

HALIFAX

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Information Item No. 6
Halifax Regional Council
August 14, 2018

TO: Mayor Savage and Members of Halifax Regional Council

Original Signed

SUBMITTED BY:

Russell Walker, Chair 2018 FCM Conference Advisory Committee

DATE: July 9, 2018

SUBJECT: 2018 Federation of Canadian Municipalities Annual Conference & Trade Show

INFORMATION REPORT

ORIGIN

March 20, 2012 Halifax Regional Council Meeting: Moved by Councillor Walker, seconded by Councillor Sloane that Halifax Regional Council submit a request to the Federation of Municipalities (FCM) that the Halifax Regional Municipality host the annual conference in 2018.

September 19, 2012: HRM received a letter from FCM indicating the Board of Directors approved the selection of HRM as Host Municipality for the 2018 Annual Conference and Trade Show.

October 1, 2013, Halifax Regional Council Meeting: Moved by Councillor Karsten, and seconded by Councillor Walker, that Halifax Regional Council authorize the Mayor and Clerk to sign the Hosting Agreement for the 2018 FCM Annual Conference and Trade Show on behalf of the Municipality.

April 25, 2017, Halifax Regional Council Meeting: Moved by Councillor Walker, seconded by Councillor Smith that Halifax Regional Council adopt Administrative Order 2017-003-GOV, the FCM Advisory Committee Administrative Order, as set out in Attachment 1 of the staff report dated March 29, 2017.

April 25, 2017, Halifax Regional Council Meeting: MOVED by Councillor Walker, seconded by Councillor Whitman that Halifax Regional Council appoint Mayor Mike Savage, Councillors Russell Walker, Bill Karsten, Lindell Smith, Wayne Mason, Sam Austin, David Hendsbee and Deputy Mayor Steve Craig to the 2018 FCM Conference Council Advisory Committee for a term beginning April 11, 2017 and ending July 1, 2018.

May 31 to June 3, 2018: Halifax hosted the FCM Annual Conference and Trade Show

LEGISLATIVE AUTHORITY

Business and industrial development 70 (b) publicize the advantages of the Municipality or a part of the Municipality and the surrounding areas as a location for the establishment and expansion of institutions, industries and business.

BACKGROUND

The Federation of Canadian Municipalities (FCM) has been the national voice of municipal government since 1901. With more than 1,900 members, FCM represents the interests of municipalities on policy and program matters that fall within federal jurisdiction. Members include Canada's largest cities, small urban and rural communities, and 21 provincial and territorial municipal associations.

The annual conference and trade show attracts approximately 2,000 delegates, 500 companions, 600 exhibitor staff (private sector and government departments), the most senior federal government elected officials, and opinion makers from across Canada to the Host City each year. The event provides the opportunity for municipal leaders to learn from colleagues and experts, share ideas and participate in local tours that showcase innovation in responding to local challenges that are applicable across Canada. The 2018, Federation of Canadian Municipalities Annual Conference and Trade Show was hosted in Halifax between May 31 and June 3, and was themed Tools for Tomorrow's Canada.

DISCUSSION

The 2018 FCM's Annual Conference and Trade Show was hosted in Halifax and welcomed more than 2,000 municipal delegates and nearly 3,500 participants overall, including companions, trade show exhibitors and special guests. This number exceeded Halifax's record breaking numbers from the last time it was hosted here in 2011. There were 7,015 hotel rooms sold overall, with 1,104 booked prior to the conference start and 134 booked following the conference.

Host City Agreement

The hosting agreement between the Halifax Regional Municipality and the FCM was signed by Mayor Savage and Brock Carlton, Chief Executive Officer of FCM, on May 7, 2013. The agreement lays out the terms and conditions of both parties required to successfully plan and implement the 2018 Conference.

As Host City, Halifax was responsible for the following deliverables:

1. *Promotion*: sell Halifax as a destination at the 2017 FCM Conference Trade Show held in Ottawa and provide a Host Municipality tourism and information booth with service in both official languages during the 2018 Conference;
2. *Transportation*: provide hotel shuttles, study, companion tour, and social event transportation;
3. *Volunteers*: recruit and train approximately 100 volunteers to assist with conference logistics;
4. *Study Tours*: coordinate tours to showcase local program and service solutions with service in both official languages;
5. *Companion Tours & Lounge*: provide tours to companions highlighting Halifax and surrounding area attractions with service in both official languages;
6. *Social Events*: including portions of the opening ceremony, Friday Mayor's welcome reception, Sunday night gala, breakfasts and coffee breaks throughout the conference.

As part of the agreement, FCM collects the delegate fees from each registered delegate and transfers a per capita amount to the Host City. The per capita amount in 2018 was \$138 per delegate. In addition, FCM forwards a payment to the Host City for all fees collected for the companion tours, as well as any additional tickets purchased for social events. FCM forwards a 90% payment to the Host City of the per capita amount for each registered delegate, within 90 days of the closing date of the Conference. Within 120 days of the closing of the Conference, FCM forwards the final payment which includes the remaining per capita amount, and all other cost recovery items.

Committee Structure

On April 25, 2017, Regional Council adopted Administrative Order 2017-003-GOV, the FCM Advisory Committee Administrative Order, and appointed the following members of Council: Mayor Mike Savage, Councillors Russel Walker, Bill Karsten, Lindell Smith, Wayne Mason, Sam Austin, David Hendsbee and Steve Craig to the FCM Council Advisory Committee. The Committee voted Councillor Russell Walker as Chair and Councillor Sam Austin as Vice Chair at the first meeting of the Advisory Committee.

The Staff Organizing Committee was made up largely of people who sat on the Committee in 2011. The two new sub-committee chair persons were chosen by the CAO's Office. The Committee Leads included:
Host City Project Manager: Marion Currie
Social Program Co-Chairs: Dee Vipond and Beth Udby
Transportation & Logistics Chair: Cathie Barrington
Volunteer Program Chair: Ken Benoit and Cathy Collett
Study Tour Co-Chairs: Andre MacNeil and Anne Totten
Companion Program Chair: Paul Johnston
Liaison with CAO's Office: Maggie MacDonald

Sub-Committee Updates

Transportation Sub-Committee:

The Host City is required to provide transportation between the FCM hotel block of rooms and the Conference Centre (for those further than 700 metres), as well as to and from all Host City social events and tours.

Halifax Transit provided the transportation for delegates who attended the Sunday Night Kitchen Party, and all those who participated in study tours. Because of schedule conflicts, Metro Transit was not able to accommodate all the conference transportation needs. As a result, Atlantic Tours was contracted to provide the daily hotel shuttle service, transportation to the Friday welcome reception, and for the companion tours.

The daily shuttle service was provided between the Convention Centre and the Atlantica Hotel Halifax, Lord Nelson Hotel & Suites, Westin Nova Scotian, Hollis Halifax, Halifax Marriott Harbourfront Hotel, Four Points by Sheraton, Marriott Courtyard, and Delta Halifax. Although three of these hotels are closer than the 700-metre requirement, the Organizing Committee decided to provide the shuttle to them, as the hills in the downtown core can be problematic for some of the participant demographics.

Delegates staying at the remaining FCM block of rooms including the Homewood Suites and Hampton Inn, Residence Inn Marriott, Prince George, Delta Barrington, and Cambridge Suites were within minutes of the Convention Centre, so there is no daily shuttle provided to those locations.

Volunteer Sub-Committee:

In order for the Conference and Trade Show to run efficiently, the recruitment of approximately 100 volunteers for on-site activities and an additional 60 for the study tour program was required. All 160 volunteers recruited were HRM staff. This was a record number of volunteers for the FCM Conference. This was in part due to the CAO allowing managers and supervisors to permit staff to use paid time to volunteer during regular work hours, or provide straight time-in-lieu for shifts during non-work hours, subject to operational requirements.

All volunteers attended a training session and were provided with a shift schedule in advance. Duties included registration desk, information booth, session scanners, study and companion tour guides, and city ambassadors.

On the Wednesday prior to the Conference, a group of staff from Halifax Regional Fire & Emergency volunteered to stuff the over 2200 delegate bags provided to attendees. In return, FCM provided a \$1500 cheque made out to United Way Halifax.

Study Tours:

The study tours are an opportunity for the Host Municipality to showcase local innovative municipal programs and services to delegates from across the country. The initial ideas for tours were generated from

a variety of sources including Mayor and Council, Business Unit Directors and HRM program staff. The preliminary list was presented to the FCM Council Advisory Committee and edits were made to ensure their ability to present dynamic and unique Halifax (municipal) stories of interest to a broad range of visiting delegates. The desire for geographic diversity expanded the range of tours to locations including Herring Cove, Musquodoboit Harbour, as well as East and North Preston.

Most tours included multiple business units and/or HRM community partners, often at multiple venues, to provide different perspectives and a broader view on the development of municipal services and programs. More than 60 subject matter experts from HRM business units, acted as guides during the tours. Approximately 1400 delegates participated in the 14 themed tours offered on 45 occasions over the four-day period.

In 2018, the following study tours were offered to registered delegates:

1. Historical Overview of the Halifax Fire Service and Halifax Explosion;
2. Service Through Accessibility: Halifax Transit's New Features;
3. Rural Resourcefulness: How Community Partnerships are Supporting Dynamic Rural Centres;
4. Working Together When Every Moment Counts: 911 & EMO;
5. A New Way Forward: The Evolution of Halifax's Relationship with the African Nova Scotian Community;
6. On the Waterfront: How Downtown Sewage Treatment is Changing Halifax;
7. Let them Build it and they will Come: Exploring the Halifax Central Library;
8. The Triumph of the Commons: Reshaping Halifax's Central Green Space;
9. Community Food Partnerships: How Food is Bringing People Together;
10. Putting it Together: Dartmouth's 4-Pad Arena and Recreation Campus;
11. What's old is New Again: How Dartmouth's Future Development Flows from its Past;
12. On the Look-out: What's New in the Historic City of Halifax;
13. Trees at Work: Services of Halifax's Urban Forest;
14. A Growing Story: How Halifax's Communities are Connecting with Food in New Ways.

Companion Tours

As part of the hosting agreement, Halifax was required to coordinate a program for companions which included a lounge to provide visitor information, refreshments and a meeting location, as well as a tour program. The organized tours typically include cultural, athletic and/or historical options, and are offered on a cost recovery basis. There were 727 registered companions who visited Halifax. Seven tour options were approved by the Council Advisory Committee, 17 tours were scheduled, and a total of 916 participants registered to take part over the four-day period.

HRM's companion tour program included the following options:

1. Discover Lunenburg
2. Evangeline Trail & Wine Tasting
3. Experience Peggy's Cove
4. Explore Fisherman's Cove
5. Harbour Cruise on the Tall Ship Silva
6. Historical Halifax City Walking Tour
7. Local Culinary Experience at Fresh 21 (NS Community College, Dartmouth Campus)

Social Events:

The host municipality is responsible for coordinating a number of social events over the four days of the conference. To help coordinate the many logistics associated with these events, an RFP was advertised for an event coordinator to assist. Strategic Meeting Designs was the successful proponent.

The following describes the social component of the 2018 Conference:

Thursday Evening Opening Ceremonies: Staff coordinated the RCMP Pipe and Drum Band for the opening ceremonies. They led the Mayor to the podium and helped to create an excitement for the days following.

Friday Evening Mayor's Welcome Reception: The Reception was held in the Convention Centre Ballroom and its adjacent rotunda. The theme was Halifax Street Party, and was meant to highlight Halifax's modern vibe. Local entertainment included such acts as Charlie A'Court, Squid, First Nations Dancers, Atlantic Cirque, Acadian Driftwood, and the Nova Scotia Mass Choir. Entertainment and local themed food was provided to 2300 attendees.

Sunday Night Kitchen Party on the Pier: A traditional Nova Scotia sit down lobster dinner was held at the Cunard Centre for 2146 delegates, companions and special guests, followed by a dance until 1 am. Local entertainment included such acts as Drum, Diaga Irish Dancers, Amethyst Scottish Dancers, Blueberry Grunt, Bastien Roode, and John Cambelljohn.

Daily Hot Breakfasts and Coffee Breaks: The Municipality provided hot breakfasts and morning nutrition breaks to the delegates in the trade show area, throughout the duration of the conference. Coffee was also provided to both the companion and volunteer lounges each day.

Registration Area Performance Stage: A performance stage was set up in the main registration area to welcome guests as they entered the Convention Centre. In addition, staff organized Taste of Nova Scotia to be on site in the registration area, to provide sampling in the foyer on Thursday from 1-5 pm.

Host City Sponsorship Program

The Host City is permitted by FCM to seek local sponsorship to assist in the funding of its hosting responsibilities. FCM reserves the right to approve or deny all sponsorships related to the Host City's sponsorship program to ensure there is no conflict with their partners. A sponsorship program was developed and promoted in a variety of ways to try and provide transparent and fair opportunities for anyone wanting to support the event at the local level.

A host city sponsorship opportunities guide was developed which described the levels and benefits of sponsorship. Levels of sponsorship included Platinum, Gold, Silver, Bronze and Friends of FCM and the values were dependent upon the actual activities being sponsored. They included the FCM Gala Dinner, Mayor's Welcome Reception, study or companion tours, breakfast or coffee breaks, and signature assets.

HRM placed an add in the Metro Newspaper on Friday Nov. 10, 2017, in the Travel section to broadly promote the opportunity to potential corporate partners. Staff also acquired a list of high value vendors who have contracts with HRM, and sent out letters to invite them to participate as a sponsor. Additionally, we contacted those sponsors from 2011, to determine if they were interested in sponsoring the 2018 event. Finally, the CAO and Councillor Walker sent an invitation to all members of the UNSM to invite the membership to support the event.

Total government sponsorship was \$71,575 (includes \$11,875 In Kind from Halifax Transit)
Total Private Sector Sponsorship was \$167,328
Total Sponsorship collected was: \$238,903

On October 1, 2013, Regional Council authorize the Mayor and Clerk to sign the Hosting Agreement for the 2018 FCM Annual Conference and Trade Show on behalf of the Municipality. Within the financial implications section of that report, it was estimated the net contribution required by the Municipality to host the event would be between \$450,000 and \$500,000.

Below is the actual budget for hosting the 2018 FCM Conference and Tradeshow:

Revenues:	
Total Host City sponsorship	\$238,903
Companion Tour cost recovery	\$51,475
Social ticket revenue for extra tickets sold (\$50 x 456 for Welcome Reception and \$120 x 510 for Gala)	\$84,000
Refund for cancelled registration, tours, and social events (50%)	\$1,143
FCM contribution for each registered delegate (\$153 x 1997 delegates)	\$305,541
HST	\$102,159
<i>Total revenues</i>	<i>\$783,221</i>
Expenditures:	
Ottawa Trade Show	\$28,554
Social Program	\$726,666
Study Tours	\$1,363
Companion Tours plus incidentals	\$58,901
Transportation & Logistics	\$56,839
Volunteer Program	\$2,003
<i>Total expenditures</i>	<i>\$874,326</i>

Total costs to Halifax for hosting the 2018 FCM Annual Conference and Trade Show was: \$91,105

FINANCIAL IMPLICATIONS

There are no on-going Financial implications.

COMMUNITY ENGAGEMENT

Not applicable

ATTACHMENTS

None

A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

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