

NO: R023

COUNCIL DATE: February 5, 2018

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **January 29, 2018**

FROM: **General Manager, Investment & Intergovernmental Relations** FILE: **0330-30**

SUBJECT: **City of Surrey's Participation at MIPIM 2018, March 13 – 16, 2018**

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## RECOMMENDATION

The Investment & Intergovernmental Relations Department recommends that Council receive this report as information.

## INTENT

The intent of this report is to provide Council with information outlining the City of Surrey's participation at *Les Marché International des Professionnels de l'immobilier*, (MIPIM) 2018, taking place March 13 - 16 in France.

## BACKGROUND

MIPIM is one of the largest and most prestigious real estate conferences in the world. It has provided the international stage upon which many Canadian cities including Toronto (Toronto Waterfront Project) and Montreal (Downtown Arts & Entertainment District) profiled and attracted investment for their economic development projects. It is also the conference where, in 2004, Bing Thom Architects' Surrey Central City project won a Special Jury Award as the world's best overall new development for its architecture and building innovation.

Mayor Linda Hepner has been invited by MIPIM to speak on a panel at the 2018 conference entitled *City as a Service, the New Urban Reality*. Being given this opportunity is a testament to Surrey's increasing profile as a globally-relevant, leading edge city. Mayor Hepner has also been invited to a number of related events, including the *Mayors and Political Leaders' Think Tank: People-centric Cities*.

With more than 24,000 real estate investors and retailers from across 100 countries in attendance, MIPIM provides a unique platform for sharing Surrey's investment-ready story and to accelerate Surrey's metropolitan transformation. In order to maximize impact, the Mayor's messaging will be supported by a Surrey Presentation Centre to be located in the exhibition area of the main venue. A rendering of the 13 square metre Presentation Centre is attached as Appendix "I". Interactive and visual displays will showcase Surrey as Western Canada's real estate investment location of choice. At this point, the City of Surrey is the only Western Canadian city that will be profiled at MIPIM. The cities of Montreal, Toronto, Hamilton and the Niagara Region will have a presence.

## DISCUSSION

Mayor Hepner's invitation to speak at MIPIM is a chance to position Surrey as a globally-relevant city while promoting Surrey's strategic investment opportunities to international investors. This directly supports a key priority in the City's 10-year Economic Strategy: *To attract investment to transform Surrey, which will increase the economic opportunities available to Surrey citizens.*

Surrey City Centre is a marketable product that is primed to attract international investment and commercial tenants. With a growing University District, Government Hub, Financial District, and Innovation Boulevard, supported by a young and diverse talent pool and strategic location, Surrey has a compelling story and the competitive advantages to spark global interest.

The City of Surrey's presence at this conference will mark the international launch of Invest Surrey & Partners, Surrey's flagship investment attraction program, showcased locally at the November 2017 Invest Surrey Launchpad event. Sponsors of the Launchpad event provided sufficient funding to offset MIPIM expenses including registration, programming, display and staffing costs, in order to have their projects or areas of interest profiled in the Surrey display. Also, in recognition of Mayor Hepner's role as a speaker, MIPIM will cover the Mayor's event registration and accommodation costs. Estimated costs for the Mayor and City staff to participate at MIPIM are attached as Appendix "II".

Mayor Hepner, and staff of the Investment & Intergovernmental Relations Department will attend MIPIM 2018 in order to optimize four key opportunity areas:

- **Mayor's participation on panel: *City as a Service, the New Urban Experience***  
Presentation will showcase Surrey's thought leadership as the panel explores the innovative services being offered by cities that are positioning themselves as competitive locations to invest in.
- **Mayor's participation in 'Mayor's & Political Leaders' Think Tank: *People-centric Cities*** – an event for international urban political leaders to discuss issues related to the theme.
- **Surrey Presentation Centre**  
An interactive display that will showcase Surrey's investment opportunities and competitive advantages, with a focus on Surrey City Centre.
- **Networking Opportunities**  
Workshops and access to a database of attendees will provide the ability to arrange meet-ups and to network with potential investors and other key individuals.

Blackwood Partners, the current owners of the Central City building, will also attend the MIPIM conference, represented by Managing Partner, John Hayes from Blackwood Partner's Toronto office and Vice-President and General Manager, Bill Rempel. Blackwood Partners' representatives will co-locate in the Surrey Presentation Centre to help promote Surrey and the City Centre including their new Central City 2 project.

## **SUSTAINABILITY CONSIDERATIONS**

Alignment with the Sustainability Charter 2.0's Economic Prosperity and Livelihoods theme includes the following Desired Outcomes (DO):

### **Jobs and Skill Training**

- Do1 Diverse and meaningful employment and business opportunities are available close to where people live, and provide incomes that can support a high quality of life.
- Do3 Job creation and entrepreneurship development are widely fostered.

### **Economy**

- Do4 Surrey's economy is diversified with a mix of service, industrial, agricultural and innovation-based businesses.
- Do7 The City's strong revenue base includes a balance of commercial and residential property taxes.
- D12 The City is a destination for visitors, which generates tourism and revenue.

## **CONCLUSION**

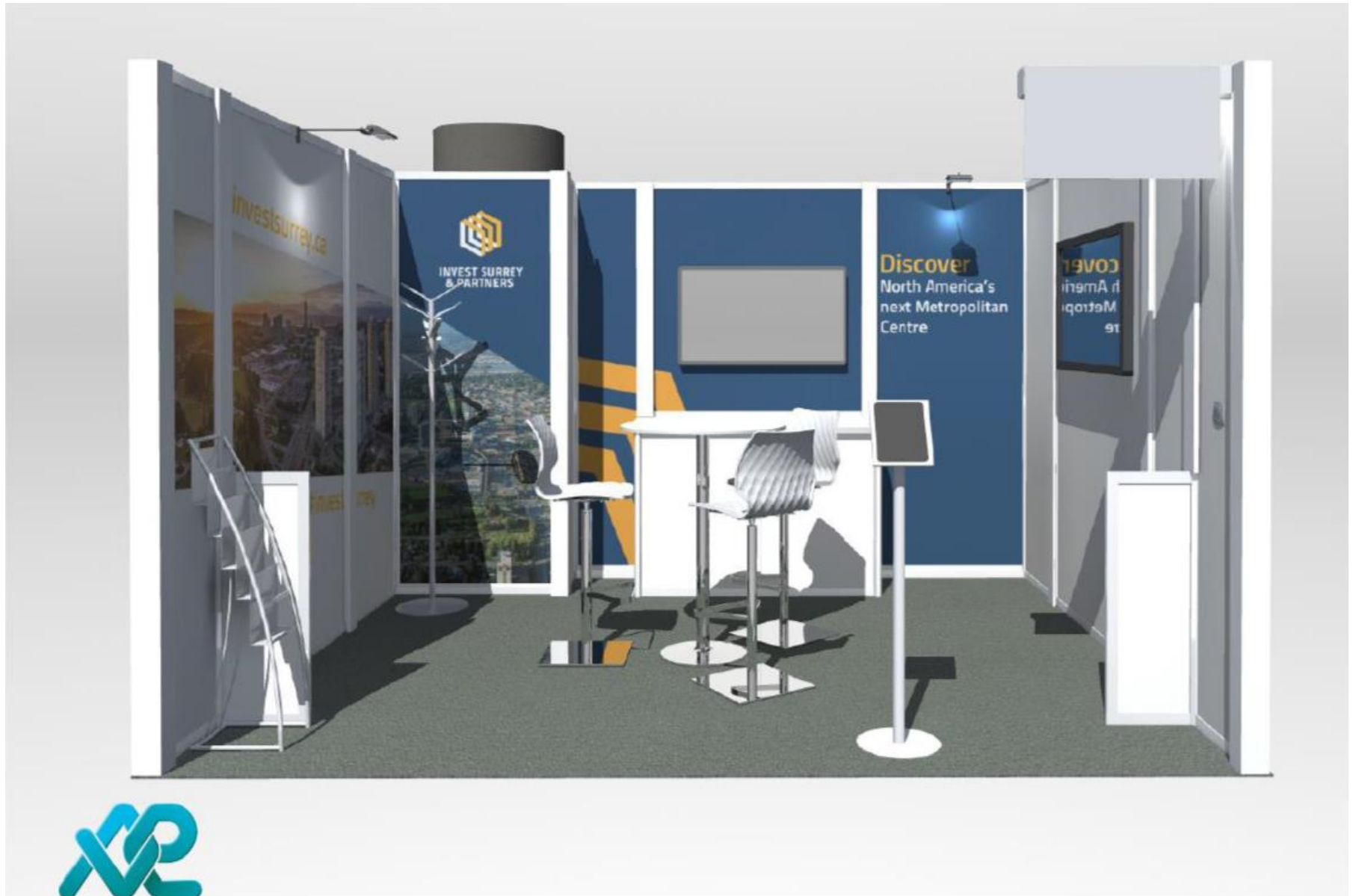
Based on the above, it is recommended that Council receive this report as information.

Donna Jones  
General Manager, Investment & Intergovernmental Relations

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Appendix "I" – Image of Surrey Presentation Centre  
Appendix "II" – Estimated Costs for City to Participate

Appendix "I"



**MIPIM 2018**  
**Estimated Costs for Mayor and Three Staff**

Registration & Booth Rental	\$19,000
Furnishings for Booth	\$12,000
Flights Hotels & Per Diems	\$27,000
<b>Total</b>	<b>\$58,000</b>
Offset by Sponsorship	\$47,000
<b>Cost to City of Surrey</b>	<b><u>\$ 11,000</u></b>