

<b>TO:</b>	<b>CHAIR AND MEMBERS FINANCE AND ADMINISTRATIVE SERVICES COMMITTEE MEETING OF MARCH 26, 2012</b>
	<b>GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON</b>
<b>SUBJECT</b>	<b>SPONSORSHIP OF SOUTHWEST ECONOMIC ALLIANCE (SWEA)</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Director of Intergovernmental and Community Liaison, the following action be taken with respect to SWEA:

- a) a City of London sponsorship contribution of \$5,000 to the 2012 SWEA Assembly **BE APPROVED**, it being noted that this expenditure can be accommodated within existing budget of the City Manager's Office, and that this will be combined with a London Economic Development Corporation (LEDC) contribution of \$5,000 for a "Gold" sponsorship status.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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Board of Control (verbal): March 22, 2006; April 26, 2006; May 10, 2006; May 30, 2006.  
Board of Control: August 23, 2006; March 21, 2007 (two reports), May 9, 2007.  
City Council May 12, 2008  
Board of Control: August 13, 2008, September 10, 2008, September 24, 2008, October 8, 2008.  
Board of Control: July 22, 2009; August 26, 2009  
Board of Control: April 14, 2010; May 13, 2010  
Finance and Administration Committee: February 2, 2011  
Finance and Administrative Services Committee: February 27, 2012

<b>BACKGROUND</b>
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SWEA will be hosting its seventh Annual General Meeting and Assembly in Stratford, June 13-14, 2012. The City of London has been a voting member of SWEA since 2008 and has participated in SWEA since its creation in 2005. SWEA's role is to link governments, business, industry and academic sectors, to create a vision for the region, and to encourage cooperative regional action in order to generate sustained growth and prosperity. The City of London has been a major sponsor of SWEA since its inception.

SWEA offers all communities in the Southwest region increased capacity to influence political decisions by the Province and Federal governments. SWEA has supported the London International Airport's cargo initiative. It lobbied for the creation of the \$1 billion Fed Dev fund, launched in August 2009 to respond to Southern Ontario's economic challenges. SWEA was also influential in the proposal currently before the Ontario legislation to create a permanent Southwestern Ontario Development Fund and has submitted its ideas on the design and implementation of the Fund.

This year's conference will launch a multi-year strategy of branding Southwest Ontario as an *Intelligent Communities* Region. SWEA is partnering with the i-Canada Alliance, a program of the Canadian Advanced Technology Alliance (CATA). Their stated objective is "Building an Intelligent Nation". The campaign itself is in the planning stages and will be formally introduced at the conference. The objective is to encourage all communities in Southwestern Ontario to undertake an intelligent community process, leading to recognition of the entire region as "intelligent".

Details are available at [www.swea.ca](http://www.swea.ca).

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