Date March 19th, 2019                   Report No. CPREC2019-177
To Mayor and Members of City Council
From Sandy Jackson, General Manager,
Community Programs, Parks and Recreation

1.0 Type of Report
Consent Item
Item For Consideration [ X ]

2.0 Topic 2019 Community Charity Airshow [Financial Impact – None]

3.0 Recommendation

A. THAT Staff Report CPREC2019-177 regarding the Community Charity Airshow BE RECEIVED; and

B. THAT Staff BE DIRECTED to renew the 2019 agreement with The Canadian Warplane Heritage Museum for the donation of in-kind services up to an inclusive limit of $21,500 by the City for the Community Charity Airshow as well as the rental of the Brantford Airport; and

C. THAT, The General Manager Community Programs, Parks & Recreation be authorized to execute the Agreement annually, with The Canadian Warplane Heritage Museum, subject to approval of the annual operating budget as to form and content by the City solicitor or designate; and

D. THAT, the Community Charity Airshow committee and the Canadian Warplane Heritage Museum representatives work closely with the City’s Special Events Advisory Team (S.E.A.T.) to coordinate the services required for the 2019 Airshow.
4.0 Purpose and Overview

To provide City Council with an overview of the 2019 Community Charity Airshow and seek approval regarding in-kind city services as outlined in this report for the Airshow to be held on Wednesday August 28th, 2019.

5.0 Background

The Rotary Club of Brantford became the lead organization responsible for the Airshow after the release of the event from the Brant United Way following the 2008 Airshow.

The annual Brantford Airshow has been a successful community event for several years when it then took a two year hiatus in 2011 and 2012. 2013 marked the return of the airshow to Brantford and the aviation demonstrations has been offered and performed at the Brantford Municipal Airport annually. It is estimated by the Rotary Club of Brantford that between 13,000-15,000 people attend the Charity Airshow each year.

The airshow had traditionally been a free event for the general public with donations graciously accepted. Proceeds raised from the Airshow have historically supported children and youth projects in the Brantford community through two charities, namely; Lansdowne Children’s Centre and the Rotary Boy’s and Girl’s Club of Brantford.

In 2016, The City of Brantford was informed that the lead organization responsible for the Charity Air Show would change from The Rotary Club of Brantford to the Canadian Warplane Heritage Museum and that the Rotary Club would stay involved as co-lead for the 2017 & 2018 event.

A license agreement between the City of Brantford and the Canadian Warplane Heritage Museum was executed for the delivery of the 2018 Charity Airshow in Brantford which outlined in-kind services valued at a maximum of $21,500.

6.0 Corporate Policy Context

Goal # 2 – High Quality of Life and Caring for all Citizens
7.0 Input From Other Sources

Input in preparation of this report was obtained from representatives of the following City services:

Brantford Police, Brantford Fire, Brant County Ambulance, Brantford Transit, Facilities Management, Parks and Recreation, the Legal and Real Estate Department and Insurance and Risk Management Department.

Information provided in this report was obtained from the 2018 Community Charity Airshow financial statement.

8.0 Analysis

8.1 The Rotary Club of Brantford

Since 2008, the Rotary Club has been the main sponsor and organizer of the Air Show. In 2016, The City of Brantford was informed that the Rotary Club no longer had the capacity to organize the annual Community Charity Airshow and the Club had approached the Canadian Warplane Heritage Museum to assume the responsibility for the delivery of the show in 2017. This change in operational approach prompted staff to seek Council support with regards to the level of municipal support for this event under new organizational leadership.


Gross revenues for the Rotary event exceeded $200,000 annually, and was realized through a variety of sources including sponsorships, donations, vendor fees, and dinner tickets, etc. to support this community initiative.

Consideration should also be given with respect to disbursement of the profits of the Charity Airshow and their proposed use as the Rotary Club of Brantford is no longer the service provider for this event.

8.2 The Canadian Warplane Heritage Museum

The Canadian Warplane Heritage Museum was founded in 1972 and is a non-profit organization whose mandate is to acquire, document, preserve
and maintain a complete collection of aircraft that were flown by Canadians and the Canadian military from the beginning of World War II to the present. The role of the museum is to preserve the artifacts, books, periodicals and manuals relating to this mandate. The Museum now houses almost 50 aircraft, an extensive aviation Gift Shop and Exhibit Gallery.

The Canadian Warplane Heritage Museum is committed to the delivery of the 2019 Brantford Charity Airshow. The Brantford Rotary Club will be involved in this year’s show and provide guidance and support to the Warplane Heritage Museum.

The Warplane Heritage Museum will provide a certificate of insurance for the 2019 Brantford Charity airshow naming the City of Brantford as additionally insured and follow all other municipal policies and regulations to host this event.

The City of Brantford and the Canadian Warplane Heritage Museum entered into a license agreement outlining the responsibilities of each party pertaining to the delivery of the 2019 Charity Airshow.

8.3 City Services

In order for any special event to operate successfully, event organizers rely on the special event services offered by the City as governed through the Parks and Recreation Special Events Policy 010 and the Special Events Advisory Team (S.E.A.T.) that regulate these policies and procedures.

The Brantford Airshow is one of the largest special events held in the City and as such relies on numerous City departments and agencies to provide a wide range of services. The Council approved Special Events Policy in conjunction with the S.E.A.T. Standard outlines the requirement to charge for services provided for special events in order to recover operational costs. If the cost of Municipal services exceeds the $21,500 as recommended in this report, these costs would be the responsibility of the Canadian Warplane Heritage Museum.

The importance and impact of some community special events makes cost recovery for organizers difficult and in some cases such fees have traditionally been waived or absorbed into operational budgets.
The S.E.A.T. committee recommends that accurate fee structures be defined for all special events based upon the required City services and that any exemption for payment must be presented to City Council for approval. The cost of delivering the Community Charity Airshow is significant and as such the fee structures for services need to be considered.

8.4 City Services Provided

The following departments provide services to the Community Charity Airshow:

• Brantford Police Services
• Brantford Fire
• Brantford Transit
• Parks and Recreation
• Facilities Management
• Brant County Ambulance

Prior to 2016, the costs associated with City services for the annual Community Charity airshow were absorbed into operational budgets. In 2016, a budget of $21,500 was approved by Council to offset the costs of city services provided to the Community Charity Air Show. This budget has not been increased since it was established in the 2016 operating budget.

9.0 Financial Implications

The total financial support included in operating budget to offset the cost of City services for the 2019 Airshow is $21,500 which is included in the 2019 operating budget. Consideration should be given through the 2020 budget process to adjust this figure in order to factor the cost of inflation and increasing delivery costs.
10.0 Conclusion

The City of Brantford provided significant support to The Brant United Way and the Rotary Club of Brantford in past years to host the annual Airshow at the Brantford Municipal Airport. Since the Canadian Warplane Heritage Museum has acquired responsibility for the organization and planning of the Airshow, the City of Brantford has continued to provide significant support to this important community event.

The annual Community Charity Airshow under the leadership of the Canadian Warplane Heritage Museum will continue a highly anticipated community special event for Brantford and surrounding areas.

Staff seeks Council endorsement of this report and approval of the recommendations with respect to the annual Community Charity Airshow and the involvement of the Canadian Warplane Heritage Museum for 2019 and continuing annually thereafter.

Lori-Dawn Cavin, Manager of Community Recreation Development
Brian Hughes Director, Parks Services
Sandy Jackson, General Manager of Community Programs, Parks and Recreation.

Attachments:

Appendix “A”: Agreement between The Corporation of the City of Brantford and The Canadian Warplane Heritage Museum

By-law required [ ] yes [X] no
Agreement(s) or other documents to be signed by Mayor and/or City Clerk [ ] yes [X] no
Is the necessary by-law or agreement being sent concurrently to Council? [ ] yes [X] no