

TO:	CHAIR AND MEMBERS FINANCE AND ADMINISTRATION COMMITTEE MEETING OF OCTOBER 19, 2011
FROM:	GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON
SUBJECT:	AMO ANNUAL GENERAL MEETING, CONFERENCE AND TRADE SHOW 2011

RECOMMENDATION

That, on the recommendation of the Director of Intergovernmental and Community Liaison, this report on the AMO Annual General Meeting, Conference and Trade Show 2011 **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Board of Control, November 12, 2008
Board of Control, December 9, 2009
Board of Control, July 21, 2010
Finance and Administration Committee, December 15, 2010

BACKGROUND

The City of London and the County of Middlesex co-hosted the Association of Municipalities of Ontario (AMO) 2011 Annual General Meeting, Conference and Trade Show from August 21 to 24.

As Ontario's largest municipal conference, this year's event attracted 2,618 participants over the course of four days. Of this number, there were 1,537 registered delegates and 1,081 other participants (including government, ministers, sponsors, exhibitors, speakers, VIPs, volunteers, companions and staff). The number of fully registered delegates represented an increase over 2010, and there was a significant increase in other participants over 2010. A total of 287 municipalities participated.

London and Middlesex organized the welcome reception at the Wolseley Barracks, study tours for delegates, companion tours, bussing, and provided over 100 volunteers throughout the event. The hosts received assistance from Tourism London, Middlesex Tourism, local sponsors, and a professional conference coordinator.

This year's AMO Conference is estimated to have generated an economic impact of approximately \$3.4 million with over 3,100 hotel nights from out-of-town visitors.

Local sponsorship and donations to the City of London and Middlesex County amounted to \$66,700, with thousands of dollars more through in-kind sponsorship contributions. This covered all host costs for the opening reception, shuttle buses, delegate study tours, and companions programme. Our Diamond level sponsors were Lerner's, Orgaworld Canada Ltd., and Ontario Lottery and Gaming Corporation (OLG). Western Fair District were a Sapphire Sponsor. Emerald sponsors were SmartCentres, Pacific & Western Bank of Canada, Union Gas, and Scotiabank. Ruby Sponsors were Trojan Technologies, Dillon Consulting Ltd., and Spriet and Associates. We were also supported by Labatts, Pelee Island Wines, London Convention Centre, Pepsico, Delta London Armouries, Hilton London, and Siskinds.

The 2012 and 2013 AMO conferences will be held at the Ottawa Convention Centre, August 19-22, 2012 and August 18-21, 2013. A request for proposals to host the AMO Conferences in 2014, 2015, and 2016 has been sent to the cities of London, Windsor, Ottawa and Niagara Falls.

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