

# DECISION/DIRECTION NOTE

**Title:** Atlantic Planners Institute (API) Conference Sponsorship

**Date Prepared:** April 23, 2025

**Report To:** Regular Meeting of Council

**Councillor and Role:** Mayor Danny Breen, Governance & Strategic Priorities

**Ward:** Choose an item.

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## Decision/Direction Required:

Seeking Council approval to sponsor the 2025 Annual Conference of the Atlantic Planners Institute (API).

## Discussion – Background and Current Status:

The 2025 Annual Conference of the Atlantic Planners Institute (API) will be held October 22nd to 24th, 2025 in St. John's. They are seeking sponsors. The City of St. John's has sponsored this event in the past, including in 2005, 2015, and 2019. A number of members of the organization are employed with the City and will be attending this event, as it provides them the opportunity to avail of professional development opportunities required to maintain their accreditation.

It is recommended that the City become a Platinum Sponsor at a cost of \$5000. This would include:

- 3 full conference registrations
- Trade Show booth opportunity where organization can interact with conference attendees
- Opportunity to speak at Opening Reception
- Verbal acknowledgement of sponsorship during Thursday and Friday morning Opening
- Remarks and during Banquet
- Logo featured on printed signage throughout the conference
- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

## Key Considerations/Implications:

1. Budget/Financial Implications: Sponsorship cost of \$5000 will come from the Civic Events and Receptions – Public Receptions budget (1115-52394).

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2. Partners or Other Stakeholders: Atlantic Planners Institute (API); Newfoundland and Labrador Association of Professional Planners (NLAPP)

3. Is this a New Plan or Strategy: No

If yes, are there recommendations or actions that require progress reporting?

If yes, how will progress be reported? (e.g.: through the strategic plan, through Cascade, annual update to Council, etc.)

4. Alignment with Strategic Directions:

An Effective City: Work with our employees to improve organizational performance through effective processes and policies.

An Effective City: Achieve service excellence through collaboration, innovation and modernization grounded in client needs.

5. Alignment with Adopted Plans: N/A
6. Accessibility and Inclusion: N/A
7. Legal or Policy Implications: N/A
8. Privacy Implications: N/A
9. Engagement and Communications Considerations: N/A
10. Human Resource Implications: N/A
11. Procurement Implications: N/A
12. Information Technology Implications: N/A
13. Other Implications: N/A

**Recommendation:**

That Council approve Platinum Sponsorship of the 2025 Annual Conference of the Atlantic Planners Institute (API).

**Prepared by: Theresa Walsh, City Clerk**

**Approved by: Kevin Breen, City Manager**