

# UBCM Convention Finance and Sponsorship Review

Wednesday September 25, 2019

# Background

- Review Panel was established by the UBCM Executive in July
- Mandate is to review and evaluate various sources of revenue, including Sponsorship revenue currently in use for funding UBCM's annual Conventions.
- Terms of Reference include that we 'solicit input from local governments in BC...'
- Want to use Convention as a means to solicit input.

# Members of the Review Panel

- **Frank Leonard** (Chair), Consultant; former Mayor of Saanich and UBCM President
- **Wendy Booth**, Consultant, former Area F Director with Regional District of East Kootenay and UBCM President
- **Chair Sav Dhaliwal**, Metro Vancouver Regional District and former UBCM President
- **Chair Rhona Martin**, Columbia Shuswap Regional District and former UBCM President

# Work to Date

- First Meeting:
  - Reviewed financial history of recent Conventions
  - Spent considerable time thinking through the best way to engage the UBCM Membership
- Second Meeting:
  - Developed a list of questions to seek input from the UBCM Membership at Convention, finalized a backgrounder and content for this clinic.

# Convention Locations

- Approximately 2000 delegates here this week
  - Elected Officials
  - Local Government Staff
  - MLAs/MPs
  - Non-voting Delegates
- It is the available hotel space – not the Convention facility – that is the key factor

# So what does Convention cost?

## Registration Fees

	Whistler 2014	Vancouver 2015	Victoria 2016	Vancouver 2017	Whistler 2018	Vancouver 2019
UBCM Members	\$455	\$465	\$465	\$475	\$475	\$475
Non-members	\$655	\$665	\$675	\$685	\$700	\$1,000
Government Staff	\$150	\$160	\$160	\$170	\$175	\$180
Students	-	-	\$160	\$160	\$160	\$150
Banquet	\$85	\$90	\$90	\$90	\$90	\$100
Delegates Lunch	\$50	\$60	\$60	\$60	n/a	\$60

# How does this compare to other Conventions?

UBCM	FCM	AMO
4.5 days	4 days	4 days
<b>Member* - \$475</b>	<b>\$869</b>	<b>\$785</b>
Non-member* - \$1,000	\$1,025	\$990

\* Earlybird Registration

# 5 Year Revenues & Expenses

	Whistler 2014	Vancouver 2015	Victoria 2016	Vancouver 2017	Whistler 2018
<b>REVENUE</b>					
Registration	913,816	1,037,386	1,026,597	1,099,277	994,255
Sponsorship	284,500	280,600	304,500	344,250	250,800
Interest Income	13,480	9,190	14,630	21,686	39,949
Tradeshow	0	263,566	34,110	291,430	0
Other	2,567	14,446	4,439	16,307	5,810
Total Revenue	\$ 1,214,364	\$ 1,605,188	\$ 1,384,275	\$ 1,772,950	\$ 1,290,814
<b>EXPENSES</b>					
Catering/Functions	374,785	456,847	394,480	499,860	331,643
Facilities - AV, Internet, Electrical, etc	148,032	213,366	153,690	217,973	146,147
Personnel/ Staffing	425,700	402,013	502,269	509,674	516,191
Daycare	-	-	-	8,632	5,694
Other - Printing, Signage, Supplies, etc	242,266	278,611	243,159	229,728	247,855
Tradeshow/ Sponsor Booths	16,893	129,604	63,728	157,761	24,771
Total Expenses	\$ 1,219,675	\$ 1,480,441	\$ 1,357,327	\$ 1,623,627	\$ 1,272,301
<b>PROFIT / (LOSS)</b>	<b>(5,312)</b>	<b>\$ 124,747</b>	<b>\$ 26,949</b>	<b>\$ 149,323</b>	<b>\$ 18,513</b>



# Revenue and Costs vary by Location

## 5 Year Revenue Comparison

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# Revenue Comparison as a % of Total Revenue

	Whistler 2014	Vancouver 2015	Victoria 2016	Vancouver 2017	Whistler 2018
Registration	75%	65%	74%	62%	77%
Sponsorship	24%	17%	22%	19.5%	19.5%
Interest Income	1%	1%	1%	1%	3%
Tradeshow	0%	16%	2.5%	16.5%	0%
Other	0%	1%	0.5%	1%	3%

*UBCM holds a tradeshow every 2<sup>nd</sup> year in Vancouver.*

# What is the Financial Impact of Sponsorship?

## Five-year Revenue (as a percentage of Total Revenue)

	Whistler 2014	Vancouver 2015	Victoria 2016	Vancouver 2017	Whistler 2018
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Sponsorship	24%	17%	22%	19.5%	19.5%
Interest Income	1%	1%	1%	1%	3%
Tradeshow	0%	16%	2.5%	16.5%	0%
Other	0%	1%	0.5%	1%	0.5%

Sponsorship revenues over the past 5 years ranged from \$280,000 to \$344,000

# 2018 Sponsors

- Government & Crown Agencies 7
- Corporations & Industry Associations 25
- Unions 5
- Consulates 1

# Options

- Currently, UBCM does not subsidize Convention costs through annual dues.
- If UBCM removes Sponsorship revenues entirely:
  - Impact if this was absorbed into Convention registrations is an increase of \$140 per category (Gov't, delegate, non-member)
  - Impact if this was absorbed into UBCM Membership Fees is an 18.5% increase in dues.
- Any combination of the two options.

# Process from here

- Input from UBCM Membership later this morning
- Have an established email address: [reviewpanel@ubcm.ca](mailto:reviewpanel@ubcm.ca)
- Further Committee meetings later this Fall; Report to UBCM Executive by mid-January 2020
- UBCM Executive reviews Report at its February meeting
- Our final Report will be public
- Any changes to Convention finance to be in place by 2020 UBCM Convention.

Questions?