

Item 10.1.

Section III – Items for the Information of the Board

TO: Chair and Members of the Executive Committee
Meeting #2/19, Friday, March 01, 2019

FROM: Derek Edwards, Director, Parks and Culture

RE: **STRATEGIC BUSINESS PLANNING INITIATIVE**
Journey Cannabis and Beer Expo

KEY ISSUE

To provide information to the Executive Committee of the Board of Directors regarding a new event which will be hosted at Boyd Conservation Area on August 23rd – 25th 2019.

RECOMMENDATION

WHEREAS TRCA was approached by Rick Davis Promotions Inc. with a proposal to host an expo at Boyd Conservation Area geared towards education around the safe and responsible consumption of beer and cannabis products;

AND WHEREAS TRCA staff reviewed this request in accordance with the Strategic Business Planning Policy and Procedures and in consultation with City of Vaughan representatives;

THEREFORE, IT IS RECOMMENDED THAT the provided report outlining details of the Journey Cannabis and Beer Expo event to be held by Rick Davis Promotions Inc. at Boyd Conservation Area between August 23rd- 25th, 2019 be received.

BACKGROUND

In accordance with Toronto and Region Conservation Authority's (TRCA) Strategic Business Planning Policy and Procedure (SBPPP), all potential new projects/programs or proposed modifications to existing initiatives must proceed through the SBPPP work flow, including reporting to the Board of Directors for informational purposes.

In 2018 TRCA was approached by Rick Davis Promotions Inc. with a preliminary proposal to host the Journey Cannabis and Beer Expo at Boyd Conservation Area. Upon receipt of a detailed operations plan for the event, TRCA staff completed a Statement of Interest form as per TRCA's Strategic Business Planning Policy and Procedure, which requires review and approval from Senior Leadership Team (SLT). This SLT approval was received on January 3, 2019 with an added requirement to consult with City of Vaughan staff and Board of Director representatives to determine any issues requiring further consideration.

The Journey Cannabis and Beer Expo will feature live music, entertainment, food and beverage sales, as well as experiential marketing and education focused around craft beer and cannabis. The event is scheduled to take place at Boyd Conservation Area on August 23 – 25, 2019 from 11am – 11pm nightly. The expo will showcase responsible consumption of beer and cannabis products, educate the public regarding the perils of addiction and abuse, with a percentage of the proceeds to go towards support of substance abuse organizations.

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With estimated event attendance of 10,000 people per day, the expo will require exclusive use of Boyd Conservation Area to ensure public safety and security. Rick Davis Promotions Inc. will be responsible for obtaining all permits and licensing, security, paid duty police officers, first aid, sales, traffic control, insurance, and general operations during the event. Cannabis will not be sold at the event. Staff have taken into account suggestions from City representatives into planning for the event preparing detailed contractual agreements.

Relationship to Building the Living City, the TRCA 2013-2022 Strategic Plan

This report supports the following strategy set forth in the TRCA 2013-2022 Strategic Plan:

Strategy 7 – Build partnerships and new business models

This program will attract new user markets to Boyd Conservation Area, contributing to further growth within the Tourism and Recreation Service Area.

FINANCIAL DETAILS

As a result of hosting this event, TRCA anticipates receiving approximately \$75,000 in revenue from Rick Davis Promotions Inc. for hosting the Journey Cannabis and Beer Expo. The revenues generated from this event will support ongoing corporate-wide operations.

DETAILS OF WORK TO BE DONE

Prior to the execution of an agreement, a detailed assessment of the following criteria will be completed in consultation with TRCA Corporate Services staff and legal counsel to ensure appropriate mitigation measures will be included in the final Agreement, including but not limited to:

- Risk;
- Change to the anticipated audience attending the events;
- Alignment with TRCA's professional standards and core values (both the event and the partner organization);

Following discussions with senior staff at the City of Vaughan, no additional permits will be required as cannabis will not be sold during the event. TRCA will continue to work closely with senior City of Vaughan staff to ensure that all event messaging and details are aligned with both TRCA's and Vaughan's corporate communications standards.

In order to measure and evaluate the success of the event, staff will conduct a review of the event to measure the performance based on the following metrics which will be included in TRCA's Business Intelligence Tool:

- Revenues generated (gross and net);
- Attendance.

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