

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2024

Item 10, Report No. 22 of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 25, 2024.

10. RESPONSE TO THE DEPUTATION FROM NELLA FIGLIANO REQUESTING ADDITIONAL SUPPORT FOR THE RIDE FOR SICKKIDS

The Committee of the Whole recommends approval of the recommendation contained in the report of the Deputy City Manager, Community Services, dated June 4, 2024:

Recommendations

1. That Recreation Services (Client Services division) hold the second weekend date in August on a yearly basis for the annual Ride for SickKids at North Maple Regional Park;
2. That Recreation Services (through the future recruitment of an 'Events Liaison' as a result of the recently adopted Vaughan Municipal Events Strategy) act as the single point of contact for Ms. Figliano to help navigate all relevant applications and permits for the Ride For SickKids event ensuring a seamless and streamlined approval process; and
3. That Recreation Services, as per its User Fee Pricing Policy, apply subsidized permit fees for Community Service Organizations in good status including applying discounts through the Fairs and Festivals Support Program.

Committee of the Whole (1) Report

DATE: Tuesday, June 4, 2024

WARD(S): ALL

TITLE: **RESPONSE TO THE DEPUTATION FROM NELLA FIGLIANO
REQUESTING ADDITIONAL SUPPORT FOR THE RIDE FOR
SICKKIDS**

FROM:

Gus Michaels, Deputy City Manager, Community Services

ACTION: DECISION

Purpose

To provide Mayor and Members of Council additional information, further to Nella Figliano's deputation at the Committee of the Whole (1) Meeting of January 23, 2024, requesting additional support for the Ride for SickKids and to seek Council approval to apply the recommendations identified in this report.

Report Highlights

- The annual Ride for SickKids will be hosted at the North Maple Regional Park, in support of the Hospital for Sick Children.
- Recreation Services has and will continue to facilitate and assist the organizer with navigating applicable applications and permits to ensure a streamlined and seamless approval process.
- Recreation Services has applied fees as per its User Fee and Pricing Policy.
- The Ride for SickKids receives discounts accommodated through the Fairs and Festivals support program.

Recommendations

1. That Recreation Services (Client Services division) hold the second weekend date in August on a yearly basis for the annual Ride for SickKids at North Maple Regional Park;
2. That Recreation Services (through the future recruitment of an 'Events Liaison' as a result of the recently adopted Vaughan Municipal Events Strategy) act as

the single point of contact for Ms. Figliano to help navigate all relevant applications and permits for the Ride For SickKids event ensuring a seamless and streamlined approval process; and

3. That Recreation Services, as per its User Fee Pricing Policy, apply subsidized permit fees for Community Service Organizations in good status including applying discounts through the Fairs and Festivals Support Program.

Background

At the January 23, 2024, Committee of the Whole (1) meeting, the City received a deputation from and a presentation was made by Ms. Nella Figliano, requesting additional support for the Ride for SickKids event. Council directed staff to report back on their findings.

The Ride for SickKids founded by Ms. Nella Figliano in 2009, is an annual motorcycle ride which raises funds for the Hospital for Sick Children. The Ride for SickKids is an approved Community Service Organization (CSO) with not-for-profit status. Ms. Figliano moved the Ride for SickKids event from Toronto to the City of Vaughan in 2021, and has since hosted the ride on an annual basis in August, at the North Maple Regional Park (NMRP). This event, which is open to the public, has grown into a parade of over 600 motorcycle participants starting and ending their ride at NMRP. Registration details to join the ride as a participant are available on [Ride for SickKids 2024 \(sickkidsfoundation.com\)](https://sickkidsfoundation.com).

Previous Reports/Authority

[Extract from Council Meeting Minutes of January 30, 2024 \(Item 22, Report No. 1\).](#)

Analysis and Options

The Ride for SickKids is a highly anticipated community event and Recreation Services has facilitated this permit on behalf of the event organizer since 2021.

Community events are local events owned and hosted by a community, business and/or organization that may or may not involve direct City support, services and/or grants. However, all such events are accommodated through the City's Special Events By-law and related permit process, thereby providing the necessary framework and regulations that are intended to mitigate nuisance while supporting the safety and wellbeing of the community. These events typically bring together likeminded people seeking to strengthen the bonds of friendship, culture, faith, and community connection.

Details in the Ride for SickKids permit agreement have included the use of North Maple Regional Park, the parking lot, the snack bar/changeroom for storage, mobile stage (including staffing costs for setup and take down), picnic tables and garbage cans.

Permit fees have been subsidized to reflect CSO rates and the Ride for SickKids event has qualified for a further reduction of 75 percent (of the total value of the permit) through the Fairs and Festivals support program.

In 2023, 50 Community-led events were held in the city by CSOs and 3 qualified for the Fairs and Festivals Support program, thereby discounting their fees and payment owing to the City substantially.

These external organizers have all been required to complete and submit a Special Events permit but it has been granted at no cost given their CSO status.

While the subsidized support and remaining required fees may vary in part for one charitable event to another, primarily dependent on the event and its requirements (e.g. varied in-kind services), charitable events primary purpose remains to raise awareness and funding for a worthy cause, recognized individual and/or organization. The current fees, subsidized financial support and staff support of charitable events is applied equitably and consistent for all charitable organizations, accordingly.

Financial Impact

With applicable fees being administered and assumed by the organizer, there will be no additional operating costs incurred by the City. However, further reductions outside of the provisions allowed for CSOs (i.e. no fee for Special Events permits and subsidies through the Fairs and Festivals support program) would have a significant impact on operational budgets.

The Ride for SickKids total fee breakdown in 2023 was as follows:

Permit fees: \$2,940.40 + \$300 security deposit (refunded after the event)

Fairs and Festivals discount applied: \$2,205.30

Total cost of permit to the event organizer: \$735.10 (excluding security deposit)

The above permit fees do not include the cost to obtain a Special Events permit through By-Law and Compliance, Licensing & Permit Services (BCLPS), as charitable organizations are exempt from the permit fee in accordance with the City's Special Events By-law.

There were 127 Special Events permits issued in 2023 by the BCLPS, 28 of which were charitable organizations that were not subject to a Special Event permit fee.

Operational Impact

Internal departments have been consulted for their input and the recommendations will not have any additional impact to their operations.

However, as the demand and roster of community events grows in the community, the operational impacts across the corporation continues to increase.

Broader Regional Impacts/Considerations

N/A

Conclusion

The 2024 Ride for SickKids will be hosted on August 11 at North Maple Regional Park. Ms. Figliano has requested that the second weekend in August be reserved for this event on an annual basis.

With the recent approval of the Vaughan Municipal Events Strategy, processes for automatic renewals as well as a single point of contact at the City to help organizers navigate new and recurring permits and applications will be established. Through streamlined processes, enhanced resource allocation and proactive communication, Community-led event organizers will successfully navigate the complexities of event planning with confidence and efficiency. Events in Vaughan will continue to be inclusive and diverse, but also orchestrated through a transparent and supportive framework.

Through the recent announcement by Tourism Vaughan/Economic Development, a *Host in Vaughan* grant opportunity is available in 2024 for new and existing projects, including major festivals and events. Ride for SickKids has been notified of this grant opportunity.

For more information, please contact: Anna Dara, Director, Recreation Services.

Attachments

N/A

Prepared by

Anna Dara, Director, Recreation Services, extension 8028.