Agenda – Council – July 13, 2023

Report – Standing Policy Committee on Community Services – June 29, 2023

Item No. 2 City of Winnipeg Awarded Host City for the Canadian Urban Forest Conference 2024 – "Trees for All: Equity in Canada's Urban Forests"

STANDING COMMITTEE RECOMMENDATION:

On July 5, 2023, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Community Services and submitted the following to Council:

1. That the City of Winnipeg host the Canadian Urban Forest Conference from October 15 to October 18, 2024, and that the City enter into, execute and deliver a Host Agreement with Tree Canada and such other agreements as determined necessary by the City Solicitor / Director of Legal Services to implement the intent of the foregoing (the "Ancillary Agreements").

2. That authority be delegated to the Chief Financial Officer to negotiate and approve the terms and conditions of the Host Agreement and the Ancillary Agreements, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Standing Policy Committee on Community Services – June 29, 2023

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On July 5, 2023, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Community Services and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On June 29, 2023, the Standing Policy Committee on Community Services concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

David Grant, submitted a communication with respect to the matter.

ADMINISTRATIVE REPORT

Title: City of Winnipeg Awarded Host City for the Canadian Urban Forest Conference 2024 – "Trees for All: Equity in Canada's Urban Forests"

Critical Path: Standing Policy Committee on Community Services – Executive Policy Committee – Council

AUTHORIZATION

Author	Department Head	CFO	CAO
D. Domke	J. Berezowsky	O. Garrett, acting for C. Kloepfer	M. Jack

EXECUTIVE SUMMARY

The Canadian Urban Forest Conference (CUFC) is a national conference that brings urban forestry professionals, arborists, researchers, municipal planners, and suppliers together to share ideas, knowledge, and updates on the latest science, research and practices in urban forestry. Tree Canada awards the national conference to the host city through a bid submission process, and the event is jointly managed and promoted by Tree Canada and the host city. The City of Winnipeg was awarded host city for the 2024 CUFC to be held October 15 to 18, 2024.

As the host city, the City of Winnipeg is required to enter into an agreement with Tree Canada for the conference. Under the terms of the agreement, the host city assumes the costs and liability for the event. The host city shares 50% of any profits with Tree Canada. The portion of profits retained by the city are to be allocated to a legacy tree project in the community.

The CUFC is an opportunity for Winnipeg to showcase its abundant and unique urban canopy, and to showcase extraordinary community and intergovernmental partnerships and Council support that contribute to Winnipeg's status as a leader in urban forestry across Canada. This event also will benefit local businesses and establishments, particularly in the downtown area. The conference is projected to bring 300 delegates to the RBC Convention Centre over the course of 4 days, which will include the use of hotel accommodations, hospitality, other venues and business services.

RECOMMENDATIONS

1. That the City of Winnipeg host the Canadian Urban Forest Conference from October 15 to October 18, 2024, and that the City enter into, execute and deliver a Host Agreement with Tree Canada and such other agreements as determined necessary by the City Solicitor / Director of Legal Services to implement the intent of the foregoing (the "Ancillary Agreements").

2. That authority be delegated to the Chief Financial Officer to negotiate and approve the terms and conditions of the Host Agreement and the Ancillary Agreements**,** in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

3. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

Council approval is required for the City to enter into an agreement with Tree Canada.

IMPLICATIONS OF THE RECOMMENDATIONS

This agreement would obligate the City to assume all costs and liability for the event. Conference expenses are expected to be reimbursed by revenue generated from registration fees, conference sponsorship, and the trade show. Any outstanding costs will be charged to the Public Works Department's operating budget.

Detailed financial risks associated with venue bookings and hotel room holds, for which applicable deposits have been paid or paid in part, are listed in the History/Discussion.

If the conference is cancelled (the scenario containing the most severe financial risk), the current total financial risk to the City is estimated to be approximately $283,437, plus Accommodation Tax, GST and MRST as applicable.

HISTORY/DISCUSSION

The Canadian Urban Forest Conference (CUFC) is a national conference that brings urban forestry professionals, arborists, researchers, municipal planners, and suppliers together to share ideas, knowledge, and updates on the latest science, research and practices in urban forestry. The conference also serves to raise the profile and foster discussion of urban forestry on a local scale in the community in which it takes place. It occurs every two years via a partnership between the host city and Tree Canada. Tree Canada awards the national conference to the host city through a bid process, and the event is jointly managed and promoted by Tree Canada and the host city.

The City of Winnipeg has long been recognized as a leader in urban forestry in Canada and North America, particularly in the long-term success in managing the largest American elm population in any city in North America under the threat of Dutch elm disease. Winnipeg was the inaugural host city for the first Canadian Urban Forest Conference in 1993. Winnipeg was also the setting in which the Canadian Urban Forest Network under Tree Canada as the secretariat of the network. This network later implemented the first articulation of the Canadian Urban Forest Strategy in 2006, with one of the workshops to develop this nation-wide Strategy held in Winnipeg.

The Canadian Urban Forest Conference is not only an opportunity for Winnipeg to showcase itself as a leader in urban forestry across Canada, it also will benefit local businesses and

establishments, particularly in the downtown area. The conference is projected to bring 300 delegates to the RBC Convention Centre over the course of four days, which will include the use of hotel accommodations, hospitality, other venues and business services.

In 2020, Tourism Winnipeg submitted a proposal to host the conference to Tree Canada on behalf of, and in partnership with, the City of Winnipeg and the Province of Manitoba (Appendix A). Then-Mayor Bowman approved and supported a bid for Winnipeg to host the CUFC for 2020. Tree Canada awarded the 2020 conference to Charlottetown, PEI, and awarded the conference to Winnipeg for 2022. The 2020 conference in Charlottetown was postponed to 2022 due to the COVID-19 pandemic, pushing the Winnipeg conference to 2024.

Soon after Winnipeg was awarded the event for 2022, venues were booked for the conference and the gala and awards dinner – RBC Convention Center and Manitoba Museum, respectively. Hotel room holds were also secured for the conference delegates at the Delta Hotel and ALT Hotel. With the shift to 2024, dates and venue and hotel room holds were changed accordingly. A cancellation fee was implemented by the Delta Hotel; however, that amount will be waived if the 2024 event generates sufficient revenue (further details are provided below). The conference is being held October 15-18, 2024.

Current financial risks associated with venue bookings and hotel room holds, for which applicable deposits have been paid or paid in part, are listed below:

1. RBC Convention Centre (Appendix B):
    - Total cost of space rental $37,160.00, plus GST and MRST as applicable.
    - Total deposit $26,000.00.
    - Deposits paid to June 2022 $10,000.00; remaining deposits to be paid June 3, 2023 ($8,000.00) and June 7, 2024 ($8,000.00).

2. Manitoba Museum (Appendix C):
    - Total cost of space rental for awards and gala dinner $8,874.25, plus GST and MRST as applicable.
    - Total deposit paid upon booking $3,383.13.

3. Delta Hotel (Appendix D):
    - Total deposits to hold rooms $30,000.00.
    - Deposits paid to July 20, 2022 total $20,000.00; remaining deposit to be paid August 23, 2023 ($10,000.00).
    - Note: Due to the change of conference date from 2022 to 2024, Delta Hotel implemented a cancellation fee of $140,736.00. This fee will be waived if the event generates at least 80% of the contracted rooms revenue.
    - The City is responsible for hotel rooms for the Tree Canada staff (10 Delta rooms each day for three days) $6,270.00.

4. Alt Hotel (Appendix E):
    - Any unreserved room space after August 30, 2024 - financial risk $16,110.00 plus Accommodation Tax, GST and MRST as applicable.

Event planning services are also being procured at an estimated cost of approximately $45,000.00.

Summary - Financial Commitments

	Conference Canceled	*Most Likely* Conference Held - Occupancy Targets Met (*)	Conference Held - Occupancy Targets Not Met (*)
RBC Convention Center	$ 26,000	$ 37,160	$ 37,160
Manitoba Museum	$ 3,383	$ 8,874	$ 8,874
Delta Hotel	$ 30,000	$ 6,270	$ 6,270
Delta Hotel - cancelation fee	$ 140,736	$ -	$ 140,736
Alt Hotel	$ 16,110	$ -	$ 16,110
Event Planning	$ 45,000	$ 45,000	$ 45,000
	$ 261,229	$ 97,304	$ 254,150
add MSRT and Hotel Tax	$ 22,208	$ 8,983	$ 27,804
	$ 283,437	$ 106,287	$ 281,955

(*) - these amounts are potentially recoverable from the confernece, assuming the conference breaks even.

In the event that the conference is held, the City will incur upfront expenses on behalf of the conference ranging from $106,287 to $281,955 depending on hotel occupancy targets, with these costs then being reimbursable from the conference, assuming the conference generates sufficient revenue.

In the event the conference was to be cancelled, deposits would be forfeited and cancellation fees would be applicable. As this is the most severe financial impact, expenses of $283,437 will be carried to the Financial Impact Statement. In the event the conference was cancelled, this shortfall can be managed within the Public Works Department's operating budget by reducing the scope of other activities, primarily tree inventory updating and lower-priority non-Dutch elm disease-related tree removals.

As the host city, the City of Winnipeg is required to enter into an agreement with Tree Canada for the conference. Under the terms of the agreement, the host city is responsible for content and event organization with active support from Tree Canada. Further, the host city assumes the costs and liability for the event. The host city shares 50% of any profits with Tree Canada. The portion of profits retained by the city are to be allocated to a legacy tree project, yet to be determined, in the community.

FINANCIAL IMPACT

Financial Impact Statement **Date:** May 19, 2023

Project Name: **First Year of Program** **2023**

City of Winnipeg Awarded Host City for the Canadian Urban Forest Conference 2024 – "Trees for All: Equity in Canada's Urban Forests"

	2023	2024	2025	2026	2027
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Enter Description Here	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ 283,437	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery	-	-	-	-	-
Net Cost/(Benefit)	$ 283,437	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	283,437	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments: In entering into an agreement with Trees Canada to co-host a conference in 2024, the City would be entering into commitments and incurring upfront costs on behalf of the conference ranging from $106,287 to $281,955. The expectation is that these expenses would later be recovered from the revenues generated by the conference, noting there is some risk that conference revenues are not sufficient to fully repay the City. In the event the conference is cancelled, the City would forfeit deposits and be responsible for payment of cancellation fees totaling $283,437. In this event, the amounts would be charged to the Public Works department's operating budget and other activities would be reduced in-year in order to remain within budget on an overall basis.

J. Ruby, 2023-06-02

J. Ruby, CPA,CA
Manager of Finance & Administration

CONSULTATION

This Report has been prepared in consultation with:

- Legal Services

OURWINNIPEG POLICY ALIGNMENT

The report aligns with the OurWinnipeg as noted below:

- 2.19 Leverage Green Infrastructure: Value, protect and integrate green infrastructure solutions within the urban environment, to achieve highest and best use for biodiversity and ecosystem integrity, mitigate servicing capacity constraints, and accommodate only park, recreation, open space, or City operations related uses in City-owned land used as parks or under parks jurisdiction. HW, CB.
- 2.21 Leverage Green Infrastructure: Conserve, restore, and enhance the urban forest as a key contributor to air quality, erosion control, carbon sequestration, storm water management, efficient energy resource consumption, shade, improved health and wellbeing, and mitigation of and adaptation to the urban heat island effect. HW, SE.
- 3.6 Downtown Economic Investment: Prioritize the Downtown by leveraging private and public investments, including housing, entrepreneurship, arts, entertainment, and tourism, that advance its status as an economic driver. *HW, CB*

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

N/A

WINNIPEG POVERTY REDUCTION STRATEGY ALIGNMENT

This Report aligns with the Winnipeg Poverty Reduction Strategy as noted below:

Goal 6: „All City Services are Equitable, Inclusive and Accessible

SUBMITTED BY

Department: Public Works
Division: Parks and Open Space
Prepared by: M. Barwinsky, City Forester
Date: June 5, 2023
File No: N/A

Attachments:

Appendix A – Canadian Urban Forest Conference RFP Response

Appendix B – RBC Agreement

Appendix C – Manitoba Museum Agreement

Appendix D – Delta Hotel Agreement

Appendix E – ALT Hotel Agreement