



2028 Canadian Urban Forest Conference

Proposed Bid to Host

Presented to:

City of Burnaby Parks, Recreation & Culture Committee

Prepared by:

Tourism Burnaby

February 20, 2026

Confidential • For Committee Review



Event Focus
Sustainability & Urban Greening



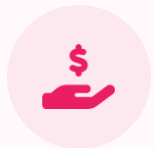
Purpose of Request



Seek Committee support in principle for Burnaby to submit a bid to host the 2028 Canadian Urban Forest Conference (CUFC).



Request that staff **report back outlining** the anticipated staff time, planning considerations, and resource implications required.



This request does **NOT** include a request for **financial contribution** from the City.

About the Conference

Canadian Urban Forest Conference (CUFC)



Biennial National Event

A premier gathering held every two years, spanning 3–4 days of intensive knowledge sharing.



Who Attends?

Brings together urban forestry professionals, municipal leaders, researchers, and industry experts.



Core Focus Areas

Urban greening, climate resilience, sustainability strategies, and community health impacts.

~350

Expected Delegates

Consistent attendance from professionals across the country.

Audience Profile

Public Sector

Academia

NGOs

Industry

City's Role (If Selected)

Partnership & Endorsement



Co-Chair Leadership

Co-chair the CUFC Organizing Committee alongside Tree Canada partners.



Committee Participation

Participate in various planning sub-committees to guide event direction.



Subject Matter Expertise

Provide expertise related to Burnaby's urban forestry programs and initiatives.



Field Tour Support

Assist in identifying and supporting impactful local field tour opportunities.



Regional Promotion

Support local and regional promotion to maximize attendance and visibility.



Institutional Endorsement

Provide formal institutional endorsement to strengthen the bid and event credibility.



Key Consideration

The City's role would be **strategic and advisory** in nature, rather than operational.



Tourism Burnaby's Commitment

Full Financial & Operational Responsibility

- ✓ **Financial Responsibility**
Assume full financial risk and operational responsibility for the entire conference.
- ✓ **Cost Coverage**
Cover all conference-related costs and provide a hosting grant to secure the event.
- ✓ **Revenue Generation**
Secure sponsorships and trade show exhibitors in collaboration with Tree Canada partners.
- ✓ **Professional Management**
Retain and manage a professional third-party Event Planner for logistics and coordination.
- ✓ **Logistics Execution**
Manage venue selection, accommodations, AV, catering, and on-site execution.



City Resource Protection

City staff will NOT be responsible for event administration, budget management, or operational delivery.

Strategic Value for Burnaby



01

Showcase Leadership

Highlight Burnaby's ongoing commitment to sustainability and urban forest stewardship on a national stage.



02

National Positioning

Elevate Burnaby as a recognized leader in climate resilience, green infrastructure, and environmental innovation.



03

Economic Impact

Generate significant hotel room nights and drive local economic activity across hospitality and tourism sectors.

Risk & Resources Alignment



Tourism Burnaby

Primary Responsibility

- ✓ Assumes **financial risk** and budget responsibility.
- ✓ Leads **operations and logistics** via professional event planner.
- ✓ Drives **sponsorship**, marketing, and exhibitor sales.
- ✓ Manages **venue & execution** details.

vs



City of Burnaby

Strategic Partnership

- ✓ Provides **strategic guidance** and subject expertise.
- ✓ Participates on **committees** and supports tours.
- ✓ Supports local **promotion** and endorsement.

i No financial commitment required

Proposed Next Steps

1

Support in Principle

Committee provides support in principle for Tourism Burnaby to pursue the CUFC 2028 bid.

2

Staff Evaluation

Staff evaluate scope, staff time requirements, planning considerations, and resource implications.

3

Report Back

Staff report back to Committee with detailed findings and specific recommendations.

4

Final Decision

Committee considers final commitment following review of the staff report.

Support Burnaby's Bid for CUFC 2028 →