

Potential Bid to Host the Communities in Bloom Symposium**Report Purpose**

To seek Council's approval to submit a bid to host the National Communities in Bloom Symposium.

Recommendation

THAT Administration submit a proposal to host the Communities in Bloom Symposium for 2018 or 2020.

Strategic Plan Priority Areas

Economy: The symposium will bring 300 delegates from across the country and internationally to the community for a minimum of four days that will create a potential for approximately 1200 hotel room nights. Hosting a national symposium will provide an opportunity to showcase Strathcona County and the region across Canada.

Governance: Partnerships will grow through hosting the symposium and tie the community, region and province together to create a common vision within Communities in Bloom.

Social: Through Strathcona in Bloom, encourage and build a stronger community of volunteerism and community engagement.

Culture: Create an evening program to showcase our vibrant cultural community and featuring local talent.

Environment: Host a green symposium through environmental stewardship initiatives.

Other Impacts

Policy: n/a

Legislative/Legal: n/a

Interdepartmental: Economic, Development and Tourism, Transportation and Agricultural Services, Strathcona County Transit

Summary

Communities in Bloom forwarded the Request for Proposal to host Communities in Bloom National Awards and Symposium for 2018, 2020 or 2021 on March 16, 2016 to Recreation, Parks and Culture administration.

Communities in Bloom is a Canadian non-profit organization committed to fostering civic pride, environmental responsibility and beautification through community involvement and the challenge of a national program, with focus on enhancing green spaces in communities. The symposium, with over 300 delegates, is an opportunity to showcase Strathcona County across Canada. It provides a unique opportunity for elected officials, parks and grounds professionals and community volunteers to learn and share about current issues, trends and challenges not only in horticulture and gardening, but in community tourism, projects, and environmental awareness.

In 2015, Strathcona County won the Grand Champions Category of the National Communities in Bloom program.

Funding includes:

- Total Revenue - \$300,000
 - Hosting grant - \$5,000
 - Municipal support - \$150,000
 - Other revenue that includes: banquets and sponsorship - \$145,000
- Total Expenditures - \$300,000

Enclosure

1 Potential Bid to Host the Communities in Bloom Symposium Presentation (Doc: 8536271)