

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING OF APRIL 29, 2014
FROM:	GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON
SUBJECT:	LONDON HOSTING OF FEDERATION OF CANADIAN MUNICIPALITIES (FCM) 2015 SUSTAINABLE COMMUNITIES CONFERENCE AND TRADE SHOW

RECOMMENDATION

That, on the recommendation of the Director of Intergovernmental and Community Liaison, up to \$76,000 in conference organizing costs for London's hosting of the Federation of Canadian Municipalities 2015 Sustainable Communities Conference and Trade Show **BE APPROVED**, it being noted that this will be offset through sponsorships and any remaining balance can be accommodated within the 2014 and 2015 operating budgets.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Corporate Services Committee, January 8, 2013; Bid to host FCM Sustainable Communities Conference (SCC) 2015
 Finance and Administrative Services Committee, December 12, 2011: Bid to host FCM Sustainable Communities Conference 2013-2014
 Board of Control, January 27, 2010: Bid to host FCM Sustainable Communities Conference 2011

BACKGROUND

The City of London has been chosen by FCM to host the Sustainable Communities Conference (SCC) in February 2015. This is the premier event focused on Sustainability and Climate Change Adaptation for municipal government in Canada. The event provides municipal leaders the opportunity to learn from colleagues and experts, share their own knowledge and experiences and participate in local study tours that showcase innovation and successes in their own communities in sustainability and sustainable community development.

The 2015 Sustainable Communities Conference and Trade Show is expected to attract approximately 350 delegates and 14 exhibitors, senior federal government, elected officials and opinion makers from across the country. The Conference will take place February 11-13, 2015, with registration beginning on Tuesday February 10th and the Conference program and Trade Show beginning on Wednesday, February 11th.

Councillors Harold Usher and Joni Baechler, City Manager Art Zuidema, and Director of Intergovernmental and Community Liaison Grant Hopcroft attended the 2014 Sustainable Communities Conference held in Charlottetown. Civic Administration staffed a City of London trade show booth with the purpose of attracting delegates to attend the 2015 conference.

According to the International Association of Convention and Visitors Bureaus (IACVB), each out of town delegate is expected to generate an economic impact of approximately \$900 to \$1,000 for a total potential economic impact to the City of London of approximately \$ 350,000.

FCM's responsibilities include program development, speakers, registration, interpretation, media, and printing. As part of its hosting responsibilities, London will host the Mayor's Welcome Reception and provide daily breakfasts, coffee breaks and a closing luncheon. The City will host 5-7 study tours centred on the theme of sustainability, companion tours and will provide transportation for the tours, and volunteers. FCM serves its members in both official languages and the host municipality must also provide sufficient staff and volunteers with French and English capabilities to assist with on-site logistical requirements as well as tours, information booths and social events. In addition, supporting documentation for all tours must be in French and English. Civic Administration is in discussion with FCM concerning the

opportunity for the potential involvement of members of the Mayor's Sustainable Energy Council, local environmental groups and local post-secondary students.

The estimated budget for hosting expenses of the 2015 Sustainable Communities Conference, based on 350 delegates, including expenses for the hiring of a conference planner is approximately \$106,000 which may be partially offset by sponsorships. In addition, FCM pays the Host Municipality a per capita grant for each paid delegate that attends the event. The per capita amount for the 2014 Conference was \$86.00. Participating London hotels have agreed to make voluntary contributions for each delegate room night. Any costs incurred in excess of those covered by the FCM contribution and sponsorships are the responsibility of the host municipality.

This report was prepared with the assistance of Jay Stanford, Director, Environmental Programs and Solid Waste.

PREPARED BY:	RECOMMENDED BY:
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