

<b>TO:</b>	<b>CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING OF JANUARY 8, 2013</b>
<b>FROM:</b>	<b>GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON</b>
<b>SUBJECT:</b>	<b>LONDON BID FOR FEDERATION OF CANADIAN MUNICIPALITIES (FCM) 2015 SUSTAINABLE COMMUNITIES CONFERENCE AND TRADE SHOW</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Director of Intergovernmental and Community Liaison, Civic Administration **BE AUTHORIZED** to submit a bid for the City of London to host the Federation of Canadian Municipalities 2015 Sustainable Communities Conference and Trade Show.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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Finance and Administrative Services Committee, December 12, 2011: Bid to host FCM Sustainable Communities Conference 2013-2014  
Board of Control, January 27, 2010: Bid to host FCM Sustainable Communities Conference 2011

<b>BACKGROUND</b>
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Until 2011, the Federation of Canadian Municipalities (FCM) hosted the Sustainable Communities Conference and Trade Show on a biannual basis in February. This is the premier event focused on Sustainability and Climate Change Adaptation for municipal government in Canada. The event provides the opportunity for municipal leaders to learn from colleagues and experts, share their own knowledge and experiences and participate in local study tours that showcase innovation and successes in their own communities in sustainability and sustainable community development. Until 2010, the event was held exclusively in Ottawa.

In November 2009, FCM altered its selection criteria, providing for an annual Sustainable Communities Conference and Trade Show. The revised criteria reflect a smaller number of delegates and a smaller trade show and the ability for the FCM Board to evaluate applicants based on their commitment and demonstrated leadership in municipal sustainable development as these principles and behaviour are promoted at the Conference. In 2010, FCM members were given the opportunity to express their interest in hosting the conference outside of Ottawa, rotating the conference through FCM's five regions of Canada: British Columbia, Prairies and Territories, Ontario, Quebec and the Atlantic. London made a bid for the 2011 Conference which was ultimately awarded to Victoria. London also bid on the 2013-14 conferences. The conference was held in Ottawa in 2012 and will be held in Windsor in 2013 and Charlottetown in 2014.

The Sustainable Communities Conference and Trade Show attracts over 500 delegates and over 50 exhibitors (private sector and government departments) senior federal government, elected officials and opinion makers from across the country. The Conference is held in mid-February from Wednesday to Friday, with registration offered beginning on the Tuesday at 1 p.m. and the Conference program and Trade Show beginning on Wednesday.

According to the International Association of Convention and Visitors Bureaus (IACVB), each out of town delegate is expected to generate an economic impact of approximately \$900 to \$1,000 for a total potential economic impact to the City of London of over \$ 550,000. The Trade Show offers members an opportunity to network, to see leading edge products and services as well as innovations in sustainability that are aimed at municipal issues and solutions.

Communities that have demonstrated leadership in municipal sustainable development (such as programs, practices and policies furthering energy conservation, improved neighbourhoods,

increased waste diversion etc.) will be considered favourably. FCM's goal is to deliver a carbon neutral event in a venue and location that moves beyond zero waste through the use of a green building conference facility and/or accommodations, sustainable sourcing (local food, fair trade, organic, etc.), reduced environmental impact, with additional points awarded for a legacy project arising from the Conference.

Host responsibilities include securing a venue on behalf of FCM, preferably at a preferred customer rate, hospitality which includes daily continental breakfasts; coffee and tea each morning of the event; a Mayor's Welcome Reception and Closing Luncheon; the design, funding and operation of study tours, and shuttle transportation between the hotels and conference location as well as for the tours. The hosting municipality may choose to organize and fund a companions' program. FCM serves its members in both official languages and the host municipality must also provide sufficient staff and volunteers with French and English capabilities to assist with on-site logistical requirements as well as tours, information booths and social events; in addition supporting documentation for all tours must be in French and English.

The member is encouraged to solicit local sponsorships to offset the cost of fulfilling their host responsibilities. FCM sets the conference registration fees each year which constitute the primary source of revenue for FCM to defray its costs. FCM's responsibilities include program development, speakers, registration, interpretation, media, and printing. FCM pays the Host Municipality a per capita grant for each paid delegate that attends the event. The per capita amount for the 2011 Conference was \$71.25. Any costs incurred in excess of those covered by the FCM contribution and sponsorships are the responsibility of the host municipality. Civic Administration has estimated that net host community costs would approximate \$50,000 which could be offset in full or in large part by sponsorships.

This report was prepared with the assistance of Jay Stanford, Director, Environmental Programs and Solid Waste and Barry Webb, Manager of Convention Marketing, Tourism London.

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