



To: Chair and Members of the Community Services Committee

From: Mayor Rick Goldring

Date: February 11, 2013

Re: Activities involving the Office of the Mayor

I have been involved in a number of initiatives with community partners since the beginning of my current term of office (December 2010), either directly through active participation, or indirectly, through the use of my name and title in the promotion of an event.

Following some questions from other members of Council regarding these activities, I am providing the following information regarding, my level of participation, the funds raised and their intended purpose.

Please note that the following financial information included in this memo, when required, has been requested from those external organizations directly involved in administering the programs.

Burlington Economic Development Corporation

The Burlington Economic Development Corporation (BEDC) has developed a number of events as part of their program to generate net revenue that is used exclusively by BEDC to cover the costs of their operating and marketing activities as well as provide networking, educational and industry resources to the business community. These activities align with the Strategic Plan direction of Prosperity.

Included are a four-part luncheon series and a golf tournament. These latter two events have been operating for several years, with the use of the title "Mayor" in the description of the events, and have had participation from the two past mayors as well as myself.

The summary of revenue and expenses for the noted activities are shown below, along with a summary of the use of funds. The 2011 figures are taken from BEDC's audited financial statements that are submitted to the City each year. The 2012 figures are based on their preliminary year end statements that will be audited in March 2013.

BEDC Luncheon Series (Four events annually)

In additional to operating and marketing activities, funds were used for the "Cost of Doing Business Downtown Study", Waterdown - Plains Development Concept.

2012 Revenue Raised: \$74,6302012 Activity Costs: \$39,3722012 Net revenue: \$35,258

In additional to operating and marketing activities, funds were used for redesigning the website.

2011 Revenue Raised: \$107,3502011 Activity Costs: \$57,9582011 Net revenue: \$49,392

BEDC Golf Tournament

The Mayor's Annual Golf Classic was initiated by a former Mayor in 2005 to support funding for BEDC's economic development programs and scholarship funds. These scholarships are presented in partnership with the Burlington Community Foundation, McMaster University, Mohawk College, The Centre for Skills Development & Training and CIBC, to Burlington post-secondary students for academic excellence and to assist with continuing their academic studies.

For both 2011 and 2012, eleven students received scholarships.

- 2011 Revenue \$103,455

- 2011 Activity Expense \$47,093

- 2011 Net Revenue \$ 56,361

2012 Revenue Raised: \$102,0302012 Activity Costs: \$42,0812012 Net revenue: \$59,949

.

The Burlington Community Foundation (BCF) Masquerade Ball

Purpose: This fundraising event, formally known as The Mayor's Gala, is used to raise money for BCF operations and special projects. The BCF Board of Directors assumed total responsibility for this fundraising gala in 2010 and ran the first Masquerade Ball in October 2010 with no input from the Mayor at the time. The sponsorship funds raised were sought by a sponsorship sub-committee at the Burlington Community Foundation.

In 2011 and 2012, I supported the events as the Honourary Chair, signing sponsorship request letters and providing minimal sponsorship assistance through phone calls.

A portion of the net proceeds were allocated as follows:

- <u>2011</u>: \$25,000 to assist in the launch of a graduate internship program which became innovateBurlington, facilitated through the Burlington Economic Development Corporation.
- 2012: \$25,000 to create an opportunity fund administered by the Burlington Community Foundation to support graduating secondary school students in their career-focused endeavours, providing successful applicants with opportunities that otherwise may not be made available to them. The fund has an initial focus on youth from lower-income backgrounds who may be receiving social assistance and/or living in subsidized housing.

The Mayor's Inspire Burlington Speakers Series

Purpose: Provide opportunities for Burlington residents to attend, free of charge, educational speaking engagements that feature guest speakers presenting on a variety of subjects that are of interest and relevant to residents and to the City's Strategic Plan directions: Vibrant Neighbourhoods, Prosperity and Excellence in Governance.

Funding: Corporate sponsorship has been sought to cover the costs associated with running these events: speakers' fees, transportation and travel, venue rentals, AV requirements. Additional in-kind sponsorship is provided by local media for advertising and promotion of events; estimated at \$7,500 per year. All events are cost-recovery and no revenue income is generated. Any net loss is covered through the Mayor's discretionary budget for Special Projects. These are not charitable events. Thank yous and corporate logo recognition is provided to the sponsors and no charitable receipts were issued.

Inspire Burlington 2011

Four events held:

- 1. April, DeGroote School of Business: Christopher Hume, Toronto Star What Makes a Great City. Estimated attendance: 150
- 2. June, DeGroote School of Business: Gil Penalosa, 8-80 Cities Moving From Talking To Doing. Estimated attendance: 85
- 3. September, DeGroote School of Business: Tom Rand, MaRS Discovery District Kicking the Fossil Fuel Habit Necessity, Possibility and Difficulty. Estimated attendance: 125
- 4. November, The Burlington Performing Arts Centre: Andre Picard, Globe and Mail The Future of Healthcare: What This Means to You. Estimated attendance: 175

2011 Inspire Burlington Speakers Series Event Budget

Expenses

Event 1	
Venue: DeGroote School of Business/refreshments	\$ 97.79
Speaker Fee: Christopher Hume	\$ -
Speaker travel costs	\$ -
Banner	\$ 661.43
Gift for Speaker	\$ 113.56
AV costs at DeGroote	\$ 95.65
Meeting with Speaker	\$ 116.72
Total	\$ 1,085.15

Event 2	
Venue: DeGroote School of Business	\$ -
Speaker Fee: Gil Penalosa	\$ 2,849.28
Speaker travel costs	\$ -
AV costs at DeGroote	\$ 95.65
Meeting with Speaker	\$ 105.39
Total	\$ 3,050.32

Event 3	
Venue: DeGroote School of Business	\$ -
Speaker Fee: Tom Rand (books purchased in lieu)	\$ 1,771.74
Bus charter (Burlington Transit)	\$ 143.64
Meeting with Speaker	\$ 99.04
Total	\$ 2,014.42

Event 4	
Venue: BPAC	\$ 661.44
Speaker Fee: Andre Picard	\$ 3,631.09
Speaker travel costs	\$ 278.15
Banner	\$ 680.77
Meeting with Speaker	\$ -
Total	\$ 5,251.45

Revenue

Items	Act	ual
Sponsorship		
Burlington Hydro*	\$	2,500.00
Union Gas**	\$	625.00
Pioneer Petroleum**	\$	625.00
Sponsorship Total	\$	3,750.00
In-Kind		
Burlington Post	\$	7,500.00
DeGroote School of		
Business	\$	1,800.00

In-Kind Tota	I \$	9,300.00
Total	\$	13,050.00

^{*}sponsorships are \$2,500 each

^{**}sponsorship split 1/4 for 2011 to 3/4 for 2012

Total Revenue	\$ 3,750.00
	·
Total Expenses Event 1	\$ 1,085.15
Total Expenses Event 2	\$ 3,050.32
Total Expenses Event 3	\$ 2,014.42
Total Expenses Event 4	\$ 5,251.45
Total Expenses	\$ 11,401.34
·	
Net	\$ (7,651.34)

Inspire Burlington 2012

Four events held:

- 1. April, The Burlington Performing Arts Centre: Ken Greenberg, City Planner City Building: A New Convergence. Estimated attendance: 185
- 2. June, DeGroote School of Business: Chris Crowley, Author Younger Next Year Live Strong, Fit and Sexy Until You're 80 and Beyond. Estimated attendance: 175
- 3. October, The Burlington Performing Arts Centre: Dr. Samir Sinha, Mount Sinai With Respect to Old Age. Estimated attendance: 145
- 4. November, The Burlington Performing Arts Centre: Senator Art Eggleton Income Inequality: the Great Divergence. Estimated attendance 125

2012 Inspire Burlington Speakers Series Event Budget

Expenses

Event 1	
Venue: BPAC	\$ 301.23
Speaker Fee: Ken Greenberg	\$ 2,035.20
Speaker travel costs	\$ -
Banner insert	\$ 356.16
Meeting with Speaker	\$ 265.04
Total	\$ 2,957.63

Event 2	
Venue: DeGroote School of Business	\$ -
Speaker Fee: Chris Crowley	\$ 8,391.35
Speaker travel costs	\$ 308.83
Meeting with Speaker	\$ 128.23
Total	\$ 8,828.41

Event 3	
Venue: BPAC	\$ 661.44
Speaker Fee: Dr. Samir Sinha	\$ 1,000.00
Speaker travel costs	\$ -
Meeting with Speaker	\$ 48.78
Total	\$ 1,710.22

Event 4	
Venue: BPAC	\$ 661.44
Speaker Fee: Senator Art Eggleton	\$ -
Speaker travel costs	\$ -
Meeting with Speaker	\$ 123.36
Total	\$ 784.80

Revenue

Items	Actual		
Sponsorship			
Burlington Hydro*	\$	2,500.00	
Union Gas**	\$	1,875.00	
Pioneer Petroleum**	\$	1,875.00	
SB Partners	\$	2,500.00	
Brady Financial	\$	2,500.00	
Sponsorship Total	\$	11,250.00	
In-Kind			
Burlington Post	\$	7,500.00	
DeGroote School of		_	
Business	\$	600.00	

In-Kind Total	\$	
Total	69	19,350.00

^{*}sponsorships are \$2,500 each
**sponsorship split 1/4 for 2011

and 3/4 for 2012

Total Revenue	\$ 11,250.00
Total Expenses Event 1	\$ 2,957.63
Total Expenses Event 2	\$ 8,828.41
Total Expenses Event 3	\$ 1,710.22
Total Expenses Event 4	\$ 784.80
Total Expenses	\$ 14,281.06
	•
Net	\$ (3.031.06)

Inspire Burlington 2013

Two events are currently booked: February and May 2013. These events have been coordinated with the Planning Department as part of the Official Plan Review project. Plans to book additional two events in the fall of 2013 are under way.

- 1. February, The Burlington Performing Arts Centre: Dr. Pamela Blais, Author of Perverse Cities and Principal of Metropole Urban Planning. Dr. Blais' areas of expertise include urban planning, hidden municipal subsidies, efficient versus inefficient built form, market-oriented tools to encourage more sustainable development, etc.
- 2. May, The Burlington Performing Arts Centre: Dr. David Mowatt, Medical Officer of Health Peel Region Public Health. Dr. Mowatt's areas of expertise include built form and healthy communities.

2013 Inspire Burlington Speakers Series Event Budget

Expenses Estimated	
Event 1	
Venue:	\$ 661.44
Speaker Fee: Dr. Pamela Blais	\$ -
Banner reprint	\$ 356.16
Meeting with Speaker	\$ 125.00
Total	\$ 1,142.60
Event 2	
Venue:	\$ 661.44
Speaker Fee: Dr. David Mowatt	\$ -
Meeting with Speaker	\$ 125.00
Total	\$ 786.44
Event 3	
Venue:	\$ 661.44
Speaker Fee	\$ 2,500.00
Speaker travel costs	\$ -
Meeting with Speaker	\$ 125.00
Total	\$ 3,286.44
Event 4	
Venue:	\$ 661.44
Speaker Fee	\$ 2,500.00
Speaker travel costs	\$ -
Meeting with Speaker	\$ 125.00
Total	\$ 3,286.44

Revenue Estimated			
Items	Actual		
Sponsorship			
Burlington Hydro*	\$	2,500.00	
Sponsorship Total	\$	2,500.00	
In-Kind			
Burlington Post	\$	7,500.00	

In-Kind Tota	al \$	7,500.00
Total	\$	10,000.00

^{*}sponsorships are \$2,500 each

Povonuo Estimato

Total Revenue	\$ 2,500.00
Total Expenses Event 1	\$ 1,142.60
Total Expenses Event 2	\$ 786.44
Total Expenses Event 3	\$ 3,286.44
Total Expenses Event 4	\$ 3,286.44
Total Estimated Expenses	\$ 8,501.92
	•
Net	\$ (6,001.92)

The Mayor's Cabaret 2012

Purpose: To host a fundraising event that would contribute to the operating expenses of The Burlington Performing Arts Centre while providing an opportunity to feature a variety of local artists at The Burlington Performing Arts.

Sponsorship funds were raised by me and a team of volunteers from The Burlington Performing Arts Centre Board of Directors. In-kind sponsorship was provided by media outlets for advertising and promotion of event, by Ampersand Group for hospitality provided, by Interkom Marketing for promotional signage, and by the Waterfront Hotel for accommodation for Lighthouse and The Arrogant Worms.

Additional funds were raised through tickets sales and on-site fundraising activities (live and silent auction and fundraising game).

Currently, plans are underway for The Burlington Performing Arts Centre staff and the Board to host a second Mayor's Cabaret in September 2013 and BPAC staff are working on the formation of a steering committee that will consist of community volunteers with support from the Mayor's staff who will provide continuity in the planning.

No charitable receipts were provided to sponsors.

The Mayor's Cabaret 2012

\$ \$ \$ \$ \$	5,000.00 5,000.00 5,000.00 5,000.00
\$ \$ \$ \$	5,000.00
\$ \$ \$	5,000.00
\$ \$ \$	
\$ \$ \$	
\$ \$	5.000.00
\$,
	5,000.00
	5,000.00
\$	5,000.00
\$	5,000.00
\$	3,000.00
\$	3,000.00
\$	3,000.00
\$	3,000.00
\$	3,000.00
\$	3,000.00
	3,000.00
\$	3,000.00
\$	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	1,000.00
	100.00
	85,100.00
	,,,,,,,,,,
\$	19,377.98
	10,980.00
	6,000.00
	3,500.00
	39,857.98
	\$ \$ \$ \$ \$

Expenses	
BPAC	\$ 7,990.18
Entertainment/Artists Fees	\$ 17,774.00
Sound of Music for recruitment and coordination of entertainment	\$ 15,000.00
Hospitality for Entertainment	\$ 665.26
Hospitality at Event (Ampersand)	\$ 9,373.31
Rentals	\$ 467.85
Advertising	\$ 7,714.55
Signage	\$ 1,450.08
Sound Plus (staging)	\$ 3,664.17
Stage Manager	\$ 508.80
Credit card surcharges	\$ 154.65
Facilities Maintenance at BPAC	\$ 203.52
Courier	\$ 19.19
Printing	\$ 412.42
Promotional materials	\$ 417.90
Event Day Lunch for Volunteers	\$ 52.82
Total	\$ 65,868.70

Total Revenue	\$ 124,957.98
Total Expenses	\$ 65,868.70
Net Proceeds to BPAC	\$ 59,089.28

One Dream Workshop

Purpose: To bring a group of community leaders together that represent a broad spectrum of the community with the goal of defining an over-arching dream for the community that aligns with the existing Strategic Plan – Burlington Our Future. An outside consultant was engaged to facilitate this workshop which was held at the Royal Botanical Gardens over a three-day period in November 2012.

Sponsorship funds were raised to cover the costs of the facilitator, venue and workshop expenses. Funds were provided by 11 local corporations. These sponsors will be acknowledged as supporters of the Inspire Burlington Speakers Series for 2013.

Any net loss is covered through the Mayor's discretionary budget for Special Projects. These are not charitable events. Thank you letters and corporate logo recognition is provided with Inspire Burlington to the sponsors and no charitable receipts were issued.

Inspire Burlington One Dream Workshop

Expenses

Venue rental: RBG	\$ 5,169.01
Consultants' Fees: The Secretan Centre*	\$ 50,880.00
Consultants travel expenses	\$ 555.73
Workshop materials	\$ 61.06
Pre-meeting with facilitator	\$ 280.81
Post-meeting with participants	\$ 660.58
Total	\$ 57,607.19

^{*}Three facilitators partipated over 3 days

Revenue

Items		Act	tual
Sponsorship			
	Burlington Electricity Services Inc.	\$	2,500.00
	Union Gas	\$	5,000.00
	Pioneer Petroleum	\$	5,000.00
	Molinaro Group	\$	5,000.00
	Emshih Developments	\$	5,000.00
	Brady Benefits	\$	5,000.00
	SB Partners	\$	5,000.00
	AXYZ Automation	\$	5,000.00
	StressCrete	\$	5,000.00
	KPMG	\$	5,000.00
	L3 Wescam	\$	5,000.00
	Cogeco	\$	5,000.00
	Sponsorship Total	\$	57,500.00

Total Revenue	\$ 57,500.00
Total Expenses	\$ 57,607.19
Net	\$ (107.19)

Next Steps

Given the recent information in the media regarding fundraising and sponsorship at other municipalities, as well as the questions raised by members of Council, I am submitting the following staff direction:

Direct the City Clerk to research other municipality's policies and practises regarding fundraising by members of council and donations and sponsorship to council member-organized community events and report back to the Budget and Corporate Services Committee. Reporting back will include options for next steps, giving consideration to existing City of Burlington by-laws and policies, and including potential for new and/or revised City policy, integration in a council code of conduct or council commitments document, and/or other options.

Regards,

Rick Goldring Mayor