in local newspapers and publications and appearances on television and radio. All such promotion is secured through in-kind sponsorships.

The Mayor's Gala and Mayor's Golf Classic are promoted through the City's website, the Recreation guide, City update, TV monitors, and e-blasts by Economic Development. Other promotional vehicles include ad placements in local newspapers and publications and appearances on television and radio. All such promotion is secured through in-kind sponsorships.

Other detailed events in the report are promoted, when applicable, through the City's website, City update, City Page on-line, TV monitors, mobile signs, and facility signs.

Purpose

The purpose of this report is to present an overview of the confirmed schedule of corporate event dates, and locations for the event program from January to August 2012 produced by the Events Division in the Recreation and Culture Department. Fall and winter 2012 event schedules will follow. In addition, dates and locations of park openings, ground-breaking ceremonies and other official openings and initiatives for 2012 will be communicated once they become available.

Background - Analysis and Options

Events provide opportunities for residents, families and neighbours to come together to celebrate the spirit of community. City events such as Winterfest, Concerts in the Park and Canada Day engage community participation and provide residents with first-class entertainment and exciting activities all free of charge.

Fundraising events such as the Mayor's Gala and Mayor's Golf Classic raise awareness about much-needed funding and services for community organizations and offer our corporate stakeholders opportunities to showcase their contributions to worthy causes.

Below is the schedule of corporate events identified as of December 2011. Fall and winter 2012 event schedules will be provided in the spring of 2012. In addition, dates and locations of park openings, ground-breaking ceremonies and other official openings and initiatives for 2012 will be communicated once they become available.

EVENT SCHEDULE:

WINTERFEST

Sunday, February 5, 2012

10 am to 3:30 pm

NEW LOCATION – North Thornhill Community Centre
300 Pleasant Ridge Avenue, Thornhill

Winterfest will feature free entertainment with outdoor stage performances, a Midway Zone with mechanical rides, and other activities both indoors and outdoors including face painting, pizza-making workshop, arts and crafts, displays, great food for purchase and much more.

VOLUNTEER RECOGNITION AWARDS CEREMONY

Wednesday, April 18, 2012

6:45 pm – Registration

7:30 pm – Ceremony

Multipurpose Room, City Hall

In celebration of National Volunteer Week, the City of Vaughan will host its annual Volunteer Recognition Awards Ceremony honouring outstanding volunteers in the Vaughan community. Not-for-profit and community organizations in the City will be invited to nominate their most outstanding volunteer of 2011 who will be recognized at a ceremony at City Hall by the Mayor and Members of Council.

MAYOR'S GALA

Thursday, June 7, 2012

8 pm

TBD

This black tie gala will feature live entertainment, live auction and a video presentation. Leading members of the Vaughan business and professional community, and the community at large will

be invited to participate. Recipient of the net proceeds will include Vaughan based charities, not-for-profit organizations, community groups and disaster relief assistance.

STAFF APPRECIATION BARBEQUE

Friday, June 15, 2012

12 to 2 pm
Civic Square

The Mayor and Members of Council invite all City staff to attend the annual Staff Appreciation Barbeque held at City Hall.

CONCERTS IN THE PARK

The City of Vaughan will present its 18th annual free series of professional summer Concerts in the Park in 2012. The five concerts will be held on Tuesday evenings and will begin at **7:30 p.m.** in parks located in each of the five Wards in the City. The schedule is as follows:

Tuesday, June 19, 2012

Sonoma Heights Community Park
100 Sunset Ridge, Woodbridge

Tuesday, July 10, 2012

Chancellor District Park
430 Chancellor Drive, Woodbridge

Tuesday, July 24, 2012

Mackenzie Glen District Park
220 Cranston Park Avenue, Maple

Tuesday, July 31, 2012

York Hill District Park
501 Clark Avenue West, Thornhill

Tuesday, August 7, 2012

North Thornhill Community Centre (outdoor Amphitheatre)
300 Pleasant Ridge Avenue, Thornhill

CANADA DAY

Sunday, July 1, 2012

3 to 8 pm
Mackenzie Glen District Park

The City will celebrate Canada's 145th birthday at the City's Canada Day event on Sunday, July 1, 2012 at Mackenzie Glen District Park in Maple from 3 to 8 p.m.

This annual event will feature live headline concerts, an Inflatable Zone and a family barbecue. Other activities will include face painting, arts and crafts, pizza-making workshop, water park, playground and much more. A variety of great food will also be available for sale. All event activities at Canada Day are entirely free of charge except for the purchase of food.

MAYOR MAURIZIO BEVILACQUA ANNUAL CHARITY GOLF CLASSIC

Tuesday, July 17, 2012

7:30 am tee off and 1:30 pm tee off
Copper Creek Golf Club, Kleinburg.

This double shotgun tournament will take place at Copper Creek Golf Club in Kleinburg. Leading members of the Vaughan business and professional community, and the community at large will

be invited to participate. Recipient of the net proceeds will include Vaughan based charities, not-for-profit organizations, community groups and disaster relief assistance.

Note: Fall and winter events in 2012 which include park openings, ground-breaking ceremonies, official openings and all other initiatives anticipated for 2012 will be communicated as they become confirmed.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- **STRATEGIC GOAL:**
Service Excellence – Providing service excellence to citizens
- **STRATEGIC OBJECTIVES:**
Preserve our Heritage and Support Diversity, Arts and Culture

The Events portfolio also supports the Economic Development Strategy and the Creative Together Cultural Plan for the City of Vaughan.

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

Regional Implications

N/A

Conclusion

Events provide opportunities for residents, families and neighbours to come together to celebrate the spirit of community. City events such as Winterfest, Concerts in the Park and Canada Day engage community participation and provide residents with first-class entertainment and exciting activities all free of charge. In addition, events such as Canada Day celebrate national pride and civic pride and promote positive community relations.

Community events also personalize the City administration through the participation of the Mayor, Councillors and the City Manager, and offer an opportunity for direct interaction with local citizens.

Fundraising events such as the Mayor's Gala and Mayor's Golf Classic raise awareness about much-needed funding and services for community organizations and offer our corporate stakeholders opportunities to showcase their contributions to worthy causes.

Attachments

N/A

Report Prepared By

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Respectfully submitted,

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Commissioner of Community Services