

People, Innovation and Collaboration Services Briefing to

Intergovernmental Affairs Committee

2024 October 09

ISC: UNRESTRICTED

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Federation of Canadian Municipalities Annual Conference and Trade Show June 2024 - Update

PURPOSE OF BRIEFING

To update the Intergovernmental Affairs Committee on The City of Calgary's role as host of the Federation of Canadian Municipalities' Annual Conference and Trade Show.

SUPPORTING INFORMATION

The City of Calgary hosted the Federation of Canadian Municipalities (FCM) Annual Conference and Trade Show from 2024 June 6 to 9. The conference is the largest gathering of municipal elected officials in Canada.

This year's conference was the largest that FCM has ever held with 3,346 registrants:

- 1,903 delegates (1,501 of these were elected officials)
- 280 companions
- 637 exhibitors
- 84 speakers
- 125 sponsors
- 271 staff, suppliers, volunteers (includes City conference support staff and FCM staff)
- 46 miscellaneous (for example, media)

This number does not include study tour providers, comprising additional City staff, Civic Partners and other community entities who devoted their time and efforts to planning and hosting tours showcasing their programs and facilities.

The conference's start on June 6 coincided with the early morning watermain breakage Alberta Emergency Alert. The emergency's impact on the conference itself was minimal with only five study tours cancelled - four tours of the Emergency Operations Centre and one of the Glenmore Water Treatment Centre. The City and FCM worked to ensure conference delegates were aware of the issue and the need to conserve water use where possible.

The conference required support from across the Corporation and into the larger community. Staff across five departments hosted 26 unique study tours with an additional 13 tours provided by Civic Partners, community entities and FCM partners. In all 49 tours were run. Nearly 90 City staff provided on-site support throughout to ensure smooth conference operations. Calgary Transit was a key partner by providing all transportation for study tours and free transit access for delegates during the conference. Support from Tourism Calgary included promotions at the 2023 Toronto FCM conference, hosting FCM site visits, providing on-site tourism information and volunteers to assist with wayfinding.

Behind the scenes, numerous staff from areas as varied as Events, Supply, Finance, Human Resources, Emergency Management, Occupational Health and Safety, Accounts Payable provided advice, support and assistance with the many administrative functions needed to plan, execute and close off the conference.

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Post conference, Tourism Calgary calculated an economic impact of \$8.27 million to Calgary, surpassing the 2023 estimate of \$7.7 million. Additionally, the estimated number of hotel nights came in at 102 per cent of pre-conference projections.

Despite substantial inflation since the conference was awarded to The City in 2020 January, the end cost to The City was significantly below budget, through a combination of careful initial budgeting, and higher-than-expected registration revenues and sponsorship opportunities provided to The City by FCM. The total City expenditure was approximately \$1.05 million, which was offset by \$700,000 in revenue, for a final net cost to The City of just under \$350,000.

Overall, the conference was a tremendous success for both FCM and The City. With the conference's growth, a limited number of venues for this conference of this size, and The City's success as host, The City will be a logical host in the future.

ATTACHMENT(S)

None

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General Manager Chris Arthurs concurs with the information in this Briefing.