



Staff Report for Budget Committee of the Whole Meeting

Date of Meeting: November 26, 2024

Report Number: SRCM.24.14

Department: Office of the City Manager

Division: Richmond Hill Centre and Economic Development

Subject: **SRCM.24.14 – Economic Development Mission to Hannover Messe**

Purpose:

To request funding in the 2025 Budget to attend the Hannover Messe Conference in Hannover, Germany as outlined in the 2025 Investment Attraction Plan.

Recommendations:

- a) That staff report SRCM.24.14, regarding the planned investment attraction mission to Hannover Messe, be received;
- b) That the Mayor's participation in the Hannover Messe Conference in April 2025 be approved;
- c) That up to two (2) staff from the Economic Development Division accompany the Mayor at the Hannover Messe Conference in April 2025;
- d) That the Budget Committee of the Whole recommends that the Mayor submit for Council's review that \$25,000 be added in the 2025 Operating Budget, to be funded from the Tax Rate Stabilization Reserve to support the planned Investment Attraction Mission to Hannover Messe.

Contact Persons:

- Brenda Osler, Senior Economic Development Officer, extension 5483
- Anthony Ierullo, Director of Richmond Hill Centre and Economic Development, extension 6515
- Darlene Joslin, City Manager, extension 2423

Report Approval:

All reports are electronically reviewed and/or approved by the Division Director, Treasurer (as required), City Solicitor (as required), Commissioner, and City Manager. Details of the reports approval are attached.

Page 2

Background:

Hannover Messe is the world's leading trade show for industrial technology and industrial transformation, where more than 4,000 companies will showcase innovations and top tier technological products to over 130,000 visitors from 150+ countries. In 2025, Canada will be taking centre stage as the Partner Country. Germany is a target geographic region for investment; however, attendees and exhibitors are from all over the world.

The federal and provincial governments will have a very large presence at the show, dedicating many resources to promoting Canada and Ontario. In addition, York Region Economic Development has secured a dedicated York Region kiosk and is exploring other potential collaborative promotional and engagement opportunities. Local municipalities participating with York Region include the Cities of Vaughan and Markham and the Town of East Gwillimbury.

Discussion:

The Hannover Messe Conference provides an opportunity for the City to achieve a number of objectives related to the implementation of the Investment Attraction Strategy and Subsector Strategy including:

- communicating the City's investment attraction goals and value proposition to partners, other levels of government and stakeholders;
- developing relationships with key agencies, businesses associations, trade organizations and trade commissions to explore investment opportunities;
- engaging with businesses and industry experts to explore opportunities within the City's target subsectors; and,
- meeting with potential investors.

Moreover, with Canada taking centre stage as the Partner Country, there may be opportunities to meet with key Canadian decision makers at the federal, provincial and regional levels to explore opportunities for collaboration and partnerships.

The City's participation in Hannover Messe aligns with the approved Economic Development Strategy and supports the implementation of the Investment Attraction Strategy and Subsector Strategy. It is part of a multi-year Investment Attraction Program that aims to attract new investment within the City's target subsectors. The City's participation in Hannover Messe has been included in the 2025 Investment Attraction Program as presented to the City's Economic Development Committee on October 15, 2024 (Attachment 1).

Foreign Travel Policy for Council Members

In 2008, Council approved a Foreign Travel Policy for Council Members that outlines a process for evaluating requests for foreign travel to economic development trade and investment missions (Attachment 2). The policy requires that all opportunities for

Page 3

foreign travel involving members of Council be forwarded to staff and that staff evaluate the opportunity against the City's economic development goals and report back to Council. Based on the Policy, Council is to make a determination on whether Council members should participate in Economic Development missions/meetings/events. The policy also states that "the Mayor (or designate) will attend all economic development missions/meetings/events and will determine whether other member(s) of Council should also attend and who."

In accordance with this Policy, staff have evaluated this opportunity and are recommending that the Mayor attend the Hannover Messe Conference, along with Economic Development staff, to represent the City. As previously noted, the City's participation in Hannover Messe aligns with approved Strategy and will contribute to attracting new investment to Richmond Hill as outlined in the attached 2025 Investment Attraction Program.

Financial Implications:

Staff are requesting \$25,000 to be added in the 2025 Operating Budget, to be funded from the Tax Rate Stabilization Reserve to fund the costs associated with the Mayor and two Economic Development staff persons attending the Hannover Messe Conference in April 2025. The total per person cost to attend the Hannover Messe Conference including travel, accommodation, registration fees and incidental expenses is estimated at \$8,500. The additional costs associated with preparing for the Conference including lead generation, the development of promotional materials and partner/stakeholder engagement will be delivered within existing budgets. Staff will also pursue York Region and CanExport grant funding to supplement the program.

Relationship to Strategic Plan 2024-2027:

The Investment Attraction Program helps to attract new companies to the City and assists existing companies to expand, thus creating new employment opportunities that help to grow a livable, sustainable community. Helping to create a dynamic and diverse business community supports the priority to manage growth in a way that enables choice and connection for the City, its residents and business, now and in the future. This program also contributes to advocating for the development of complete communities as we work with other levels of government to build a vibrant and inclusive community.

Attachments:

The following attached documents may include scanned images of appendixes, maps and photographs. All attachments have been reviewed and made accessible. If you require an alternative format please call the contact person listed in this document.

- Attachment 1 – Report SRCM.24.10 – 2025 Investment Attraction Program
- Attachment 2 – SRCAO.08.26 – Foreign Travel Policy for Council Members

Page 4

Report Approval Details

Document Title:	SRCM.24.14 – Economic Development Mission to Hannover Messe.docx
Attachments:	- Attachment 1 - SRCM.24.10 - 2025 Investment Attraction Program.pdf - Attachment 2 - SRCAO.08.26 Foreign Travel Policy for Members of Council.pdf
Final Approval Date:	Nov 18, 2024

This report and all of its attachments were approved and signed as outlined below:

Anthony Ierullo - Nov 18, 2024 - 10:22 AM

Gigi Li - Nov 18, 2024 - 10:28 AM

Darlene Joslin - Nov 18, 2024 - 10:37 AM