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**Date** October 10, 2023 **Report No.** 2023-606

**To** Chair and Members  
Committee of the Whole – Planning and Administration

**From** Michael Bradley  
Commissioner of Community Development

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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 – Alternate Dates for Bid to Host [Financial impact: None]

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## 3.0 Recommendation

- A. THAT Report No 2023-606 regarding the *Federation of Canadian Municipalities Board of Directors Meeting – Alternate Dates for 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 submit the alternate dates (September 21-24, 2027 and September 19-22, 2028) to the Federation of Canadian Municipalities on or before November 10, 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 on the stated alternate dates before October 31, 2023; and

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- E. THAT staff be DIRECTED to report back to Council in the event that the bid is successful.

## **4.0 Executive Summary**

The purpose of this report is to seek Council's approval to offer two alternate dates in either September 2027 or 2028 to host the Federation of Canadian Municipalities (FCM) Board of Directors Meeting. The current host for the September 2023 meeting is the City of Yellowknife; however, due to the unprecedented wildfires, which are still burning in the area, the meeting was switched to a virtual setting. As a result of that change, FCM is committed to bring the event to that city and has asked the municipalities that previously submitted initial bids to consider alternate dates should FCM extend the proposal period to include two additional years, covering 2025 to 2028.

## **5.0 Purpose and Overview**

The purpose of this report is to seek support to submit alternate dates to host a Federation of Canadian Municipalities Board of Directors Meeting in either 2027 or 2028 should FCM extend the proposal period to include two additional years, covering 2025 to 2028.

## **6.0 Background**

The Federation of Canadian Municipalities 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 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.

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On June 27, 2023, Council supported staff recommendations in [Report 2023-369](#)<sup>1</sup>, which included:

- 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.

On June 30, 2023, staff submitted the City of Brantford's Expression of Interest to host the FCM Board of Directors Meeting for either September 16-18, 2025 or March 11-13, 2025, along with supporting documents.

On September 13, 2023, staff received notice from FCM of the delay from their Board of Directors in deciding about future hosts and asked interested municipalities if they would consider alternate future dates. A formal direction from Council was requested by FCM to support the alternate dates.

## **7.0 Corporate Policy Context**

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

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<sup>1</sup> Report #2023-369 Federation of Canadian Municipalities Board of Directors Meeting – Request to Submit Expression of Interest. <https://pub-brantford.escribemeetings.com/filestream.ashx?DocumentId=16951>

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Section 3.2 of the City of Brantford's Official Plan – Envisioning Our City: 2051 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.

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

The Economic Development Strategy (2016) supports the recommendations in this report through the recommended action to continue to pursue the bid and hosting of corporate meetings.

## **8.0 Input From Other Sources**

This report was prepared with input from City staff from Economic Development, Tourism and Cultural Initiatives Department, Public Works Commission, the potential host hotel and conference space provider as well as the Federation of Canadian Municipalities.

## **9.0 Analysis**

The current host for the September 2023 FCM meeting is the City of Yellowknife; however, due to the unprecedented wildfires, the meeting was switched to a virtual setting. As a result of that change, FCM is committed to bring the event to that city and have asked the municipalities that submitted initial bids to consider alternate dates should FCM extend the proposal period to include two additional years, covering 2025 to 2028. FCM is extending the decision period for the selection of future host municipalities for the Board meetings to later this autumn.

The initial dates that the City of Brantford submitted for consideration to host the FCM meetings were: Choice #1: September 16-18, 2025 and Choice #2: March 11-13, 2025.

At the request of FCM for municipalities that submitted bids to consider hosting a meeting in 2027 or 2028 should they extend the proposal period to include two

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additional years, it is requested that the City of Brantford submit these additional dates:

- Choice #1: September 21-24, 2027.
- Choice #2: September 19-22, 2028.

FCM requests an updated resolution from Council to cover the added timeframe.

Hosting events bring new visitors to the community, who will contribute economically to the City of Brantford 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.

Previously outlined in [Report 2023-369](#)<sup>2</sup>, 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. 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.

The City maintains a strong partnership with FCM and has been supported through grant funding for various capital projects. Since 2022, FCM has provided funding for projects totaling over \$160,000, including conditions assessments on municipal infrastructure, studying the feasibility of electrifying the City's transit fleet and studying the pathways for the City's arenas to become

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<sup>2</sup> Report #2023-369 Federation of Canadian Municipalities Board of Directors Meeting – Request to Submit Expression of Interest. <https://pub-brantford.escribemeetings.com/filestream.ashx?DocumentId=16951>

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net-zero facilities. The City continues to pursue opportunities through FCM to fund projects related to reducing greenhouse gas emissions and asset management.

## **10.0 Financial Implications**

There are no financial implications to submit alternate date options for the bid application to the FCM Board of Directors Meeting. 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 alternate date options for the bid application to the FCM Board of Directors Meeting.

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.

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.

At the request of FCM to support their decision to adjust their awarding of future Board of Director Meetings to municipalities that submitted their bid applications, Council is being asked to endorse this opportunity by supporting Staff's recommendation to provide alternate future dates for the bid submission. 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 Report 2023-369.

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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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Michael Bradley  
Commissioner of Community Development

Prepared By:

Ela Stypa Jones, Sport Tourism Coordinator

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

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☒ yes ☐ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no