

TO:	CHAIR AND MEMBERS FINANCE AND ADMINISTRATION COMMITTEE MEETING OF OCTOBER 19, 2011
FROM:	GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON
SUBJECT:	REQUEST FOR PROPOSAL – HOST FOR AMO ANNUAL GENERAL MEETING, CONFERENCE AND TRADE SHOW 2014, 2015, 2016

RECOMMENDATION

That, on the recommendation of the Director of Intergovernmental and Community Liaison, the Mayor and Civic Administration **BE AUTHORIZED** to submit a proposal for the City of London to host the AMO Annual General Meeting, Conference and Trade Show for 2014, 2015 and 2016, including an undertaking that the City of London will:

- a. Host and finance the Welcome Reception;
- b. Provide volunteers to assist with the collation of delegate kits, and to guide companion program tours, study tours and other tasks;
- c. Provide a local planning committee which will develop study tours and companion tours;
- d. Provide shuttle buses between hotels, if necessary;
- e. Provide study tour and companions program buses; and
- f. Provide civic greetings to delegates from the Mayor

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
Finance and Administration Committee, 2011 AMO AGM, October 19, 2011

BACKGROUND

The Association of Municipalities of Ontario (AMO) has invited the cities of London, Windsor, Ottawa and Niagara Falls to respond to their Request for Proposals to host its August Annual General Meeting, Conference and Trade Show for 2014, 2015 and 2016. The City of London and the County of Middlesex successfully co-hosted AMO's 2011 Annual General Meeting, Conference and Trade Show from August 21 to 24. Proposals must be submitted to AMO by Friday October 28, 2011. An AMO selection team will be set up to select the successful municipalities and their recommendation will be considered by the AMO Board in January 2012.

As Ontario's largest municipal conference, this year's event attracted 2,618 participants over the course of four days, and generated an economic impact of approximately \$3.4 million.

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 companion program tours and study tours and other tasks; providing a local planning committee which will develop study tours and companion tours; providing shuttle buses between hotels, if necessary; providing study tour and companions 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. As with the 2011 conference, a host sponsorship program will be developed in cooperation with the County of Middlesex to secure external funding to recover hosting costs to the maximum extent possible.

Tourism London fully supports the attraction of this conference, and is working closely with Civic Administration to complete and submit the City's proposal.

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