

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 19, 2013

Item 5, Report No. 5, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on February 19, 2013.

5 2012 CITY OF VAUGHAN MAYOR'S GALA AND MAYOR MAURIZIO BEVILACQUA CHARITY GOLF CLASSIC EXECUTIVE SUMMARY AND REPORT OF NET PROCEEDS RAISED

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Commissioner of Community Services, dated February 5, 2013:

Recommendation

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

1. That the following report detailing an executive summary and report of net proceeds raised from the 2012 City of Vaughan Mayor's Gala and Mayor Maurizio Bevilacqua Charity Golf Classic 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

The 2012 City of Vaughan Mayor's Gala and Mayor Maurizio Bevilacqua Charity Golf Classic raise revenues through event ticket sales, corporate and media sponsorship, and live or silent auction items, as applicable. From these revenues, the cost of the events are covered, along with a cost recovery to the City of Vaughan for administrative costs. The net proceeds, after covering costs, is available for distributions to recipients, as per the May 3, 2011 Council approved resolution.

Communications Plan

The 2012 City of Vaughan Mayor's Gala and Mayor Maurizio Bevilacqua Charity Golf Classic events were promoted through the City's website, sponsorship package, media releases, the Recreation guide, City update, TV monitors at City Hall, and e-blasts by Economic Development. Other promotional vehicles included ad placements in local newspapers and publications and appearances on television and radio. All such promotion was secured through in-kind sponsorships.

Purpose

The purpose of this report is to present an executive summary of the 2012 City of Vaughan Mayor's Gala and Mayor Maurizio Bevilacqua Charity Golf Classic and to report on the net proceeds raised from both fundraising events.

Background - Analysis and Options

The Mayor's Gala and the Mayor Maurizio Bevilacqua Charity Golf Classic are the City's premier fundraising events held in support of not-for-profit and community organizations who need help to fulfill their important role of providing much needed services to residents.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 19, 2013

Item 5, CW Report No. 5 – Page 2

The guest profile has included leading members of the Vaughan business and professional community, and the community at large.

Themed 'A New Attitude', the 2012 Mayor's Gala was held on Thursday, June 21, 2012.

Craig Kielburger, co-founder of Free the Children and young humanitarian Hannah Godefa were invited to co-Chair the Gala Committee.

The Mayor Maurizio Bevilacqua Charity Golf Classic was held on Tuesday, July 17, 2012. The organizing committee was chaired by Brian Bentz, PowerStream President & CEO.

Mayor's Gala

The 2012 Mayor's Gala generated net revenue of \$770,761.57. The costs of \$147,397 for the event, \$13,422 for professional services and \$37,030 for cost recovery to the City of Vaughan were deducted from the net revenue, leaving net proceeds of \$572,912 available for distribution to recipients in accordance with the January 31, 2012 Council approved resolution. In addition, a balance of \$191,129 from the 2011 Gala net proceeds was carried forward to 2012 for distribution to recipients. In 2012, distributions of \$486,120 were charged to the account, leaving a net amount remaining for distribution of \$277,922.

Mayor Maurizio Bevilacqua Charity Golf Classic

The 2012 Mayor's Golf Tournament generated net revenue of \$272,023. The costs of \$109,847 for the event and \$3,500 for professional services deducted from the net revenue, leaving net proceeds of \$158,676 available for distribution to recipients in accordance with the January 31, 2012 Council approved resolution. In addition, a balance of \$138,089 from the 2011 Golf Tournament net proceeds was carried forward to 2012 for distribution to recipients. The net amount remaining for distribution is \$296,765.

In accordance with the January 31, 2012 Council resolution, a report is provided to Council within six months with details of the distributions once made. Reports were provided to Committee of the Whole on May 15, 2012, June 19, 2012 and November 27, 2012.

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.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 19, 2013

Item 5, CW Report No. 5 – Page 3

Conclusion

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

1. Gala and Golf (Statement of Revenue and Expenses as of December 31, 2012)

Report Prepared By

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)