



To: Toronto Public Library Board – March 4, 2002

From: City Librarian

Subject: **American Library Association/Canadian Library Association Joint Conference 2003 – Toronto**

Purpose:

To provide the Toronto Public Library Board with information about the joint American Library Association/Canadian Library Association Conference to be held in Toronto in June 2003.

Funding Implications and Impact Statement:

Preliminary data provided by Tourism Toronto estimates that the conference will generate revenue for the City of approximately \$41 million.

Financial impacts on the Toronto Public Library will be presented as part of the 2003 Operating budget.

Recommendation:

It is recommended that the Toronto Public Library Board receive for information the *American Library Association/Canadian Library Association Joint Conference 2003 – Toronto* report.

Background:

The American Library Association is the largest library association in the world. In June 2003 the American Library Association will hold its annual conference jointly with the Canadian Library Association in Toronto. The conference will run from June 19 – 25, 2003. Toronto Public Library is the host library for this conference and as such is responsible for all local arrangements for the conference.

The conference is attended by more than 25,000 librarians, educators, writers, publishers, trustees and exhibitors. The conference includes more than 2,500 meetings and events over a six-day period. Approximately 950 exhibiting companies attend.

There are only approximately eight cities in North America with a conference campus sufficiently large to host this conference. Toronto, with its convention centre facilities and 35,000 hotel rooms, has now been identified as one of these cities. Toronto is an attractive location for the conference because of its proximity to the Association's large membership base

in the Northeast and Midwest. This will be the second time that the American Library Association has held a conference in Canada; the first time was in Montreal in 1960.

Comments:

Obligations of the Host Library:

The Conference Local Arrangements Committee is chaired by the City Librarian and will be composed of staff from Toronto Public Library and libraries throughout the Greater Toronto Area. Maggie Gosselin, Manager, Cedarbrae District, will coordinate the Committee's work.

The Local Arrangements Committee has specific responsibilities as assigned by the American Library Association. These include recruiting and organizing volunteers to assist with special events, and organizing and staffing a hospitality booth at the conference. The Committee hires a tour company to provide city and area tours, and hires a race management company to organize a 5km Fun Run.

The Committee arranges events that highlight the city's many attractions – shopping, sports events, theatre and restaurants.

The library will be working with Tourism Toronto to promote city attractions at this major conference. Tourism Toronto will provide a range of materials to promote Toronto at the preceding conference in Atlanta. At the 2003 conference in Toronto they will support the Local Arrangements Committee at the conference hospitality booth. Tourism Toronto provides information to vendors and attendees about tax and customs issues. They will assist the Committee to distribute information to the media and will help establish links with local businesses and city departments such as the TTC to provide a quality conference experience for attendees.

In addition, Toronto Public Library will promote the conference and location at the preceding conferences (Atlanta and Halifax – June 2002) and the American Library Association mid-winter conference (Philadelphia – January 2003).

Benefits to the City and Toronto Public Library:

The benefits that the City of Toronto will derive from hosting the America Library Association Conference include:

- ◆ the direct and indirect economic benefits from hosting a convention with over 25,000 delegates and exhibitors;
- ◆ promotion of Toronto as a major convention and tourist destination as envisioned in the City's Economic Development Strategy;
- ◆ opportunity for local businesses to participate in the world's largest library tradeshow.

Benefits to the Toronto Public Library include:

- ◆ opportunity for the Library to showcase and raise international awareness of the Toronto Public Library and the City of Toronto. Conference attendees come primarily from the United States. There is also a large international delegation.
- ◆ promotion of the collections and services of the Toronto Public Library;

- ◆ opportunity for Toronto Public Library staff to participate in the conference and benefit from the wide-range of ideas and exchange of information among attendees.

Work has begun with the City of Toronto to plan for this major conference. Preliminary data provided by Tourism Toronto estimates that the conference will generate revenue for the city of approximately \$41 million.

Contact:

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City Librarian

List of Attachments:

Not applicable.