

<b>TO:</b>	<b>CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON APRIL 21, 2015</b>
<b>FROM:</b>	<b>ART ZUIDEMA CITY MANAGER</b>
<b>SUBJECT</b>	<b>LONDON'S HOSTING OF THE 2015 FEDERATION OF CANADIAN MUNICIPALITIES SUSTAINABLE COMMUNITIES CONFERENCE</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the City Manager, the following report with respect to the 2015 Federation of Canadian Municipalities (FCM) Sustainable Communities Conference (SCC) **BE RECEIVED**, for information.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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Board of Control, January 27, 2010: Bid to host Federation of Canadian Municipalities (FCM) Sustainable Communities Conference 2011  
 Finance and Administrative Services Committee, December 12, 2011: Bid to host FCM Sustainable Communities Conference 2013-2014  
 Corporate Services Committee, January 8, 2013; Bid to host FCM Sustainable Communities Conference (SCC) 2015  
 Corporate Services Committee, April 29, 2014: London Hosting of Federation of Canadian Municipalities (FCM) 2015 Sustainable Communities Conference and Trade Show; August 26, 2014: Agreement with the Federation of Canadian Municipalities to host the 2015 FCM Sustainable Communities Conference

<b>BACKGROUND</b>
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At its meeting of May 6, 2014, London City Council resolved that up to \$76,000 in conference organizing costs be approved for London's hosting of the 2015 FCM Sustainable Communities Conference, noting that this funding would be offset through sponsorships and FCM delegate rebates.

The City of London hosted the FCM Sustainable Communities Conference February 10-12, 2015. This is the premier and largest annual event focused on sustainability and climate change for municipal government in Canada. The conference attracted 501 delegates. Members of City Council, the Senior Leadership Team and our civic staff all provided excellent support in hosting the FCM SCC.

As host, London organized the Mayor's Welcome Reception, held at Museum London, provided daily breakfasts, coffee breaks and a closing dinner. The City worked with FCM to host three full-day combined study tours and training and four shorter tours centred on the theme of sustainability. London also provided transportation for the tours. The City also received support from Tourism London and local sponsors. Over forty City of London volunteers provided their assistance throughout the three-day event.

In a debriefing with FCM staff, Civic Administration was commended for its professionalism and delivery of the event. A survey of delegates showed very positive feedback, with 95 percent of delegates being very satisfied or satisfied with the conference. The Mayor's Welcome Reception received a 91 percent satisfaction rating. 86 percent of delegates surveyed said that they were very satisfied or satisfied with the content and delivery of the study tours.

It is worth noting that one particular study tour was very unique and a first for FCM. On February 12, 2015, the final day of the conference, an event occurred at Labatt Breweries. About 50 London community, business and environmental leaders joined forces with about 50 FCM conference delegates, including City of London staff, to discuss and identify how more community sustainability plans and ideas can be moved into action. The FCM delegates at this workshop included representatives from Ontario, British Columbia, Alberta, Saskatchewan, Manitoba and Nova Scotia. This workshop helped share the experience of speakers and delegates directly with community leaders from London. This was the most popular study tour among delegates. A second session is currently being scheduled as part of the legacy of the FCM conference coming to London.

As noted on the table below, direct host expenses for the conference totalled approximately \$61,041. Coordination of the London activities and events was provided by several members of Civic Administration rather than an external conference coordination consultant. This 'shared responsibility' approach with several staff involved resulted in significant cost savings to the Corporation. The expenses were offset by \$23,000 in local sponsorships, and \$27,474 in a delegate rebate from FCM, leaving the City with expenses of approximately \$10,567.

	<b>Expenses</b>	<b>Income</b>
Approved Conference Budget	\$76,000	
Direct Conference Expenses	\$61,041	
Conference Sponsorship Revenue		\$23,000
Conference Delegate Rebate		\$27,474
Total Conference Cost to London	\$10,567	
<b>Unspent Conference Budget</b>	<b>\$65,433 (86% unspent)</b>	

Scotiabank was the sponsor of the Mayor's Welcome Reception. London Hydro, Western Fair District, Ameresco and Union Gas also provided sponsorships. The City of London received in-kind sponsorship from Labatt Breweries, and Pelee Island Winery.

According to calculations provided by Tourism London, each out-of-town delegate was 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 to \$400,000.

This report was prepared in consultation with Lynne Gale, Director of Conventions, Tourism London.

<b>PREPARED BY:</b>	<b>PREPARED BY:</b>
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<b>RECOMMENDED BY:</b>	
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