

STAFF REPORT: Planning



REPORT TO: Mayor & Members of Council
MEETING DATE: May 07, 2007
REPORT NO.: PL.07.61
**SUBJECT: Sponsorship Opportunity -
The Ontario Professional
Planners Institute Conference
2007**
**PREPARED BY: Peter Tollefsen
Director of Planning**

A. Recommendations

THAT Council receive Planning Staff Report #PL.07.61, “Sponsorship Opportunity – The Ontario Professional Planners Institute Conference 2007”;

AND THAT Council confirms a Platinum sponsorship for the Town of The Blue Mountains in the amount of \$5,000.00.

B. Background

The Town of The Blue Mountains is fortunate enough to host the 2007 Ontario Professional Planners Institute (OPPI) Conference.

There are a number of notable speaks, presentations and mobile workshops. We can expect anywhere from 600 to 900 delegates.

This will give our Municipality the opportunity to show off some of our successes and to give delegates visiting the ability to learn from our community. We anticipate money will be spent in the Town as well as to encourage delegates and friends to return to the community. It is also beneficial for Town staff to learn from the speakers.

It would be appropriate therefore for our Town to have a prominent role in the Conference which can be done through the Platinum Level Sponsorship as outlined in the attachment. The Platinum level would entitle you to:

- two complimentary one-day passes to the conference OR one full complimentary registration to the entire conference;
- recognition at the opening reception;
- listing as a Platinum Sponsor in Conference on-site programs;
- one ½ page advertisement in the OPPI journal.

These are only a few of the benefits of this Level.

C. Strategic Plan

Goal 1 - ***Ensuring Long-Term Financial Sustainability*** – would be met as of the economic benefits for the Town either by present visitors here in the community for the three days and/or people who return to visit after learning about our area;

Goal 2 - ***Preserving and enhancing natural and environmental features, and cultural heritage of the community.*** Opportunities for us to showcase the work we are doing in this regard as well as through networking and learning from the delegates and the speakers.

D. Budget Impact

Funds were budgeted through the 2007 budget process and the operating budget for the Economic Development account has funds for Town hosted conferences.

E. Attachment

1. Sponsorship Opportunity – The Ontario Professional Planners Institute Annual Conference Theme – Lifestyle 2007 – Blue Skies Planning, October 3-5, 2007

Respectfully submitted,

Peter Tollefsen, Director of Planning