



## **Committee of the Whole Report**

### **For the Meeting of March 23, 2017**

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**To:** Committee of the Whole **Date:** March 14, 2017  
**From:** Jocelyn Jenkyns, Deputy City Manager  
**Subject:** Proposal to Host the 2020 and/or 2024 UBCM Annual Convention

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### **RECOMMENDATION**

That Council:

1. Direct staff to submit a bid to accept the Host Community obligations for either the 2020 or 2024 UBCM Annual Convention.
2. Authorize the Mayor and City Clerk to execute the necessary agreements, should the bid be successful.
3. Refer hosting costs to the appropriate year's financial planning process for allocating the required budget.

### **EXECUTIVE SUMMARY**

The City of Victoria has hosted the Annual General Meeting of the Union of British Columbia Municipalities (UBCM) since 2000; the last time was in 2016. Victoria is viewed as an ideal venue not only for its capacity to host this significant event, but also to facilitate dialogue with Provincial government officials.

UBCM is inviting eligible Host Communities to submit a bid to hold the convention in the years 2020, 2022, 2024 or 2026. Staff proposes submitting bids to host the UBCM convention in 2020 and 2024 as 2022 and 2026 are civic election years

There are a number of requirements of the Host Community which include the provision of 1200 hotel units within walking distance, venues for business sessions, meetings, a Welcome Reception and Banquet. Given these requirements, the number of available locations in the Province is very small. In 2016, the costs associated with the event and borne by the City of Victoria totalled slightly more than \$100,000. The majority of these funds were used host the Welcome Reception and to cover the costs of using the facility at the Victoria Conference Centre. There are significant impacts to the local economy for this event given that it involves upwards of 3000 attendees that majority of which are from outside the Capital Region.

#### *2015 – 2018 Strategic Plan*

Hosting the UBCM Convention would meet the City's Strategic Objectives of Creating Prosperity through Economic Development and by Demonstrating Regional Leadership.

### *Impacts to Financial Plan*

The City hosted the 2016 UBCM Convention and incurred costs of slightly more than \$100,000. If the City were to host future conventions the Financial Plan would need to incorporate the costs associated with hosting. As noted the 2016 costs were approximately \$100,000.00.

### **CONCLUSIONS**

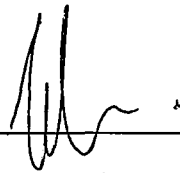
The UBCM Annual Convention provides an opportunity to welcome local government delegates from all over BC while providing a first class convention centre with a host of nearby tourist amenities. The economic impact on the city is considerable and staff recommend submitting a bid to host the UBCM Annual Convention in 2020 or 2024.

Respectfully submitted,



Jocelyn Jenkyns  
Deputy City Manager

**Report accepted and recommended by the City Manager:**

  
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**Date:** \_\_\_\_\_  
March 17, 2017