

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING OF DECEMBER 16, 2014
FROM:	GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON
SUBJECT:	LONDON'S HOSTING OF 2014 AMO ANNUAL GENERAL MEETING, CONFERENCE, AND TRADE SHOW SPONSORSHIP AND BUDGET

RECOMMENDATION

That, on the recommendation of the Director of Intergovernmental and Community Liaison, the following report with respect to the sponsorship and budget of the hosting of the AMO Annual General Meeting, Conference and Trade Show for 2014 BE RECEIVED for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Board of Control, November 12, 2008; December 9, 2009; July 21, 2010
 Finance and Administration Committee, December 15, 2010; October 19, 2011; *Host 2014, 2015, 2016*, October 19, 2011; *AMO Annual General Meeting 2014*; April 16, 2012, November 5, 2012
 Corporate Services Committee, October 8, 2013: *Ministerial Delegations, 2013*; March 25, 2014: *London Bid to Host*; July 22, 2014: *London's Hosting of 2014 AMO AGM*; September 23: *Ministerial Delegations, 2014*

BACKGROUND

At its meeting of July 29, 2014, London City Council resolved that up to \$70,000 in conference organizing costs be approved for London's hosting of the 2014 AMO Annual General Meeting, Conference and Trade Show.

London hosted the AMO General Meeting, Conference and Trade Show August 17-20. The 2014 conference attracted approximately 1,850 municipal delegates and others including Ontario's Premier, the leader of the Official Opposition, many members of the Ontario Government's cabinet, Opposition critics, MPPs, and exhibitors.

As host, London organized the welcome reception, study tours for delegates, busing and provided nearly 80 volunteers throughout the event. The City also received assistance from Tourism London, local sponsors, and a conference coordinator.

Members of City Council, Senior Leadership Team and our civic staff all provided excellent support in hosting the AMO conference.

Direct host conference expenses for the opening reception, shuttle buses and delegate study tours were approximately \$63,000. The City of London received \$32,500 in local sponsorships as well as an estimated \$25,000 in voluntary \$10 per room night hotel rebates from participating hotels. Bell Canada was a Diamond sponsor while Scotiabank was a Sapphire sponsor. The Ontario Lottery and Gaming Corporation (OLG), Orgaworld Canada Ltd., and Union Gas were Emerald level sponsors. The City of London also received in-kind sponsorship from Canada's National Brewers, Labatts, and Pelee Island Wines.

The 2015 AMO AGM, Conference and Trade Show will be held in Niagara Falls, August 16-19. More information about next year's conference is available on AMO's website at www.amo.on.ca.

PREPARED BY:	RECOMMENDED BY:
JILL TANSLEY MUNICIPAL POLICY SPECIALIST	GRANT HOPCROFT DIRECTOR, INTERGOVERNMENTAL AND COMMUNITY LIAISON