



Administrative Report

Office of the Chief Administrative Officer

To: Warden Tom Bain and Members of County Council

**From: Robert Maisonville
Chief Administrative Officer**

Date: March 7, 2018

**Subject: Association of Municipalities of Ontario – Request for
Proposals to Host Conferences (2021 – 2024)**

Report #: 2018-R06-ADM-0307-RM

Purpose

To provide a request from Tourism Windsor Essex County Pelee Island (TWEPI) that the County of Essex consider partnering with the City of Windsor on a bid to jointly host the Association of Municipalities of Ontario (AMO) Annual Conference during the years 2021, 2022, 2023 and 2024.

Background

Each year in August, AMO draws more than 2,600 attendees to Ontario's largest municipal conference, scheduled over four days in a member municipality. The event provides the opportunity for municipal leaders to learn from their colleagues and experts and to share knowledge and experience. Senior staff and elected officials from all levels of government share in this professional development opportunity.

AMO has recently provided notice that a Request for Proposals (RFP) for the selection of a host for the 2021, 2022, 2023 and 2024 AMO Annual General Meeting, Conference and Trade Show will be open. AMO has directed that a letter of intent be received by **Friday March 9th** with a full RFP bid document submission by **Monday, April 9th**.

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AMO has requested that cities ideally apply/bid to host either 2 years or 4 years. Communication with TWEPI indicate that the Windsor/Essex response would be open and flexible to all four years or any part thereof.

It is anticipated that the final location decision will be announced in August 2018.

The City of Windsor and County of Essex successfully hosted the AMO Conference in 2010 and 2016.

TWEPI, in response to the AMO Bid Package for 2021, 2022, 2023 and 2024, is seeking support from Essex County Council and Windsor City Council, to authorize the preparation of a joint RFP bid proposal.

Discussion

Similar to past submissions, the potential host community is expected to address how they will meet the criteria for the selection of a host community, outlining what resources it will contribute to the event (funding, sponsorships, volunteers, busing, etc); types of study tours, media availability; locations for welcome reception/social event; availability of the tourism office to staff a local information booth; and preliminary plans for the welcome reception/host reception.

More specifically, the host community is responsible for, but not limited to:

- Hosting and financing the Sunday evening Welcome Reception (budget ~\$45,000)
- Hosting and financing the Incoming Host Reception the year in advance of the hosted Conference (budget ~\$21,000)
- Providing volunteers
- Providing shuttle buses as required (budget ~\$4,000)
- Providing the study tours (up to six) and buses (budget ~\$15,000)
- Providing tourism staff to offer a local information booth throughout the Conference

The projected \$85,000 per year cost to host the Conference is proposed to be split between the County and City (\$42,500 each). It should be noted that these monetary contributions do not reflect the in-kind contribution of significant volunteer hours that would be required by staff of the County, the seven local municipalities and the City.

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Council will recall that prior years Incoming Host Reception, Welcome Reception and the Study and Companion Tours all heavily featured and promoted Essex County food, wine, restaurants, destinations and amenities.

Hosting conferences of the size and scope of the AMO conference will generate economic benefits for the host community. For reference, the 2016 AMO Conference injected approximately \$3 million into the Windsor and Essex County local economy. While it is understood that the economic boost derived by hosting the AMO conference would benefit the region, the commitment of funding and staff resources associated with hosting the event would be drawn from annual budgets not yet contemplated or approved (2020, 2021, 2022 2023 and 2024). County Council, if it decides to pursue this RFP, would enter a bid that could commit funds and resources for the next two terms of Council.

Preparation of the RFP bid document is being coordinated by TWEPI officials and it is anticipated that information for the bid can be updated from the documents prepared that successfully secured the 2016 Conference, as well as its submission for the 2017, 2018 and 2019 RFP. TWEPI officials have assured County and City Administration that a bid will be finalized and submitted by the required deadline.

AMO requires that RFP submissions must be signed by the Municipal CAO. In addition, it is the Municipality's responsibility to ensure that appropriate Council or other endorsement is obtained before submission. A certified copy of Council's endorsement is to be included with the RFP bid document.

Should Council decide to partner with the City in a joint Essex/Windsor bid submission, Administration respectfully recommends that Council:

Pass a resolution endorsing its support of a bid submission to host the 2021, 2022, 2023 and 2024 AMO Conferences;

Include in the resolution a provision authorizing the County CAO to co-sign the bid document along with the Windsor CAO.

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Recommendation

For the review and consideration of County Council.

Respectfully Submitted

Robert Maisonville

Originally Signed by

Robert Maisonville, Chief Administrative Officer