

<b>TO:</b>	<b>CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON APRIL 3, 2018</b>
<b>FROM:</b>	<b>JOHN WINSTON GENERAL MANAGER, TOURISM LONDON</b>
<b>SUBJECT:</b>	<b>REQUEST FOR PROPOSAL – HOST FOR AMO ANNUAL CONFERENCE 2021, 2023</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the General Manager, Tourism London, the following actions be taken with respect to the Association of Municipalities Ontario's (AMO) Annual Conferences for 2021 and 2023:

- a) Tourism London **BE AUTHORIZED** to submit a proposal for London to host the AMO Annual Conference for 2021 and 2023, which would include:
  - i) hosting and financing the Incoming Host Reception;
  - ii) hosting and financing the Welcome Reception;
  - iii) identification of a Host Coordinator and an Internal Project Management Team to oversee study tours, volunteers, host sponsorships, and other key areas;
  - iv) providing shuttle buses between hotels and the main venue;
  - v) providing study tour and companions' program buses; and
  - vi) providing civic greetings to delegates from the Mayor;

it being noted that the estimated cost to host the 2021 and 2023 AMO Annual Conferences is approximately \$140,000, which will be funded by Tourism London and the London Convention Centre; it being further noted that should the Municipal Accommodation Tax (MAT) be approved by Municipal Council in 2018, these costs would be eligible to be funded through the MAT; and

- b) the Mayor **BE REQUESTED** to provide a letter to Tourism London, to accompany Tourism London's above-noted proposal, that indicates the Municipal Council's endorsement of the proposal to host the AMO Annual Conference for 2021 and 2023.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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None.

<b>BACKGROUND</b>
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**Purpose**

The Association of Municipalities of Ontario (AMO) has invited the City of London to respond to their Request for Proposal to host its Annual General Meeting (AGM) and Conference for 2021-2024. Tourism London, as the Bid Coordinator, is seeking Council support to submit a bid for London to host the 2021 and 2023 AMO AGM and Annual Conferences.

## **Background**

The AMO AGM and Annual Conference is Ontario's foremost educational forum for municipal governments. In 2011 and 2014, the City of London co-hosted the AMO Conference. As Ontario's largest municipal conference, AMO's 2014 conference events yielded 2,418 hotel room nights over the course of four days, and generated an economic impact of approximately \$1.7 million. Past conferences have attracted over 2,600 participants, including more than 1,600 municipal delegates, Ontario's Premier, both opposition leaders, many members of the Ontario Government's cabinet, Opposition critics, MPPs, and exhibitors.

Host municipalities must be members in good standing with AMO, and accept responsibilities, demonstrated by a council resolution, which include hosting and financing the Welcome Reception; providing volunteers to assist with the collation of delegate kits, and to guide study tours and other tasks; providing a local planning committee which will develop study tours; providing shuttle buses between hotels, if necessary; providing study tour program buses; and providing civic greetings to delegates from the Mayor. Host responsibilities also include hosting a Welcome Reception at the conference in the preceding year.

Additional information about the AMO AGM and Conference is available at [www.amo.on.ca](http://www.amo.on.ca).

## **2021-2024 AMO Conference Bid**

The Association of Municipalities of Ontario (AMO) is now accepting bids for the 2021, 2022, 2023 and 2024 AMO AGM and Conference. AMO has chosen to invite specific municipalities to make submissions to this bid, of which the City of London is one.

For the 2021 AGM and Conference, Tourism London is bidding AMO's preferred dates of Sunday, August 15 to Wednesday, August 18, 2021 and secondary dates of Sunday, August 22 to Wednesday, August 25, 2021. For the 2023 AGM and Conference, Tourism London is bidding Sunday, August 20 to Wednesday, August 23, 2023 and the second choice of Sunday, August 13 to Wednesday, August 16, 2023.

An August conference of this stature would produce substantial economic impact in a timeframe that is typically a need period for the London Convention Centre and local hotels. It would also bring significant media coverage that will highlight London and encourage future convention business.

As with the 2011 and 2014 conferences, a host sponsorship program will be developed in cooperation with the City of London to secure external funding to recover hosting costs to the maximum extent possible.

Proposals must be submitted to AMO by Monday, April 9, 2018. London has been granted an extension to April 12, 2018 in lieu of the timeline of the next Council meeting on April 10, 2018. An AMO selection team will notify the successful, shortlisted municipalities in May followed by site visits. Their recommendation will be considered by the AMO Board in June 2018.

<b>FINANCIAL IMPACT</b>
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The estimated cost to host the 2021 and 2023 AMO AGM and Conference is approximately \$140,000. These costs will be funded by Tourism London and the London Convention Centre, with it being noted that should the Municipal Accommodation Tax (MAT) be approved by Municipal Council in 2018, these costs would be eligible to be funded through the MAT.

<b>CONCLUSION</b>
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Tourism London and the London Convention Centre fully support the attraction of this conference and are working closely with Civic Administration to submit a proposal for the City of London to host these events.

<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
<b>LYNNE GALE DIRECTOR OF CONVENTIONS TOURISM LONDON</b>	<b>JOHN WINSTON GENERAL MANAGER TOURISM LONDON</b>
<b>CONCURRED BY:</b>	
<b>LORI DA SILVA GENERAL MANAGER &amp; CEO LONDON CONVENTION CENTRE</b>	

- c. Martin Hayward, City Manager  
Anna Lisa Barbon, Managing Director, Corporate Services, City Treasurer and Chief Financial Officer  
Rosanna Wilcox, Director, Community and Economic Innovation