

REGION OF OTTAWA-CARLETON
RÉGION D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. **02 02-99-0028**
 Your File/V/Réf.

DATE 15 November 1999

TO/DEST. Co-ordinator
 Corporate Services and Economic Development Committee

FROM/EXP. Regional Clerk

SUBJECT/OBJET **ASSOCIATION OF MUNICIPALITIES OF ONTARIO**
 2000 ANNUAL CONFERENCE

DEPARTMENTAL RECOMMENDATIONS

That the Corporate Services and Economic Development Committee recommend Council:

- 1. confirm the Region of Ottawa-Carleton's commitment to host the Association of Municipalities of Ontario 2000 Annual Conference in Ottawa-Carleton to be held August 13 to 16, 2000;**
- 2. approve the provision of \$60,000 in the Region's 2000 budget to support the event.**

BACKGROUND

In December 1996, an invitation was extended to the Association of Municipalities of Ontario (AMO) by the Chief Administrative Officer on behalf of the Chair and members of Council to hold its 2000 Annual Conference in Ottawa-Carleton. On the basis of that invitation, AMO's Board of Directors formally approved Ottawa-Carleton as the site for the 2000 Conference (see letter dated 16 December 1996 at Annex A and copy of media advisory dated 29 August 1997 at Annex B).

Planning for this event is about to commence. A complete list of Host Municipality Conference Responsibilities is attached at Annex C.

AMO has secured a contract with the Ottawa Congress Centre and the Westin Hotel which will be the conference headquarters. Other hotels in the vicinity will provide the spillover of delegate accommodation. In addition, AMO has negotiated an agreement with the National Gallery of Canada for the opening reception.

It is important at this time to re-confirm Council's commitment to host this important event since the invitation was extended by a previous Council. To support this commitment, it is proposed that \$60,000 be provided, with \$40,000 targeted for sponsorship to support the social activities.

AMO has agreed to provide a financial safety net in the amount of \$60 for every paid delegate, based on 1,000 attendees and in the event that the Region is unable to fulfil its sponsorship objectives.

Once the commitment has been re-confirmed and a budget approved, staff will begin working with AMO officials to prepare for the event.

*Approved by
M.J. Woollam*

/np

Attach. (3)

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Chief Administrative Office
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ANNEX A

C.M. Beckstead
Chief Administrative Officer/
Directeur général

16 December 1996

Mr. Terry Mundell
President
Association of Municipalities of Ontario
250 Bloor Street West
Suite 701
Toronto, Ontario
M4W 1E6

Dear Mr. Mundell:

The Ottawa Tourism and Convention Authority has indicated to me that AMO is seeking other locations to host the Annual General Conference in 1998 and Ottawa-Carleton is being proposed as a possible site.

Should this be the case, choosing Ottawa-Carleton as the location for your annual meeting has many advantages. As you have seen during the 1995 AMO Joint County and Regional Conference held in October, 1995, our region has many attractions and facilities to provide your delegates with a memorable and pleasurable conference. A number of special events have been held in our Nation's Capital and their success is due to the hospitality of our citizens, world class hotels and restaurants.

On behalf of the Regional Municipality of Ottawa-Carleton, I wish to extend to you an invitation to convene your Annual General Meeting in the region for the year 1998.

We would be prepared to assist your organization in bringing the conference to our Region and providing support. Should Ottawa-Carleton be chosen, I would be pleased to forward a recommendation to Regional Council suggesting we participate in hosting events.

Yours truly,

C.M. Beckstead
Chief Administrative Officer

cc: Adele Yatco, Ottawa Tourism and Convention Authority



Regional Municipality of Ottawa-Carleton
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ANNEX B

For Immediate Release
August 29, 1997

OTTAWA-CARLETON WINS MUNICIPAL CONFERENCE

Regional Councillor Peter Hume, Chair of the Regional Government Section and Board Member of the Association of Municipalities of Ontario (AMO), announced today that Ottawa-Carleton will host the AMO Annual Conference in the year 2000.

"This is one of the largest gatherings of municipal politicians and staff officials in Canada," said Hume. "It is a real coup to have these people in Ottawa-Carleton discussing the key issues that face the municipal sector as they head into the new millennium."

The AMO conference is attended by more than 1200 municipal officials and often attracts the Premier and most of the Provincial Cabinet. The conference provides an opportunity for delegates to learn about the changes taking place in the municipal sector and how best to manage these changes.

The Association of Municipalities of Ontario (AMO) is a non-profit organization with member municipalities representing 95 per cent of Ontario's population. The mandate of AMO is to promote, support and enhance strong and effective municipal government in Ontario.

The AMO Millennium conference will take place in Ottawa-Carleton on August 13-16, 2000 at the Ottawa Congress Centre.

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For more information, contact:

Regional Councillor Peter Hume
560-1227 (office)
523-1706 (home)
humepe@rmoc.on.ca (Email)

AMO ANNUAL CONFERENCE

AUGUST 2000

RESPONSIBILITY AREAS	RESPONSIBLE
<p>FUNCTION SPACE</p> <p>When an invitation has been accepted AMO staff, in cooperation with the host municipality, move to secure meeting and function space and hotel rooms. Where such meeting and function space is subject to rental charges, AMO will guarantee the rental, insurance and incidental costs incurred.</p> <p>The space requirements are:</p> <ul style="list-style-type: none"> • one large room for 1,200 (theatre style) for plenary sessions • one large room for 1,200 (rounds of 8 - 10) for breakfast or luncheon functions • 5 breakout rooms for 300 people each (theatre style) and interpretation equipment • one function room which can accommodate 75 people (hollow square) for Board meetings on the Sunday and Wednesday of the Conference • two function rooms (with connecting door or wall) which are used by AMO as Conference Secretariat and Production Room • one function room for approximately 50 media representatives • one function room to be used as a VIP and Speakers Lounge • one function room to be used as Host Conference Office • one function room to be used as Partners' Lounge • one function room to be used as Volunteer and Staff Lounge 	AMO

RESPONSIBILITY AREAS	RESPONSIBLE
<p>HOTEL ROOMS</p> <p>Contracts with hotels must be signed by AMO at the time of booking.</p>	<p>AMO</p>
<p>HOST COMMITTEE</p> <p>It is suggested that the host municipality form a Conference Host Organizing Committee one year in advance of the Conference, and appoint/elect a Committee Chair. The Chair should have ready access to senior decision-makers</p> <p>Typically, Conference Host Organizing Committees establish sub-committees responsible for specific areas of planning and organization. The Host may determine its own committee structure. A sample committee structure is as follows:</p> <ul style="list-style-type: none"> • <u>Steering Committee</u> - elected members from host municipality and possibly surrounding municipalities. This committee would have the authority to make decisions. • <u>Organizing Committee</u> - elected officials and staff comprise a working group which reports to the Steering Committee - its members assigned to specific areas (i.e. Study Tours, Partners Program, Social Events, Transportation, etc.). • <u>Sponsorship Committee</u> - could comprise local business people, suppliers, elected officials and staff, and report to the Steering Committee - its members assigned to fund raising. 	<p>Host</p> <p>Host</p>
<p>HOST COORDINATOR</p> <p>The host municipality should be prepared to designate a municipal official or employee (with access to the Chief Administrative Officer) to act as local Coordinator. Some past hosts have engaged the services of an outside meeting planner. The coordinator should be appointed a minimum of one year in advance of the Conference and should be prepared to devote the necessary time and staff resources, to the task.</p>	<p>Host</p>

RESPONSIBILITY AREAS	RESPONSIBLE
<p>If the host municipality decides to appoint a staff member as Coordinator, it should ensure that this person can commit the time required in the early planning stages, that is one full year before the Conference.</p> <p>The Conference Coordinator assumes the task of maintaining liaison among the Host committees, venues for Conference events and AMO. In effect, the Coordinator becomes the resource person to the Steering Committee and its Chair.</p>	Host
<p>HOUSING BUREAU</p> <p>AMO may wish to use the services of a local housing bureau, a service usually provided free of charge by the local tourism and convention agency.</p> <p>Guest rooms reserved for AMO's Conference are protected and hotels are advised not to accept direct reservations within the reserved blocks. Once contact has been established with a housing bureau, the guest room inventories are turned over to that bureau for allocation to delegates. AMO will reserve, through the housing bureau, a number of rooms designated for AMO's Board of Directors, AMO staff and Conference speakers and participants.</p> <p>The housing bureau should not accept reservations until AMO has circulated its Conference publicity material which includes hotel reservation information and forms. This material is usually mailed in <u>January</u> of the Conference year.</p> <p>The housing bureau is advised that, with the exception of the aforementioned rooms reserved by AMO, all room allocations to delegates must be made strictly on a first-come, first-served basis.</p>	<p>Host</p> <p>AMO</p> <p>AMO</p> <p>AMO</p>
<p>REVENUES</p> <p>(i) <u>From Registration Fees</u></p> <p>Registration fees are set by AMO's Board of Directors.</p>	AMO

RESPONSIBILITY AREAS	RESPONSIBLE
<p>Registration fees include the cost of meal and social functions. They entitle delegates and partner to attend meal and social functions as follows: registered delegates may attend delegates' luncheons and evening social events; registered partners may attend evening social events and have access to the partners program.</p> <p>(ii) <u>From Fund Raising</u></p> <p>The host municipality will seek to defray a significant portion of their costs through corporate sponsorships.</p> <p>(iii) <u>From Municipality</u></p> <p>The host municipality must determine in its municipal budget for the Conference year the estimated amount required to host the conference.</p> <p>(iv) <u>From Trade Show</u></p> <p>AMO shall be responsible for planning and implementing the Trade Show in the Congress Centre and shall be responsible for all costs and revenue of the show.</p>	<p>AMO</p> <p>Host</p> <p>Host</p> <p>AMO</p>
<p>EXPENSES</p> <p>The following list represents the major areas of the host municipality's financial responsibilities:</p> <p>(i) <u>Meeting and Function Facilities</u></p> <p>When Conference meetings and other functions are held in a hotel, the required facilities are often provided free of charge.</p> <p>More often, Conference meetings and other functions will be held in a convention centre or similar facility and be subject to rental and other charges. In this case, the host municipality shall guarantee the rental, insurance and all other incidental costs incurred for all space used.</p>	<p>Host</p> <p>AMO</p> <p>Host</p>

RESPONSIBILITY AREAS	RESPONSIBLE
<p>(ii) <u>Meal and Social Events</u></p> <p>The host municipality provides the following functions:</p> <ul style="list-style-type: none"> • Sunday evening opening reception • Monday luncheon for registered delegates • Monday evening social event for delegates and registered partners. This should be an informal event, e.g. A barbecue (<i>optional</i>). May have entertainment. • Tuesday evening banquet or other meal function for delegates and registered partners. May have entertainment. • Wednesday morning continental breakfast 	<p>Host</p> <p>Host</p> <p>Host</p> <p>Host</p> <p>Host</p>
<p>(iii) <u>Study Tours</u></p> <p>The host municipality provides a number of study tours for delegates. For details, see Program.</p>	<p>Host</p>
<p>(iv) <u>Partners' Program and Lounge</u></p> <p>The host municipality provide a partners' program and lounge. For details, see Program.</p>	<p>Host</p>
<p>(v) <u>Other Services</u></p> <ul style="list-style-type: none"> • Coffee Service. The host municipality provides coffee service for delegates throughout the Conference. This means coffee is made available to delegates each morning and afternoon of the three days of the Conference, in the vicinity of the meeting locations. • Transportation. The host municipality provides transportation to delegates between hotels and meeting locations, study and partners tours, as well as transportation for those having special needs, on a shuttle basis. <p>The host municipality provides transportation between hotels and venues of the evening social events.</p>	<p>Host</p> <p>Host</p>

RESPONSIBILITY AREAS	RESPONSIBLE
<p>The host municipality, if possible, should provide free transit passes to all delegates and partners.</p> <ul style="list-style-type: none"> • Catering. The host municipality provides catering services to the partners' lounge, its volunteers and its staff, as required. • Translation. All printed material provided by the host municipality must be available in both official languages at the cost of the RMOC. • Registration. AMO provides the main delegates' registration desk. The host municipality provides registration desks for study tours and the partners' program. • Signage. AMO provides signage for all program meetings and sessions. The host municipality provides the signage required for all events for which it is responsible. • Gifts. The host municipality may wish to provide a gift to each delegate and partner. • Miscellaneous. The host municipality may incur administrative costs, such as communications, printing, photocopying, volunteer training and identification, sponsorship recognition, photographer. 	<p>Host</p> <p>Host</p> <p>AMO Host</p> <p>AMO Host</p> <p>Host</p> <p>Host</p>
<p>PROGRAM</p> <p><u>Sunday Opening Reception</u></p> <p>The host municipality selects the venue and the general theme for the Opening Reception. It is typically an informal, two-hour event, with complimentary refreshments. Entertainment, if suitable in length, may be offered.</p> <p>All registered delegates and registered partners may attend this event.</p>	<p>Host</p>

RESPONSIBILITY AREAS	RESPONSIBLE
<p><u>Monday Luncheon</u></p> <p>The host municipality provides a luncheon for registered delegates. If sponsorship for the luncheon has been obtained the host may wish to recognize the sponsor(s) during the luncheon. The host municipality may select a luncheon speaker of its choice.</p> <p>All registered delegates may attend this event.</p>	Host
<p><u>Monday Evening Meal Event</u></p> <p>The host municipality provides an evening meal event for delegates and registered partners on Monday. This should be an informal function, such as a barbecue. The host chooses the venue, the menu and the entertainment.</p> <p>All registered delegates and registered partners may attend this event.</p>	Host
<p><u>Tuesday Evening Closing Event</u></p> <p>The host municipality provides a closing banquet or similar event for delegates and registered partners on the last (Monday) evening of the Conference. The host chooses the venue, menu and the entertainment.</p> <p>All registered delegates and partners may attend this event.</p>	Host
<p><u>Partners Program</u></p> <p>The host municipality provides a program of activities for registered partners. The activities may include sight-seeing tours and activities of cultural, athletic and historical nature</p> <p>The host municipality may charge additional fees for activities which include costs for such items as lunch, green fees, etc. Such additional fees will be collected by AMO and remitted to the host.</p> <p>The host municipality designs a partners' program registration form, to be printed and distributed by AMO along with other promotional material, to be mailed in <u>January</u> of the year.</p>	Host Joint Joint

RESPONSIBILITY AREAS	RESPONSIBLE
<p>The host municipality sets up a registration system for partners' activities. Completed registration forms, returned to AMO will be forwarded to the host for this purpose.</p>	Host
<p><u>Study Tours</u></p>	
<p>The host municipality provides a number of study tours which are available to registered delegates on a first-come, first-served basis. Registration for the tours may take place on-site at a registration desk operated by the host or may require pre-registration.</p>	Host
<p>The content, number and duration of study tours are determined by the host. The study tours may be offered concurrently with Conference breakout sessions but are not to conflict with Policy and Resolutions Sessions. Study tours may highlight innovative programs and projects in the host municipality and may, if possible, reflect the Conference theme. The tours are 2 - 3 hours in duration with transportation provided by the host. Bilingual tour guides and presentations are appreciated by the delegates as are bilingual hand-outs. The tours are often limited in size, to conform with the capacity of tour destinations.</p>	Host
<p><u>Conference Chair</u></p>	
<p>AMO's Annual Conference is chaired by the President. The Conference Chair shall be the primary spokesperson for the Host and shall bring greetings on behalf of the Host during the Opening Ceremonies. The Conference Chair will have many opportunities to participate in the program as appropriate.</p>	Host
<p><u>Program Assistance</u></p>	
<p>AMO welcomes suggestions from the host municipality in the selection of speakers and presenters for the program sessions. AMO also looks to the host for assistance in contacting appropriate dignitaries for the Official Opening: Prime Minister, Federal and Provincial government representatives, and others.</p>	Joint
<p>PRINTED MATTER AND MATERIALS</p> <p><u>Pre-Conference Program and Registration Information.</u></p> <p>AMO's preferred time for distributing Conference information and</p>	AMO

RESPONSIBILITY AREAS	RESPONSIBLE
<p>registration material is <u>January</u> as part of the early registration notice. All relevant information for the preliminary program should be in AMO's hands by <u>March 31</u> in order to meet that deadline.</p>	<p>AMO</p>
<p>The host municipality will require a page in the program to advertise in the year prior to the event.</p>	<p>AMO</p>
<p>The host municipality will require space for a display booth in the year prior to, as well as, the year they are hosting the event</p>	<p>AMO</p>
<p>The distributed documents include:</p> <ul style="list-style-type: none"> • Program Information • Social Events Information • Partners' Program Information • Study Tours Information • General Information about the host municipality • General Information about the host municipality (with photos, graphics) • A Welcome Message from the Conference Chair (with photo) • Conference Registration Form • Hotel Reservations Form • Partners' Program Registration Form • Information on Accommodation and Travel 	<p>AMO Host " " " " AMO AMO Joint Host AMO</p>
<p><u>Final Program</u></p>	
<p>The Final Program is distributed to delegates upon arrival at the registration desk.</p>	<p>AMO</p>
<p>AMO is responsible for the lay-out and printing of the final program. The host provides the following, in final form:</p>	<p>AMO</p>
<ul style="list-style-type: none"> • Information on study tours • information on the partners' program • information on social events • a list of sponsors and contributors, for official recognition • shuttle bus schedules • a letter of welcome from the Chief Magistrate 	<p>Host " " " " "</p>
<p>The final information must be submitted to AMO by <u>late May</u> for production.</p>	

RESPONSIBILITY AREAS	RESPONSIBLE
<p><u>Study Tours and Partners' Program</u></p> <p>The host is responsible for providing delegates with supporting documentation for study tours and the partners program. Such material is to be handed out at the respective registration desks.</p> <p><u>Transportation Information</u></p> <p>It is useful to have transportation schedules available at all hotels and Conference venues.</p>	<p>Host</p> <p>Host</p>
<p>REGISTRATION</p> <p>Delegates' registration forms are received and processed by AMO.</p> <p>Completed Partners Program registration forms are received by AMO and forwarded to the host municipality for processing.</p> <p>On location, registration desks open on Sunday afternoon to process both pre-registered and non-registered delegates and partners.</p> <p>AMO provides the main registration desk. Upon arrival, pre-registered delegates and partners receive their Conference credentials, (name tags, tickets, voting credentials). Delegates and partners receive briefcases containing the Conference Program and other documentation.</p> <p>The host municipality provides registration desks and staff for the Partners' Program and Study Tours. The host provides printed tickets, where required, for these functions.</p> <p>The host municipality may provide a staffed message centre.</p> <p>The host municipality provides a general information kiosk.</p>	<p>AMO</p> <p>AMO</p> <p>Joint</p> <p>AMO</p> <p>Host</p> <p>Host</p> <p>Host</p>
<p>CONFERENCE KITS</p> <p>AMO provides briefcases for delegates with the following contents:</p> <ul style="list-style-type: none"> • Conference Program 	<p>AMO</p>

RESPONSIBILITY AREAS	RESPONSIBLE
<ul style="list-style-type: none"> • Policy Book (Resolutions) • Annual General Meeting Agenda • AMO Financial Statements and Auditors Report • Other business-related items <p>The host may provide information about its municipality and region, tourist information, restaurant guides and other useful material.</p> <p>The host municipality may provide a gift for each delegate, usually a small item symbolic of the municipality or region.</p> <p>The host municipality may wish to provide information for partners' briefcases specific to the partners' program, small gifts obtained from sponsors or other suitable items, at the discretion of the host</p>	<p>Host</p> <p>Host</p> <p>Host</p>
<p>MEDIA RELATIONS</p> <p>AMO's communications officers prepare advance briefing materials for members of the media.</p> <p>AMO establishes a media room at the Conference location. During the Conference, press releases, press conferences and interview are organized and coordinated by AMO staff.</p> <p>The host municipality provides contacts with local media, in coordination with AMO's communications staff.</p>	<p>AMO</p> <p>AMO</p> <p>Host</p>
<p>STAFF AND VOLUNTEERS</p> <p>AMO sets up and staffs, on location, a Secretariat, a Production room and a media room, two days prior to, and for the duration of the Conference.</p> <p>The host municipality is requested to provide staff assistance in the following areas:</p> <ul style="list-style-type: none"> • Media Room - 1 bilingual administrative support person, for duration • Registration - up to 5 clerks, preferably bilingual, for the peak hours of registration. • Goodwill ambassadors for general assistance 	<p>AMO</p> <p>Host</p> <p>Host</p> <p>Host</p>

