

## **COMMITTEE OF THE WHOLE - JUNE 16, 2008**

### **PROGRESS REPORT ON THE 2009 COMMUNITIES IN BLOOM BEAUTIFICATION COMMITTEE**

#### **Recommendation**

Regional Councillor Mario Ferri, Chair of the Communities in Bloom Beautification Committee and the 2009 Communities in Bloom (CIB) Conference Organizing Committee, in consultation with the City Manager, Commissioner of Community Services and the Manager of Economic Development, recommends:

THAT this report be received for information purposes only.

#### **Economic Impact**

There is no economic impact related to this report, as it is an information item.

#### **Communications Plan**

The Sub-Committee on Marketing and Communication, supported by the City's Corporate Communications Department, will be executing an extensive marketing and promotional strategy which include print, electronic media as well as signage.

#### **Purpose**

The purpose of this report is to provide Council with an update on the marketing, promotional and planning activities undertaken thus far for the 2009 CIB National Symposium on Parks and Grounds and National Awards Ceremonies.

#### **Background**

This CIB Conference is the largest and most ambitious tourism / conference endeavour in Vaughan's history. An event of this magnitude requires significant sponsorship dollars, as well as the co-operation and hard work of City staff, community stakeholders and volunteers. In preparation to be the host city for the 2009 CIB National Symposium on Parks and Grounds and National Awards Ceremonies, the City of Vaughan is engaged in a number of initiatives to bring awareness; encourage delegate participation; and ultimately generate economic spin-off benefits for local tourism operators and hospitality-sector businesses.

The City of Vaughan is responsible for assisting the CIB National Office with the organization and execution of the Conference. Activities include: securing hotel and meeting room spaces; coordinating symposia, meals, silent auction, trade show, Rendezvous Lounge, registration desks, tour desks and activity/hospitality desks, Community Showcase and the Gala Event and Awards Ceremonies. Attendance of up to 1,500 delegates is expected at the Gala Event on October 3, 2009.

#### **1. Dates & Location Details**

The 2009 CIB National Symposium on Parks & Grounds and the National Awards Ceremonies will be held from Tuesday, September 29 to Saturday, October 3, 2009. Pre

and post- event opportunities to experience Vaughan will be organized and offered as part of the official programme.

Following a review of the City's core hotel inventory and meeting room space inventory, the Vaughan Corporate Centre was selected as the hub of the CIB Conference. The Hilton Garden Inn has been selected as the headquarters hotel with a room block of nearly all 150 rooms. The CIB National office will utilize all the meeting space at the hotel and at the Toscana Banquet Hall. The AMC 30 Theatres provides up to 30 theatre spaces during the day for concurrent symposia. Abundant dining, shopping and entertainment opportunities also make the Corporate Centre, the choice for CIB central.

An agreement has been reached with Bentall Realty to erect tenting in its parking lot facing the Residence Inn by Marriott on Interchange Way, to accommodate up to 1,500 persons for the Community Showcase and Gala events. On an ongoing basis, City staff is working with the CIB National Office to complete the booking of symposia and exhibit space.

All the events will be held within easy walking distances of hotel and meeting spaces, significantly reducing the need for vehicular transportation. Motor coach transportation will be limited to technical and social tours and off site events. In addition to budget implications, reducing dependence on coach transportation also has a positive impact on road congestion, as well as positive environmental and air quality effects.

## **2. Branding**

The branding strategy was developed around the stunning orange gerbera daisy imagery. The colourful and strong image has an instant recall and recognition effect, creating a lasting impression. In 2007, the gerbera imagery was featured on a unique invitation which opened into a blooming flower. This invitation was distributed to 1,000 Communities in Bloom delegates in 2007 and 2008 as a lure piece to reinforce the association of Vaughan as host for the 2009 CIB National Symposium on Parks and Grounds and National Awards Ceremonies. This invitation won a 2007 Economic Developers Association of Canada (EDAC) award for marketing communications.

The gerbera image was carried through on a trade show display booth panel and on a unique orange chocolate gerbera daisy-on-a-stick give-away. The gerbera imagery is carried through in targeted advertising as well as on bilingual invitations to Vaughan hosted events.

Leading up to and throughout the 2009 Conference, the gerbera brand will continue to be featured on documents such as the corporate sponsorship programme, preliminary event schedule, official conference programme, signage, web site and electronic communications. The gerbera daisy, as well as similar looking orange annuals, will be featured in City streetscapes leading up to the conference.

## **3. CIB / WinterLights Annual Awards Ceremonies & Trade Shows**

Council recommended that the City of Vaughan participate in CIB programmes internationally at least two (2) years prior to hosting in Vaughan in 2009. The City of Vaughan has been actively engaged with CIB National office in the pre-promotion of the 2009 CIB National Symposium on Parks and Grounds and National Awards Ceremonies.

### **Past Marketing & Promotions Opportunities**

The City of Vaughan has had a booth in the trade show portions of each event and/or has hosted a reception for delegates in each city. These receptions have provided an

excellent networking opportunity to meet with CIB delegates one on one basis. Below are lists of the trade shows City staff have or will be exhibiting in:

Feb. 2007	Ottawa	WinterLights National Awards Ceremonies
Sept. 2007	Moncton	CIB Symposium & National Awards Ceremonies
Feb. 2008	Saint John	WinterLights National Awards Ceremonies
May 2008	Quebec City	FCM Municipal Expo

#### **Upcoming Marketing & Promotions Opportunities**

Aug. 24-27, 2008	Ottawa	AMO Exhibition & Trade Show
Sept. 12-14, 2008	Gravenhurst	2008 Communities in Bloom Provincial Awards
Sept. 16-20, 2008	Lethbridge	2008 Communities in Bloom National Symposium
Feb. 19-22, 2009	Prince George	WinterLights National Awards Ceremonies

During the 2008 CIB conference in Lethbridge, the City of Vaughan will host approximately 600 delegates to a "Pasta and Pizza Festa" on Friday, September 19, 2008. As hosts, Vaughan uses this event to promote the City, its attractions and to give delegates a sense of the community's distinctive flavours.

Since the CIB National office's notification that the 2009 Ontario Provincial CIB Awards Ceremonies, originally scheduled for Sarnia in September 2009, will now be integrated with the 2009 CIB National Symposium on Parks and Grounds and National Awards Ceremonies, Vaughan will exhibit at this year's CIB Provincial Awards Ceremonies in Gravenhurst.

In addition to Vaughan's participation at provincial and national events, local promotional opportunities exist as well. CIB activities in Vaughan have summer and winter components which generate extensive media coverage in print, radio and television and create unique on-site media opportunities generating high visibility for Vaughan. All CIB programmes are supported by media sponsorship, print brochures, newspaper advertising, newspaper inserts, media launches, news releases, news advisories, unique web site and staged events.

Vaughan Public Libraries (VPL) have been a contributing member of the CIB summer and winter programmes generating additional publicity and media coverage through their activities in the community.

#### **4. Media Launch**

Plans are underway for a media launch in late September or early October 2008 to mark the one year countdown to the Communities in Bloom National Symposium on Parks and Grounds and National Awards Ceremonies in Vaughan. The launch will coincide with the launch of a "Countdown" website at [www.vaughan.ca](http://www.vaughan.ca) where delegates will be able to obtain conference programme information; register; and download tourism information. The website will also contain companion & family programmes, as well as sponsorship and volunteer opportunities.

#### **5. Organizing Committee and Sub-Committees**

The Honourable Greg Sorbara, MPP (invited) and Chair of York Region, Bill Fisch will serve as Honorary Co-chairs. The Committee Chair is Regional Councillor Mario Ferri.

Reporting through the Tourism Manager & Tourism Coordinator to the Executive/Technical Committee, there are 10 sub-committees charged with a variety of responsibilities required to host the 2009 CIB Conference in Vaughan. It is anticipated that as we move into 2009 there will be a requirement for up to 200 volunteers to help execute the various events and activities. An organizational chart is attached which details the 2009 CIB Conference Organizing Committee.

## **5. Staffing & Volunteers**

A Tourism Coordinator (contract) with extensive event planning and management experience has joined the staff of Economic Development to work exclusively on the 2009 Communities in Bloom Conference.

Many of the Communities in Bloom and WinterLights Celebration volunteers have offered their services for the conference. In addition to these volunteers who regularly serve their community, key members of the Vaughan business community have agreed to serve on the subcommittees.

In addition there are a number of high profile community members who have offered their extensive experience with the community's charitable causes to assist Economic Development with the Community Showcase and Gala events that conclude the 2009 Conference.

## **6. Sponsorship**

A sponsorship programme is being developed in conjunction with the Communities in Bloom National and Provincial offices, the 2009 CIB Conference Organizing Committee and the Sponsorship Subcommittee. The goal is to reach and exceed the \$100,000 in corporate sponsorship as set out by Council in Item 10 Report No. 7 of the Budget Committee on December 12, 2005.

Sponsorships levels will begin at the Contributing Partner level (in-kind contributors) to the Presenting Sponsor level (\$75,000).

At the first meeting of the 2009 CIB Organizing Committee recommendations were made with respect to clarifying charitable donation status for sponsorship donations and corporate category exclusivity.

### **Relationship to Vaughan Vision 2020**

This report is consistent with the priorities set out by Council and the necessary resources have been allocated and approved.

### **Regional Implications**

A copy of this report will be circulated to Chair Bill Fisch and the Director of Economic Development. The Region will be requested to post a link on the Tourism website.

### **Conclusion**

Pre-promotion to create awareness and promote delegate registration at the 2009 CIB National Symposium on Parks and Grounds and the National Awards Ceremonies is well underway. As a result of pre-promotional efforts, a majority of potential CIB delegates have top of mind awareness that Vaughan is the host city in 2009 and are eagerly looking forward to attending.

The City of Vaughan, through its participation in CIB and WinterLights competitions, its associated awards ceremonies; and through exhibits and trade shows, has built a strong connection with many CIB delegates.

The combination of the Provincial Awards with the National event will mean that Vaughan could welcome up to 1,500 delegates for the 2009 CIB National Symposium on Parks and Grounds and National Awards Ceremonies, particularly for the Gala and National Awards Ceremonies which will be held on Saturday evening, October 3, 2009.

The 2009 CIB National Symposium on Parks and Grounds and the National Awards Ceremonies will bring significant direct economic benefit to Vaughan as well as the benefit of return visitation in the years to follow.

**Attachments**

- 1. Organizational Chart**
- 2. Examples of promotional pieces**

**Report prepared by:**

Noreen Cartwright, Manager of Tourism

Respectfully submitted,

Mario Ferri  
Chair of Beautification Committee &  
2009 Communities in Bloom (CIB) Conference Organizing Committee



# 2009 COMMUNITIES IN BLOOM CONFERENCE COMMITTEE



**BEAUTIFICATION COMMITTEE**  
CHAIR, REGIONAL COUNCILLOR MARIO FERRI

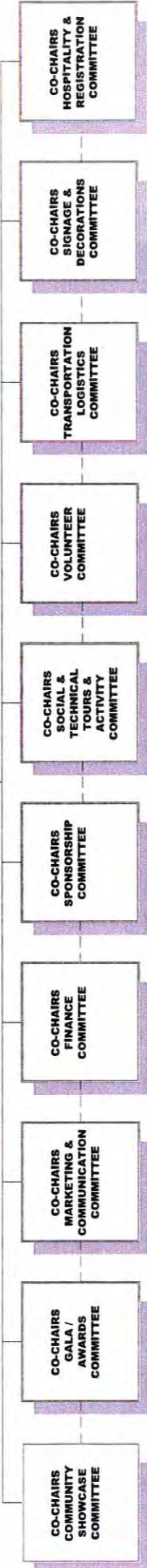
**2009 CONFERENCE COMMITTEE**  
LINDA JACKSON (EX-OFFICIO)  
MARIO FERRI (CHAIR)  
MICHAEL DeANGELIS  
MARLON KALLIDEEN  
SHIRLEY KAM  
MADELINE ZITO  
PAUL GARDNER  
MARJIE FRASER  
LYNNE BONNEVILLE  
NOREEN CARTWRIGHT  
ANNA DI RUSCIO  
DEBORAH BONK  
RICHARD SMITH  
ELSTON RICHARDSON  
PATRICK DRAPER  
STEVE KERWIN  
STAN GRABOWSKI  
AIDA CABRAL- ROSA

**CIB NATIONAL SYMPOSIUM ON PARKS & GROUNDS (RAYMOND & ANNE CARRIERE)**

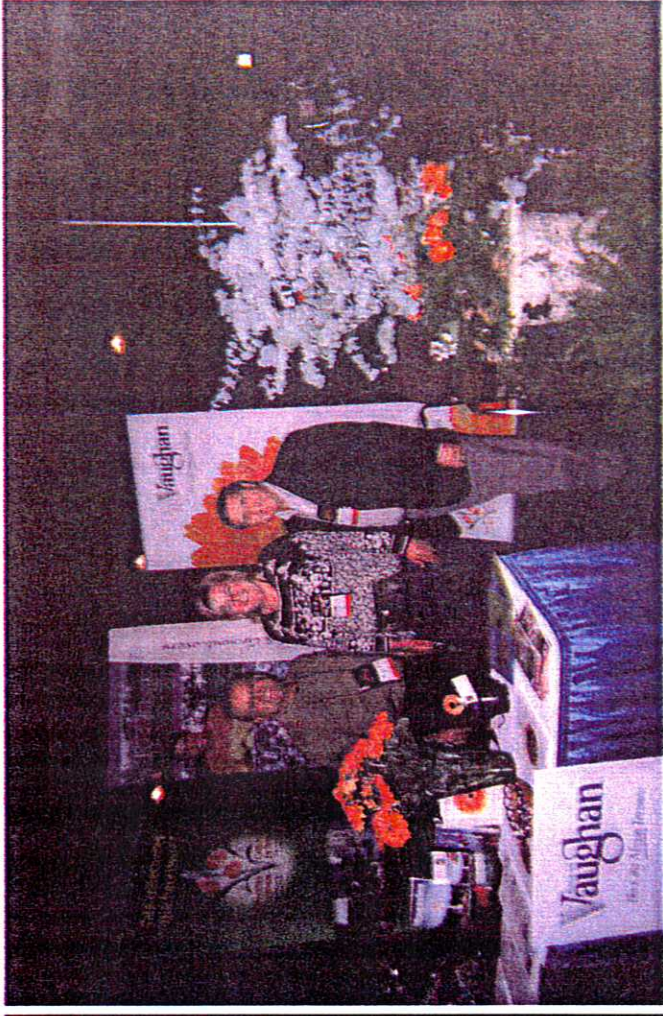
**NATIONAL SYMPOSIUM ON PARKS & GROUNDS (CLAUDETTE SAVARIA)**

**EXECUTIVE /TECHNICAL COMMITTEE**

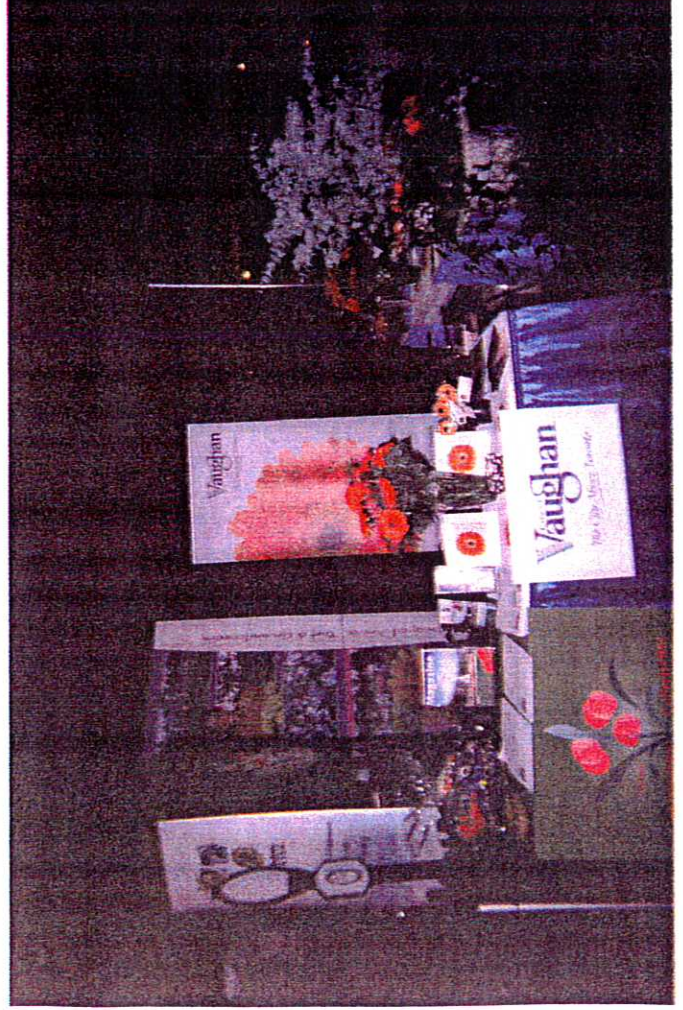
**MANAGER/ COORDINATOR (TOURISM)**







FCM - MUNICIPAL EXPO - QUEBEC CITY May 29-31, 2008







## Come See What's Blooming in 2009!



Proud host of the National Symposium on Parks & Grounds  
National Awards Ceremonies  
September 30 - October 3, 2009

For more information, contact: Noreen Cartwright, Manager of Tourism, Vaughan

Tel: 905-832-8585 ext. 8242 or [noreen.cartwright@vaughan.ca](mailto:noreen.cartwright@vaughan.ca)

