

Section III – Items for the Information of the Board

TO: Chair and Members of the Board of Directors
Meeting #1/20, Friday, February 21, 2020

FROM: Michael Tolensky, Chief Financial and Operating Officer

RE: **2020 TRCA EVENTS SUMMARY**

KEY ISSUE

Report outlining the 2020 schedule of major events, including TRCA led and third-party events taking place on TRCA properties.

RECOMMENDATION

IT IS RECOMMENDED THAT the 2020 TRCA Events Summary report be received;

AND FURTHER THAT MPs, MPPs and municipal elected officials be invited to participate in these major events at the earliest opportunity.

BACKGROUND

Events promote community involvement and recreation in TRCA's natural spaces while generating diversified revenue that supports TRCA's program delivery and financial sustainability. Many events are conducted at the request of, or in partnership with, TRCA's community industry, and municipal partners.

The Marketing and Events business unit provides strategic direction and assistance to all TRCA divisions as required, to stage or participate in successful events, and takes the lead in oversight of TRCA's signature, fundraising and internal events.

Staff are currently developing corporate event policies and procedures to aid staff and to formalize a corporate-wide approach and standards for the initiation, planning, and implementation of events hosted by TRCA.

While TRCA produces a wide range of events, it also contracts space out to external partners to produce events, outlined in Attachment 1 under third party events.

Attachment 1 lists the events taking place in 2020 and categorizes them into six types of events as follows:

Signature events are TRCA staff-led events that have been designated by the CEO as being of special significance to TRCA, including but not limited to, events with a higher level of complexity; a high reputational risk; that are large in scale; work within a capital budget; and/or have an estimated attendance of more than 500 attendees. These are also denoted with a (S) in the following Schedule of Events.

Fundraising events include events that have been designated to raise funds in support of TRCA's programs and initiatives. These events engage sponsors and flow through the Toronto and Region Conservation Foundation (TRCF).

Item 10.3

Celebration events includes events that bring the community together for an extraordinary experience or occasion.

Industry/Business events include events that showcase TRCA's leadership in a specific area, are knowledge sharing, and/or bring together industry professionals for networking opportunities.

Internal events include events created for TRCA staff.

Third Party events include events that are coordinated and implemented by external partners. These partners will enter into an agreement with TRCA to reserve space at one of our Conservation Areas where they will deliver their event. Third party events are revenue generating.

Some events can be both a signature event and an event in another category. For example, the TRIECA conference is an industry business event but is a signature event in that it is projected to include over 1000 attendees.

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

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

Strategy 3 – Rethink greenspace to maximize its value

Strategy 7 – Build partnerships and new business models

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Attachments: 1

Attachment 1: 2020 TRCA Schedule of Events