

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 29, 2013

Item 16, Report No. 42, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on October 29, 2013.

16 2013 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 October 15, 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 2013 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, and 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 2013 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 2013 City of Vaughan Mayor's Gala and Mayor Maurizio Bevilacqua Charity Golf Classic events were promoted through a "Save The Date" announcement, 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, radio promotion and appearances on television. Ad placements, radio promotions and television appearances were secured through in-kind sponsorships.

Purpose

The purpose of this report is to present an executive summary of the 2013 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 vital mission of providing much needed services to deserving citizens.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 29, 2013

Item 16, CW Report No. 42 – Page 2

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

Themed 'The Art of the Possible', the 2013 Mayor's Gala was held on Thursday, May 2, 2013.

The Mayor Maurizio Bevilacqua Charity Golf Classic was held on Tuesday, July 9, 2013. The organizing committee was chaired by Brian Bentz, PowerStream President & CEO.

Mayor's Gala

The 2013 Mayor's Gala generated net revenue of \$849,534. The costs of \$186,535 were deducted from the net revenue, leaving net proceeds of \$662,999 available for distribution to recipients in accordance with the January 31, 2012 Council approved resolution. Net proceeds (available for donation) as a percentage of net revenue for the event was 78% leaving only 22% as event related expenses.

Mayor Maurizio Bevilacqua Charity Golf Classic

The 2013 Mayor's Golf Tournament generated net revenue of \$262,488. The costs of \$102,813 were deducted from the net revenue, leaving net proceeds of \$159,675 available for distribution to recipients in accordance with the January 31, 2012 Council approved resolution. Net proceeds (available for donation) as a percentage of net revenue for the event was 61%, leaving 39% as event related expenses.

After accounting for previous year surpluses and current year donations, there is a total balance of \$946,361 available for distribution from both the Gala and Golf events. Please refer to attachment for further details.

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, November 27, 2012 and June 11, 2013. The next report will be provided before December 11, 2013.

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

Events also support 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 OCTOBER 29, 2013

Item 16, CW Report No. 42 – 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 September 30, 2013)

Report Prepared By

Mary Reali, Director of Recreation and Culture, ext. 8234
Lloyd Noronha, Director of Development Finance & Investments, ext. 8271
Anna Dara, Manager of Events, ext. 8028

(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.)