

City of Mississauga
Additional Agenda



Council

Date

January 20, 2016

Time

9:00 a.m.

Location

Council Chamber, 2nd Floor Civic Centre
300 City Centre Drive, Mississauga, ON L5B3C1

6. **DEPUTATIONS**

6.3 Properties at Sheridan Park

Katherine Ward on behalf of SNC-Lavalin will be speaking to the properties at Sheridan Park and the concern for the safety of the children who attend Olive Grove School.

6.4 Properties at Sheridan Park

Dr. Sridhar on behalf of Sheridan Park Association will be speaking in support of the proposed version of Sheridan Park Master Plan that has been developed by the City of Mississauga Planning and Building Department.

6.5 Properties at Sheridan Park

Michael Molyneux on behalf of Slate Asset Management will be speaking to the distinctive character of Sheridan Park offices.

6.7 Holcim Waterfront Estate

Cameron McCuaig, resident will be speaking to the naming of Holcim Waterfront Estates.

Closed Session Report re: **Name Change of Holcim Waterfront Estate (Ward 2)**

6.8 Holcim Waterfront Estate

Greg Carraro, Vice President of Heritage Mississauga will be speaking to the naming of Holcim Waterfront Estates.

Closed Session Report re: **Name Change of Holcim Waterfront Estate (Ward 2)**

6.9 Holcim Waterfront Estate

Jonathan Giggs, from Mississauga South Historical Society will be speaking to the naming of Holcim Waterfront Estates.

Closed Session Report re: **Name Change of Holcim Waterfront Estate (Ward 2)**

6.10 Holcim Waterfront Estate

Sue Shanly, South West Mississauga Ratepayer's Association will be speaking to the naming of Holcim Waterfront Estates.

Closed Session Report re: **Name Change of Holcim Waterfront Estate (Ward 2)**

8. INTRODUCTION AND CONSIDERATION OF CORPORATE REPORTS**8.3 Report dated January 7, 2016 from the Commissioner of Community Services re: **Request for City Support of I Can, We Can Celebrity Charity Basketball Game (February 13, 2016)****Recommendation

That the report dated January 13, 2016, from the Commissioner of Community Services titled "Request for City Support of I Can, We Can Celebrity Charity Basketball Games" be received for information.

Motion**14. MOTIONS****14.8 To receive the report dated January 13, 2016, from the Commissioner of Community Services titled "Request for City Support of I Can, We Can Celebrity Charity Basketball Games for information.**Corporate Report 8.3

15. **INTRODUCTION AND CONSIDERATION OF BY-LAWS**

- 15.17 A by-law to establish certain lands as part of the municipal highway system Register Plans TOR-5 and 43R-36450 (in the vicinity of Old Derry Road and Second Line West) (Ward 11).

18. **CLOSED SESSION**

- 18.1 Pursuant to the *Municipal Act*, Section 239 (2)

- (iii) Advice that is subject to solicitor-client privilege re: **Name Change of Holcim Waterfront Estate (Ward 2).**

City of Mississauga

Corporate Report



COUNCIL AGENDA

JAN 20 2016

Date: January 18, 2016

To: Chair and Members of Council

From: Paul Mitcham, P. Eng, MBA, Commissioner of
Community Services

Originator's files:

Meeting date:

2016/01/20

Subject

Request for City Support of I Can, We Can Celebrity Charity Basketball Game (February 13, 2016)

Recommendation

That the report dated January 13, 2016, from the Commissioner of Community Services titled "Request for City Support of I Can, We Can Celebrity Charity Basketball Games" be received for information.

Report Highlights

- 5,000 seats at the Hershey Centre will be ticketed for the proposed event. Event organizers expect to sell approximately 3,500 tickets (2/3 of inventory) and allocate the remaining 1,500 tickets to youth involved in Rotary-related youth initiatives and community youth organizations.
- Staff do not advise the exemption of facility rental and labour costs for guest services, security and back of house operations for the event. Waiver of costs would set precedent and encourage other charity events to seek waiver of fees. These costs are estimated at 36K (6K for rent and 30K in labour).
- While Mr. Tolias and other speakers will engage on the importance of setting goals, youth opportunities in Peel and the importance of giving for approximately 45-minute throughout the 6-hour long basketball double-header, City staff does not advise further consideration of a City of Mississauga cash sponsorship.

8.3(a)

Background

On January 13, 2016, General Committee requested City Staff review a proposal from deputant's Mr. Tolias, Chris Thompson (United Way of Peel) and Ehasn Khandaker (Rotary Club of Mississauga – Airport) to exempt facility rental and labour fees for a proposed celebrity basketball event at the Hershey Centre on February 13, 2016.

The Organizers and City Staff met on Friday January 15, 2016 to discuss the event planning and financial details.

This report provides a summary of these details and comments from City Staff regarding the request for exemption of facility rental and labour fees.

Comments

Additional Information Provided to Staff

- 5,000 seats at the Hershey Centre will be ticketed for the proposed event. Organizers expect to sell approximately 3,500 tickets (2/3 of inventory) and allocate the remaining 1,500 tickets to youth involved in Rotary-related youth initiatives and community youth organizations.
- Organizers provided City staff a schedule of estimated costs totaling \$272K, inclusive of estimated Hershey Centre rental and labour fees of \$40K. Organizers anticipate that sponsorship and ticket sales are expected to cover total costs and generate net proceeds for charity. As of Friday, organizers had not set ticket prices or provided staff with details about the value of confirmed sponsorship. As a failsafe, Mr. Tolias provided information about his ability to generate revenue of \$180K from the sale of 2 courtside seats to the NBA All Star Game to cover any revenue shortfalls. The face value of these two tickets is estimated at \$10K.
- Organizers expect to generate \$100K in net proceeds from the event and to allocate net proceeds to four charities in the following proportions – United Way of Peel Region and the Rotary Club of Mississauga – Airport (combined receiving 1/3 net proceeds) and Snoop Youth Football League and T.R.U Foundation (combined receiving 2/3 net proceeds). Organizers were not able to provide a summary of sponsor commitments.
- The proposed youth and celebrity basketball event at the Hershey Centre will take place from noon to 6:00 pm on February 13, 2016. Celebrity team coaches include Snoop Dogg and 2Chainz. The NBA's All-Star Celebrity Game will take place the same day in the evening at Toronto's Ricoh Coliseum.
- 2 Spaces on each celebrity team have been allocated to Peel Regional Police officers but PRP has not confirmed their participation at this time.

Request for Exemption of Rental and Facility Labour Costs

Staff do not advise the exemption of facility rental and labour costs for guest services, security and back of house operations for the event. These costs are estimated at 36K (6K for rent and 30K in labour). Staff provide the following reasons:

- There is event income to cover Hershey Centre rental costs. The scope of the event has evolved from a 100% complementary ticket event when the Organizers approached Hershey Centre staff for a fee exemption to a 2/3 charged ticket event that would conservatively generate 122K at \$35 per ticket (average).
- Hershey Centre does not have a budget to cover event labour costs estimated at \$30K. Given the uncertainty around the names and number of celebrity talent that may be attending, additional costs for security and policing are very likely. For this reason, Hershey Centre always requires the organizer to cover hard labour costs.
- Precedence setting decision might prompt additional requests. Recent and confirmed future Hershey Centre rentals made by not-for-profit youth development organizations and religious and motivational/self-help organizations covered all rental and facility labour costs.

Consideration of City Sponsorship

While Mr. Tolias and other speakers will engage on the importance of setting goals, youth opportunities in Peel and the importance of giving for approximately 45-minutes throughout the 6-hour long basketball double-header, City Staff does not advise further consideration of a City of Mississauga cash sponsorship for this event for the following reasons:

- There is limited marketing exposure (30 days maximum) for the City of Mississauga to obtain value and the most valuable event sponsorship benefits offered by the organizer are located inside the Hershey Centre and the City is already well represented there.
- The one-time only event does not provide the City with an opportunity for year-round engagement or exposure in other Organizer's programs or services.
- The City's budgeted resources for sponsorship of this nature have been allocated to the Ontario Summer Games in 2016.
- The event is no longer only for youth. The Celebrity artists attending will draw a significant number of adults from the GTA and there's no certainty that the estimated 1,500 complimentary tickets will be provided only to Mississauga youth.
- The event will not generate significant economic impact for Mississauga-based businesses such as hotels and restaurants.

Financial Impact

There is no financial impact associated with this report.

8.3(c)

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Conclusion

The proposed event has evolved from its beginning as a complementary ticket event for youth into a largely paid ticketed event that will attract adults and will generate sufficient revenue to cover Hershey Centre rental and associated costs. While the Hershey Centre will be an excellent venue for this event, City staff does not advise an exemption of Hershey Centre rental and labour fees or corporate sponsorship for this event.



Paul Mitcham, P. Eng, MBA, Commissioner of Community Services

Prepared by: Michael Cleland, Area Manager, Hershey Facilities, Sports Tourism & Development
& Community Neighbourhood Development