

## **ECONOMIC DEVELOPMENT COMMITTEE – MARCH 1, 2010**

### **COMMUNITIES IN BLOOM 2009 NATIONAL SYMPOSIUM**

#### **Recommendation**

The Director of Economic Development, in consultation with the Chair of the Communities in Bloom (CIB) Steering Committee recommends that this report be received.

#### **Contribution to Sustainability**

Sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. The CIB Program encourages environmentally sustainable gardening and horticultural practices; engages residents in beautification efforts; and builds civic pride. Thus the City's hosting of the CIB 2009 National Symposium conforms with its Community Sustainability and Environmental Master Plan, *Green Directions Vaughan*, and specifically Goal 4: To create a vibrant community for citizens, businesses and visitors.

#### **Economic Impact**

There is no economic impact associated with this report.

#### **Communications Plan**

In co-operation with the Corporate Communications Department, Economic Development Department staff will post the Communities in Bloom 2009 National Symposium Hosting Report (Attachment 1) to the City's website. An electronic copy of the Hosting report will also be sent to the CIB National Office for use on their website by other municipalities wishing to understand the intricacies of hosting a successful CIB Symposium.

#### **Purpose**

To provide a final summary to Council in respect to the hosting of the CIB 2009 National Symposium and National Awards Ceremonies which took place from September 29 to October 4, 2009.

#### **Background – Analysis and Options**

The City, through the Community Services Commission became an active member municipality of the National Communities In Bloom Program in 2002. With the City's participation and support growing each year for the CIB programs– which include Winterlights, Schools in Bloom, and Curb Appeal. It was suggested that Vaughan take a leading role in the CIB and host the Annual CIB National Conference. In December 2005, Council adopted Item 10, Report No. 7 of the Budget Committee entitled *Hosting of the 2009 Communities in Bloom National Conference*. The report directed staff of the Economic Development Department – Tourism, to make a bid on hosting the 2009 CIB National Symposium on Parks and Grounds and National Awards Ceremonies (“the Conference”) as an event of this size would bring to Vaughan approximately 750 delegates (tourists) from across North America and various countries from around the world. In addition, the Conference had three objectives: showcasing local sustainability initiatives pertaining to parks and grounds; raising the City's profile nationally and internationally; and boosting the local economy from spending generated by visiting delegates.

Subsequently, staff submitted a proposal in January 2006 to host the 2009 conference. The proposal was successful and in July 2006, CIB officially announced that The City of Vaughan was chosen as the host municipality for the 2009 Conference. However, after being awarded the bid

for the 2009 event, the Provincial CIB Awards Ceremonies were combined with the National Symposium which increased the anticipated attendance of the three-day event to approximately 1,500 delegates. The anticipated delegate count of 1,200 to 1,500 would form the base line number for planning purposes by the staff of the Economic Development Department.

### Roles and Responsibilities

The CIB National Symposium was the largest and most ambitious tourism/conference endeavour undertaken by the City in Vaughan's history. An event of this magnitude required significant planning, organizational and promotional efforts, funding (core and sponsorship), as well as co-operation from staff across various departments, community stakeholders and resident volunteers. The Manager of Tourism and a newly created role, Project Coordinator – CIB were tasked with the project lead roles, supported by the CIB Beautification Committee, Commissioner of Community Services and City Manager.

Various tasks involved in the organization and execution of the conference were shared between the CIB National Office and the City. CIB National was responsible for:

- Planning and organizing the Symposium and Awards Ceremony
- Provision of facilities for the Symposium
- Contracting accommodation services for delegates
- Registration of delegates and collection of payments
- Inviting National Finalists, judges and other dignitaries to attend
- Marketing and promotion of the CIB National Symposium.

The City as hosts of this symposium or conference was responsible for:

- Planning the activities and social events associated with the Mayor's Welcome Reception, Multicultural Festival and Closing Gala
- Planning the technical and social tours
- Providing transportation services between venues
- Marketing and promotion of the Symposium with the CIB National Office.

In late 2008, the CIB 2009 Conference Project utilized ITM's project management methodology through the Project Management Office (PMO). PMO was used to manage and co-ordinate the myriad of activities and tasks related to execution of the Conference. In the past, PMP had been used extensively and successfully in Information Technology Management (ITM) projects ranging from JD Edwards Implementation to Access Vaughan. The use of the PMP approach brought greater discipline and rigour to managing a complex set of activities with numerous variables and inputs. ITM staff, working closely with the Manager of Tourism and Team Leads developed and refined project definitions, project scope, budget, workplans and issue escalation / communications protocols, to ensure that the complex project remained on schedule and within budget parameters.

A project team which included Economic Development, ITM and Community Services staff undertook activities which ranged from website development; marketing and promotions; volunteer development; sponsorship solicitation; grant proposal development; event planning; public and media relations, etc. A Memorandum of Understanding was signed with CIB National Office to clearly delineate expectations and responsibilities.

### Revenue and Expenditures

In December 2005, Council through the budget process approved amounts of \$30,000, \$70,000 and \$100,000, for 2007, 2008 and 2009 respectively in support of the Conference for a total of \$200,000. Staff was also directed to leverage \$50,000 to \$100,000 in additional sponsorship contributions from private sector partnerships. In addition to the \$30,000 in 2007 and the \$70,000

in 2008, a final 2009 budget of \$403,250 was submitted to Budget Committee on March 9, 2009 and approved. Total budget over three years was \$503,250. However, staffing costs were not included in the preparation of the final budget allocation.

In addition to the City funding of \$200,000, the project team with assistance from the Manager of Capital & Asset Management and the Grants Coordinator successfully secured a grant from the Ministry of Tourism in the amount of \$119,250 towards the hosting of the Conference. The project team was able to utilize the Ministry of Training, Colleges and Universities' Job Creation Partnership Program for an additional four full-time staff over a 41-week period, at no cost. Utilizing tourism and hospitality training programs at local community colleges, the City sourced assistance from ten co-op students, again at no cost. Community-based volunteers as well as staff volunteers lent further assistance organizing and staffing events.

Despite considerable pressures from the current economic downturn and stiff competition from other events, the team was able to generate over \$118,000 in corporate sponsorship and reduce overall spending within the allotted budget envelope. Significant in-kind donations augmented the budget and contributed to the overall impression of the various events. The final financial impact to the City of hosting the conference, excluding staff costs was contained to the original \$200,000 funding. See Attachment 2 – Revenue & Expenditure Statement 2007-2009.

#### Marketing & Promotional Activities Preceding the 2009 CIB National Symposium

Leading up to the event in 2009, marketing and promotional activities related to the Conference took place, which also included development and printing of promotional and sponsorship materials. Council recommended that the City participate in CIB programs at least two years prior to hosting in 2009. City funding covered the cost of travel (transportation, accommodations, meals and incidentals), registration, exhibit space or receptions associated with key trade shows such as Federation of Canadian Municipalities (FCM), Association of Municipalities of Ontario (AMO), WinterLights and CIB National Symposiums.

In late April 2009, the City held the official launch of the CIB 2009 Conference, attended by the Honourable Greg Sorbara, MPP and Regional Chair Bill Fisch. Following the launch, a cheque presentation was held on June 5, 2009 to officially present the Tourism Development Grant.

The City undertook a multi-pronged media campaign to bring awareness of the Conference, and to bring recognition to local businesses and sponsors. The campaign included television spots, print media, website and other online advertising, e-newsletters, decals and bridge signage. The estimated total media impressions exceed 19 million impressions.

#### Attendance

The 2009 Conference final attendance officially had 464 registered delegates attend from throughout Canada, United States, Japan, Scotland, England, Ireland and Australia. Attendance was below previous expectations as municipalities worldwide, tightened spending on out of town events in response to the economic slowdown and public perception. In meeting with registration challenges experienced by CIB National Office, staff undertook extensive marketing efforts to drive attendance with community groups and sponsors.

The Multicultural Festival drew attendance from local community groups, sponsors and delegates for a total of 785 attendees. The Closing Gala had a final attendance of 823 people. Post conference surveys of registered delegates yielded a 22% response rate. Over 96% of survey respondents gave favourable ratings on their overall impressions of the Conference.

Many of the delegates were overwhelmed with Vaughan's warmth and hospitality. Local tourism and hospitality operators participating on the Vaughan Tourism Advisory Committee were also very satisfied with the media coverage, traffic and spending associated with the Conference.

Cross-promotion activities undertaken at the Rogers Cup, that is, availability of booth/exhibit space (at no cost to local businesses for usage) further drove public awareness and traffic into Vaughan-area businesses.

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

This report is consistent with the priorities set out by Council

### **Regional Implications**

Not applicable

### **Conclusion**

Originating in 2002, Vaughan's CIB Program has initiated numerous community beautification projects; helped improve the City's overall appearance; stimulated resident and school engagement and increased civic pride. The City's success with the CIB Program is manifested in consecutive wins at the 2003 Provincial, 2004 National and 2005 International Competitions. In addition, Vaughan was named 2008-2009 WinterLights Celebrations National Champions.

The Communities in Bloom 2009 National Symposium was an opportunity for the City to move from being a competitor to a host. It was also the first-ever conference or symposium endeavour of this scale for the City.

The City successfully planned and executed its first-ever major Conference within the allotted budget, by securing government funding, sponsorships and in-kind donations. However, for future endeavours of this nature, staffing inputs should be included in programming costs as a more accurate reflection of the true costs and to provide for a more fulsome comparison against other opportunities.

The three-year program generated tremendous national and international exposure for the City; showcased local sustainability initiatives, as well as generated tourism revenues for the local hospitality and retail sector businesses.

### **Attachments**

1. Communities in Bloom 2009 National Symposium Hosting Report
2. Revenue & Expenditure Statement 2007 – 2009 (Without Staffing Allocation)
3. Revenue & Expenditure Statement 2007 – 2009 (With Staffing Allocation)

### **Report prepared by:**

Shirley Kam, Senior Manager, Economic Development Department  
Tim Simmonds, Director, Economic Development Department

Respectfully submitted,

Tim Simmonds  
Director of Economic Development

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**CITY OF VAUGHAN  
PROUDLY HOSTS COMMUNITIES IN BLOOM  
2009 NATIONAL CONFERENCE**

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**Post – Event Summary**



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## POST-EVENT SUMMARY REPORT

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The City of Vaughan has participated in the Communities in Bloom Program (CIB) since 2002. Initially, the City's involvement with Communities in Bloom was as a competitor in the beautification programs and in September 2009, as Proud Host of the National Conference on Parks and Grounds.

It was a great opportunity to showcase our city to countries around the world. CIB brought together delegates from across Canada, the USA, Europe and Japan, to share ideas and enjoy the festivities that live on long after the conference has come to an end.

The process of hosting a national conference such as Communities in Bloom required a dedicated team of staff and volunteers; a clear vision of the events and symposia; and ability to leverage sponsorship, media support and community participation. This document celebrates Vaughan's successful bid in 2005 to host the CIB National Conference in 2009. The following outline is a compilation of the key actions undertaken by the Communities in Bloom Steering Committee and Project Team.

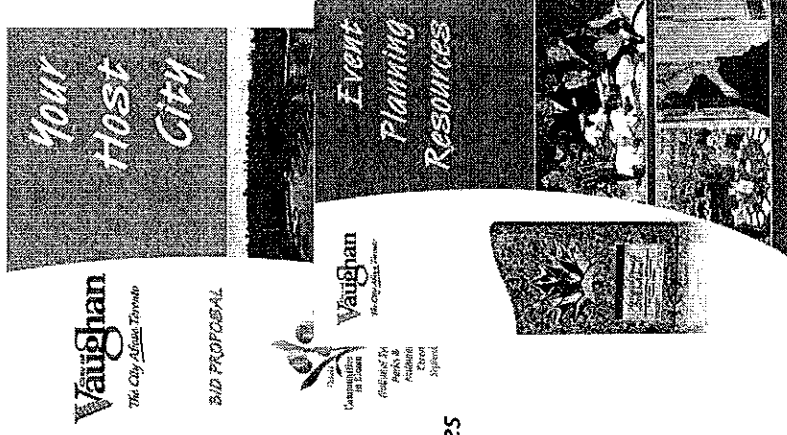
# CONFERENCE BID PROPOSAL 2005

A Request for Proposal (RFP) (or invitation to bid), was issued to invite municipalities to bid on hosting the 2009 Communities In Bloom Conference. This is the municipality's opportunity to showcase their community, services and commitment to host such an event.

What made Vaughan's conference bid successful?

- **Community:** A strong, diverse and major urban centre
- **Attractions & Entertainment:** A vast selection of things to see and do while visiting
- **Services & Amenities:** Capacity to host attendees: hotels, restaurants, conference centres
- **Quality of Life:** A community that is committed to beautification and sustainability
- **Hospitality:** A vibrant community made up of warm and welcoming people

Vaughan's winning bid package put the community's best foot forward and demonstrated its capacity, experience and support to host high calibre events.



# **KEY COMPONENTS TO EVENT PLANNING**

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- Project Management
- Pre Marketing & Promotions
- Sponsorship Recruitment
- Event Planning & Logistics
- Marketing & Communications
- Budget & Financials
- Administration
- Follow-Up
- Post Mortem & Closure



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## **KEEPING AN EYE ON THE BALL – PROJECT MANAGEMENT**

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The City of Vaughan's Information and Technology Management (ITM) Department has been using their own project management methodology since 2004.

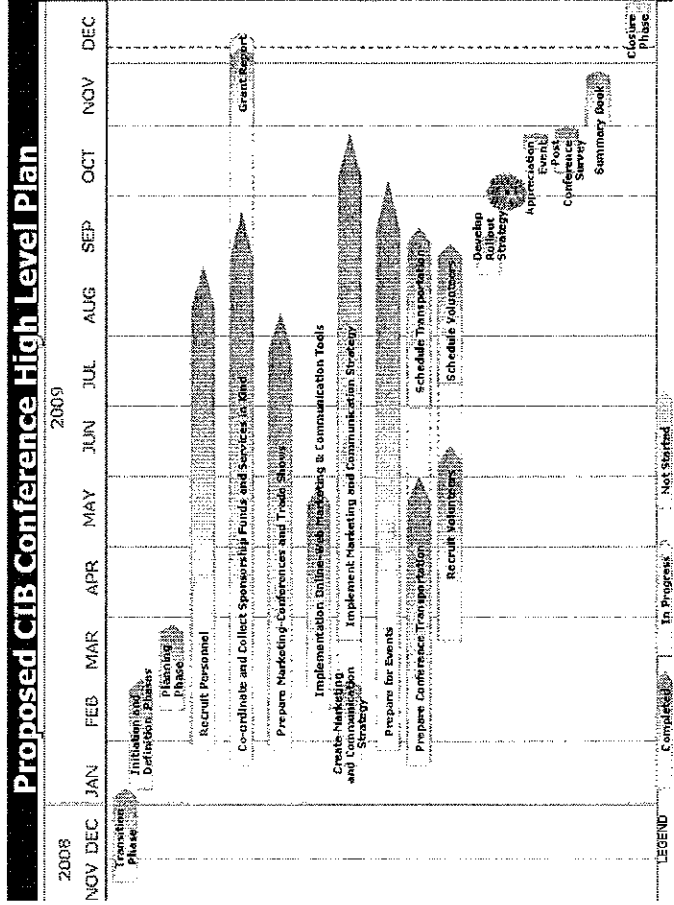
This methodology is highly adaptable to diverse projects and therefore was selected to aid in the rollout of the CiB 2009 Conference.

# THE TEAMWORK

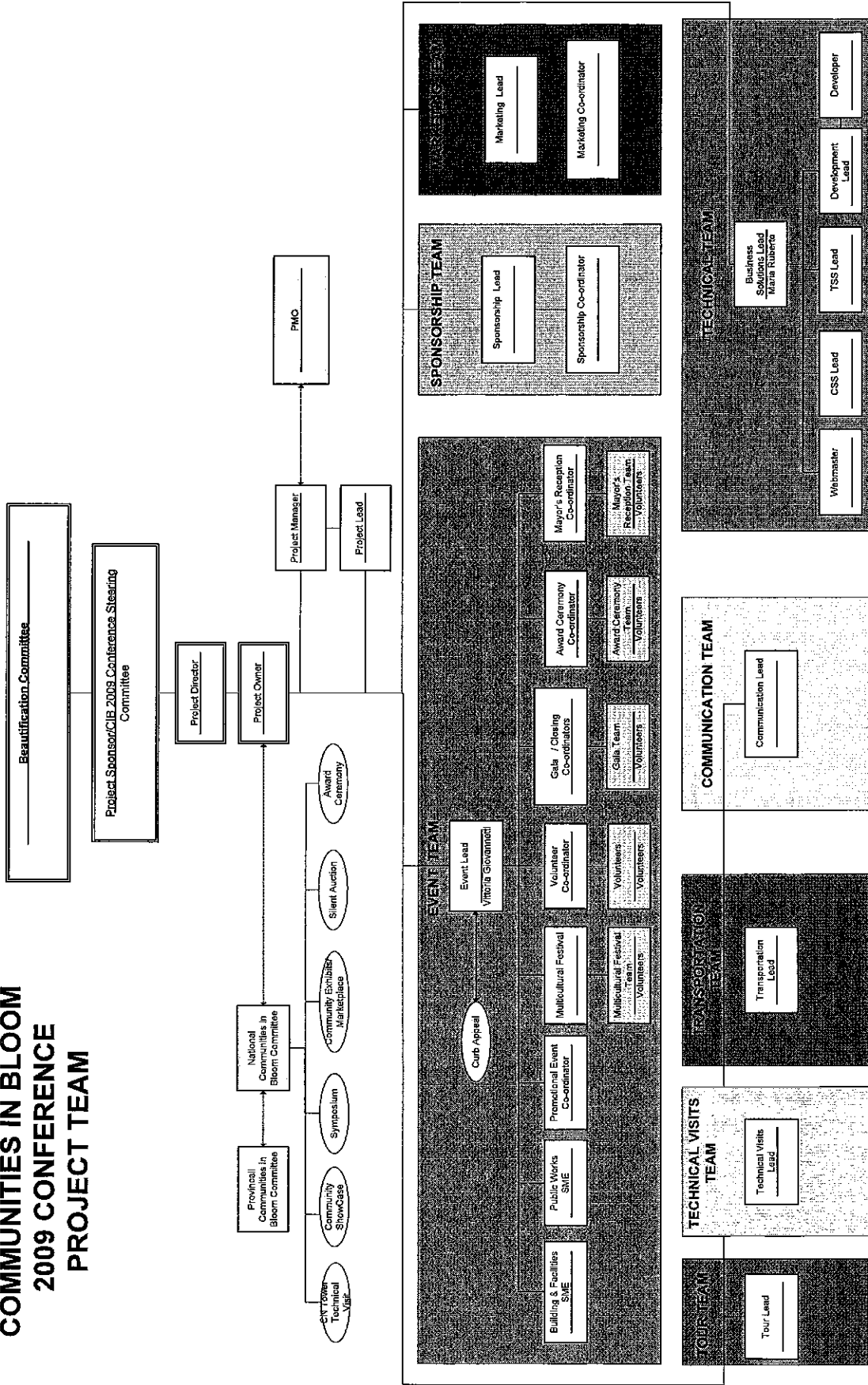
Clearly defined roles are not only crucial when planning an event, they foster a strong team oriented work environment which ultimately promotes a smooth execution.

The Project Lead must understand all facets of the initiative and must communicate and work well with all members to effectively delegate tasks and help facilitate activities. Streamlined processes and responsibilities drive effective results. Issues must be escalated in a timely manner in order to mitigate consequences.

Resourcefulness is key. No team has all the capacity to "do it all". Building a cohesive volunteer network can extend the team's ability to get the job done.



# COMMUNITIES IN BLOOM 2009 CONFERENCE PROJECT TEAM



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## **BUILD IT FOR THE SPONSORS/PARTNERS**

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No organization has all the resources to make high calibre events happen on their own. Getting support and buy-in starts within the organization first. Remember, if you can't sell it to yourself first, it's impossible to sell it to others.

Tailoring the events to attract sponsors require forethought and creative thinking, especially during difficult economic times. Sponsors or partners must receive value for their money and support. Overloading the event with sponsors dilutes the value for all sponsors.

A simple heartfelt thank you, is always appreciated....

# SPONSORSHIP STRATEGY

Develop a sponsorship strategy and implement in order to solicit support for the Communities in Bloom 2009 National Conference.

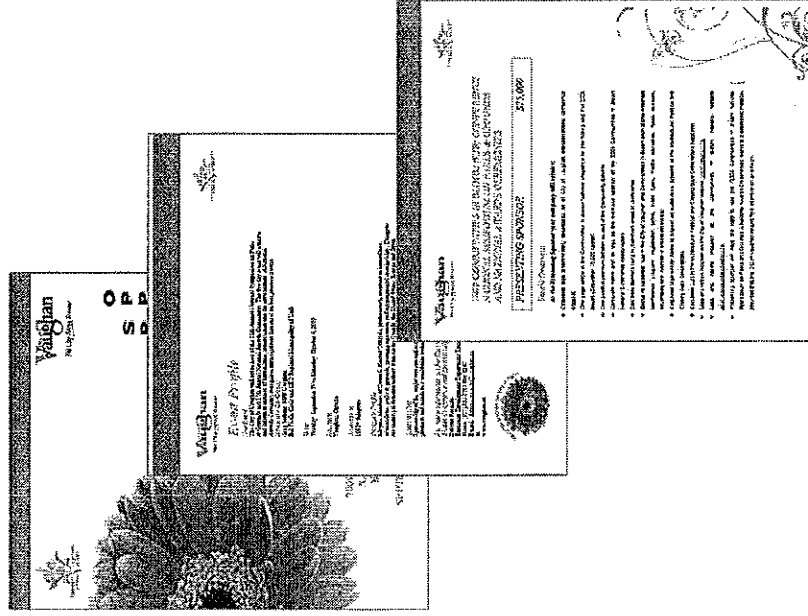
A sponsorship package outlines benefits at several levels including both financial and In-Kind patronage.

Potential sponsors were identified and approached. Packages were sent out and follow up calls were made to those who show interest.

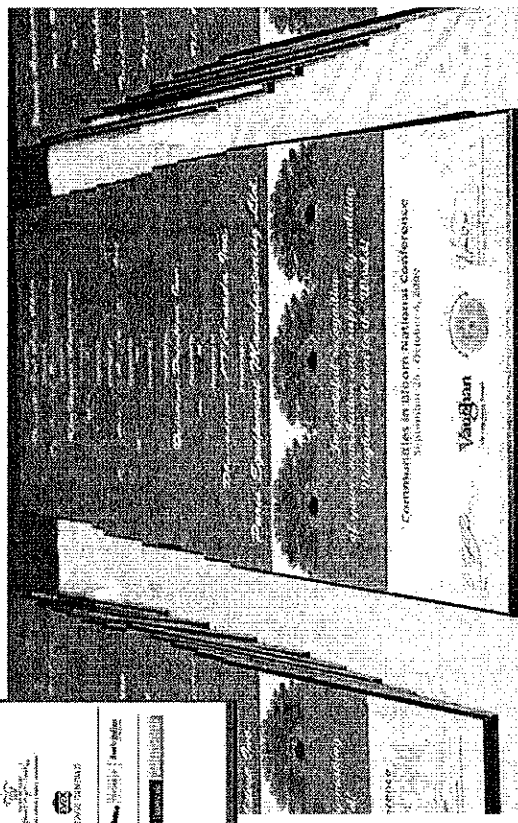
Contracts outlining the requirements expected from both the City of Vaughan and the sponsoring company or individual were written and signed by both parties.

A thank you letter was drafted and sent to the sponsor on behalf of the City Manager in appreciation of the support.

A tracking system was set up in order to ensure each step was properly executed for each of the benefits agreed upon. Once the payment was processed, a donation receipt was sent to the sponsor.



Sponsors were invited to attend the Communities in Bloom Appreciation Event where they received a certificate in recognition of their support.



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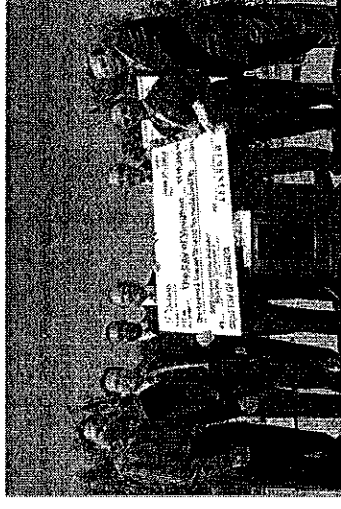
## LEVERAGE GOVERNMENT FUNDING

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The Governments of Canada and Ontario support a wide array of local government initiatives through the provision of grant funding.

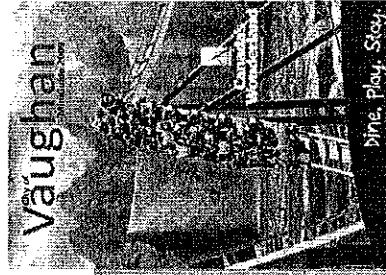
Municipalities can utilize the grant funds to form an essential component of the revenue required to develop and deliver many local projects which may not otherwise be possible.

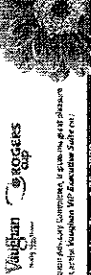
Government funding through grants can provide opportunities for local municipalities to offer additional or enhanced programs, services and events to the residents, businesses and visitors/guests.



# CROSS-PROMOTION OPPORTUNITIES: ROGERS TENNIS CUP 2009

Cross promotion efforts provide the opportunity to effectively reach an audience which could otherwise go untouched. The Rogers Tennis Cup 2009 gave Communities In Bloom exposure to over 155,000 affluent guests allowing for event promotion and brand (city) awareness.





**Vaughan Rogers Cup**  
2009

As part of the Vaughan's Vaughan Community Committee, it's exciting to get players from all over the world to Vaughan for the Rogers Cup 2009.

Mark your calendar for the Rogers Cup 2009 on August 11-20, 2009. The Rogers Cup 2009 will be a week-long tennis tournament. It's an exciting event for all ages and skill levels. The Rogers Cup 2009 is a great opportunity to promote your business and services to a large, affluent audience.

There are many ways to get involved in the Rogers Cup 2009. You can be a sponsor, a volunteer, or a participant. For more information, please contact the Vaughan Community Committee at 905.709.1111.

**Mark your calendar for the Rogers Cup 2009 on August 11-20, 2009.**

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**Sponsorship Opportunity!**  
It's time to get the Vaughan Rogers Cup!

**THE CITY OF VAUGHAN WANTS TO SHOWCASE YOU**

**WE WELCOME YOU TO PARTICIPATE IN COMMUNITY EVENTS AND BENEFIT FROM SOME GREAT EXPOSURE**

Rogers Cup Tennis Tournament, August 11 - 20, 2009  
Communities In Bloom Conference, September 30 - October 4, 2009  
Multicultural Festival, October 3, 2009

**Benefits for your business:**

- Exposure to over 155,000 affluent guests
- Free advertising space for your business
- Free access to the Vaughan Rogers Cup website
- Increase visibility of your company's services and products

Whether you're a business or a volunteer, we want you to be part of the Rogers Cup 2009. We're looking for people who are passionate about tennis and want to help us make the Rogers Cup 2009 a success. For more information, please contact the Vaughan Community Committee at 905.709.1111.

**Mark your calendar for the Rogers Cup 2009 on August 11-20, 2009.**

**Mark your calendar for the Rogers Cup 2009 on August 11-20, 2009.**

The City of Vaughan  
Vaughan Community Committee  
10000 Woodbine Ave., Suite 100  
Vaughan, ON L4V 1N1  
905.709.1111



# ENGAGE PROMOTIONAL PARTNERS, BUILD COMMUNICATIONS EARLY

Creating awareness and “buzz” is paramount when planning an event of this magnitude. The communications and promotional efforts must address key objectives in order to ensure a successful outcome:

- engage key stakeholders and potential attendees
- build local enthusiasm and awareness in order to get support from individuals, businesses, and partners close to home
- extend efforts in order to gain broader market awareness

Build a **Communications and PR plan** to address all promotional needs.

Develop **Media Kits** to outline event background, the benefits of sponsorship and levels of sponsorship opportunities.

Secure an **official TV sponsor** that can provide targeted and appropriate media coverage including: TV spots, News coverage, on-air community events, online advertising and editorial, master of ceremonies.

**2009 Communities in Bloom Conference**

**Media Partners**

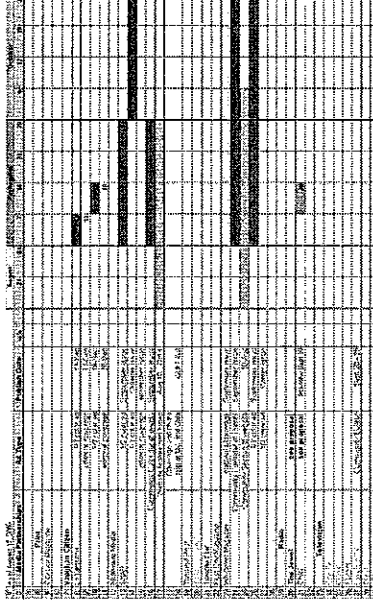
The City of Vaughan Events & Events share you to the following media partners:

Official TV Sponsors:

- Citytv
- Rogers TV
- OMNI
- by3media
- Corriere Canadienne
- The Liberal

Develop a **Media Plan** outlining communication vehicles: print, broadcast, interviews, online. Include key components such as ad specs, insertions, due dates, contact info...

Create a **media blocking chart**... a visual snapshot of what communications are in market when and for how long.



### Media Impressions

Tracking impressions will provide an excellent summary of reach and effectiveness.

#### Key categories:

Print

TV

Radio

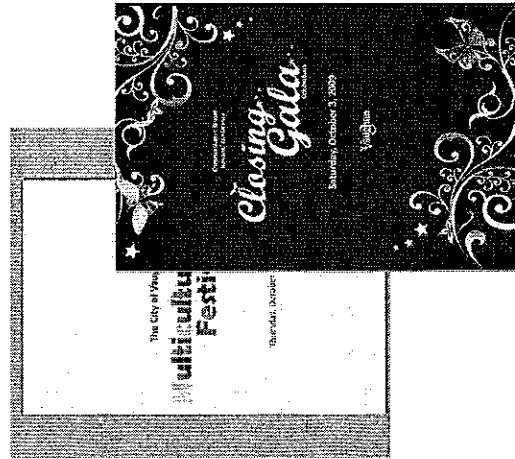
Online

Collateral

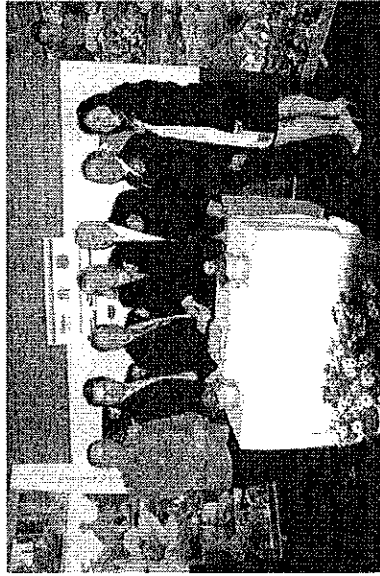
Media Impressions Summary for the 2009 Communities in Bloom Conference		Total Impressions
General Coverage : City of Vaughan Communities in Bloom Conference 2009		2,913,446
Advertising: City of Vaughan Communities in Bloom Conference 2009 - Various Events		2,109,391
Advertising: Transit, Signage and Decals		441,075
Tv Media: Various Events		13,000,000
Online Advertising		1,044,274
Marketing Material - Communities in Bloom Conference 2009		169,980
2009 Communities in Bloom - Pre-Conference Events/Other		6800
vaughan.ca/CIB2009 - Hits		25,238

The message communicated through all vehicles must be consistent with a common call-to-action. Sponsored print advertising publications (local) along with their online sites and leveraging high traffic web sites, builds the "buzz" and awareness. Sponsored broadcast mediums support these efforts by providing further coverage and targeted messages to a larger audience that would be to costly to reach through paid advertising.

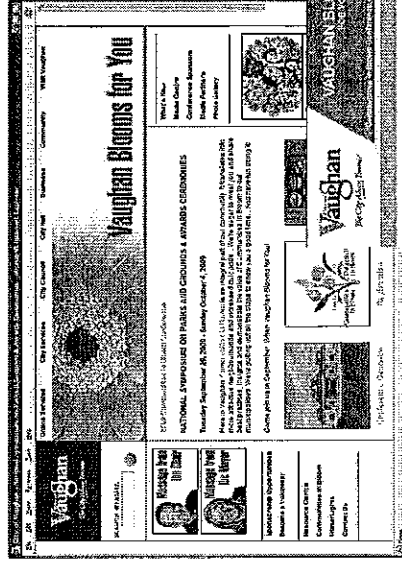
### Marketing Collateral Samples



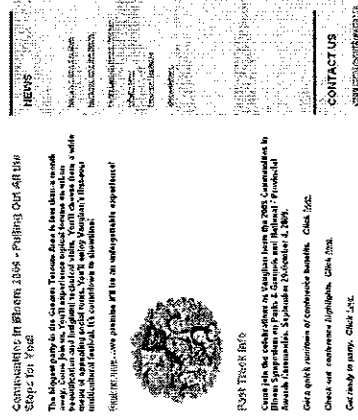
### Media Launch



### Web Site



### E-Newsletter



# City welcomes visitors for Blooms conference

Vaughan plays host to 15th anniversary Communities in Bloom symposium

## PHILIP ALVES

The beginning of fall is a good time for visitors to come on the annual trip.

From Sept. 20 to Oct. 4, the city will play host to the 2009 Communities in Bloom Regional Symposium on Park Region. Sponsored by the city, the symposium is a 14-day, 24-hour event.

While the event is a multi-day affair, the main focus is on the 15th anniversary of the Communities in Bloom program. The event is a celebration of the program's success and a chance for the city to showcase its achievements.

The event is a multi-day affair, with a focus on the 15th anniversary of the Communities in Bloom program. The event is a celebration of the program's success and a chance for the city to showcase its achievements.

## FIRST ANNUAL MULTICULTURAL FESTIVAL



The first annual multicultural festival was held in Vaughan, Ontario, Canada, in 2008.



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## MAYOR'S COMMUNITIES IN BLOOM RECEPTION



The Mayor's Communities in Bloom Reception was held in Vaughan, Ontario, Canada, in 2008.



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## Vaughan vows Communities in Bloom guests



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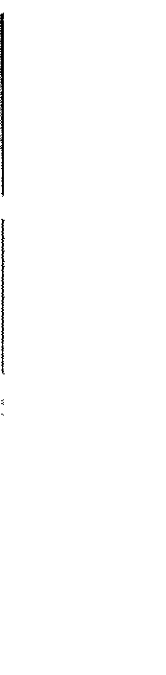
## SNAP Vaughan host CAPTURING

# COMMUNITIES IN BLOOM NATIONAL CONFERENCE

## "Sponsor & volunteer appreciation event"

SNAP was proud to be a Media Partner for the 2009 Communities in Bloom National Conference and Symposium. The event was held in Vaughan, Ontario, Canada, in 2008.

The event was a multi-day affair, with a focus on the 15th anniversary of the Communities in Bloom program. The event is a celebration of the program's success and a chance for the city to showcase its achievements.



The Mayor's Communities in Bloom Reception was held in Vaughan, Ontario, Canada, in 2008.



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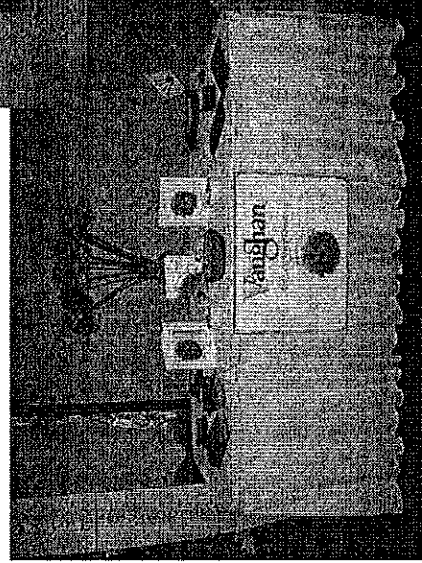


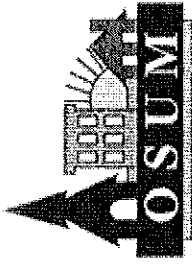
The Mayor's Communities in Bloom Reception was held in Vaughan, Ontario, Canada, in 2008.

# PRE – CONFERENCE PROMOTIONS: PRINCE GEORGE



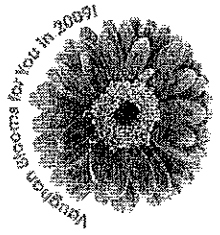
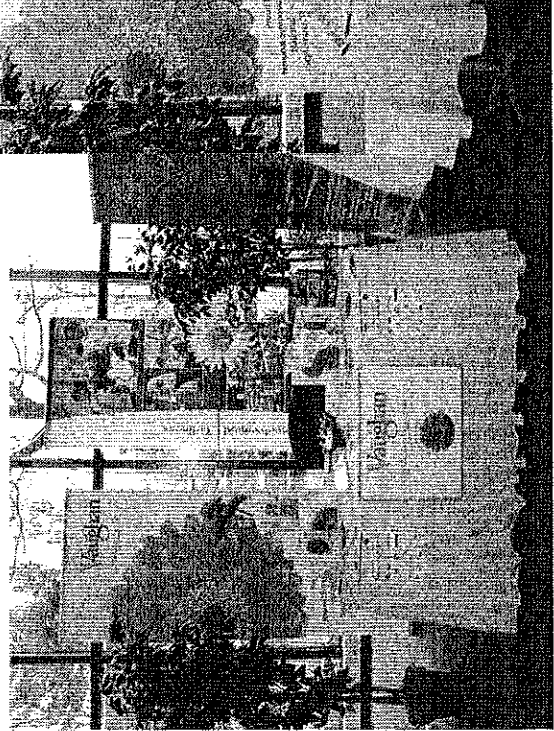
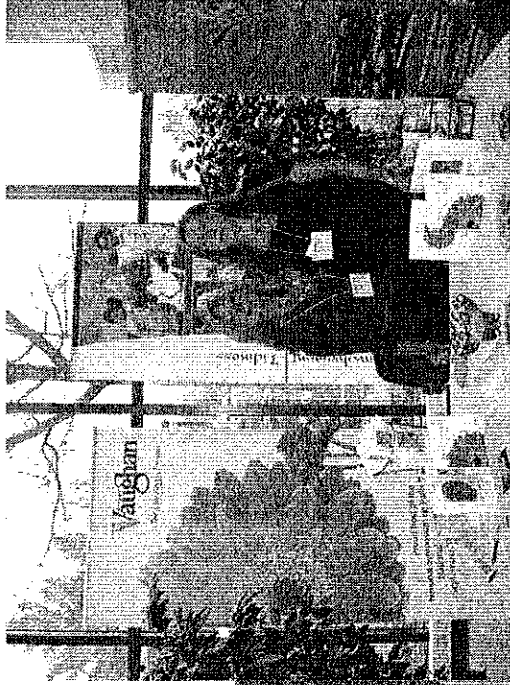
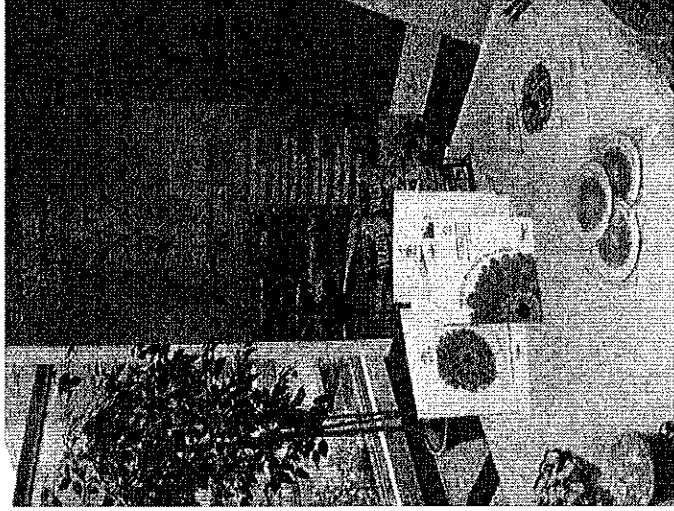
February 21, 2009  
Coast Inn of the North, Prince George





# PRE - CONFERENCE PROMOTIONS: OSUM CORNWALL

May 6 - 8, 2009  
Nav Centre, Cornwall



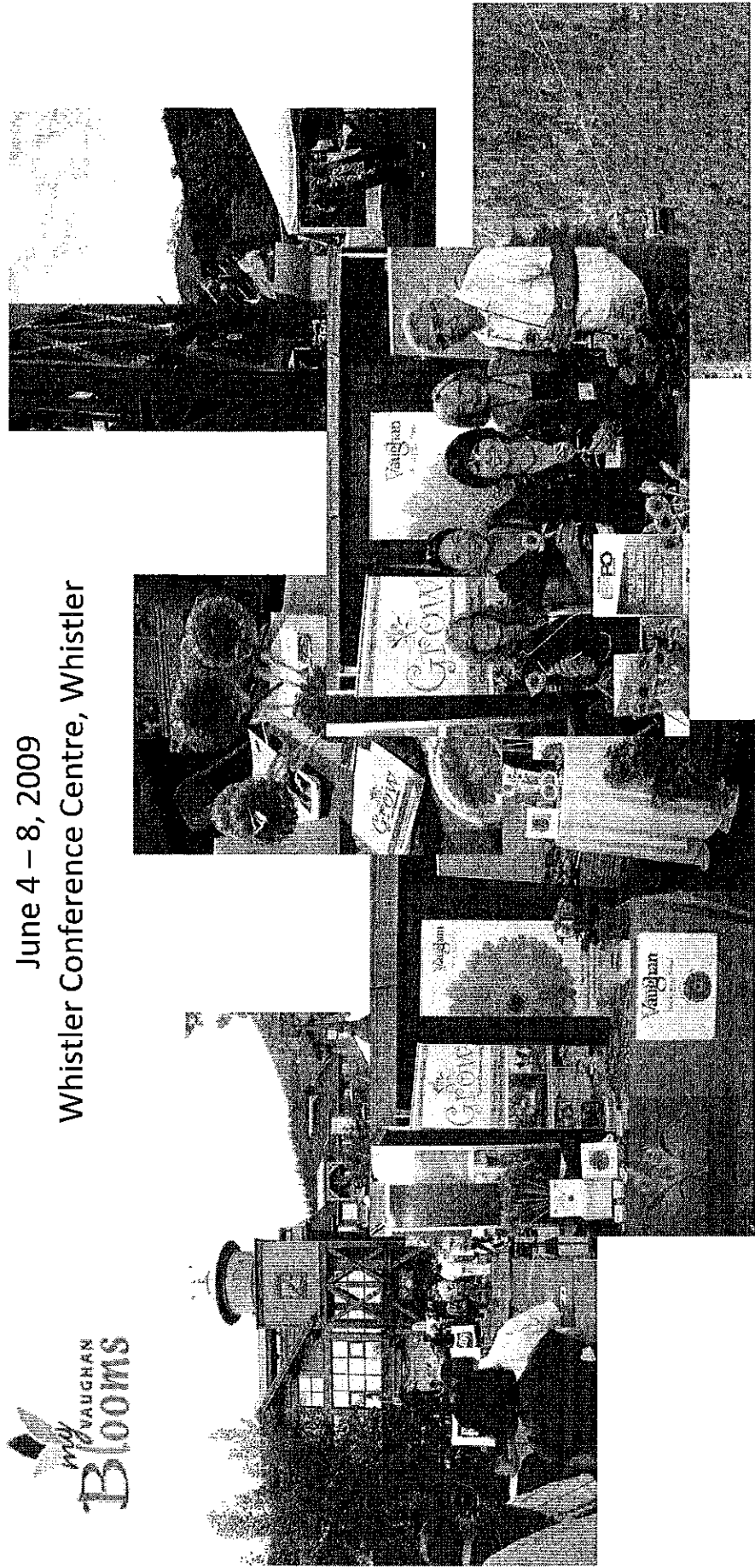
# PRE - CONFERENCE PROMOTIONS:

## FCM - WHISTLER

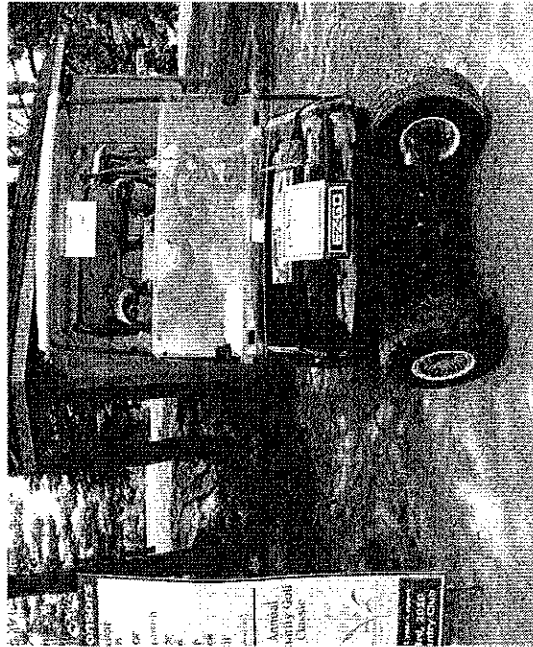


June 4 - 8, 2009

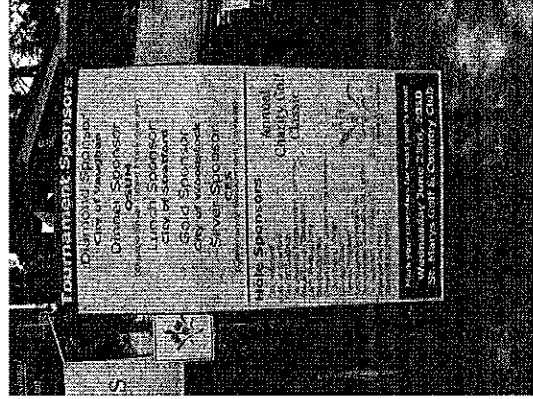
Whistler Conference Centre, Whistler



# PRE – CONFERENCE PROMOTIONS: 1<sup>ST</sup> ANNUAL CHARITY GOLF CLASSIC



June 22, 2009  
Stratford Golf & Country Club

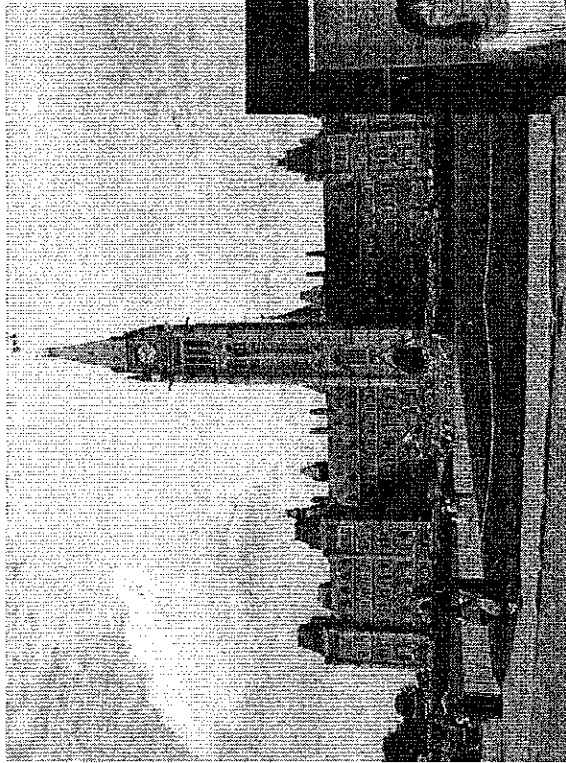




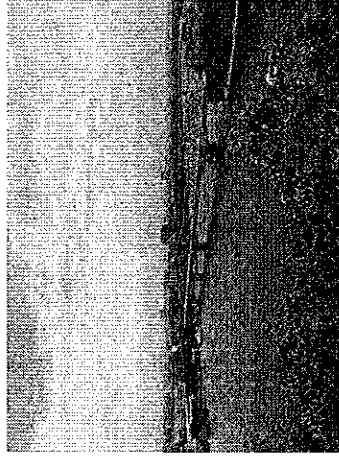
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# PRE – CONFERENCE PROMOTIONS: AMO CONFERENCE

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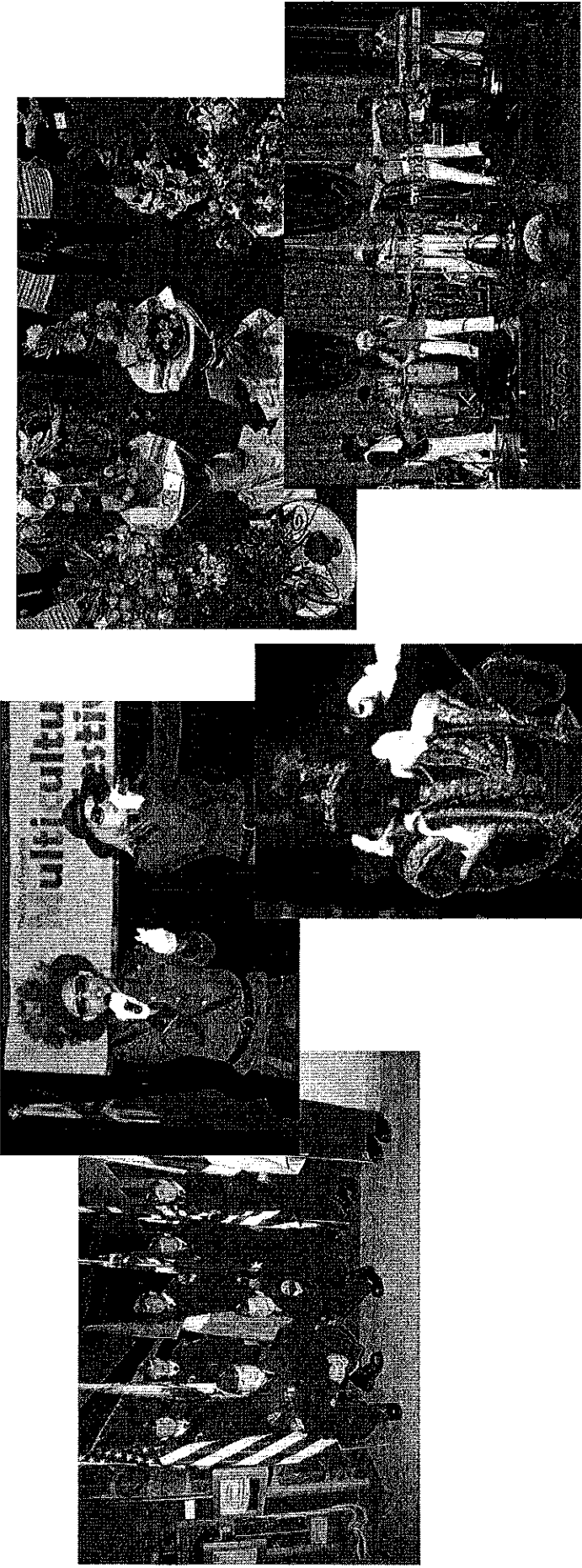
August 16 – 19, 2009  
Westin Hotel, Ottawa



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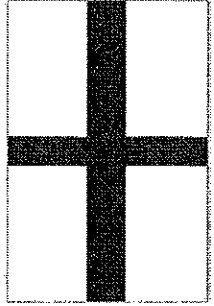
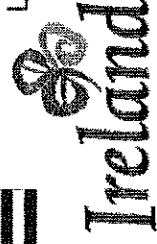
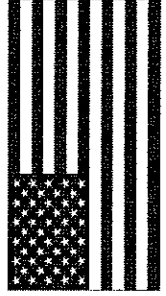
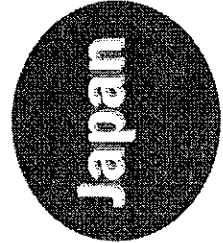
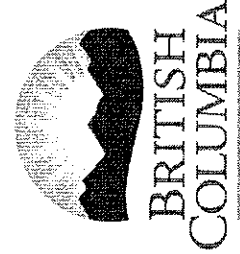
**ACHIEVE  
EXCELLENCE, WARMTH & HOSPITALITY**

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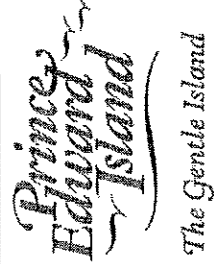
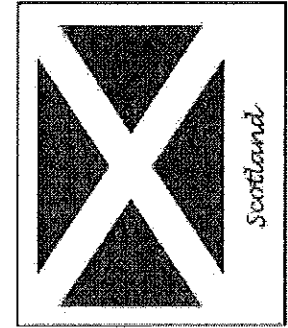


# A WORLD OF DELEGATES

*Alberta*



ENGLAND



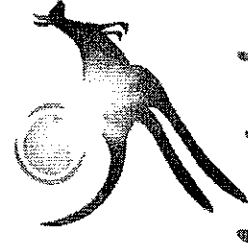
*Saskatchewan*



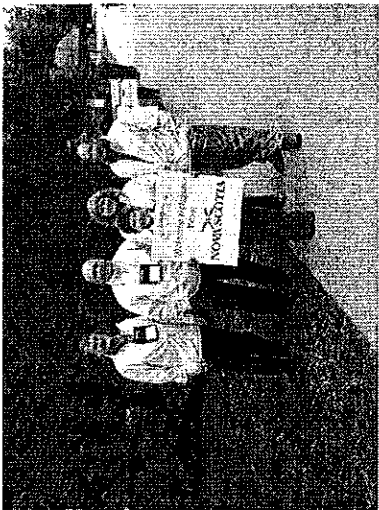
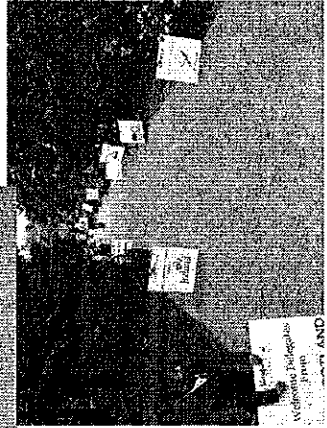
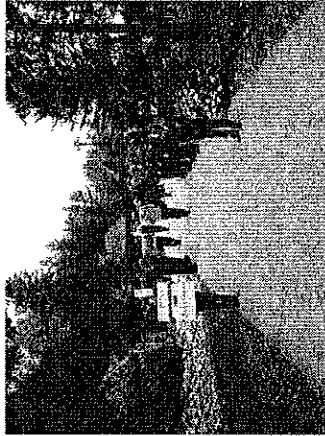
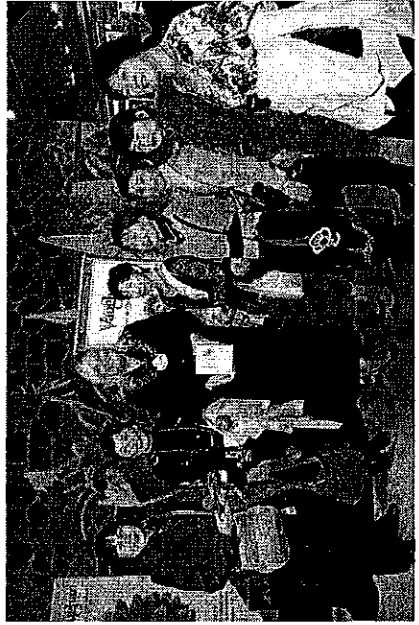
*Québec*



**Manitoba**




*Australia*



# PERFORMANCE INDICATORS POST-CONFERENCE SURVEYS

Survey Sample:

**Committees in Bloom 2009 National Conference** 

**Delegate Survey**

Please indicate whether you agree or disagree by circling the appropriate number or number according to the following scales:  
 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Did you participate in any "towns"?  Yes  No

Power Straps  Rating 1 2 3 4

Vaughan Lingerie's Lingerie Heritage Exchange - Janessa's workshop  Rating 1 2 3 4

Korff's Centre for Conservation  Rating 1 2 3 4

Did you visit any of the following:

Nipigon Falls  GI Tower  Cass Lorne  ROM  Gables Park  Stirling District  Art Gallery

Did you enjoy a hotel?  Yes  No

If yes, which hotel?  \_\_\_\_\_

How long was your hotel stay?  \_\_\_\_\_

How long was your overall impression of the hotel experience?  Rating 1 2 3 4

Did you stay with friends/relatives?  Yes  No

Did you commit to a stay?  Yes  No

During your stay in Vaughan, in how many did you spend?  \_\_\_\_\_ Please circle amount

\$ Less Than 100 100-500 500-1000 1000-1500 1500-2000 2000-2500 Greater than 2500

Did you attend any of the following Vaughan Tourist attractions?  
 Chapel's Memorials  Archival Collection  Vaughan Mills Mall  Prospera Mall  Cosmic Cinema  Regatta  
 Koroight Centre  NASSCAR  Lucky Strike  Theatre or Vaughan  Other  \_\_\_\_\_

Did you participate in the Nipigon Symposium on Parks and Grounds?  Yes  No

What was your overall impression?  Rating 1 2 3 4

Did you use any value components of the following: Alliances & Strategic?  Yes  No

Did you attend the Mayor's Welcome Reception?  Yes  No

What was your overall impression of the Mayor's Welcome Reception?  Rating 1 2 3 4

Did you attend the Multicultural Festival?  Yes  No

How did you find the venue?  Rating 1 2 3 4

How did you find the food?  Rating 1 2 3 4

How did you find the entertainment?  Rating 1 2 3 4

What was your overall impression of the Multicultural Festival?  Rating 1 2 3 4

Did you attend the Awards Ceremony?  Yes  No

What was your overall impression of the Awards Ceremony?  Rating 1 2 3 4

Did you attend the Closing Gala?  Yes  No

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## DELEGATE TESTIMONIALS

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*“Well organized, pleasant staff... thank-you. It was very nice to have attended.”*

*“Welcome Reception, Multicultural and Gala: stunning detail & presentation...particularly the school children.”*

*“Good opportunity to meet other communities and share experiences.”*

*“Planning committee did an amazing job... wow, what an impressive conference.”*

*“Vaughan’s people made the community shine... amazing hospitality.”*

# CONFERENCE ORGANIZATION CONTACTS

**Greg Sorbara, M.P.P.,**

**Honorary Chair CIB National Conference**

**Bill Fisch, York Region Chairman and CEO**

**Honorary Chair CIB National Conference**

**Beautification Committee Members**

Regional Councillor Mario Ferri, Chair

Regional Councillor Joyce Frustaglio, Vice-Chair

Mayor Linda Jackson

Regional Councillor Gino Rosati

Councillor Peter Meffe

Councillor Tony Carella

Councillor Bernie DiVona

Councillor Sandra Yeung Racco

Councillor Alan Shefman

Clayton Harris, City Manager

Marlon Kallideen, Commissioner of Community Services

Paul Gardner, Director of Parks Development

Marjie Fraser, Director of Parks & Forestry Operations

Madeline Zito, Director of Corporate Communications

Lynne Bonneville, Administrative Manager, Community Services

Melanie Raymond, Manager, Vaughan Public Libraries

Mirella Tersigni, Community Development Coordinator, City-Wide

Resident Volunteers

**CIB Steering Committee**

Clayton Harris, City Manager

Marlon Kallideen, Commissioner of Community Services

Michael DeAngelis, Advisor

Dimitri Yampolsky, Chief Information Officer

Frank DiPalma, Manager of Business Solutions

Tim Simmonds, Director of Economic Development

Shirley Kam, Senior Manager of Economic Development

**Multicultural Festival Committee Members**

Elena Ferraro

Sandra Macri

**CIB Closing Gala Committee Members**

Vilma Cortellucci – Fiuzza, Co-Chair

Rita Gagliano, Co-Chair

Donna Battiston

Phyllis Capo

Rosanne Cortellucci

Marie Fiorellino Di Poce

Rosanne Ferri

Enza Fierro

**Project Team**

Vittoria Giovannetti, Manager of Tourism & Project Owner

Anna DiRuscio, Tourism Coordinator – CIB

Dolores Rotondo, Sponsorship Lead

Rick Doust, Communications Lead

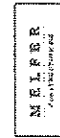
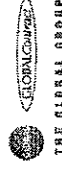
Jeff Childs, Technical Tour Lead

Gloria Leonardis, Marketing Lead

Lucy Pasianotto, Project Manager (ITM)

Maria Ruberto, Project Lead (ITM)

# THANK-YOU TO OUR SPONSORS

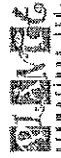




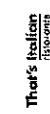
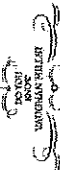
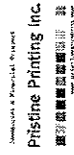
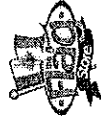
# THANK-YOU TO OUR SPONSORS, con't...



the BGG camoli



the BLANC  
AGRI-CULTURAL • ENTERTAINMENT



Mona Lisa Florists



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**CITY OF VAUGHAN**  
**COMMUNITIES IN BLOOM CHAMPIONS!**

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- 2009 WinterLights
- 2005 International
- 2004 National
- 2003 Provincial

City of Vaughan  
2141 Major Mackenzie Drive  
Vaughan, Ontario, Canada L6A 1T1  
TEL: 905-832-8585  
[www.vaughan.ca](http://www.vaughan.ca)



**COMMUNITIES IN BLOOM**  
**REVENUE & EXPENDITURE STATEMENT 2007-2009**  
**WITHOUT STAFFING ALLOCATION**  
*as of February 16, 2010*

	Budgeted	Actuals
<b>Revenues</b>		
2007 City Contribution	30,000.00	39,676.00
2008 City Contribution	70,000.00	86,535.00
2009 City Contribution	100,000.00	0.00
Dept. Misc. Revenues (including Tourism Development Fund grant)	203,250.00	206,658.88
Outside Contributions	100,000.00	118,470.00
<b>Total Revenues</b>	<b>503,250.00</b>	<b>451,339.88</b>
<b>Expenses</b>		
2007 Expenses	30,000.00	39,676.00
2008 Expenses	70,000.00	86,535.00
2009 Tourism Operating Expenses (e.g. copier, fax, mileage, cell phones)	0.00	6,793.00
2009 - Travel	91,000.00	38,456.11
2009 - Special Events	227,250.00	171,862.00
2009 - Promotion	43,500.00	10,776.00
2009 - Advertising	36,000.00	22,040.00
2009 - Part Time Salaries, Overtime, Benefits	5,500.00	69,424.41
2009 - General Dept. Meals	0.00	1,198.93
2009 - Courier Services	0.00	178.74
2009 - Materials & supplies	0.00	3,947.47
2009 - Hardware Equipment	0.00	346.25
<b>Total Expenses</b>	<b>503,250.00</b>	<b>451,233.91</b>
<b>Net Revenues / Expenditures</b>	<b>0.00</b>	<b>105.97</b>

**COMMUNITIES IN BLOOM**  
**REVENUE & EXPENDITURE STATEMENT 2007-2009**  
**WITH STAFFING ALLOCATION**  
*as of February 2010*

	<b>Budgeted</b>	<b>Actuals</b>
<b>Revenues</b>		
2007 City Contribution	30,000.00	39,676.00
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Outside Contributions	100,000.00	118,470.00
<b>Total Revenues</b>	<b>503,250.00</b>	<b>451,339.88</b>
<b>Expenses</b>		
2007 Expenses	30,000.00	39,676.00
2008 Expenses	70,000.00	86,535.00
2008 Salaries - Tourism Coordinator	0	58,123.00
2008 Benefits - Tourism Coordinator	0	7,731.00
2009 Salaries - 3 staff (F/T & P/T combined)	0	259,817.00
2009 Benefits - 3 staff	0	20,442.00
2009 Tourism Operating Expenses (e.g. copier, fax, mileage, cell phones)	0.00	6,793.00
2009 - Travel	91,000.00	38,456.11
2009 - Special Events	227,250.00	171,862.00
2009 - Promotion	43,500.00	10,776.00
2009 - Advertising	36,000.00	22,040.00
2009 - Part Time Salaries & Benefits	5,500.00	13,441.41
2009 - General Dept. Meals	0.00	1,198.93
2009 - Courier Services	0.00	178.74
2009 - Materials & supplies	0.00	3,947.47
2009 - Hardware Equipment	0.00	346.25
<b>Total Expenses</b>	<b>503,250.00</b>	<b>741,363.91</b>
<b>Net Revenues / Expenditures</b>	<b>0.00</b>	<b>-290,024.03</b>