



Report to: Development Services Committee

Meeting Date: February 12, 2018

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**SUBJECT:** Community Heritage Ontario  
Request to Host Ontario Heritage Conference 2020  
**PREPARED BY:** Regan Hutcheson, Manager, Heritage Planning, ext. 2080

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**RECOMMENDATION:**

- 1) That the staff report titled "Community Heritage Ontario, Request to Host the Ontario Heritage Conference 2020", dated February 12, 2018, be received;
- 2) That the Director of Economic Growth, Culture and Entrepreneurship be authorized to develop and submit a proposal to Community Heritage Ontario to host the 2020 Ontario Heritage Conference;
- 3) That if Markham is awarded the 2020 Ontario Heritage Conference, culture and economic development staff be authorized to create a Local Organizing Committee consisting of municipal staff, Heritage Markham members, individuals from local heritage groups and organizations and other appropriate community stakeholders;
- 4) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

**PURPOSE:**

The purpose of this report is to inform Council of the opportunity to host the 2020 Ontario Heritage Conference and to obtain Council's authorization to develop and submit a proposal to host the event.

**BACKGROUND:**

**Community Heritage Ontario**

Community Heritage Ontario (CHO) is the province-wide, non-profit umbrella organization of volunteer, municipally-appointed heritage advisory committees. The organization was created in 1992 and today has 952 members representing 117 Ontario communities. The City of Markham/Heritage Markham has been a member of CHO since it was formed. CHO's mission is to encourage the development of municipal heritage committees and to further the identification, preservation, interpretation and wise use of community heritage. CHO publishes a quarterly newsletter, holds education training workshops across the province, offer liaison services and hold an annual conference in conjunction with the Architectural Conservancy of Ontario (ACO) and the Ontario Association of Heritage Planners (OAHP).

**Seeking a Conference host for 2020**

Wayne Morgan, the President of Community Heritage Ontario (CHO) has contacted Markham to see if the City would be interested in hosting the 2020 Ontario Heritage Conference (OHC). A copy of the *CHO Request for Proposals* for hosting the conference has been attached (see Appendix "A").

Mr. Morgan indicated that in 2018 the conference will be held in Sault Ste. Marie and that negotiations for the 2019 are continuing with Goderich officials. CHO is looking for proposals for 2020 and beyond and that it has been a number of years since the conference has been held in the Greater Toronto Area. According to Mr. Morgan, given Markham's track record in heritage conservation, holding the conference here would give the community an opportunity to showcase its successes and let other communities see how Markham has dealt with the challenges that many in the heritage community face. He notes that several of their CHO members have a wealth of experience in organizing the Ontario Heritage Conference in the past and would be willing to assist should Markham decide to submit a proposal.

### **Heritage Markham is supportive**

This matter was presented to the Heritage Markham Committee on December 13, 2017 and the committee was quite excited and intrigued about the potential of undertaking this initiative. Staff was requested to further investigate the concept of a proposal submission with other City staff and the Heritage Markham members of Council. Staff undertook this preliminary consultation with the Director of Economic Growth, Culture and Entrepreneurship and Councillors Rea, Hamilton and Burke, and the discussion was generally positive and supportive. City staff submitted a letter in early January 2018 to CHO advising of our interest to further explore the concept of submitting a bid to host. Staff advised CHO that we would be informing Markham Council of this opportunity and seeking its authorization to continue these discussions.

### **Conference details**

The Conference can be held in April, May or June and runs from Thursday through Saturday. Attendance is usually in the 200-250 range including delegates, spouses, guests, speakers and exhibitors. The host city must have appropriate accommodations, meeting rooms and exhibition space.

### **OPTIONS/ DISCUSSION:**

#### **Hosting a conference is a major commitment**

Being specifically invited to host the Ontario Heritage Conference is a great honour and reflects the positive heritage conservation work that has occurred in the past in Markham, and continues today. However, undertaking a conference this size would involve a major commitment of time from both staff and Heritage Markham committee members. Others from the broader Markham/heritage community would be needed to supplement the team. Conference organizers require a Local Organizing Committee (LOC) to be formed.

If the City wishes to pursue this hosting opportunity, the Director of Economic Growth, Culture and Entrepreneurship has offered to lead this endeavor with assistance from Heritage Section and Corporate Communications staff, as needed. The City of Markham would become the host LOC comprised of staff and community volunteers.

#### **Local Organizing Committee tasks**

The role of the Local Organizing Committee (LOC) is fully explained in the attached materials. The key work of the LOC involves:

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- **Promotion of the event**
    - Presentation and exhibit at prior conference (2019)
    - Promotional materials 12 months prior to the event
  - **Programming**
    - Working with the conference organizations (Community Heritage Ontario, Architectural Conservancy of Ontario and Ontario Association of Heritage Professionals) to secure speakers/ content
    - Special events and tours to showcase local area, as well as organization of the Welcome Reception and Gala Dinner
  - **Transportation**
    - Shuttling delegates to venues from conference centre/ hotel is the responsibility of the LOC
  - **Information/ Volunteer Requests**
    - During planning phases LOC may be asked for advice and assistance on dignitaries, speakers, performers, etc.
    - Operation of the Registration Desk and supply volunteers to help at locations and generally help out.
  - **Financials**
    - Budget is developed and maintained by LOC – start up funds totaling \$15,000 will be loaned by the three organizations.
    - See additional Financial Consideration (below)
  - **Sponsorship and Marketing**
    - LOC is responsible for any local sponsorships; other organizations will seek additional sponsorship from ministries, etc.
  - **Reporting**
    - LOC and organizations will set the conference theme/speakers
    - LOC will provide regular budget updates and reports to the main committee
    - LCO to provide a post conference report

#### **Requirement for submission of an official proposal**

Once a prospective host has determined its interest and commitment to hosting the conference, and it has concluded it is able to accommodate the event's requirements, a proposal is submitted to the Joint Conference Committee (JCC). The JCC is composed of ACO, CHO and OAHP board members. The JCC reviews and evaluates the proposals received and makes a selection. A Memorandum of Understanding is then prepared and signed by the three organizations and the Chair(s) of the LOC. For the 2020 conference, the JCC is expected to make its selection mid-September 2018.

#### **An excellent opportunity to showcase Markham**

The prospect of hosting the Ontario Heritage Conference is seen as ideal opportunity to showcase Markham and its heritage program to the rest of Ontario. It also reflects the City motto of "leading while remembering" and our community vision of being a leading Canadian municipality by preserving the past, building for the future. From an economic and tourism perspective, a conference of this size would promote Markham throughout the province through conference promotional material and support local accommodation, retail and dining establishments during the event.

It is recommended that Council authorize the Director of Economic Growth, Culture and Entrepreneurship to develop and submit a proposal to Community Heritage Ontario to host the 2020 Ontario Heritage Conference. Further, if Markham is awarded the 2020 Ontario Heritage Conference, staff should be authorized to create a Local Organizing Committee consisting of municipal staff, Heritage Markham members, individuals from local heritage groups and organizations and other appropriate community stakeholders in order to begin the work.

#### **FINANCIAL CONSIDERATIONS**

The budget is the responsibility of the host LOC (City of Markham). Each of three provincial organizations (CHO, ACO and OAHP) will provide the LOC with a loan of \$5,000 for a total of \$15,000 to be used as seed money/start up funds. The LOC is responsible for banking, record keeping and providing a treasurer. The Conference is not considered a profit making venture, but should not run a deficit as it is largely funded by registration fees and sponsorships. Any profit (after the loan repayment) is split equally between the LOC and each of the organizations providing seed money. If the conference incurs a loss, it will be equally split between all organizations including the LOC. The City would be responsible for indirect costs, such as staff time for those working on the project and resources.

#### **HUMAN RESOURCES CONSIDERATIONS**

Not Applicable



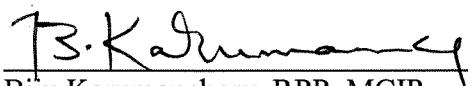

#### **ALIGNMENT WITH STRATEGIC PRIORITIES:**

Undertaking this initiative aligns with the City's strategic goals of achieving an engaged, diverse and thriving city, as well as offering exceptional services by exceptional people.

#### **BUSINESS UNITS CONSULTED AND AFFECTED:**

Economic Growth, Culture and Entrepreneurship Department, Planning and Development Department, Heritage Markham Committee Committee

#### **RECOMMENDED BY:**

  
  
Ron Blake, RPP, MCIP  
(Acting) Director of Planning &  
Urban Design  
Biju Karumanchery, RPP, MCIP  
(Acting) Commissioner of  
Development Services  
Stephen Chait  
Director of Economic Growth, Culture and Entrepreneurship

#### **ATTACHMENTS:**

Appendix "A"      Ontario Heritage Conference – Invitation to Bid

# Invitation to Bid OHC



Appendix 'A'

## Bid to Host future conferences starting in 2020 Ontario Heritage Conference

### Introduction

The OHC is the must-attend event that offers educational, inspirational and networking opportunities to everyone involved in heritage conservation as professionals or as volunteers. Programming generally showcases broad spectrum issues within the context and realities of the local host municipality. Under the auspices of Community Heritage Ontario (CHO), Architectural Conservancy of Ontario (ACO) and the Ontario Association of Heritage Professionals (OAHP), the conference provides for regions to promote their work in the heritage sector.

The OHC, can be held in April, May or June, runs from Thursday through Saturday. We can expect between 200 and 250 delegates, including spouses, special guests, speakers and exhibitors.

The success of the OHC depends on programming, location, venue(s) and the contribution of the host municipality or region. When selecting the OHC's host city and venues, primary consideration is given to the adequacy accommodations, meeting rooms and exhibition space. All requirements are outlined in this request for proposal (RFP).

When a group\* has determined its interest and commitment to hosting the conference and that municipality or region is able to accommodate the event's needs, it submits a proposal to the Joint Conference Committee (JCC). The JCC is composed of ACO, CHO and OAHP board members. The JCC reviews and evaluates the proposals received, selects the OHC location and advises the proponent.

Once the OHC location has been selected, a Memorandum of Understanding (MOU) is signed by the ACO, CHO and OAHP President's and the Local Organizing Committee (LOC) chair(s). Representatives from the JCC will be assigned as liaison to the LOC.

### Interesting in hosting?

Undertaking a conference is a lot of work, requiring team work and organization. But it can be fun and a great showcase for your municipality. This is your opportunity to share best practices, show what works and what doesn't, and blow your own horn! Following are the responsibilities and requirements that need to be met in order to host this great conference. Appendix A will show in more details the logistical requirements.

**Deadline for submission is January 15, 2018.** Proposals should be submitted electronically to [ginetteguy@communityheritageontario.ca](mailto:ginetteguy@communityheritageontario.ca). All submissions will be reviewed and notifications will go out in mid-September. Questions can be sent to above email.

\* A group interested in hosting may include, but is not limited to the local ACO branch, local Municipal Heritage Committees, municipal staff and planners. The Local Organizing Committee may be composed of representatives from all or any of these groups and/or community volunteers and other stakeholders. The LOC should be representative of the local heritage community with people having different skills and experience.

## **The Role of the Local Organizing Committee**

The Joint Conference Committee seeks the assistance of the local organizing committee in the following areas:

### **Promotion**

#### **Presentation and Exhibit at the prior Year's OHC**

At the prior year's OHC, the host LOC makes a brief presentation to encourage attendance at its conference. The host LOC will have a table at the exhibit area for exhibits to encourage attendance, promote its location and answer any questions.

#### **Promotional Material**

During the 12-month period leading up to the OHC, the LOC should prepare promotional pieces to include in newsletters, social media and websites. The LOC should promote the event locally.

### **Programming**

While the content of the program is largely the responsibility of the LOC; ACO, CHO OAHP will work with the LOC for theme, content and speakers, as necessary. Program and progress reviews will happen at regular intervals to both maintain the timeline and integrity of the message. If ACO, CHO, OAHP or other stakeholders such as the Ministry of Tourism, Culture and Sport or Ontario Heritage Trust host a session within the program, they will be responsible for that session.

#### **Social events and tours**

The program should include an evening for a Welcome Reception, one evening for a Gala Dinner and some pre-event tours (self-guided or guided) and other relevant activities. Such activities should showcase the culture and/or attractions of the host's region. The Welcome Reception normally occurs on the Thursday with the Gala Dinner on Friday. Tours can be pre-conference and/or integrated within the program as an off-site session.

### **Transportation**

Any transportation costs incurred in shuttling delegates among hotels and venues are the responsibility of the LOC and factored in the budget. This could include shuttling delegates among hotels, conference venues and social events. Shuttle bus transportation must be provided and the costs included in the budget.

### **Demographics and Accessibility**

Our attendees vary in age, interest and level of professional experience. In addition, there is an interest in growing the number of student attendees. It is important that all our venues and available accommodations be fully accessible to all.

## **Information**

During the planning phase, the JCC may request the advice and assistance of the LOC with respect to several matters, including acquiring the names and contact information of local dignitaries, speakers, suppliers, performers and others who may be approached by the JCC to play a role in the meeting's agenda.

During the conference, a JCC liaison will be present to offer support as required. The LOC will operate the registration desk and supply volunteers to help at various locations. Volunteers will also assist delegates with general information on the host municipality, its attractions and services.

## **Financials**

The budget is to be developed and maintained by the LOC, with guidance from the JCC including provision of examples from past conferences.

Each of ACO/CHO/OAHP will provide the LOC with a loan of \$5,000 (for a total of \$15,000), to be used as seed money and start up. The LOC is responsible for banking and providing a treasurer. CHO and ACO are the founding partners for the joint OHC, but additional partners may join from year to year. The partnerships will be reflected in the MOU for year of hosting.

The conference should not be viewed as a profit-making venture, but should not run a deficit. Any profit is split equally between the LOC and each of the organization that provided seed money. For example, if ACO/CHO/OAHP provide \$5,000 each, the profits, after the loans have been repaid, will be shared  $\frac{1}{4}$  each for ACO, CHO, OAHP and  $\frac{1}{4}$  to the LOC. Similarly, if the conference incurs a loss, the loss will be split equally between the LOC and each of the organizations providing the seed money, up to the amount of the seed money.

## **Sponsorship and Marketing**

The LOC is responsible for local sponsorships and the parent organizations will help in seeking additional sponsorship from other sources, such as provincial ministries and institutions.

ACO/CHO/OAHP will help promote the conference to its membership and other partners via direct mail, website, newsletters and social media.

## **Reporting**

The JCC will liaise with the LOC on setting the conference theme and speakers and providing guidance in planning and logistics. The JCC will also follow the progress and will require budget updates and reports as necessary for the delivery of a quality conference. The LOC will be responsible for providing a post-conference report.

## **General Site Requirements for the OHC - Appendix A**

### **Conference Rotation**

The OHC location rotates to cover all of our memberships, within Ontario.

2013	Midland	2007	Guelph	
2014	Cornwall	2008	Collingwood	
2015	Niagara-on-the-lake	2009	Peterborough	
2016	Stratford - St.Marys	2010	Chatham Kent	2004 Hamilton
2017	Ottawa	2011	Cobourg	2005 Windsor
2018	Sault Ste.Marie	2012	Kingston	2006 Rideau Lake

### **Dates**

The preferred dates for the conferences generally within a 3-day block of Thursday to Saturday, within May or June.

If a LOC wishes to propose other dates, those dates must not conflict with any major holidays or industry events, such as the Victoria Day weekend, Mother's Day or the Ontario Association of Architects annual conference.

### **Function Space Requirements**

A draft program is attached, appendix B, and illustrates the number of plenary and concurrent sessions in a typical conference program.

#### **Guidelines:**

- 1 meeting room for plenary – 200-250 people – Friday/Saturday
- 4-5 meeting rooms for concurrent sessions – 50-75 people – Friday/Saturday
- 1 function space for Welcome Reception – 100 people – Thursday
- 1 function space for Gala Dinner – 250 people – Friday or Saturday

\*some meeting space can be re-used from plenary to concurrent sessions, or dinner function

Options for venues: all under one roof, off site breakouts, shared between communities

Wifi access

Registration area – 6 tables –Thursday to Saturday

Tradeshow space – 6-10 tables (not mandatory) – Thursday to Saturday

Fully accessible

Meals to include:

Refreshment breaks daily

Lunch to be onsite, catered in or offsite – Friday/Saturday

### **Hotel Site and Rate Requirements**

Affordable accommodation is key to stable attendance, so we recommend offering a variety of choices, from hotel rooms to B&B, as available locally. It is not recommended to hold room blocks but rather offer discounted rates, with no obligations, to be released 30 days prior to the conference. Attendees book their own rooms.

## Sample Draft Program - Appendix B

Time	Event	Venue
<b>Thursday</b>		
12:00pm-6:00pm	Registration & Information Desk	
1:00pm-4:00pm	Suggestions for Activities	
2:00pm-4:00pm	Walking tours or Activities	
7:00pm-9:00pm	Opening Reception	
<b>Friday</b>		
8:00am-6:00pm	Registration & Information Desk	
8:00am-6:00pm	Tradeshow opens TBC	
9:00am-10:00am	Opening Ceremony & Welcome	
10:00am – 10:30am	Nutrition Break	
10:30m-12:00pm	Opening Keynote	
12:00pm-1:30pm	Lunch	
1:30pm-3:00pm	Session 1A	
1:30pm-3:00pm	Session 1B	
1:30pm-3:00pm	Session 1C	
3:00pm-3:30pm	Nutrition Break	
3:30pm-5:00pm	Session 2A	
3:30pm-5:00pm	Session 2B	
3:30pm-5:00pm	Session 2C	
6:00pm-7:00pm	Cocktail Reception	
7:00pm	Gala Dinner with guest speaker	
<b>Saturday</b>		
8:00am-noon	Registration & Information Desk	
8:00am-4:00pm	Tradeshow Opens TBD	
8:30am-10:00am	Session 3A	
8:30am-10:00am	Session 3B	
8:30am-10:00am	Session 3C	
10:00am-10:30am	Nutrition Break	
10:30am-12:00pm	Session 4A	
10:30am-12:00pm	Session 4B	
10:30am-12:00pm	Session 4C	
12.00pm-1:00pm	Lunch	
1:00pm-3:00pm	Session 5A	
1:00pm-3:00pm	Session 5B	
1:00pm-3:00pm	Session 5C	
3:00pm-3:30pm	Nutrition Break	
3:30pm-5:00pm	Closing Plenary	