2017

flora

OTTAWA

ONTARIO CANADA

International Horticultural Exhibition

2017 floriq OTTAWA ONTARIO CANADA

THE OPPORTUNITY

Ottawa has the opportunity to host the 2017 edition of the world's largest International Horticultural Exhibition, an event that grows the host country's horticulture industry, attracts millions of people, and generates millions in revenue for host countries and destinations the world over.

Floriade 2012, Venlo, The Netherlands **2.2 million visits: 180 days, 25 countries**

Expo 2011 Xi'an, China **15.7 million visits: 178 days, 31 countries**

Taipei International Flora 2010/11, Taiwan **9 million visits: 180 days, 26 countries**

IGA 2003, Rostock, Germany **2.6 million visits: 171 days, 32 countries**

Floralies, Montréal, 1980 **1.7 million visits: 108 days, 24 countries**

THE EVENT

An International Horticultural Exhibition sanctioned by AIPH, the International Association of Horticultural Producers, led on behalf of Canada by Landscape Ontario Horticultural Trades Association and supported by the Canadian Ornamental Horticulture Alliance and the Canadian Nursery Landscape Association, the event is considered the Olympics of gardening.

This 2017 A2/B1 classified exhibition would deliver:

- 150 days for the world of horticulture to do business
- breathtaking garden displays -created by competing teams and participants - on sites spanning the length of the UNESCO World Heritage Site Rideau Canal, from Ottawa City Hall to the new Lansdowne Park to the Central Experimental Farm
- celebration of Canadian horticulture via animation and entertainment a significant number of horticulture industry conventions, competions, exhibitions and trade shows

A significant number of international horticultural industry conventions, meetings and gatherings would be part of FLORA Ottawa 2017 programming.

2017 FLORA OTTAWA ONTARIO CANADA

WHY CANADA

A unique opportunity to showcase Canada's horticulture industry to the world.

Canada's Ornamental Horticulture Industry is (1):

- 20,000 businesses
- 110,750 full-time equivalent jobs
- generates a $14.45 billion economic impact.

FLORA Ottawa 2017 will shine an international spotlight on Canada's vibrant and economically significant horticultural industry. Well positioned for growth, FLORA Ottawa 2017 would generate up to 10 % sustainable growth for Canada's horticulture industry (1).

(1) Source: Deloitte & Touche: The impact of ornamental horticulture on Canada's economy. January 2009.

WHY ONTARIO

With pride, Ontario's Ornamental Horticulture Industry can claim to represent over 50% of the overall Canadian industry(1). For Ontario this means an industry representing:

- 10,000 businesses
- 70,000 full-time equivalent jobs.
- over $7 billion of economic impact.
- $3.8 billion in employment income
- $820 million in end-user taxes
- $315 million in HST.

The farm gate value of this industry is $1 billion – larger than corn, wheat, soybeans, fruits and vegetables together.

Ontario's floriculture industry is the third largest in North America behind Florida and California, and is the largest sub-sector of ornamental horticulture, representing nearly 65% of all ornamental farm cash receipts. (1)

FLORA Ottawa 2017 will be a once-in-a-lifetime opportunity to showcase Canada and Ontario's outstanding and economically important ornamental horticulture industry to the world.

(1) Source: Deloitte & Touche: The impact of ornamental horticulture on Canada's economy. January 2009.

"Horticulture has come a long way since Confederation and celebrating our industry's collective contributions to creating a more sustainable and beautiful world is to be applauded."
Sandy Mathies, President, British Columbia Landscape Nursery Association

"We are convinced that there is no better way to celebrate the 150th anniversary of Canadian confederation than with a large-scale garden event that will promote horticulture and the environment. The opportunity for the Ottawa region is exceptional. We are also convinced that Flora Ottawa will contribute to positioning Canada as a major international garden destination."
Alexander Reford. President, Québec Gardens' Association; Director, Les Jardins de Métis/Reford Gardens; Chair, Canadian Garden Tourism Council.

"Gardens are among Canada's premier tourism destinations, offering unique experiences and attracting visitors from the Canadian Tourism Commission's (CTC) core and emerging markets."
Michele McKenzie, Former President & CEO, Canadian Tourism Commission

2017 FLORA OTTAWA ONTARIO CANADA

WHY OTTAWA

As Canada's Capital, Ottawa will be a focal point for the country's 2017 Sesquicentennial celebrations: from spring to early autumn FLORA Ottawa 2017 would be a signature event of these celebrations.

Ottawa has:

- a 60-year track record of success in garden tourism – the Canadian Tulip Festival
- numerous horticultural and garden assets – Central Experimental Farm, Canada Agriculture and Food Museum, Agriculture and Agri-Food Canada and vast amounts of agricultural land within its city limits
- an award-winning pedigree in tourism, conventions, festivals and events marketing

Ottawa is:

- extremely well positioned to engage international participation in this event, given that it is home to over a hundred embassies
- serviced by an airport consistently ranked among the top facilities in the world for customer service
- centrally located within a day's drive of over 50 million people

FLORA Ottawa 2017 will:

- create jobs before, during and after the event
- be a major tourism draw
- bolster Ottawa's position as an exciting garden experience destination
- contribute to economic development and quality of life in the national capital region.

THE PLAN

Proposed Dates

May 13 – October 9, 2017
From the Flower Moon to the Harvest Moon 150 days in celebration of the 150th anniversary of Confederation.

Theme & Pillars

Celebrating Our Landscape

- Water
- Horticulture
- Creativity/Innovation
- Sustainability

Target Participants

- 30+ Countries
- All Provinces and Territories
- 10+ US States
- 50+ Corporations and Organizations

Central Programming

- International, national and provincial horticultural, garden and floral competitions and exhibitions at sites along the Rideau Canal and across Ottawa.
- Provincial, national and international industry meetings, conventions and tradeshows .

Target Attendance

3 million+ visitors

2017 FLORA OTTAWA ONTARIO CANADA

THE PLAN

Sites/Programming

The event would take place on three gated sites, a downtown Flora Plaza, and satellite sites. All main sites and most satellite sites could be connected via water taxi, shuttle, and be reached via Bixi bikes and on foot.

Main Sites

CANADENSIS BOTANICAL GARDEN

FLORA Ottawa 2017 would provide the impetus to create this long-anticipated ornamental Garden of Canada at the Central Experimental Farm, which would be the setting for the event's Celebration of Canadian Horticulture, Gardens and Sustainability.

QUEEN JULIANA PARK

This lovely park on Dow's Lake would host the International Garden Competition, featuring gardens by leading landscape designers from countries around the world.

LANSDOWNE

The newly redeveloped Lansdowne's beautiful 18-acre urban park will be the setting for a Celebration of horticulture with Art, Culture, Culinary, and Floral Competitions.

DOWNTOWN FLORA PLAZA

Marion Dewar Plaza at City Hall and Confederation Park would be the site of the signature FLORA Ottawa 2017 Showcase.

Satellite Sites

COULD INCLUDE:

Dominion Arboretum
Fletcher Wildlife Garden
Ornamental Gardens
Canada Agriculture & Food Museum
Commissioners Park
Rideau Canal, Dow's Lake & embankments
Garden of the Provinces

World Hosting Platform

FLORA Ottawa 2017 will provide the Canadian government an opportunity to invite friendship countries, via their horticulture industry, to join us not only to grow our business relationships but to celebrate our friendship on the occasion of Canada's sesquicentennial celebrations.

B2B

Ottawa hotels and the Ottawa Convention Centre will host visitors, participants and delegates attending FLORA Ottawa 2017 and its related meetings, trade shows, and conventions.

Outreach

FLORA Ottawa 2017 programming will include significant outreach initiatives targeting the local, provincial and national communities; international embassies; local schools, neighbourhoods, artistic, cultural and corporate communities; local, provincial and national horticultural and gardening organizations and companies; consumers and school groups; volunteers.

THE PAYBACK

Economic Impact

FLORA Ottawa 2017 will be a strategic investment in the Canadian, Ottawa and Ontario economies, and will deliver significant returns for all levels of government as well as the horticulture industry. Economic Planning Group and Deloitte & Touche LLP have estimated that an event of this size and magnitude staged in Ontario would have economic impacts as follows:

- Total Economic Impact: **$623 million**
- Job Creation: **4,862 jobs**
- **$88.1 million** in infrastructure legacies
- Tax Revenues: Federal **$55 million** - Provincial **$48 million**
- 50% new visitors – direct spending of **$240 million**
- Over **$175 million** in revenues from meeting and convention delegates over 4 years
- **Up to 10 % sustainable growth** for the Horticulture and Tourism Industries

Sources: Economic Planning Group; Deloitte & Touche LLP

Business Opportunities

FLORA Ottawa 2017 will provide a wide range of opportunities for, and will proactively solicit the involvement of local, provincial and Canadian businesses.

- Supplier opportunities
- On-site presence
- Packaging supplier
- Meeting, convention or trade show participant
- Promotional partnerships and sponsorships
- Client and corporate hosting events
- Product/service display

Legacy Impact

As currently envisioned, FLORA Ottawa 2017 will continue to deliver positive impacts for years and decades to come:

LASTING BUSINESS PARTNERSHIPS

Hosting FLORA Ottawa 2017 will bring together many diverse businesses, organizations and individuals, enabling them to form lasting, mutually-beneficial relationships that will grow the Canadian horticulture industry and continue long after this International Horticultural Exhibition.

INTERNATIONAL GARDEN EVENTS

Hosting FLORA Ottawa 2017 will position Ottawa to join the Nantes, Ghent and Genoa network, enabling Canada's horticultural industry to host an international event every four years.

COMMUNITY DEVELOPMENT AND PRIDE

FLORA Ottawa 2017 will unite diverse local community groups and organizations in a common undertaking and engender pride of place amongst the city's residents.

CANADENSIS – THE GARDEN OF CANADA

FLORA Ottawa 2017 will serve as the catalyst for completion of this initiative to build a world-class national botanical garden at the Central Experimental Farm. The completed Canadensis would serve as one of the primary sites for FLORA Ottawa 2017 and remain thereafter as a tribute to Canadian horticulture and a major attraction for those visiting the capital.

DESTINATION PROFILE

FLORA Ottawa 2017 will increase and enhance Ottawa's national and international profile and brand reputation as a premier visitor, convention and event destination and deliver 5% – 10% sustainable growth for the region's tourism industry.

THE INVESTMENT

The estimated budget for staging FLORA Ottawa 2017 as currently envisioned is approximately $160 million. Estimated expenses and proposed revenue streams are as follows:

Exhibition Expenses

Exhibition Operations ..... **$44.8 million**
Exhibition Activity Program ..... **$26.3 million**
Exhibition Infrastructure Legacy ..... **$88 million**

Revenue

Earned Revenue & Private Sector ..... **$89 million**
City of Ottawa..... **$18.2 million**
Province of Ontario ..... **$26 million**
Government of Canada..... **$26 million**

* Budget to be finalized in consultation with: DTAH, FORREC Ltd., AECOM, City of Ottawa and Canadensis consultants.

THE SUPPORT

Landscape Ontario Horticultural Trades Association is the project lead on FLORA Ottawa 2017, supported by the Canadian Ornamental Horticulture Alliance representing the Canadian Nursery Landscape Association, Fédération interdisciplinaire de l'horticulture ornementale du Quebec and Flowers Canada Growers.

Stakeholders

- Ottawa Tourism
- Tourism Development Council
- Canadensis Botanical Garden Society
- Ottawa Gatineau Hotel Association
- RDÉE Ontario
- Vineland Research & Innovation Centre

Horticulture Industry Support

- Landscape Ontario Horticultural Trades Association
- Canadian Ornamental Horticultural Alliance
- Canadian Nursery Landscape Association
- Fédération interdisciplinaire de l'horticulture ornementale du Quebec
- Flowers Canada Growers
- Canadian Society of Landscape Architects
- Canadian Horticulture Value Chain Roundtable
- Ontario Association of Landscape Architects
- Association des grands jardins du Québec
- Flowers Canada/Pick Ontario
- Provincial Industry Associations
- Ontario Garden Tourism Council
- BC Garden Tourism Council
- Canadian Garden Council

Tourism Industry Support

- Canadian Tourism Commission
- Tourism Industry Association of Canada
- Tourism Industry Association of Ontario
- Ontario Culinary Tourism Alliance
- Attractions Ontario

Local Support

- City of Ottawa
- City of Ottawa 150th Anniversary Committee
- National Capital Commission
- Parks Canada
- Ottawa Tourism
- Tourism Development Council
- Canadensis Botanical Garden Society
- Ottawa Sports and Entertainment Group
- Ottawa Convention Centre
- Ottawa Chamber of Commerce
- Regroupement des gens d'affaires de la Capitale nationale (RGA)
- Algonquin College
- La Cité collégiale

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