

Subject: Application to Host Creative City Summit**APPROVALS:****Annette Antoniak**_____
Director_____
Chief Administrative Officer**Recommended Motion:**

THAT Administration prepare and apply by March 15, 2019, to host one of five Creative City Summits between 2020-2024 with the preference to host the 2022 Twenty Year Anniversary Summit in Fort McMurray; and

THAT the Mayor be authorized, on behalf of Council, to provide a letter of support for inclusion in the submission as outlined in the application requirements.

Summary:

The Creative Cities Network of Canada (CCNC) issued a call for expressions of interest on November 9, 2018, for member municipalities to host a Creative City Summit during one of the following years: 2020, 2021, 2022, 2023, or 2024.

The Regional Municipality of Wood Buffalo (RMWB) submitted an expression of interest in a letter of intent dated December 16, 2018 to host a Creative City Summit.

If approved, the Municipality will apply to host a Creative City Summit between 2020 and 2024 with preference given to host in 2022, which marks the 20th Anniversary of the CCNC.

Each year, the organization holds a three-day Creative City Summit in a different city across Canada, typically between October 1st and November 30th. The Summit provides an opportunity to connect face to face with peers across Canada working in the field of cultural planning, policy, and all aspects of cultural development.

Background:

The CCNC is a national non-profit organization that facilitates knowledge sharing and professional development in the field of local cultural policy, planning and research. It is comprised of municipalities, arts organizations and individuals working to support cultural development in their communities. The RMWB has held an annual membership with CCNC for over ten years, but has never hosted this event.

Applications will be evaluated by the CCNC based on factors including but not limited to: local cultural features, experience, amenities and host city contribution. It is anticipated that applicants will be notified by April, 2019 if they have been successful.

Budget/Financial Implications:

As host, the Municipality would be responsible for the following:

- 1) a non-refundable application fee of \$100;
- 2) the organization and coordination of the welcome reception (for 150-250 people), local arts and culture study tours and fund artistic animation for the Summit that highlights the local cultural community. The total planned operating cost for the Municipality to host the CCNC Summit is \$60,000.
- 3) additionally, at least one staff person, in-kind, that will be the primary contact for the Creative City Network staff and serve on the Creative City Summit Committee as the Host Municipality Coordinator.

The CCNC is financially responsible for the overall delivery of the Summit including, but not limited to, promotion, pre Summit site visit, all contracts with vendors, speakers and hotels, delegate registration, catering, programming coordination including audio visual, and any additional administrative aspects of the Summit coordination including Summit evaluation and vendor follow-up post Summit. All contracts entered into for the provision of services will be with the CCNC.

The CCNC will contribute revenues through delegate registration fees and sponsorship opportunities, which will go towards the delivery of the Summit.

Rationale for Recommendation:

The Regional Municipality of Wood Buffalo 2018-2021 Strategic Plan identifies "Support of Arts and Culture" as Strategy and Initiative #3f. It also directs the Municipality to "host and attract major multi-sport and cultural events that support arts and culture development, contribute to increased tourism and generate prosperity for the region".

Outlined in the application, previous host city organizers have confirmed benefits of hosting a Creative City Summit, some of which include:

- an opportunity to put our Municipality in the national spotlight and showcase our cultural resources;
- strengthen support for culture within the community by bringing expertise in local cultural development to the community;
- increase the awareness, knowledge and appreciation of arts and culture in the region;

- economic impact from hosting a Summit
- build community volunteer opportunities, legacies and pride.

Strategic Priorities:

Regional Economic Development

Attachments:

Letter of Intent - Host a Creative City Summit 2018 12 16