



STAFF REPORT ACTION REQUIRED

Potential Sponsorship Opportunities for the Assembly of First Nations Annual General Assembly in Toronto July 16 to 20, 2012

Date:	May 29, 2012
To:	City Council
From:	City Manager
Wards:	All
Reference Number:	

SUMMARY

The purpose of this report is to address the request made at the May 8 and 9, 2012 Council meeting to report back on possible corporate sponsorship opportunities for the Assembly of First Nations (AFN) Annual General Assembly. This potential sponsorship revenue will support the cultural activities associated with the AFN's Annual General Assembly in Toronto from July 16-19th, 2012.

The Toronto Office of Partnerships (TOP) has been asked to consult with the AFN to determine if there are any further sponsorship opportunities that can be explored.

RECOMMENDATIONS

The City Manager recommends:

1. The Toronto Office of Partnerships continues to assist the AFN with possible sponsorship opportunities.

Financial Impact

There are no financial implications arising from this report other than the provision of staff resources from the Toronto Office of Partnerships. Council's decision on May 8th determined that services valued at \$5,640 will be provided without charge for activities to be held at the Fort York National Historic Site.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

On April 10 and 11, 2012, City Council adopted the following motion (MM22.15) *City of Toronto Support for the Assembly of First Nations Annual General Assembly in Toronto July 16 to 20, 2012* which stated: City Council direct the City Manager to work with the Assembly of First Nations to assist in the planning of the Annual General Assembly being held in Toronto this July, including how to facilitate events on City streets, in Parks and at venues owned by the City such as Fort York and the Sony Centre, and report back to City Council at its May 8 and 9, 2012 meeting.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.MM22.15>

The City did a comprehensive review of the internal in-kind and financial support that had been requested by the AFN and presented several recommendations that were adopted by Council at the May 8 and 9, 2012 Council in the report " *City of Toronto Support for the Assembly of First Nations Annual General Assembly in Toronto July 16-20, 2012*. City Council approved the waiving the \$1040 affiliated rental rate for use of Fort York National Historical Site on July 16, 2012 by the Assembly of First Nations: <http://www.toronto.ca/legdocs/mmis/2012/cc/bgrd/backgroundfile-46890.pdf>

An amendment was made to provide additional support in the form of staff costs and fees at the Fort York National Historical Site estimated at \$4,600; and that the total \$5,640 cost will be funded from the 2012 approved Operating Budget for the Economic, Development and Culture program as outlined in the Council amendment approved on May 8th, 2012.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.CC23.3>

ISSUE BACKGROUND

Assembly of First Nations (AFN)

The Assembly of First Nations (AFN) is the national representative organization of the First Nations in Canada and is the national political body of the Aboriginal people of Canada. There are over 630 First Nation's communities in Canada. The AFN Secretariat is designed to present the views of the various First Nations through their leaders in areas such as: Aboriginal and Treaty Rights, Economic Development, Education, Languages and Literacy, Health, Housing, Social Development, Justice, Taxation, Land Claims, Environment, and a whole array of issues that are of common concern which arise from time to time.

Annual General Assembly

The Annual General Assembly (AGA) is hosted every year and a National Chief is elected every three years. The City of Toronto won the right to host the AGA through a competitive bid process in August 2010.

This year, the Assembly and election will be hosted in Toronto July 16 to 20, 2012. The event is expected to attract 630 chiefs from across Canada and will bring 4,000 to 5,000 delegates and the estimated delegate hotel spend is \$2.12 million, in addition to additional spending in the tourism and hospitality sectors.

The AGM is being coordinated by the AFN 2012 Host Committee in addition to sub-committees as required. In addition to formal activities at the Metro Toronto Convention Centre, a full social and cultural program is planned including a Veterans Procession and Memorial Service; Opening Ceremonies and receptions; private and public viewing of Norval Morrisseau paintings; National Chiefs Dinner; Gala theatrical Presentation with VIP Reception; and potential Cabaret evening. The original cost of the social and cultural program was estimated at \$2.2 million, though the program is being reduced due to difficulties with funding. Confirmed public sector funding includes \$349,000 from Canadian Heritage, \$50,000 from the Ministry of Culture & Heritage, \$50,000 from the Ministry of Aboriginal Affairs, \$25,000 from Ontario Power Generation and \$25,000 from Hydro One with other private sector donations and sponsorships.

COMMENTS

The City of Toronto at the direction of City Council is providing some support by waiving the fees and staff costs associated with their event at the Fort York National Historical Site and continues to provide advice and facilitation on the various aspects of the AFN's General Assembly and related activities; however, the organizing body still requires a considerable amount in revenue.

TOP has had a preliminary discussion with the AFN to get an overview of their sponsorship strategy. They have approached an extensive list of corporate partners. While there have been many successes in both the public and private sector, they have also received several declines. This is probably due to the highly competitive summer festival market. The AFN is working with a deadline of June 4th to finalize all sponsorships in order to maximize and leverage their marketing opportunities for their July 16 – 20th events.

Due to the tight timelines, it may prove difficult to secure the levels of funding that the AFN requires. However, as directed, TOP will continue to work with them to identify possible sponsorship opportunities.

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SIGNATURE

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