

MANAGEMENT REPORT

Date: March 25, 2024
To: Mayor and Council
From: Karmen Krueger, CPA, CA, Director of Corporate Services
Report Number: COU24-034
Attachments: None

Title: Communities in Bloom Symposium Event October, 2025– Follow-up

Objective: To provide Council with financial implications and options to host the 2025 Symposium event, and to update Council regarding the establishment of ad-hoc committee.

Background: At the February 12, 2024 regular meeting of Council staff were directed to identify funding options relating to the 2025 Communities in Bloom Symposium event to be hosted in Stratford October, 2025.

Analysis: The Committee requested several types of support from the City. Specific details and the current status as noted below.

Staff began gathering information regarding the costs, staff commitment and other administrative impacts to bring back for Council information. The Communities in Bloom advisory committee were very helpful in providing answers to the preliminary questions and worked with Communities in Bloom National for some of the details.

Loan: \$40,000 - Communities in Bloom National has indicated they intend to manage the financial risks for the event – no longer required.

Promotional Costs - To host the event, the Advisory Committee requires a \$5,000 increase in their 2024 budget to pay for marketing and promotion costs to encourage delegates to attend the event in Stratford in 2025. A delegation from Stratford will be attending the 2024 Charlottetown Symposium. CIB National indicated that \$5,000 is a tax deduction for the city, however, since the City does not pay income taxes, this is not applicable. Staff recommend that this amount be funded from the Advisory Committee reserve fund that has sufficient availability from previous year surplus.

In-Kind – Transit – full need and costing still to be determined. Staff are looking to confirm how many buses will be required per day, the times and timing, hours, rough

idea of routing, pickups and delivery locations. The initial ask was 3-4 buses but the Manager of Transit will work with the group regarding the feasibility and how to meet the request.

In-Kind – Facilities rentals – full need and costing still to be determined. The advisory committee to advise whether all 4 halls at the Rotary complex are required for the entire duration and if not, how many and which ones. Further, whether other meeting rooms, breakout rooms, storage required, and service requirements around garbage, audio visual needs, access to other administrative items (photocopiers etc).

Sponsorship supports - CIB National will support CIB Stratford in soliciting sponsors for the event based on the city's requirements, provided by the Community Services department.

Terms of Reference for ad-hoc committee - Communities in Bloom National has indicated they intend to manage the volunteer component for the event – no longer required.

Communities in Bloom National has indicated they intend to manage the financial risks for the event.

As a Committee of Council, volunteers and advisory committee members have some liability coverage when participating in City events, but staff recommend that any agreements with Communities in Bloom National are reviewed by and signed by staff, and if required, by the City's legal and insurance professionals to mitigate risks to the Corporation.

Financial Implications:

Financial impact to current year operating budget:

The financial implications relating to the transit and facility requests are yet to be determined as details are still being worked out.

Financial impact on future year operating budget:

The financial implications relating to the transit and facility requests are yet to be determined as details are still being worked out.

Insurance considerations:

Review of agreement and potentially obtaining Certificates of Insurance from Communities in Bloom National.

Alignment with Strategic Priorities:

Strengthening our Plans, Strategies and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

Developing our Resources

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

Widening our Economic Opportunities

Strengthening Stratford's economy by developing, attracting and retaining a diversity of businesses and talent.

Alignment with One Planet Principles:

Health and Happiness

Encouraging active, social, meaningful lives to promote good health and wellbeing.

Culture and Community

Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living.

Travel and Transport

Reducing the need to travel, encouraging walking, cycling and low carbon transport.

Staff Recommendation: THAT Council authorize staff to work with the Communities in Bloom Advisory Committee regarding details around transit and facility requirements for the 2025 National Symposium;

AND THAT Council authorize the use of the advisory committee reserve to provide \$5,000 for attending the Communities in Bloom 2024 conference.

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