TO: Chair and Members  
Economic Development and Planning Committee  
WARD(S) AFFECTED: CITY WIDE

COMMITTEE DATE: March 2, 2010

SUBJECT/REPORT NO:  
PED08220(a) (City Wide)

SUBMITTED BY:  
Tim McCabe  
General Manager  
Planning and Economic Development Department

PREPARED BY:  
David Adames (905) 546-4132

SIGNATURE:

RECOMMENDATION:

That a hosting grant in the amount of $10,000 be paid to the Association of Municipalities of Ontario for each of the 2010 Urban Symposium and the 2011 Counties, Regions and Single Tier Municipalities Conference, to be funded from the Convention Grants Reserve through Tourism Hamilton.

EXECUTIVE SUMMARY

Through Report PED08220 City Council had authorized Tourism Hamilton to submit a bid to host the 2010 and 2011 Association of Municipalities of Ontario (AMO) Annual Conference. Unfortunately Tourism Hamilton’s bid for these conventions was unsuccessful. However, AMO awarded the hosting of two meetings to Hamilton: the
Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.
Values: Honest, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork


The 2010 Urban Symposium is expected to attract over 200 delegates and provide an estimated economic impact of $140,000. The 2011 Counties, Regions and Single Tier Municipalities Conference is also expected to attract over 200 delegates and provide a similar economic impact. These kinds of conferences provide the City with the opportunity to bring senior levels of government officials and opinion makers to Hamilton and experience the city in a business setting. Hosting conferences of this stature address one of Council’s strategic priorities of addressing the City’s image.

One of the requirements of hosting these meetings is to provide a hosting grant that will be used to defray some of the meeting costs. The amount of the convention grant is consistent with previous conferences of this nature.

Alternatives for Consideration – Not Applicable

**FINANCIAL / STAFFING / LEGAL IMPLICATIONS** (for Recommendation(s) only)

Financial: The convention grants will be provided through Tourism Hamilton’s convention grant reserve, therefore there is no levy impact on this request. There is approximately $96,000 in the reserve account.

Staffing: Tourism Hamilton staff have been liaising with AMO and will provide convention servicing to ensure that Hamilton is a welcoming host city for the meetings.

Legal: N/A

**HISTORICAL BACKGROUND** (Chronology of events)

Association of Municipalities of Ontario (AMO):

AMO is a not-for-profit association that represents almost all of Ontario’s 445 municipalities and provides services, including the annual convention, to members and non-members.

**POLICY IMPLICATIONS**

N/A
Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.

Values: Honest, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork

**RELEVANT CONSULTATION**

Corporate Services Department – Finance Division

**ANALYSIS / RATIONALE FOR RECOMMENDATION**

(include Performance Measurement/Benchmarking Data, if applicable)

Hosting meetings and conferences is a priority objective for Tourism Hamilton. Bringing these meetings to Hamilton will add to the City’s convention resume and help in attracting other, similar conventions in the future. There will be both a tangible return on that investment in the form of delegate expenditure in the City through use of meeting facilities, parking, accommodations, meals, shopping and transportation. There will also be a soft return on investment with the opportunity to showcase Hamilton and enhance our image with decision-makers and opinion leaders.

**ALTERNATIVES FOR CONSIDERATION:**

(include Financial, Staffing, Legal and Policy Implications and pros and cons for each alternative)

N/A

**CORPORATE STRATEGIC PLAN** (Linkage to Desired End Results)


**Skilled, Innovative & Respectful Organization**

• Council and SMT are recognized for their leadership and integrity
• The City is a member of AMO and this is a strategic partnership

**Financial Sustainability**

**Intergovernmental Relationships**

• Maintain effective relationships with other public agencies
• Opportunity to work with AMO
Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.

Values: Honest, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork