

## Appendix 1

### 1.1 MIPIM Background

- MIPIM is the world's largest property and investment show. It gathers together the most influential property leaders and senior decision makers in one place each March for four days of networking, learning and transactions.
- MIPIM has evolved into more than just a property conference and now extensively covers the wider economic development agenda. Needless to say the calibre of delegates is very high and relevant.
- Attendance is vital for building relationships with investors, developers and at the same time encouraging greater collaboration amongst intermediaries within the regions delegation.
- Sponsors associate the Combined Authority's commitment to MIPIM as an outward demonstration that there is a united vision for the City Region and that the public sector is positive about collaborating with the business community. This external perception importantly breeds confidence amongst the institutional investors backing their developments.

#### MIPIM – Costs of attendance

- 1.2 2018 saw the biggest delegation and boldest ever presence at MIPIM Cannes with record levels of sponsorship generated. In all 11 Leeds City Region delegates attended MIPIM 2018 representing 53 Private Sector Companies and five Local Authorities from across the City Region.
- 1.3 The overall costs relating to MIPIM UK 2017 and MIPIM Cannes 2018 were £518k. The Combined Authority contributed £140k and external sponsorship generated over £400k. This created a modest surplus that will be rolled over to next year's event, if the LEP decides to go ahead.
- 1.4 For context, as the Leeds City Region delegation has grown over the past few years, the levels of expenditure at MIPIM has also risen significantly. This is mainly due to the fact that there is linear relationship between expenditure on the event, sponsorship contributions and the overall demands to broaden the programme of activities during the week of MIPIM Cannes. The table below compares the levels of expenditure in previous years:

<b>Year</b>	<b>No. Of Delegates</b>	<b>Total Spend</b>
<b>2015/16</b>	58	c. £298k
<b>2016/17</b>	93	c. £343k
<b>2017/18</b>	118	c. £518k

1.5 Below is an indicative summary of how the expenditure is allocated:

<b>2015/16</b>	<b>£298,000</b>	<b>Percentage</b>
<b>Stand</b>	£173,329	58%
<b>Events &amp; Hospitality</b>	£108,574	37%
<b>Travel and Subsistence</b>	£15,638	5%

<b>2016/17</b>	<b>£343,000</b>	<b>Percentage</b>
<b>Stand</b>	£188,076	55%
<b>Events &amp; Hospitality</b>	£115,130	33%
<b>Travel and Subsistence</b>	£39,831	12%

<b>2017/18</b>	<b>£518,000</b>	<b>Percentage</b>
<b>Stand</b>	£287,772	56%
<b>Events &amp; Hospitality</b>	£170,553	33%
<b>Travel and Subsistence</b>	£59,713	11%

1.6 It should be noted that in addition to the £140k contribution the Combined Authority also invests salary and overhead costs in relation to the organisation of this event. As the MIPIM event has grown over the past five years, this cost is now estimated to exceed £150k.

#### Key Stakeholders

##### **Private Sector Property Developers:**

1.7 Currently it is estimated that c.£13bn of infrastructure and property developments are in the pipeline within the Leeds City Region. Eight of the major sponsors represent a c.£5bn commitment to overall development in the Leeds City Region and as such they expect a degree of commitment from the public sector to MIPIM.

1.8 This year saw the biggest delegation ever including 118 delegates representing over 50 private sector sponsors.

##### **Key Intermediaries**

1.9 A large proportion of the delegation are intermediaries from the professional services sector including lawyers, architects and consultants. MIPIM provides a huge business development and networking opportunity for these firms.

##### **Local Authorities and Public Sector**

1.10 MIPIM provides an unrivalled opportunity for us to strengthen relationships with the private sector and demonstrate the City Region's vision and ambitions for the overall region.

- 1.11 This year saw enhanced attendance from Leeds City Region Civic Leaders, Chief Executives and Development Directors developing enhanced relationships with the private sector delegates.