



**TOWN OF AURORA**  
**GENERAL COMMITTEE REPORT**

No. ADM05-017

**SUBJECT:** *The 2005 Aurora Chamber of Commerce Business Achievement Awards Gala - Request to Purchase Event Tickets*

**FROM:** Dino Lombardi, Economic Development Officer

**DATE:** September 20, 2005

---

**RECOMMENDATIONS**

***THAT Council authorize Town staff to purchase up to a total of 32 tickets for the 2005 Aurora Chamber of Commerce "Business Awards Gala – Celebrating Success" to be held on October 21, 2005, and offer the tickets to members of the Economic Development Advisory Committee, the Aurora Business Ambassadors, and the recipients of this years Aurora Business Longevity Awards, as identified by staff, to attend the event.***

**BACKGROUND**

***The Town's Historical Participation in Business Awards***

Since 1998, Aurora's Council has recognized long-term members of its business community through the awarding of Business Recognition Awards celebrating milestone anniversaries of 25, 50, 75, and 100 years in Aurora.

The concept of an award to recognize business longevity in Aurora was first proposed by the Town's Business Development Committee (BDC) (the predecessor to the current Economic Development Advisory Committee), in late 1998, and the first awards were presented by Town officials at a ceremony held at the Town Hall in 1999.

In March of 2000, representatives of the Aurora Chamber of Commerce approached the Town through the Business Development Committee soliciting the Town's assistance to organize and co-host a joint Business Achievement Awards (BAA) event in October of that same year. The Business Development Committee's endorsement and Council's subsequent approval for this support resulted in the first annual Business Achievement Awards gala being held on October 11, 2000.

At that same BDC meeting, Committee members endorsed the recommendation that the Town's Business Longevity Awards be presented at the inaugural Business Achievement Awards function and that the Town allocate funding to purchase a sponsorship of the event.

### ***Town's Financial Support of the 2004 Business Achievement Awards***

Since participating in the first Business Achievement Awards event in 2000, the Town has purchased tickets on behalf of various economic development related groups/committees such as the Economic Development Advisory Committee, the Aurora Business Ambassadors, and business longevity award winners, so that each could represent the Town at the event. Single tickets have traditionally been offered 'free' to members of each of these groups in recognition of their voluntary contributions to the Town through their participation in regular meetings and functions.

Last year, Town staff purchased a total of **22** tickets at a cost of \$125.00 each (for a total of \$2,750.00) for the 2004 event and distributed each in the following manner:

- *2 Tickets\* – Councillors (**\*both Councillors purchased their tickets**)*
- *5 Tickets – Aurora Business Ambassadors*
- *6 Tickets – EDAC Members*
- *10 Tickets – Business Longevity Awards Winners (each award winner offered 2 tickets to bring a guest)*

In addition, the Town received a total of 4 'free' tickets from the Chamber of Commerce for its sponsorship level purchase and for head table seating. Two of these tickets were provided to the Town's CAO and the Economic Development Officer to attend the event, and the Mayor and the EDAC Chair received the other two as head table guests.

In total, the Town's monetary contribution to the 2004 Business Achievement Awards event included a '**Silver**' Sponsorship of \$1,750.00 and the purchase of 22 Tickets (@ \$125.00 each as outlined above) for \$2,750.00, for a total of \$4,500.00.

### **Council's 2005 Sponsorship Commitment**

At its meeting on June 28, 2005, Council addressed the resolution from the Economic Development Advisory Committee to support a sponsorship for the 2005 BAA event. As part of the discussion at that meeting, Councillors raised the issue of ticket expenditures by staff on behalf of Town representatives, and approved the following resolution:

*"THAT the Economic Development Officer report to a future Council meeting, itemizing the expenditures for tickets to the Aurora Chamber of Commerce's Business Achievement Awards Event and identify the attendees."*

This report has been prepared in response to this Council resolution.

## COMMENTS

The Town, by way of a formal endorsement through the Economic Development Advisory Committee, has historically been one of the primary sponsors of the Chamber of Commerce's business awards gala since the inaugural event in 2000.

### *Sponsorship Level*

EDAC, along with local businesses, has purchased a sponsorship package annually in support of this event. This sponsorship has typically been at a 'Gold' level, with the exception of last year when the level was reduced to 'Silver'. In addition, the Town has purchased event tickets on behalf of various Town representatives, as noted previously in this Report. Total financial commitments from the Town for this event have generally ranged from \$4,000 to \$6,000.00 each year.

Town funding for this event is typically sourced through the Operating Budget item established by staff for EDAC in the Mayor and Council's overall budget. In 2004, the budget allocated for this account was reduced to \$7,500.00, which ultimately caused a corresponding reduction in the sponsorship level secured by Town staff.

The Town has once again been approached by the Aurora Chamber of Commerce to support the Business Achievement Awards event scheduled for Friday, October 21, 2005 at Di Nardo's – The Mansion Aurora. In response, Council recently authorized Town staff to secure at '**Gold**' sponsorship for this year's event at \$3,500.00.

Staff is now considering the purchase of event tickets for Town representatives as done in previous years. Keeping in mind previous precedents regarding purchasing tickets to distribute to Town representatives and the approved total budget utilized by EDAC to fund this initiative, Town staff is proposing that a total of **32 tickets** be secured and distributed as follows:

- EDAC Members – 9 Tickets
- Business Ambassadors – 5 Tickets
- Business Longevity Award Winners (and guest) – 25 Years or More – 18 Tickets
- Total Number of Tickets – 32/Total Cost (@ \$125.00/each) - \$4,000.00
- The Town will receive four (4) '**free**' tickets for their '**Gold**' sponsorship this year, which will be distributed to the Mayor, EDAC Chair, CAO, and EDO.

It should be noted that 32 is the total number of tickets required by the Town this year based on the breakdown provided above. The actual number of tickets to be purchased will depend entirely upon the interest shown by Town representatives who are offered tickets to attend the event. In previous years, not all representatives were available to

attend the gala.

### **OPTIONS**

Council can approved the recommendation contained in this Report authorizing staff to secure and distribute the required tickets to the BAA event. Council also has the option of determining which Town representatives should attend the BAA event and directing staff to secure the necessary tickets as required.

### **FINANCIAL IMPLICATIONS**

The funding for the approved sponsorship level and proposed ticket purchases is available in the EDAC budget within the '*Council Committee Meetings*'. Total funding for both items is within this approved EDAC budget.

### **CONCLUSIONS**

Each year since 2000, the Town of Aurora has assisted the Aurora Chamber of Commerce in celebrating the various achievements and success stories of our local business community through the Business Achievement Awards gala. The event, which profiles the significant accomplishments of our local businesses, has and continues to be supported by many corporate sponsors and affiliates who contribute to its overall success in many different ways

The Aurora Chamber of Commerce arranges and hosts the actual event through its BAA Organizing Committee, on which the Town's EDO sits. This event provides the Town with an annual opportunity to recognize long-standing local businesses through a specific award that is presented to each by the Mayor and EDAC Chair during the evening function.

The Town has continued to support this event by purchasing a sponsorship each year, as well as tickets for its Town representatives. This support is reflective of Council's commitment to its business community and recognizing local success stories. It is also a way to thank those members of various economic development related committees and groups who want to assist the Town in keeping its business community strong.

To this end, Staff is recommending that tickets, again, be purchased by the Town for this year's event, in addition to the '*Gold*' sponsorship level already secured.

### **LINK TO STRATEGIC PLAN**

The approval of the recommendation set out in this Report would be in keeping with Goals A and B respectively, of the Town's Strategic Plan, which support preserving a well-

managed and fiscally responsible municipality, as well as maintaining a healthy business environment that attracts new business and employment opportunities.

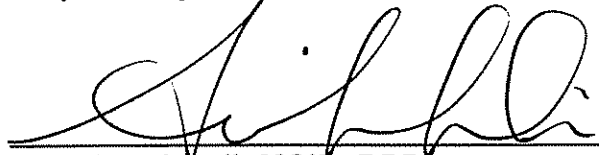
**ATTACHMENTS**

- **Attachment A** – Letter from the Aurora Chamber of Commerce
- **Attachment B** – List of Current EDAC Members, Aurora Business Ambassadors and Business Longevity Award Recipients for 2005 (25 Years or longer in Aurora)

**PRE-SUBMISSION REVIEW**

Management Team – September 14, 2005

*Prepared by: Dino Lombardi, Economic Development Officer*

A handwritten signature in black ink, appearing to read 'Dino Lombardi', written over a horizontal line.

**Dino Lombardi, MCIP, RPP**  
**Economic Development Officer**



**Aurora  
Chamber of  
Commerce**

6-14845 Yonge Street, Suite 321  
Aurora, Ontario L4G 6H8  
Tel: (905) 727-7262 • Fax: (905) 841-6217  
Website: www.aurorachamber.on.ca

*"Celebrating Success" - Business Achievement Awards Gala*

**Friday, October 21st, 2005**

May 12th, 2005

**RECEIVED**

Tim Jones  
Mayor  
Aurora, Town of  
1 Municipal Drive  
P.O. Box 1000  
Aurora, ON  
L4G 6J1

**MAY 16 2005**

**MAYOR'S OFFICE**

Dear Tim:

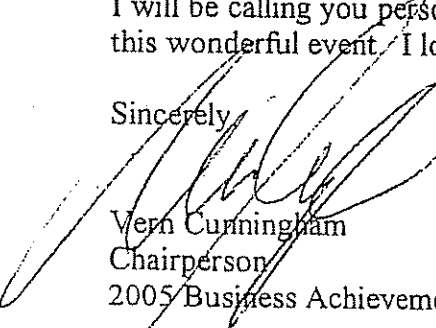
The preparations are well under way for the annual "Celebrating Success" - Business Achievement Awards Gala evening hosted by the Aurora Chamber of Commerce. This year's event will be held on Friday, October 21st at DiNardo's - The Mansion Aurora, 400 Industrial Parkway South, Aurora.

At this time, we look to the business community in order that we may continue the tradition of hosting a celebration of the many local business success stories. You may already be aware that this event has become a very prominent method of profiling the significant achievements of our business peers. Therefore, at this time, we are asking for your financial support in order to make this an evening to remember!

As in previous years, a corporate affiliation with the Aurora Chamber of Commerce Business Achievement Awards, will be generously acknowledged at various stages through printed media, television and other formats. Kindly review the enclosed page, which outlines the many sponsorship benefits. We would ask that you select the sponsorship level that best suits your financial resources.

I will be calling you personally, in the next couple of weeks, in the hopes of obtaining your support for this wonderful event. I look forward to speaking with you at that time.

Sincerely,

  
Vern Cunningham  
Chairperson  
2005 Business Achievement Awards Committee

VC:rg - Enclosure

# AURORA CHAMBER OF COMMERCE

*"Celebrating Success" – Business Achievement Awards Gala*

**Friday, October 21<sup>st</sup>, 2005**

**DiNardo's – The Mansion Aurora**

## **Sponsorship Benefits**

### **Platinum Sponsor - \$5,000**

- Priority logo listing in the Evening Program, tickets, newspaper and television advertisements
- Logo in scroll on the video on event night
- Honourable mention on event night
- Recognition in the Aurora Chamber of Commerce newsletter mailings prior to the event
- Logo and web link on Aurora Chamber of Commerce web site
- Reserved table of eight (8) for the awards ceremony

### **Gold Sponsor - \$3,500**

- Priority logo listing in the Evening Program, tickets, newspaper and television advertisements
- Logo in scroll on the video on event night
- Honourable mention on event night
- Recognition in the Aurora Chamber of Commerce newsletter mailings prior to the event
- Logo and web link on Aurora Chamber of Commerce web site
- Four (4) dinner tickets for the awards ceremony

### **Silver Sponsor - \$1,750**

- Logo/Listing in the Evening Program, newspaper and television advertisements
- Logo in scroll on the video on event night
- Honourable mention on event night
- Recognition in the Aurora Chamber of Commerce newsletter mailings prior to the event
- Mention on the Aurora Chamber of Commerce web site
- Two (2) dinner tickets for the awards ceremony

### **Bronze Sponsor - \$800**

- Listing in the Evening Program, newspaper and television advertisements
- Logo in scroll on the video on event night
- Honourable mention on event night
- Recognition in the Aurora Chamber of Commerce newsletter mailings prior to the event
- Mention on the Aurora Chamber of Commerce web site –[www.aurorachamber.on.ca](http://www.aurorachamber.on.ca)

LIST OF TOWN REPRESENTATIVES

*1. Economic Development Advisory Committee Members*

**Council Members**

Nigel Kean  
Phyllis Morris  
Damir Vrancic

**Citizen Members**

David Amborski  
Jim Beechey  
Lisa Cruickshank  
Gabriela Dragomir  
Kathy van Nostrand (Chamber Representative)  
Richard Wizeman

*2. Aurora Business Ambassadors*

Bob Callow  
Peter Miller  
Belinda Stronach  
Lawrie Strong  
Calvin White

*3. Aurora Business Longevity Award Recipients (25 Years or Longer in Aurora)*

Al's Decorating & Carpet Service  
Ploder's Collision & Auto Body Centre  
Renaissance Office Supplies & Equipment  
Willsen's Fine Cabinetry Limited  
York Spring & Radiator Service Limited  
Suters Auto Service Limited  
Gallaugher Contracting Ltd.  
Ventura Vending Limited  
Elmwood Brides Limited