



City of Richmond

Report to Committee

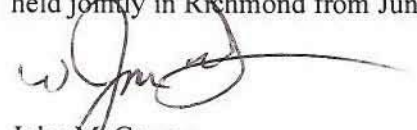
To: Community Safety Committee
From: John McGowan
Fire Chief, Richmond Fire-Rescue


Date: May 18, 2011
File: 09-5140-01/2011-Vol 01

Re: 2012 Fire Chiefs Association of BC Annual Conference

Staff Recommendation

That Council authorize the financial support and in-kind contributions for the Fire Chiefs Association of British Columbia (FCABC), the Emergency Vehicle Technicians Association of British Columbia (EVTABC) and the British Columbia Fire Training Officers Associations (BCFTOA) conferences, to be held jointly in Richmond from June 1st to June 7th in 2012 .


John McGowan
Fire Chief, Richmond Fire-Rescue
(604-303-2734)

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ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Intergovernmental Relations & Protocol Unit	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Budgets	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Enterprise Services	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

Staff Report

Origin

The purpose of this report is to seek approval from Council for the City to support financially and with in-kind contributions for the Fire Chiefs Association of British Columbia (FCABC), the Emergency Vehicle Technicians Association of British Columbia (EVTABC) and the British Columbia Fire Training Officers Associations (BCFTOA) conferences, to be held jointly in Richmond in 2012.

This report supports Council term goals to:

Effectively manage local economic development issues and opportunities through the creation of clearly articulated economic development objectives for this term of office that include initiatives for economic development.

Advance the City's destination status and ensure our continued development as a vibrant cultural city with well established festivals and the arts through:

- *Increased major events on a regular basis*
- *Maximizing the use of the Oval with sport and special event programs*

Findings Of Fact

Annually, the Fire Chiefs (FCABC), the Emergency Vehicle Technicians (EVTABC) and the Fire Training Officer (BCFTOA) Associations of British Columbia deliver a conference that is hosted at a different municipality each year within the Province of British Columbia. This year, the three associations are collectively holding conferences in Abbotsford June 1 to June 9, 2011.

It is estimated that the conference will draw approximately 350 to 400 delegates and 750 trade show attendees, delegates, trade show representatives, firefighters and community members. Delegates will be primarily from British Columbia however, the trade show, with approximately 150 vendors, will attract safety related companies, associations and municipalities from across the country.

The FCABC is a non-profit organization that provides a forum for the exchange of ideas and educational information relative to the Fire Service of British Columbia. The FCABC strives to improve Fire and Life Safety in the Province and reduce the loss of life and property from the devastating impact of fire. The purpose of the BCFTOA and the EVTABC are similar to the FCABC.

In the past, the FCABC Conference organizers have had limited expectations from the host fire departments. However, the City of Abbotsford and Tourism Abbotsford, understanding the benefits of hosting and being involved in decision-making to ensure a quality conference, have decided to strategically have an increased level of involvement. For the 2011 joint conference, the Abbotsford Fire Department and Tourism Abbotsford have invested the following to support the 2011 conferences:

Tourism Abbotsford :

- a grant of \$8000 towards transportation
- supply of gift bags for participants
- support to the partners program in arranging events

Abbotsford Fire Department:

- \$2500 as a Gold sponsor
- \$1600 in participant promotional items (suit bags) for Chiefs/Training Officers/EVT's
- \$500 promotional pens
- in-kind support of:
 - o Honour guard participation
 - o volunteer hours for staff supporting registration desk fire expo
 - o vehicles for transportation
 - o training venues

Richmond has been selected to host the three conferences from June 1st to June 7th, 2012. The expectation from FCABC for conference support is minimal - Honour Guard participation and volunteer staff to be in uniform and be hosts at the conference. The City of Richmond has a choice regarding the level of commitment to the conferences.

Hosting a conference with provincial wide delegates/partners and trade show delegates from across the country will provide the City of Richmond with numerous potential economic and marketing benefits. The City of Richmond's support for the conferences will provide opportunities to:

1. Influence the organizing committee's decisions and plans to showcase the City and leverage other opportunities for Richmond
2. Attract businesses to the city.
3. Promote Richmond as a tourism destination.
4. Attract economic impacts.
5. Be seen as a leader in the field and showcase facilities such as the Richmond Olympic Oval and LEED Fire Halls and other innovation.
6. Demonstrate leadership from Richmond City Council to address the conference and share Richmond's unique location and successes.

Analysis

Richmond Fire-Rescue has the capacity and resources to provide in-kind support with the Honour Guard participation, use of Fire-Rescue vehicles for transportation, supply of promotional items and a staff person to be Fire-Rescue's representative and coordinator. IAFF Local 1286 has agreed to be involved in the conference and therefore provide potential volunteer staff time as drivers, hosts, registration desk attendants and other required staff resources.

In addition, Enterprise Services and Intergovernmental Relations and Protocol have expertise and capacity to assist with enhancing the local business involvement through donations and planning the protocol and social components.

Tourism Richmond is very pleased that the Fire Chiefs of BC Conference is being held in Richmond in 2012. The conference hotel is the Delta Vancouver Airport Hotel and Tourism Richmond will support the event organizers with additional hotel room blocks and delegate information packages. Tourism Richmond's meeting and events sales team will continue to work closely with conference organizers to ensure all delegates have an exceptional guest experience and a successful event while in Richmond.

The support from Tourism Richmond and the City will help to ensure the 2012 Annual Fire Chiefs (FCABC), the Emergency Vehicle Technicians (EVTABC) and the Fire Training Officer (BCFTOA) Associations British Columbia joint conferences are an event that Richmond will be proud of and the benefits listed above are achieved to help advance the long term goals of the City of Richmond.

Financial Impact

\$2500 from Fire-Rescue's 2012 operating budget to support the conference as a Gold sponsor.

Conclusion

It is recommended that Community Safety Committee authorize the financial support and in-kind contributions from Richmond Fire-Rescue, Enterprise Services and Intergovernmental Relations and Protocol Unit, to enhance the Fire Chiefs Association of British Columbia (FCABC), the Emergency Vehicle Technicians Association of British Columbia (EVTABC) and the British Columbia Fire Training Officers Associations (BCFTOA) conferences, to be held in Richmond from June 1st to June 7th, 2012.



Kim Howell
Deputy Chief - Administration
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