



## BACKGROUND

Visiting official delegations to Victoria expect to be officially welcomed by the City through the Mayor. City support of visiting delegations are key in supporting:

- Efforts to bring visitors to our region, to explore tourism and investment opportunities
- Public, private and post-secondary schools in promoting international exchange programs, international student enrollment, and ESL programs
- Local cultural associations, to celebrate our residents' current and historical achievements, and to support their efforts to bring cultural or investment opportunities to Victoria

### Staffing

The protocol function at the City oversees various events, activities and services that benefit, promote and celebrate the City of Victoria. Visiting dignitaries, delegations, study/educational tours and tour groups will often have their first point of contact with the City through protocol staff.

Protocol is staffed through two Correspondence Coordinator positions in the Mayor and City Manager's Office. Protocol staff support Mayor and Council with visiting delegations and school groups, meetings with cultural organizations, tours of City Hall, Honorary Citizen Awards, flag-raising, flag half-mastings, holiday caroling, and official gifts. Protocol also supports or coordinates various City events, and occasionally, community events.

While protocol staff are the primary support for Mayor and Council, staff from Economic Development, Arts, Culture & Events, Engagement and other departments also contribute to the success of these official City and key protocol relationships.

### KEY PROTOCOL RELATIONSHIPS & ACTIVITIES, 2016-18 – see Appendix A for full list

Intergovernmental: Victoria receives visitors from all levels of government, both domestic and international, to City Hall.

Victoria welcomed 18 delegations in 2016, 10 delegations in 2017, and 7 delegations to date in 2018. The most notable highlights include:

#### September 2016: The Duke and Duchess Royal visit

- Highly attended, well-coordinated and well-received event at BC Legislature
- Exceptional showcase of the Inner Harbour and Legislature
- 25,000 attendees at BC Legislature event, thousands more at other stops in Victoria including Ogden Point and Harbour Air Terminal
- Global attention through worldwide media coverage and through the Royal's dedicated following
- Showcased Victoria as a beautiful, vibrant, safe city
- Showcased Victoria's ability to organize large-scale multiple events on short notice, (Victoria was hosting UBCM concurrently and PGA just prior to their visit)
- Brought visitors to Victoria during the visit, earned media attention, projected to bring visitors to Victoria for years to come



**March 2017: Prime Minister's visit**

- Historic visit, first sitting PM visit to Victoria City Hall since 1965
- Showcased City of Victoria's ability to host high profile visitors including Federal dignitaries, and specifically to provide a well-coordinated meeting to Prime Minister Trudeau's office, working within their stringent requirements
- Showcased Victoria's place as a capital city nationally through earned media
- Provided an opportunity to advance the City's key initiatives

**July 2017: Twin Cities Napier and Morioka visit for Canada 150 Celebration**

- Highly beneficial in nurturing and growing the Morioka and Napier Sister City relationships
- Showcased Victoria's ability to host international VIP delegations
- Meetings with local stakeholders resulted in mutually beneficial business dealings, including securing Morioka as a home training base for several Team Canada programs in advance of the 2020 Olympic Games, and strengthening ties with local schools for student exchange programs
- Continued economic development and cooperation between Victoria and Napier / Morioka
- Meaningful cultural exchanges

Trade Missions: The Economic Development department plans and delivers international trade missions based on strategic partnerships and that align with our economic action plan. Trade missions are a valuable tool used by many Governments throughout the world to diversify and stabilize local economies by connecting to global supply-chains, customers, investors, and procurement projects. Protocol is an important aspect of these trade missions when meeting with government officials and dignitaries.

We participated in 2 missions in 2016, 4 missions in 2017, and 1 mission to date in 2018. Most notably the following:

**October 2016: China (Nanjing, Suzhou, Xuzhou, and Shanghai)****Results:**

- Participated in Showcase Canada Asia event in Nanjing, Chinese media interviews (print, TV, and radio) were scheduled with Mayor Helps that generated 2,290,798 in total viewership at an approximate value \$450,000
- 15.8% of the University of Victoria student population are foreign students, an MOU was signed with Soochow University in Suzhou along with both Mayors with Soochow University, which represents a direct impact to our local economy as it relates to foreign students
- Camosun enrolls more than 2000 international students annually which represents a gross income of more than \$25 million. Chinese students represent 40% of those enrolments. These students also, on average, spend \$35,000 annually in goods and services in our community which means that Camosun students from China represent a \$28 million dollar infusion to the local economy. The presence of the Mayor visiting our local partners in Xuzhou, China has been very important to cementing that relationship. Camosun has subsequently offered summer training programs to high school students in Xuzhou
- Mayor Helps was a keynote speaker at Royal Roads University Global Alumni Summit in Nanjing, another direct impact to our local economy as it relates to graduates looking for employment opportunities around the world and to keep Victoria top of mind
- Participated in a business meeting that included municipal officials to help support the Alacrity Foundation, a Victoria based business open an office in Shanghai



## **October 2017: China (Beijing, Shenzhen, Shanghai) and Japan (Morioka)**

### **Results:**

- Participated in Showcase Canada Asia event in Beijing to support tourism and our partnership with Tourism Victoria, media interviews were scheduled with significant coverage generated for our destination
- Several business meetings in Shanghai organized by the City, BC Trade & Investment offices in China and the South Island Prosperity Project to further support exporting Victoria's local innovation. Eight Victoria companies participated in the trade mission, and three have estimated the direct value as \$300,000 and \$1 million over the next 12-24 months
- Organized with the Canadian Consulate in Shanghai a business networking event at the Consul General's official residence
- In Morioka, we joined Camosun College to celebrate and further support their 30 year agreement with Morioka University which its foreign students have a direct impact to our local economy
- 2020 Tokyo Olympics pre-games training camp in Morioka is being considered (based on qualifying) by Sport Climbing Canada, Water Polo Canada, Diving Canada, Volleyball Canada, Rugby Canada and Basketball Canada. This is primarily because of Victoria's Twin City relationship. Following our visit the Mayor provided a letter to Basketball Canada to further support. For Morioka, this could be upwards of \$150,000+ in training revenue and if Basketball Canada confirms this number would increase significantly due to the NBA athletes participating. The value of the term contract to facilitate and broker these relationships/connections to deFrias Management Group, a local Victoria company is approximately \$36,000

### **PUBLIC USE AND CITY EVENTS – see Appendix B for full list**

Protocol staff also handle Public Use of City Hall and support or coordinate various City initiated events.

The Public Use of City Hall program began in 2016 to provide citizens with a better connection to their local government and to respond to community requests for the use of City Hall for meetings and events. A wide variety of events have been held at City Hall since the program began in January 2016.

#### **Bookings include:**

Community association meetings, award ceremonies, class presentations, film screenings, annual general meetings, and more. Some community organizations have booked recurring meetings. Feedback has been consistently positive, as groups appreciate an affordable, accessible, and unique meeting or event space. Many who have attended events were coming to City Hall and experiencing the space for the first time.

#### **Costs**

Meeting space is provided free of charge during regular business hours. For after-hours events, the client is charged for cost recovery only, which is generally for security costs, and City staff costs where needed. Staff have attempted to keep costs minimal for all events. With the exception of weddings, use of City Hall is cost-neutral to the taxpayers. Private weddings are currently subject to a \$150 room rental fee.

#### **Staff Involvement**

Public use bookings are organized by the Protocol staff.

With every City Hall booking, staff must complete the following steps:

- Work with client to determine availability and suitability of City Hall
- Review application forms
- Book City Hall space(s) and equipment
- Request creation of a Work Order (when charges are expected), through Finance staff
- Book security (if after City Hall hours), through Facilities staff
- Coordinate insurance and payment, through Recreation staff
- Complete Facility Rental Agreement with applicant
- Pre-event site walkthrough with applicant, when applicable
- Create site layout, and coordinate event setup through Facilities staff
- Council support: As with other non-City events, Mayor and Council can provide support in the form of speaking at the event, providing greetings, attending the event, as well as through proclamations or flag-raising (provided it fits with the City's flag raising policy.)

On average metrics:

- 4 - 5 new inquiries are received every week to [cityhallbookings@victoria.ca](mailto:cityhallbookings@victoria.ca)
- 2.5 hours Correspondence Coordinators' staff time required for every booking (not including staff time in other departments)
- Represents 20% of Correspondence Coordinator staff time per week (not including staff time in other departments)

**Number of events:**

	2016	2017	2018 (to Oct)
Weddings	3	7	5
Art Display	1	2	3
Film Screening	2	3	0
Intergovernmental meeting	9	7	4
Community organization meeting, workshop or event	41	53	55
<b>TOTAL</b>	<b>56</b>	<b>72</b>	<b>67</b>

**OTHER 'DAY TO DAY' PROTOCOL RELATIONSHIPS & ACTIVITIES, 2016-18 – – see Appendix A for full list**

First Nations: The City has a strong relationship with both Songhees and Esquimalt First Nations and has an important role in raising awareness of the traditional territory in which the City of Victoria is located. These relationships are supported primarily by the Witness Reconciliation Program through the City Family.

Twin Cities: A Twin City is a formalized relationship that provides city officials and citizens with opportunities for cultural, economic and educational exchange. The role of the City is to maintain the relationship between city officials, to coordinate and receive delegations, and to organize anniversary celebrations. These are supported primarily by protocol staff. The City has four Twin Cities:

- Napier, New Zealand (est.1973)
- Suzhou, China (est.1980)
- Morioka, Japan (est.1985)
- Khabarovsk, Russia (est.1990)

*Friendship Cities:* The City has two Friendship Cities, they are Nanning, China and Changsha, China. This is less formal than a Twin but is formed in the same spirit. These are supported primarily by protocol staff.

*Tourism Victoria (now Destination Victoria):* City Hall's participation in welcoming delegations assists Tourism Victoria to promote Victoria as a world-class destination to tourism operators and investors. This is supported primarily by Economic Development staff.

*Victoria-based International Schools:* Welcoming international students helps to promote Victoria as a safe, welcoming place for students, supporting efforts to increase international enrollment in secondary and post-secondary schools. These are supported primarily by protocol staff.

- In 2016: 7 visits brought over 250 students to City Hall
- In 2017: 5 visits brought over 180 students to City Hall
- In 2018, to date: 10 visits have brought over 225 students

*Local Schools:* These relationships are supported by both protocol and Youth Engagement staff. Protocol staff support school visits involving Mayor and Council at City Hall; Engagement facilitated the pilot City Hall School Days program where classes spent a full day at City Hall, participating in staff-led workshops and model Council meetings.

*Local Cultural Organizations:* The City maintains relationships with local organizations to promote Victoria and City Hall, and to provide protocol-related support to the organization's work. Examples may include newcomer organizations or those representing a particular culture or heritage. Visits through these relationships are primarily supported by protocol staff.

City Hall Events:

- In 2016: 7 events (e.g. Art in Parkades First Nations Blessings)
- In 2017: 11 events with significant protocol support (e.g. Caroling)
- In 2018, to date: 7 events (e.g. NY Levee, Honorary Citizen Awards)

## **OPTIONS & IMPACTS**

*Impacts to Financial Plan*


No impacts are anticipated beyond the approved annual protocol budget of \$30,000 for 2018.



## CONCLUSIONS

Protocol is a common and expected role of local government, in particular for Capital Cities. The City's protocol practices should be reviewed and enhanced on a regular basis to ensure the specific programs offered are consistent with the Strategic Plan and direction from Council.

Respectfully submitted,

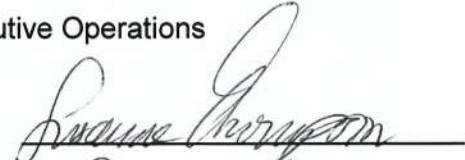


Monica Dhawan  
Correspondence Coordinator



Colleen Mycroft  
Manager of Executive Operations

Report accepted and recommended by the City Manager:



Date:

Sept. 26 / 18

### List of Attachments:

Appendix A: Protocol Visits 2015 – 2018

Appendix B: Public Use Events 2016 - 2018

Appendix C: Draft Twin City Policy