



City of Richmond

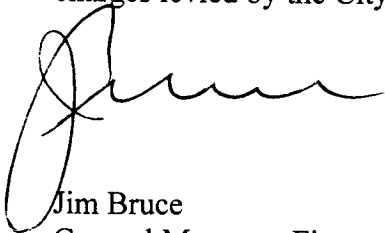
Report to Committee

To: General Purposes Committee
From: Jim Bruce
General Manager, Finance and Corporate Services
Re: **Winter Wonderland**

To General Purposes - Jan. 7/02
Date: December 28, 2001
File: 7400-01

Staff Recommendation

That the City not approve the request of the Richmond Sunset Rotary Club to forego the rental charges levied by the City for the Winter Wonderland Festival.



Jim Bruce
General Manager, Finance and Corporate Services

Staff Report

Origin

The Richmond Sunset Rotary Club sponsored the Winter Wonderland Festival at City Hall. The Festival concept was to have various business organizations in the City sponsor a decorated Christmas tree with a portion of the sponsorship fees going to the Richmond Hospital. There was also associated with the Festival, weekend music concerts for which tickets were sold and a portion of the admission fee going to the participating carol and musical groups as a source of funding for their operating costs.

The Festival was, by all reports, a great success.

Analysis

The Richmond Sunset Rotary Club sponsored the Winter Wonderland Festival at City Hall as a fund raiser for the Richmond Hospital and local carol and music groups. The Rotary club was responsible for a facility rental of \$3100. This fee was to cover all costs associated with set up and take down for the event.

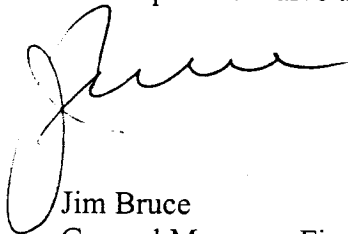
The Rotary club has now informed us that they made roughly \$17,000 on the event. They have also advised the City that one of the sponsors of the event has proposed that if the City is prepared to forego the rental charges of \$3100, the Rotary Club would net roughly \$20,000 and the sponsor would be prepared to match the \$20,000 with a donation of an equal amount.

Financial Impact

Council has given staff a specific mandate to cover all costs associated with the City Hall rental opportunities. Although waiving the fee would be of great benefit to the Richmond Hospital, it would have a negative impact on our budgetary goal of generating income to offset all rental operating costs.

Conclusion

The request to waive the rental fee should be denied.



Jim Bruce
General Manager, Finance and Corporate Services

JWB:naw