

BUDGET COMMITTEE – NOVEMBER 30, 2005

HOSTING OF THE 2009 COMMUNITIES IN BLOOM NATIONAL CONFERENCE

Recommendation

The Commissioner of Community Services in consultation with the Commissioner of Economic/Technology Development and Communications recommends:

1. That this report be received for information purposes; and,
2. That Council provide direction concerning the hosting of the 2009 Communities in Bloom National Conference.

Economic Impact

The economic impact of hosting the 2009 Communities in Bloom Conference is \$200,000. However \$50,000 may be recouped from sponsorship contributions.

Purpose

The purpose of this report is to provide Council with the information regarding hosting this convention and obtain Council's direction with respect to the 2009 Communities in Bloom National Conference.

Background - Analysis and Options

At the Council meeting of December 6, 2004, Council directed staff to explore the feasibility of hosting the 2009 Communities in Bloom National Conference.

The hosting of the 2009 Communities in Bloom National Conference consist of two components, the National Symposium on Parks and Grounds and the Communities in Bloom National Awards Ceremonies. The National Symposium on Parks and Grounds is a three (3) day event and has approximately 400 delegates in attendance. The National Awards component is a two (2) day event, which includes a Community Showcase of municipalities competing in the various categories in addition to the Award Presentation Ceremony, which has 750 participants in attendance.

The hosting of this convention by the City of Vaughan fulfills three important aspects in terms of increasing the City of Vaughan's marketability, supporting tourism and creating sustainable community economic development. In the years leading up to the convention, the City of Vaughan will have many opportunities to promote and market itself through the Communities in Bloom National and Provincial websites, a variety of Provincial Associations and trade shows, other National Associations such as FCM (Federation of Canadian Municipalities and the CPRA (Canadian Parks and Recreation Association) in addition to other Community in Bloom promotional venues.

In 2009, the City will reap added rewards in tourism by attracting visitors who are attending the conference. Our City will be showcased to the many delegates by experiencing our local culture and cuisine in addition to the exploration of the wonderful attractions and events, shops and local entertainment. As well, the hosting this convention will provide a wonderful economic boost to the local economy, various promotional and economic opportunities for local businesses and the opportunity for repeat business with future visits from delegates, their families and friends.

The responsibility of hosting this conference is twofold. The National Office of Communities in Bloom has the responsibility for:

- planning and organizing the symposium and awards
- organizing and finalizing the content of the Symposium and Awards
- inviting the National Finalists and symposium delegates to attend
- registration of the participants and providing facilities of the symposium
- promoting the events within the City of Vaughan

The City of Vaughan has the responsibility for:

- provide the facilities for the awards
- planning the activities and social events
- planning the tours along with pre and post events
- promotion of the events with Communities in Bloom National Office

Should Council decide that they wish to host this event, then staff recommends the following:

- (a) That a letter be sent to the Communities in Bloom National Office stating it's intention to host the 2009 Communities in Bloom Conference by December 31, 2005;
- (b) That the Economic Development assume the role as lead department with other City departments lending their assistance and support;
- (c) That Council approves the \$200,000 budget, allocated in each of the following years:

<u>Funding</u>	<u>Year</u>
\$30,000	2007
\$70,000	2008
\$100,000	2009

- (d) That the City of Vaughan participate in the Communities in Bloom program nationally at least 2 years prior to hosting by having a prominent exhibit space at the Communities in Bloom Awards Ceremonies in addition to the FCM (Federation of Canadian Municipalities and the CPRA (Canadian Parks and Recreation Association) Conferences, as well as having a representative of the community be present at the Awards/Symposium one year prior to hosting the event.
- (e) That the Economic Department prepares a detailed submission encompassing the following requirements to be delivered to the Communities in Bloom National Office by January 31st, 2006:
 - a listing of accommodations secured for up to 650 people;
 - a listing of hotels with adequate facilities for: symposium sessions and meals, classroom style, breakout rooms, lunch areas; merchandise, silent auctions, community exhibits, Communities in Bloom registration office and equipment;
 - a venue (up to 600 seating capacity) for the Friday evening Community Showcase Awards with necessary audio visual equipment;
 - and a venue (up to 750 seating capacity) for Saturday evening formal presentation of Awards with necessary audio visual equipment.

The selection of the host City will be based on the facilities for Symposium and Awards; the cost of Lodging for Delegates; the Accessibility and cost of Transportation; the cost of Events (Activities, Banquets, Entertainment) and the Participation Record in the Program. A detailed submission to the Communities in Bloom National Office is required by the end of January 31st,

2006. The submission will be reviewed in February 2006 and a decision will be made by the National Communities in Bloom Board of Directors in March 2006.

Relationship to Vaughan Vision 2007

The hosting of the 2009 Communities in Bloom National Conference creates increased awareness of the City's leadership on key issues and celebrates our successes and achievements.

This report recommends a change from the priorities previously set by Council and the necessary resources have not been allocated.

Conclusion

The hosting of 2009 Communities in Bloom National Conference will increase the City of Vaughan marketability, support tourism and provide a boost to the local economy. Vaughan will build strong international ties with the visiting communities. These delegates from across Canada, the USA and Europe will converge in Vaughan to learn, network and develop partnerships, experience the local culture, cuisine and attractions.

Attachments

Attachment 'A' – Sample of Schedule of Events

Report prepared by:

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Respectfully submitted,

Marlon Kallideen
Commissioner of Community Services

SCHEDULE OF EVENTS

Tuesday or Wednesday

- Arrival of Symposium delegates
- Arrival of some National finalists
- Pre-event tours
- Requirement of 100 rooms

Thursday

- Symposium
- Arrival of most National finalists
- Pre-event tours
- Requirement of 200 rooms

Friday

- Arrival of most National finalists
- Symposium in the AM and Site visits in PM
- Community celebration in Evening: local entertainment
- Requirement of 300 rooms

Saturday

- Tours and visits
- National Awards in Evening: local entertainment
- Requirement of 300 rooms

Sunday

Post event tours

