

FINANCE AND CIVIC DEVELOPMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: WESTERN CITIES CONFERENCE 2012

RECOMMENDATION:

1. THAT Council approve contingency funding of \$100,000 (inclusive of HST) to host the 2012 Western Cities Chief Administrative Officer and Human Resources Conference.

REPORT

The Finance and Civic Development Committee, at its meeting held on 2012 January 25, received and adopted the *attached* report seeking to secure contingency funding to enable the City of Burnaby to host the 2012 Western Cities Chief Administrative Officer and Human Resources Conference. Typically, this conference attracts 200 – 400 delegates from across Western Canada, providing a tremendous opportunity for the host city to promote their community, local leadership, and innovative human resource practices. The proposed conference dates are 2012 October 01 – 04.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor C. Jordan
Vice Chair

Councillor P. McDonell
Member

Copied to:	City Manager Director Human Resources Director Finance
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TO: CHAIR AND MEMBERS
FINANCE AND CIVIC DEVELOPMENT
COMMITTEE

DATE: 2012, January 18

FROM: DIRECTOR, HUMAN RESOURCES

SUBJECT: WESTERN CITIES CONFERENCE 2012

PURPOSE: To secure contingency funding to enable the City of Burnaby to host the 2012 Western Cities Chief Administrative Officer and Human Resources Conference

RECOMMENDATION:

1. **THAT** the Finance and Civic Development Committee recommend to Council the approval of contingency funding of \$100,000 (inclusive of HST) to host the 2012 Western Cities Chief Administrative Officer and Human Resources Conference.

REPORT

BACKGROUND:

For the past 60 years, Chief Administrative Officers as well Human Resource professionals from municipalities across Western Canada (B.C., Alberta, Saskatchewan & Manitoba) have been gathering to network and establish standards of excellence in human resources with a focus on civic government. This annual event is known as the Western Cities Human Resources Conference. The 2012 Conference will be hosted in Burnaby

Typically, the Western Cities Conference attracts between 200-400 delegates from across Western Canada, providing a tremendous opportunity for the host city to promote their community, local leadership, and innovative human resource practices. The City of Lethbridge recorded over \$200,000 in direct spending benefits when they hosted the conference in 2010.

Previous Conference Hosts

- 2011 Fort McMurray, Alberta
- 2010 Lethbridge, Alberta
- 2009 Regina, Saskatchewan
- 2008 Nanaimo, British Columbia
- 2007 Calgary, Alberta
- 2006 Saskatoon, Saskatchewan
- 2005 Lower Mainland, British Columbia (hosted jointly by regional municipalities and held in Vancouver)

To: Chair and Members, Finance and Civic Development
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CONFERENCE BENEFITS:

Human Resources staff at the city of Burnaby are thrilled at the opportunity to showcase our wonderful City as well as our talents when we host the 2012 Western Cities conference in beautiful Burnaby, BC. Just as Burnaby is known for ‘flying under the radar’- delivering excellence without fanfare - human resources staff are recognized amongst their peers as quiet leaders delivering innovative quality service and programs.

We see hosting this conference as an opportunity to showcase not only our City but also our creativity and innovation as we put together a conference program that will draw record numbers and make everyone proud.

The Western Cities conference offers Burnaby a unique opportunity to showcase all that this City has to offer - our beautiful park land, the Metrotown shopping centre, City golf courses, as well as our proximity to a major metropolis, making it easy for conference goers to access venues throughout the Lower Mainland. All of these features make Burnaby an exciting, memorable and welcoming City to visit.

With the support of Tourism Burnaby we will be able to market this event throughout Western Canada. We have no doubt that many first-time visitors will make plans to return with friends and family.

Some of the positive impacts of hosting this event in Burnaby will include:

- Economic benefits as conference guests visit shops, businesses and recreation facilities.
- Positive media exposure for Burnaby due to the high profile nature of this conference.

CONFERENCE DETAILS:

The proposed conference dates are October 1 to 4, 2012. We anticipate up to 400 delegates will attend. The first day of the conference will offer introductory sessions and a range of activities. These activities include a local tour featuring Burnaby’s many places of interest and an evening networking event at Burnaby’s newest gem, the Riverway Golf course. For more information about what the conference programming will include, please see the attached details from past Western City Conferences.

- Summary of Topics & Events (**Attachment #1**)
- Conference Program – Agenda & Events (**Attachment #2**)

CONFERENCE FUNDING:

We are requesting contingency funding of \$100,000 to host the Western Cities Conference. Our success depends largely on our ability to secure a top notch venue and speakers in advance of receiving registration revenue. In addition to registration revenues, we will be approaching Burnaby businesses and vendors to partner with us by sponsoring speakers and conference events.

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Estimated Expenditures

Resource	Estimated Funding Requirements
Venue/Facilities	\$40,000
Speakers/Presenters	\$40,000
Marketing	\$20,000
Total Contingency Funding Requested:	\$100,000

Estimated Revenue:

Registrants	Registration Fee	Revenue
250	\$895.00	\$223,750
300	\$895.00	\$268,500
350	\$895.00	\$313,250

SUMMARY:

Hosting the 61st Annual 2012 Western Cities Chief Administrative Officer and Human Resources Conference will be a great benefit to the City of Burnaby. Delegates from across Western Canada will have the opportunity to attend an exciting, well organized event that will showcase not only the talent of the City’s HR department, but the many opportunities and attractions in Burnaby. We are confident that once our guests have discovered all that Burnaby has to offer, they will share their positive experiences back at home, becoming unofficial ‘ambassadors’. City staff request contingency funding of \$100,000 to help make this conference a huge success.

Kim A. Munro
DIRECTOR, HUMAN RESOURCES

Attachments
<O:\HUMAN RESOURCES\Western Cities\Attachment #1 Western Cities 2011.pdf>
<O:\HUMAN RESOURCES\Western Cities\Attachment #2 Western Cities 2011.pdf>

Copied to: City Manager
Director Finance