

Subject: Support Request from Sturgeon County**APPROVALS:****Annette Antoniak**_____
Director_____
Chief Administrative Officer**Recommended Motion:**

THAT the Regional Municipality of Wood Buffalo participate in the 2020 Federation of Canadian Municipalities (FCM) Conference Advocacy Event;

THAT up to \$10,000 be approved from Council's 2020 Public Relations Budget to fund the Regional Municipality of Wood Buffalo's contribution to the 2020 FCM Conference Advocacy Event; and

THAT Administration work with Sturgeon County on this initiative.

Summary:

On January 29, 2020, Sturgeon County Mayor, Alanna Hnatiw, sent a letter to Alberta municipalities, including the RMWB, with a request for support for an Alberta-focused reception at the Federation of Canadian Municipalities Conference (FMC) in June, 2020. During this two-to-four-hour event, brief educational presentations and entertainment would be available, as well as Alberta-sourced refreshments. Each participating municipality may also have the opportunity to showcase their community in a one-two minute video loop. Sturgeon County's Council recently passed a motion to fund a portion of this event, up to \$10,000. The letter is requesting a commitment of support from other Albertan municipalities and an opportunity to participate in this event as collaborative partners.

Background:

In June of 2019, in partnership with the Wood Buffalo Economic Development Corporation, the Regional Municipality of Wood Buffalo hosted a hospitality suite at the Federation of Canadian Municipalities Conference in Quebec City, QC. The strategic goals identified for this event were:

- Showcase the region and industry in order to build relationships with government representatives from across Canada, with a focus on municipalities from eastern Canada and Quebec;

- Create a positive vibe and interest in the Wood Buffalo region, which includes Fort McMurray;
- Change Canadian's perspective about the reality in northern Alberta and demonstrate what the region and local economy has to offer.

Through opportunities to showcase the region through video, photographs and direct conversation with attendees the identified goals were achieved and created new relationships with administration and elected officials from other municipalities. Partnering with other municipalities may provide an opportunity to achieve similar goals at lower cost, while also continuing to build collaborative partnerships with other Albertan municipalities.

Current Status:

- The 2020 Federation of Canadian Municipalities Conference takes place June 4-7 in Toronto, ON.
- Sturgeon County has requested a commitment to support this initiative, including details on potential funding and/or assistance in planning of the event.

Next Steps:

Administration recommends participating in this initiative and will work with Sturgeon County to ensure our regional message is shared through this opportunity as we continue to seek to achieve the goals identified prior to the 2019 FCM Conference.

Strategic Priorities:

Responsible Government
Regional Economic Development