

## **SUPPORTING THE ROTARY INTERNATIONAL CONVENTION BID**

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### **EXECUTIVE SUMMARY**

Rotary International is a global humanitarian organization founded on the principle of "Service Above Self." With over 35,000 clubs in operation and more than one million members world-wide, "Rotarians" bring together like-minded business and community leaders focused on sustainable projects intended to better communities at home and abroad. Calgary is proudly home to 13 Rotary Clubs with approximately 1200 active members.

The Rotary International Convention brings together Rotarians from around the world to share successes and promote fellowship each year. The Convention attracts approximately 30,000 members from 130 countries. Calgary was host to the Rotary International Convention in 1996, which is fondly remembered by Rotarians from around the world. There is a desire among Rotary leaders to return to Alberta, and there is support from the Rotary International Board for a Calgary bid.

The Calgary Rotary District 5360 Bid Committee has prepared a comprehensive bid for consideration by Rotary International to host in 2023, 2024 or 2025, including letters of support from all three levels of government, a proposed program, and information specific to hosting the event such as site specifications, accommodation and meeting facilities, financial incentives, access considerations, tourism information, and hotel commitments. Through this report, Council is being asked to endorse the bid and provide \$250,000 towards the Convention's venue costs should Calgary be successful in its bid. Hosting the Rotary International Convention would provide significant support to the local economy.

### **ADMINISTRATION RECOMMENDATION(S)**

That Council:

1. Endorse the Calgary Rotary District 5360 Bid Committee in their bid to host the Rotary International Convention in 2023, 2024 or 2025;
2. Direct Administration to allocate \$250,000 in funding from the Fiscal Stability Reserve (FSR) toward venue costs should the Calgary Rotary District 5360 Bid Committee be the successful bidder for the Rotary International Convention in 2023, 2024, or 2025; and
3. Direct Administration to withhold Attachment 5 as confidential under Section(s) 16(1) and 24(1)(g) of the *Freedom of Information and Protection of Privacy Act*, until such time as the successful bidders of the Rotary International Convention for 2023, 2024, and 2025 are announced.

### **PREVIOUS COUNCIL DIRECTION / POLICY**

On 2014 November 3, Council adopted *Building on our Energy*: an Economic Strategy for Calgary, directing Administration to lead or partner with Calgary Economic Development to advance strategies needed to build a community that attracts expert talent and business investment as part of the implementation plan (PFC2014-0809). Action two under strategy one of the Collaborative Energy focus area states "Showcase Calgary's urban assets to the world and increase citizen participation in events and festivals."

On 2015 February 10, Administration presented the Economic Resilience Strategy to Council (VR2015-0014) to focus efforts and to respond to the emerging economic downturn. The seven strategies of the Economic Resilience Program emphasize the need for The City to continue to

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deliver services to Calgarians in a responsible fashion and to stay financially prudent in the midst of changing economic conditions. Strategy 6.1 states The City of Calgary will “continue to invest and support Civic Partners in implementing the Economic Strategy for Calgary.”

On 2017 January 23, Council approved Notice of Motion NM2017-01, “Downtown Calgary and Economic Uncertainty: A Coordinated Response”, directing Administration to “work with Calgary Economic Development to organize a Downtown Economic Summit... to identify emerging trends and opportunities to ensure The City uses its capacity to best position resources for the future.”

### **BACKGROUND**

Rotary International is a global humanitarian organization founded on the principle of “Service Above Self.” With over 35,000 clubs in operation and more than one million members world-wide, “Rotarians” bring together like-minded business and community leaders focused on sustainable projects intended to better communities at home and abroad. Calgary is proudly home to 13 Rotary Clubs with approximately 1,200 active members.

The Rotary International Convention brings together Rotarians from around the world to share successes and promote fellowship each year. The Convention attracts approximately 30,000 members from 130 countries. Calgary was host to the Rotary International Convention in 1996, which is fondly remembered by Rotarians from around the world. There is a desire among Rotary leaders to return to Alberta, and there is support by the Rotary International Board for a Calgary bid.

Every three years, Rotary International selects cities to host the next three Rotary International conventions from among twelve cities solicited to bid. Calgary Rotary District 5360 (Rotary Club of Calgary West Jubilee Celebrations) Bid Committee has submitted a bid for Calgary to be considered to host one of the next conventions in 2023, 2024 or 2025.

### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

The Calgary Rotary District 5360 Bid Committee has prepared a comprehensive bid for consideration by Rotary International to host in 2023, 2024 or 2025, including letters of support from all three levels of government, a proposed program, and information specific to hosting the event such as site specifications, accommodation and meeting facilities, financial incentives, access considerations, tourism information, and hotel commitments. Five cities will be shortlisted by Rotary International this summer, and site visits will be arranged in the months following.

One of Rotary International's key requirements is that the Convention must be covered by delegates and held at no cost to Rotary International. In addition, facilities set-up, take down and all rentals must be covered by the organizing committee. Preference for selection as a host city is given to cities that are able to help offset these costs through financial incentives and/or gifts-in-kind.

The Calgary Rotary District 5360 Bid Committee has received support from the Federal and Provincial governments and from Calgary's hotel community, which has guaranteed sufficient

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rooms to satisfy Rotary International's requirements (ATTACHMENTS 1-5). In addition, the Calgary Exhibition and Stampede has agreed to provide space for the Convention at a discounted rate (ATTACHMENT 5). The Calgary Hotel Association has agreed to cover a significant amount of these venue costs, leaving \$250,000 unfunded. A \$250,000 contribution from The City of Calgary would satisfy the remainder of the venue costs and would demonstrate a sound commitment to host the Rotary International Convention in 2023, 2024 or 2025.

### **Stakeholder Engagement, Research and Communication**

The Calgary Rotary District 5360 Bid Committee has engaged representatives from all levels of government and from other local Calgary Rotary District clubs to solicit support for this initiative. Additional stakeholder engagement and backing for this event has been garnered from Calgary Economic Development, the Calgary Downtown Association, Calgary Exhibition and Stampede, Calgary Hotel Association, and Calgary Meetings and Conventions, along with local businesses and tourism companies.

### **Strategic Alignment**

This initiative aligns with the Council priority of "A prosperous city", encouraging economic growth by supporting civic, business and community partners to attract local and global investment. It also aligns with Calgary Economic Development's *Building on our Energy*: an Economic Strategy for Calgary.

### **Social, Environmental, Economic (External)**

Hosting events of this magnitude can lead to a rise in volunteerism, which promotes positive civic and community values. The Rotary International Convention also offers opportunities for Rotarians to spread goodwill within the host community about the organization and its objectives, while local members and their partners can enrich their lives through participation. As a convention legacy, Calgary Rotary District 5360 intends to commit \$1,000,000 to champion a variety of sustainable community projects that have significant social benefit through Rotary and non-Rotary partnerships. Past projects include Rotary Flames House, Rotary Mattamy Greenway and Rotary Challenger Park.

Conventions can be a key economic driver and produce a number of economic benefits to the community through increased visitor spending. The City of Toronto is hosting the 2018 Rotary International Convention and Tourism Toronto is estimating a \$40 million to \$50 million boost to the economy. With an anticipated 30,000 visitors from around the world, the Rotary International Convention would raise Calgary's profile, increasing national and international awareness and recognition of our great city. Furthermore, a successful Convention would enhance The City's civic reputation and encourage return visits from visiting delegates. This may open the door for future investment opportunities and generate future economic development in Calgary.

### **Financial Capacity**

#### **Current and Future Operating Budget:**

There are no impacts to current or future operating budgets anticipated as a result of this report or its attachments. Should the Calgary Rotary District 5360 Bid Committee bid be successful, municipal commitments will be funded from the Fiscal Stability Reserve (FSR).

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### **Current and Future Capital Budget:**

There are no impacts to current or future capital budgets anticipated as a result of this report or its attachments.

### **Risk Assessment**

Economic forecasts suggest that the recovery of Calgary's economy from the recent economic downturn will be slow, and our city is unlikely to see significant economic improvement in the near term. Unemployment rates are likely to remain high, which will continue to have impact on citizens and businesses. Furthermore, ongoing pressures from the regional economic downturn are creating increased demand for social supports. This has an impact on both The City and its partners' operations and service delivery. A large-scale convention such as Rotary International would help support the local economy through increased visitor spending and promote Calgary internationally.

### **REASON(S) FOR RECOMMENDATION(S):**

The City of Calgary is taking action to support Calgary's economy and to keep Calgarians working. Should Calgary be successful in its bid for the Rotary International Convention in 2023, 2024 or 2025, the event would help support the local economy through increased visitor spending and promote Calgary internationally.

### **ATTACHMENT(S)**

1. Letter of Support – Right Honourable Justin J.P. Trudeau
2. Letter of Support – Honourable Kent Hehr
3. Letter of Support – Alberta Premier Rachel Notley
4. Letter of Support – Calgary Mayor Naheed Nenshi
5. Calgary Meetings and Conventions Letter of Support (Confidential)