

<b>TO:</b>	<b>CHAIR AND MEMBERS FINANCE AND ADMINISTRATIVE SERVICES COMMITTEE MEETING OF JULY 16, 2012</b>
<b>FROM:</b>	<b>GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON</b>
<b>SUBJECT:</b>	<b>CANADA UKRAINE MUNICIPAL LOCAL ECONOMIC DEVELOPMENT PROGRAM</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Director of Intergovernmental and Community Liaison, the following report on the City of London's participation in the Ukraine Municipal Local Economic Development Program **BE RECEIVED**.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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Board of Control, January 27, 2010  
 Finance and Administration Committee, Dec. 15, 2010; Mar. 30, 2011; June 15, 2011; Nov. 16, 2011

<b>BACKGROUND</b>
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London is one of thirteen Canadian municipalities participating in the five year Ukraine Municipal Local Economic Development (MLED) Project of the Federation of Canadian Municipalities (FCM), a project funded by the Canadian International Development Agency (CIDA). A summary of the program is posted on the FCM website at <http://www.fcm.ca/home/programs/international/municipal-local-economic-development---ukraine.htm>. All travel expenses for participation in the program are funded by CIDA.

Several activities have taken place since the last report on the FCM's Ukraine Municipal Local Economic Development (MLED) Program.

In March, two study mission teams from Ukraine came to Canada to visit partner communities to develop a better understanding of our LED best practices, and to identify potential resources in Canada that could be utilized and adapted to the Ukrainian context. One of the teams was in London March 6 to 8. At the invitation of London Economic Development Corporation (LEDC), they participated in the "For Manufacturers Only" Conference on March 7. They were welcomed to London by Mayor Fontana and several members of Council, were provided with an overview of our local economy, and received presentations on strategies for investment attraction, business retention and expansion, branding and marketing, and inter-municipal cooperation from LEDC, SWEA and civic administration. The study team, FCM MLED management, and local presenters attended a reception and dinner hosted by the London Ukrainian Centre. Both study teams and many Canadian partner communities also participated in an MLED Forum on March 16 to review program progress to date and develop program plans for the coming year.

In May, Kadie Ward, Director of Marketing for the London Economic Development Corporation, developed and delivered a two day workshop educating municipal leaders from 12 Ukrainian cities on economic investment attraction and marketing principles. By the end of the Dnipropetrovsk workshop the attendees had the foundation to develop a marketing plan and campaign messaging.

A group of Ukrainian delegates from participating communities and the Ukrainian government visited several Canadian cities and participated in the 2012 Annual FCM conference and Trade Show which took place in Saskatoon, June 1-4. Mayor Fontana, Councillor Usher and Grant Hopcroft met several times with members of the delegation during their visit.

Mayor Fontana is participating in the 8<sup>th</sup> Annual Association of Ukrainian Cities (AUC) National Ukrainian Municipal Forum in Yalta, July 11-13, where he and the FCM President will deliver presentations on Strategic Planning and strategies on investment attraction and alternative ways to foster Local Economic Development. The conference is held annually, attracting about 300 Mayors

from throughout Ukraine to exchange ideas, participate in policy sessions, and network. Prior to the conference, Mayor Fontana meets in Kyiv with the Canadian Ambassador to Ukraine and the FCM

MLED team.

<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
<b>JILL TANSLEY MUNICIPAL POLICY SPECIALIST</b>	<b>GRANT HOPCROFT DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON</b>