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**Date** June 6, 2023 **Report No.** 2023-369

**To** Chair and Members  
Committee of the Whole – Operations

**From** Brian Hutchings  
Chief Administrative Officer

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## 1.0 Type of Report

Consent Item ☐  
Item For Consideration ☒

## 2.0 Topic Federation of Canadian Municipalities Board of Directors Meeting – Request to Submit Expression of Interest [Financial Impact: None]

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## 3.0 Recommendation

- A. THAT Report No 2023-369 regarding the Federation of Canadian Municipalities Board of Directors Meeting – Request to Submit Bid to Host BE RECEIVED; and
- B. THAT the Corporation of the City of Brantford formally INVITES the Federation of Canadian Municipalities Board of Directors to hold their meeting within the City of Brantford; and
- C. THAT Staff prepare the necessary requirements as outlined in the Request for Proposal to be submitted to the Federation of Canadian Municipalities on or before June 30, 2023; and
- D. THAT the City Clerk BE DIRECTED to provide a certified copy of the final resolution of Council offering to host the Federation of Canadian Municipalities Board of Directors Meeting event before June 30, 2023; and
- E. THAT Staff be DIRECTED to report back to Council in the event that the bid is successful.

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## 4.0 Executive Summary

The purpose of this report is to seek Council's endorsement to submit a bid application for the City of Brantford to host a Federation of Canadian Municipalities (FCM) Board of Directors meeting in either 2025 or 2026. As the national voice for Canada's local governments, the FCM three-day meeting will attract approximately 150 delegates and staff to the City of Brantford. As outlined in the Request for Proposal (RFP), the host municipality's expenses for this event include: hosting a Welcome Reception and/or Dinner, Study Tours (optional), transportation to/from these events as well as computer equipment and services. **See Appendix A - RFP Package - 2025-2026 Board Meetings.**

Hosting the FCM Board of Directors meeting will contribute to the local economy of Brantford through venue rentals, food and beverage purchases, transportation usage as well as participating in local activities.

Council is being asked to endorse this opportunity by supporting Staff's bid submission by June 30, 2023 to the Federation of Canadian Municipalities outlining the City of Brantford's desire to host the 2025 or 2026 Board of Directors meeting and participate in the bid process. If successful, Council will also be asked to direct City Staff to plan, organize and deliver the event as well as take on the financial commitment of the outlined areas within this report.

## 5.0 Purpose and Overview

The purpose of this report is to seek support to submit a bid to host a Federation of Canadian Municipalities Board of Directors Meeting in either 2025 or 2026 and to provide an overview of the benefits and potential cost estimates to be a host municipality.

## 6.0 Background

The Federation of Canadian Municipalities (FCM) has been the national voice of municipal government since 1901. Its membership includes more than 2,000 municipalities of all sizes, from Canada's cities and rural communities to northern communities and 20 provincial and territorial municipal associations. Together, they represent more than 90 percent of all Canadians. Municipal leaders from across Canada assemble each year to set FCM policy on key issues.

On May 2, 2023, FCM released a nation-wide call to request the assistance of municipalities to host upcoming FCM Board of Director meetings. FCM holds

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four (4) meetings of the Board of Directors each year in September, November, March and May. The November meeting is held in Ottawa and the one in May is held virtually. Meetings in September and March are hosted by municipalities across Canada. FCM also hosts their Annual Conference and Trade Show each spring.

The City of Brantford does not qualify to host the FCM Annual Conference and Trade Show as Brantford is not a large urban centre with the necessary convention centre capabilities and does not have a large enough inventory of accommodations for that event. However, the municipality is permitted to make a submission to host a Board of Directors meeting.

All proposals submitted will be evaluated in a clear and transparent manner based on the established criteria approved by the Board. The Board expects to make its decisions by September 15, 2023.

## **7.0 Corporate Policy Context**

### **7.1 Official Plan – Envisioning Our City: 2051 (2021)**

Section 3.2 of the City of Brantford's Official Plan – Envisioning Our City: 2015 titled "Successful Communities: Promoting a Strong and Healthy Economy" includes the following key strategies:

- The City will promote tourism as an integral part of economic development, acknowledging that tourism brings economic benefits to the City. Tourism is supported by having a healthy, livable and diverse community, which includes a vibrant downtown, cultural and sports facilities, parks and other outdoor leisure and recreational opportunities, all connected by an integrated transportation system.

Hosting events bring new visitors to the community, who will contribute economically to the city throughout the duration of their stay and beyond if they become repeat visitors. Hosting an event allows staff some control over the visitor experience by contributing positively through the delivery of excellent accommodations, meals and entertainment.

### **7.2 Economic Development Strategy (2016)**

The Economic Development Strategy (2016) supports the Tourism Division by continuing to pursue the bid and hosting of corporate meeting

and convention events and activities. The Economic Development Strategy as well as the Tourism and Culture Strategy are currently being updated.

## 8.0 Input From Other Sources

This report was prepared with input from City staff from Economic Development, Tourism and Cultural Initiatives Department, IT Services, Sanderson Centre for the Performing Arts, Clerks Department and the Federation of Canadian Municipalities.

## 9.0 Analysis

The FCM has the following dates available to host a Board of Directors Meeting:

- March 11-13, 2025;
- September 16-18, 2025;
- March 3-5, 2026; and

The locations for board meetings normally rotates across FCM's five regions of Canada: British Columbia, Prairies and Territories, Ontario, Quebec and Atlantic. The rotation of the meetings throughout the regions depends on what other proposals FCM receives and for which dates they submit to host.

Staff preference is to host the FCM Board of Directors meeting from **September 16-18, 2025** and the March 2025 or March 2026 options will be presented as second and third choices, respectively.

The expected attendance for the FCM Board of Directors meeting is approximately 150 people comprised of participants, companions, suppliers and FCM staff.

Past FCM Board of Directors meeting expenses averaged between \$152,000 to \$200,000 (not including the host municipality's financial contributions), which included expenses for local meeting/convention centre rentals, A/V rentals as well as food and beverage costs.

All FCM Board of Directors attendees, including FCM staff, are responsible for their own evening meals, drinks, activities and transportation (with the exception of the host municipality Social Event). Staff will provide attendees with a copy of the Discover Brantford Annual Visitor Guide and attendees will be encouraged

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to explore the City to dine at local food and drink establishments, explore museums, galleries or entertainment, shop at unique boutiques and contribute to the economic footprint of the event. Attendees will also appreciate Brantford's unique proximity to the Six Nations of the Grand River, where visitors can explore cultural attractions and/or Indigenous events.

Similar FCM Board of Directors meetings held prior to the pandemic saw guests arriving the night before the event, which would increase the number of overnights being picked up for this event which typically runs from Tuesday to Thursday. Staff endeavor to extend the length of stay of visitors wherever possible so as to increase the economic footprint of events.

The following are the total room nights achieved at past FCM Board of Directors meetings with guests staying typically on Tuesday, Wednesday and Thursday nights with half the attendees coming in the night before the event on Monday:

- March 2019 (Penticton, BC): 410 room nights.
- September 2019 (Waterloo-Kitchener, Ontario): 418 room nights.
- March 2020 (St. Hyacinthe, Quebec): 448 room nights.

The components of the FCM Board of Directors meeting Request for Proposals (RFP) involves shared costs between FCM, the host municipality, and its participants.

## **9.1 Municipal Assistance with Local Sourcing**

Staff will source the following information for the FCM Board of Directors meeting with the cost of these items to be paid by FCM and/or their participants:

- Hotel – Accommodation.
- Meeting Space Requirements (including food and beverage).
- Childcare Services.
- Travel Arrangements (to and from airports).

An estimated \$58,500 economic impact to the region is estimated according to the Tourism Regional Economic Impact Model (TREIM) analysis conducted in May 2023 that takes into account visitor spending.

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## **9.2 Host Municipality Expenses**

The host municipality must accept the responsibilities for all these expenses associated with hosting a FCM Board of Directors meeting:

- Social Event (Welcome Reception and/or Dinner).
- Study Tours (if offered).
- Computer equipment.
- Local Transportation.

Previous host municipalities have taken on these expenses, as well as using municipal resources and in-kind offerings, at an approximate range between \$13,000 to \$50,000, depending on the Social Event choice.

### **9.2.1 Social Event (Welcome Reception and/or Dinner)**

The host municipality must host the FCM members, their companions and FCM Staff during a Welcome Reception and/or Dinner on the Wednesday or Thursday evening. The number of delegates and staff is approximately 150 people, not including representatives or guests of the host municipality. The host municipality greetings must be done in English and French and all signage, if any, must be bilingual. FCM will provide translation as required.

The City of Brantford would be responsible for covering the costs and/or services for the Social Event, including (but not limited to): food, beverages, entertainment and transportation.

Previous host municipalities have held either both the Welcome Reception and Dinner or the Dinner only. Data was not received for host municipalities that held only the Welcome Reception. Approximate costs for past events were \$7,000 (Welcome Reception), \$17,000 (Dinner only) to \$31,000 (both).

The proposed Social Event(s) could vary upon several options, depending on the funds being attributed to this event. The Social Events will spotlight significant attractions and unique elements of the City of Brantford.

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## **9.2.2 Study Tours (Optional)**

The host municipality may decide to organize one or two study tours that highlight innovative municipal programs, projects, products and/or services in and around the host municipality.

The host municipality, in consultation with FCM, determines the content, the number and duration of the study tours. It will also provide a detailed description of the proposed tour(s). The tours are generally 2-3 hours in duration (including travel to and from) with all transportation and access provided by the host municipality.

Study Tours allow participants the opportunity to explore the host community outside of the parameters of the specific event. This benefits the municipality because it increases the likelihood that these participants will spend money at one of our local establishments and also encourages visitors to come again and experience some of Brantford's other offerings.

If this option is selected, the expense is to be covered by the host municipality.

## **9.2.3 Computer Equipment**

The host municipality must provide complimentary computer equipment as well as the services of a technician available on an on-call basis during the entire event.

City of Brantford IT Services has confirmed they can provide the services required of their staff and have, or can source, the equipment outlined in the RFP for this event, with the exception of the following equipment:

- 1 colour laser printer.
- 1 black and white laser printer.

These could be sourced through a rental or purchase that would range between \$500 - \$800. City IT Services could then repurpose the use of this equipment.

This expense is to be covered by the host municipality.

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## **9.2.4 Local Transportation**

The Host Municipality must provide shuttle transportation for members between the hotel(s) and the conference venue (if the distance is over 0.7 km), for the study tours, for its reception and/or dinner as well as transportation for those having special needs.

Previous host municipalities have either incorporated the use of their transit services to delegates or have contracted out transportation up to a cost of \$5,200.

This expense and/or in-kind service is to be covered by the host municipality.

## **10.0 Financial Implications**

There are no financial implications to submit a bid application to the FCM Board of Directors Meeting RFP package. Should the bid be accepted, staff will bring forward a report outlining the full costs of hosting the event, along with an identified funding source, full budget and economic impact analysis.

## **11.0 Climate and Environmental Implications**

There are no climate or environmental implications to submit a bid application to the FCM Board of Directors Meeting RFP package.

However, if the bid is approved there will be an increase in waste generation, energy consumption, and vehicle emissions which will increase our Corporate and Community greenhouse gas emissions. Efforts will be made to reduce emissions such as ensuring recycling to reduce waste being sent to landfill, providing transportation for attendees to events to reduce individual vehicle use, and ensuring efficient use of building to reduce energy consumption.

## **12.0 Conclusion**

The City of Brantford has a unique opportunity to showcase itself to municipal leaders from all over the country by hosting this event. As the national voice for Canada's local governments, FCM delegates will see firsthand what Brantford has to offer to its community, its region and its country.



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Hosting the FCM Board of Directors meeting will add to the local economy of Brantford through venue rentals, food and beverage purchases, transportation usage as well as participating in local activities.

Council is being asked to endorse this opportunity by supporting Staff's bid submission by June 30, 2023 to the Federation of Canadian Municipalities outlining the City of Brantford's desire to host the 2025 or 2026 Board of Directors meeting and participate in the bid process. If successful, Council will also be asked to direct City Staff to plan, organize and deliver the event as well as take on the financial commitment of the outlined areas within this report.

The Federation of Canadian Municipalities Board of Directors meeting will provide an opportunity to drive potential economic benefit to the City and feature Brantford as an evolving and innovative municipality.



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Brian Hutchings  
Chief Administrative Officer

Prepared By:

Ela Stypa Jones, Sport Tourism Coordinator  
Kara Davey, Manager of Tourism, Culture and Sport

Attachment:

Appendix A - RFP Package - 2025-2026 Board Meetings

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

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| By-law required  | <input type="checkbox"/> yes <input checked="" type="checkbox"/> no |
| Agreement(s) or other documents to be signed by Mayor and/or City Clerk  | <input checked="" type="checkbox"/> yes <input type="checkbox"/> no |
| Is the necessary by-law or agreement being sent concurrently to Council? | <input type="checkbox"/> yes <input checked="" type="checkbox"/> no |