



City of Hamilton
GENERAL ISSUES COMMITTEE
AGENDA

Meeting #: 23-001(e)
Date: February 3, 2023
Time: 9:30 a.m.
Location: Council Chambers
Hamilton City Hall
71 Main Street West

Angela McRae, Legislative Coordinator (905) 546-2424 ext. 5987

	Pages
1. APPROVAL OF AGENDA	
2. DECLARATIONS OF INTEREST	
3. APPROVAL OF MINUTES OF PREVIOUS MEETING	
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4. COMMUNICATIONS	
5. CONSENT ITEMS	
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8. MOTIONS	

9. NOTICES OF MOTION
10. GENERAL INFORMATION / OTHER BUSINESS
11. PRIVATE & CONFIDENTIAL
12. ADJOURNMENT



**GENERAL ISSUES COMMITTEE
(OPERATING BUDGET)
MINUTES 23-001(d)**

9:30 a.m.

Thursday, January 26, 2023
Council Chambers, City Hall, 2nd Floor
71 Main Street West, Hamilton, Ontario

Present: Mayor A. Horwath, Councillors B. Clark (Chair)
J. Beattie, C. Cassar, J. P. Danko, M. Francis, T. Hwang,
T. Jackson, C. Kroetsch, T. McMeekin, N. Nann, E. Pauls,
M. Spadafora, M. Tadeson, A. Wilson, M. Wilson

THE FOLLOWING ITEMS WERE REFERRED TO COUNCIL FOR INFORMATION:

(a) APPROVAL OF AGENDA (Item 1)

The Committee Clerk advised of the following changes to the agenda:

3. APPROVAL OF MINUTES OF PREVIOUS MEETING

3.2 January 23, 2023

3.3 January 24, 2023

(Spadafora/Cassar)

That the agenda for the January 26, 2023 General Issues Committee (Budget) meeting, be approved, as amended.

Result: MOTION, CARRIED by a vote of 10 to 0, as follows:

Absent	-	Mayor Andrea Horwath
Yes	-	Ward 1 Councillor Maureen Wilson
Yes	-	Ward 2 Councillor Cameron Kroetsch
Absent	-	Ward 3 Councillor Nrinder Nann
Absent	-	Ward 4 Councillor Tammy Hwang
Yes	-	Ward 5 Councillor Matt Francis
Absent	-	Ward 6 Councillor Tom Jackson
Yes	-	Ward 7 Councillor Esther Pauls
Yes	-	Ward 8 Councillor J. P. Danko
Yes	-	Ward 9 Councillor Brad Clark
Yes	-	Ward 10 Councillor Jeff Beattie

**General Issues Committee (Budget)
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**January 26, 2023
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Absent	-	Ward 11	Councillor Mark Tadeson
Yes	-	Ward 12	Councillor Craig Cassar
Yes	-	Ward 13	Councillor Alex Wilson
Yes	-	Ward 14	Councillor Mike Spadafora
Absent	-	Ward 15	Councillor Ted McMeekin

(b) DECLARATIONS OF INTEREST (Item 2)

Councillor M. Spadafora declared a non-disqualifying interest to Item 6.1, Healthy & Safe Communities Department – 2023 Tax Supported Operating Budget with respect to the recreation budget which includes ice pads, as he sits on multiple minor hockey boards.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 3)

(M. Wilson/Spadafora)

That the following minutes of the General Issues Committee (Budget), be approved, as presented:

- (i) January 20, 2023 (Item 3.1)
- (ii) January 23, 2023 (Added Item 3.2)
- (iii) January 24, 2023 (Added Item 3.3)

Result: MOTION, CARRIED by a vote of 10 to 0, as follows:

Absent	-	Mayor Andrea Horwath
Yes	-	Ward 1 Councillor Maureen Wilson
Yes	-	Ward 2 Councillor Cameron Kroetsch
Absent	-	Ward 3 Councillor Nrinder Nann
Absent	-	Ward 4 Councillor Tammy Hwang
Yes	-	Ward 5 Councillor Matt Francis
Absent	-	Ward 6 Councillor Tom Jackson
Yes	-	Ward 7 Councillor Esther Pauls
Yes	-	Ward 8 Councillor J. P. Danko
Yes	-	Ward 9 Councillor Brad Clark
Yes	-	Ward 10 Councillor Jeff Beattie
Absent	-	Ward 11 Councillor Mark Tadeson
Yes	-	Ward 12 Councillor Craig Cassar
Yes	-	Ward 13 Councillor Alex Wilson
Yes	-	Ward 14 Councillor Mike Spadafora
Absent	-	Ward 15 Councillor Ted McMeekin

(d) STAFF PRESENTATIONS (Item 6)

(i) Healthy & Safe Communities Department – 2023 Tax Supported Operating Budget (Item 6.1)

Angela Burden, General Manager, Healthy & Safe Communities, provided the presentation respecting the Healthy & Safe Communities Department's - 2023 Tax Supported Operating Budget, and answered questions of Committee.

(Nann/M. Wilson)

That the General Issues Committee recess for 30 minutes until 12:30 pm.

Result: MOTION, CARRIED by a vote of 12 to 0, as follows:

Absent	-	Mayor Andrea Horwath
Yes	-	Ward 1 Councillor Maureen Wilson
Absent	-	Ward 2 Councillor Cameron Kroetsch
Yes	-	Ward 3 Councillor Nrinder Nann
Yes	-	Ward 4 Councillor Tammy Hwang
Absent	-	Ward 5 Councillor Matt Francis
Yes	-	Ward 6 Councillor Tom Jackson
Yes	-	Ward 7 Councillor Esther Pauls
Yes	-	Ward 8 Councillor J. P. Danko
Yes	-	Ward 9 Councillor Brad Clark
Yes	-	Ward 10 Councillor Jeff Beattie
Yes	-	Ward 11 Councillor Mark Tadeson
Yes	-	Ward 12 Councillor Craig Cassar
Absent	-	Ward 13 Councillor Alex Wilson
Yes	-	Ward 14 Councillor Mike Spadafora
Yes	-	Ward 15 Councillor Ted McMeekin

(Tadeson/Spadafora)

That the presentation respecting the Healthy & Safe Communities Department's 2023 Tax Supported Operating Budget, be received.

Result: MOTION, CARRIED by a vote of 12 to 0, as follows:

Absent	-	Mayor Andrea Horwath
Yes	-	Ward 1 Councillor Maureen Wilson
Yes	-	Ward 2 Councillor Cameron Kroetsch
Absent	-	Ward 3 Councillor Nrinder Nann
Yes	-	Ward 4 Councillor Tammy Hwang
Absent	-	Ward 5 Councillor Matt Francis
Yes	-	Ward 6 Councillor Tom Jackson
Yes	-	Ward 7 Councillor Esther Pauls
Yes	-	Ward 8 Councillor J. P. Danko
Yes	-	Ward 9 Councillor Brad Clark

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Yes	-	Ward 10	Councillor Jeff Beattie
Yes	-	Ward 11	Councillor Mark Tadeson
Yes	-	Ward 12	Councillor Craig Cassar
Yes	-	Ward 13	Councillor Alex Wilson
Yes	-	Ward 14	Councillor Mike Spadafora
Absent	-	Ward 15	Councillor Ted McMeekin

(e) ADJOURNMENT (Item 12)

(Hwang/Tadeson)

That there being no further business, the General Issues Committee be adjourned at 1:50 p.m.

Result: MOTION, CARRIED by a vote of 12 to 0, as follows:

Absent	-	Mayor Andrea Horwath
Yes	-	Ward 1 Councillor Maureen Wilson
Yes	-	Ward 2 Councillor Cameron Kroetsch
Absent	-	Ward 3 Councillor Nrinder Nann
Yes	-	Ward 4 Councillor Tammy Hwang
Absent	-	Ward 5 Councillor Matt Francis
Yes	-	Ward 6 Councillor Tom Jackson
Yes	-	Ward 7 Councillor Esther Pauls
Yes	-	Ward 8 Councillor J. P. Danko
Yes	-	Ward 9 Councillor Brad Clark
Yes	-	Ward 10 Councillor Jeff Beattie
Yes	-	Ward 11 Councillor Mark Tadeson
Yes	-	Ward 12 Councillor Craig Cassar
Yes	-	Ward 13 Councillor Alex Wilson
Yes	-	Ward 14 Councillor Mike Spadafora
Absent	-	Ward 15 Councillor Ted McMeekin

Respectfully submitted,

Councillor Brad Clark
 Chair, General Issues Committee Budget

Angela McRae
 Legislative Coordinator
 Office of the City Clerk

2023 Tax Supported Operating Budget City Manager's Office



2023 Tax Supported Operating Budget Overview of Services Provided

Council Support

- Council transition and orientation
- Advance term of Council priorities

Communications Support

- Graphic design
- Document review
- Brand standards

External/Internal Communications

- Media relations
- Social media
- Issues management
- Corporate website
- Public education
- Emergency communications

Strategy & Partnerships

- CityLAB program
- Corporate partnerships / revenue
- Performance measurement / benchmarking

Digital Innovation

- Public access to data
- Broadband and digital equity
- Our City Survey
- Innovation and technology pilots

2023 Tax Supported Operating Budget Overview of Services Provided

Health, Safety and Wellness

- Injury and illness prevention
- Workplace mental health and well-being

Talent Acquisition

- Recruitment
- Succession planning

Return to Work

- Return of injured/ill employees
- Absenteeism reduction

Total Rewards

- Benefit administration
- Compensation
- Learning & development

Human Rights

- Harassment and discrimination Investigations
- Human Rights Tribunal of Ontario applications

Labour Relations

- Collective bargaining
- Grievance resolution
- Performance management

2023 Tax Supported Operating Budget Overview of Services Provided

Government Relations

- Advance Council priorities and seek investment from senior levels of government

Community Grants

- Administer the City Enrichment Fund

Community & Public Engagement

- Engage Hamilton
- Staff liaison for six Voluntary Advisory Committees
- Hate prevention & mitigation action plan

Audit

- Value for money
- Process controls
- Follow up

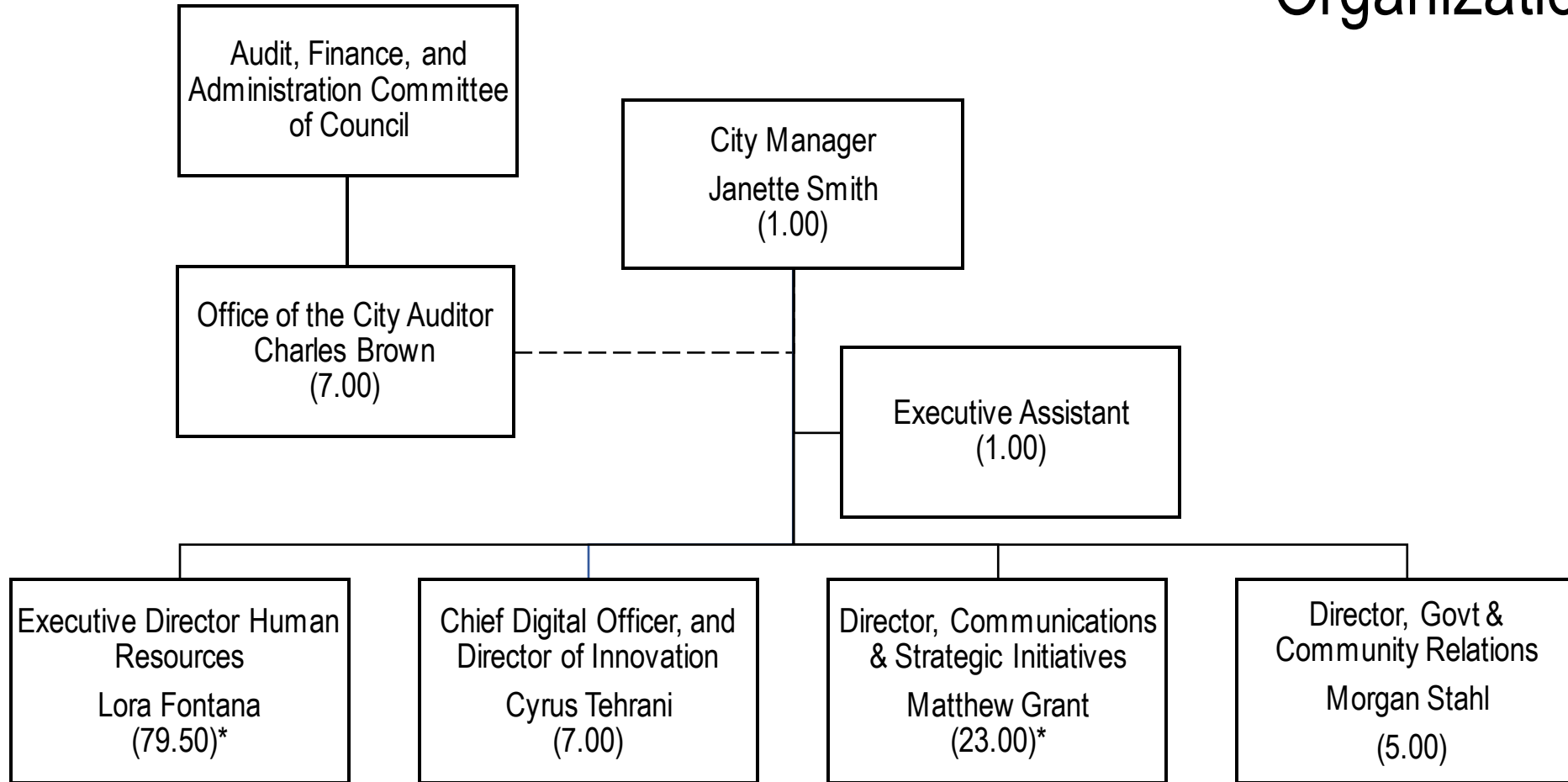
Special Review

- Council requested reviews
- Risk assessments
- Lessons learned reports

Investigation

- Fraud/wrongdoing allegations
- Complaints of wasted funds
- Fraud and waste hotline

2023 Tax Supported Operating Budget Organizational Chart



*1.5 position funded by Metrolinx, 1 in Communications & Strategic Initiatives, and 0.5 in Human Resources

1. Recruitment and Retention

- Adapt to changing human resources landscape and competition for talent
- Collective Bargaining

2. Term of Council Priorities

- Support the advancement of this Council's priorities
- Government relations to seek investment from senior levels of government

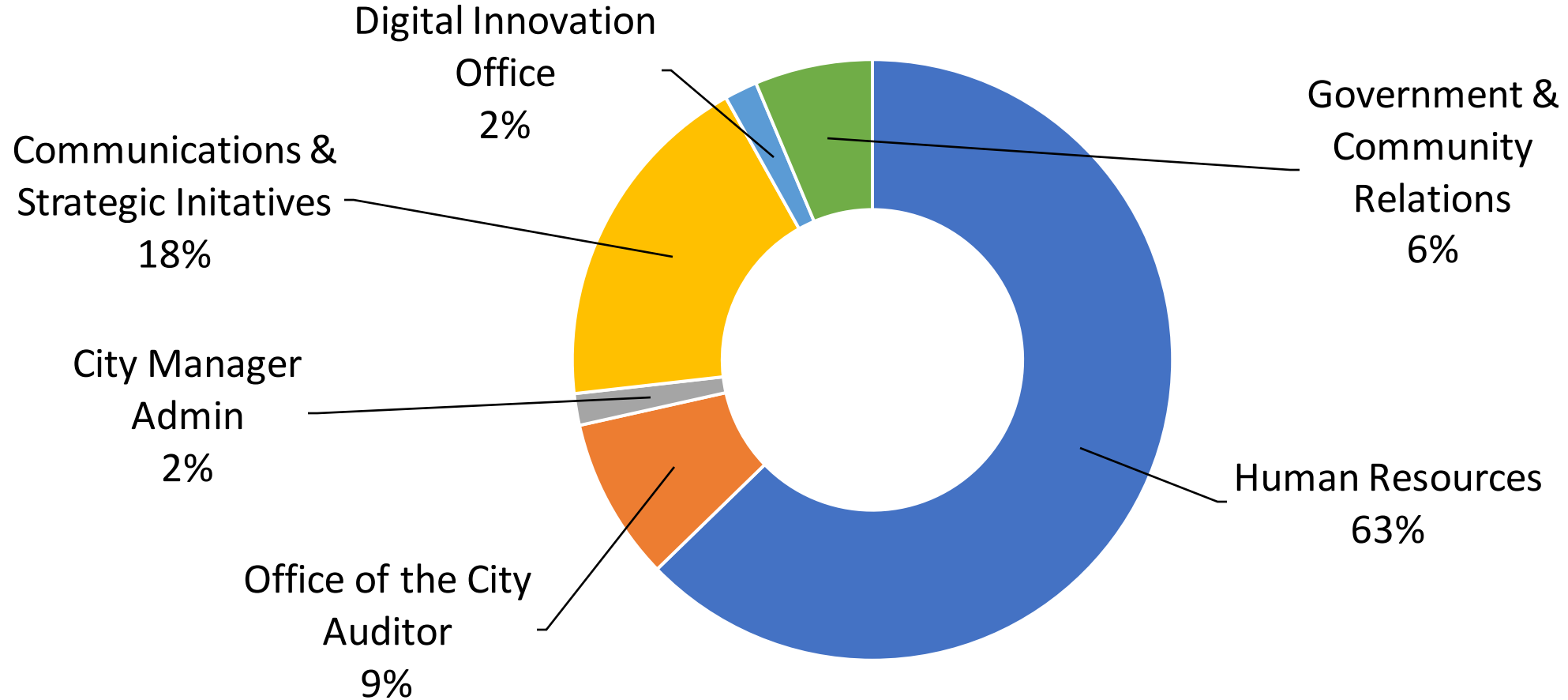
3. Equity, Diversity, Inclusion and Accessibility

- Employment equity data
- Embed EDI in policy, strategy, and programs
- Accessibility for Ontarians with Disabilities Act

4. Data & Digital Capabilities

- Hamilton's first digital strategy
- Advancing data access, utilization and performance reporting

2023 Tax Supported Operating Budget Where Your Money Goes



NOTE: For more information on this slide, please refer to full budget report pages 161-162

2023 Preliminary Tax Operating Budget

Division	2022 Restated Net Budget	2023 Preliminary Net Budget	Variance \$	Variance %
Office of the City Auditor	1,201,020	1,246,660	45,640	3.80%
City Manager Admin	233,420	257,430	24,010	10.30%
Communications & Strategic Initiatives	2,556,480	2,697,720	141,240	5.50%
Digital Innovation Office	243,020	257,670	14,650	6.00%
Government & Community Relations	868,390	992,640	124,250	14.30%
Human Resources	8,587,080	8,845,500	258,420	3.00%
Sub-Total City Manager's Office	13,689,410	14,297,620	608,210	4.40%



\$14.3M
represents
2%
of City
Expenditures

NOTE: For more information on this slide, please refer to full budget report pages 159-185; 267

2023 Preliminary Tax Operating Budget – Complement

	2022 Approved Budget	2022 Restated Budget	2023 Prelim. Budget	2023 Preliminary vs. 2022 Restated	
				FTE Change	% Change
City Manager’s Office					
Office of the City Auditor	7.00	7.00	7.00	0.00	0.0%
City Manager Admin	2.00	2.00	2.00	0.00	0.0%
Communications & Strategic Initiatives ¹	22.00	22.00	23.00	1.00	4.5%
Digital Innovation Office	7.00	7.00	7.00	0.00	0.0%
Government & Community Relations	5.00	5.00	5.00	0.00	0.0%
Human Resources ¹	79.00	79.00	79.50	0.50	0.6%
TOTAL City Manager	122.00	122.00	123.50	1.50	1.2%

¹ 2023 Preliminary - LRT positions funded by Metrolinx - Council Minutes 21-016 Sept 15, 2021

1. Employee Related Costs

- Employee Compensation and Benefits
 - Negotiation to renew 9 of 11 Collective Agreements
- Employee and Family Assistance Program
 - Current contract set to expire, and need to either renew or procure a replacement provider



2. Increased Demand for Services



- Greater diversity of applications for grant funding at higher dollar amounts

	2018	2019	2020	2021	2022	% change
Approved City Enrichment Fund Budget	\$6,022,690	\$6,085,610	\$6,088,340	\$6,088,340	\$6,088,340	+1%
Total Eligible Requests	\$8,103,382	\$8,921,806	\$9,649,793	\$9,119,140	\$9,205,133	+12%

2023 Tax Supported Operating Budget 2023 Council Referred Items

Division	2022 Restated Net Budget	2023 Preliminary Net Budget	Variance \$	Variance %
Sub-Total City Manager's Office	13,689,410	14,297,620	608,210	4.40%
Council Referred Items 5.1 Public Engagement Policy and Framework		200,000	200,000	
Total City Manager's office	13,689,410	14,497,620	808,210	5.90%

NOTE: For more information on this slide, please refer to full budget report pages 159-185; 267

2023 Tax Supported Operating Budget Department Multi-Year Outlook

CITY MANAGER	2024			2025			2026		
	\$	2024 vs 2023		\$	2025 vs 2024		\$	2026 vs 2025	
		\$	%		\$	%		\$	%
Office of the City Auditor	1,455,880	209,220	16.8%	1,490,400	34,520	2.4%	1,524,200	33,800	2.3%
City Manager Admin	395,460	138,030	53.6%	407,710	12,250	3.1%	419,810	12,100	3.0%
Communications & Strategic Initiatives	2,775,020	77,300	2.9%	2,856,340	81,320	2.9%	2,935,790	79,450	2.8%
Digital Innovation Office	318,870	61,210	23.8%	531,410	212,540	66.7%	743,610	212,200	39.9%
Government & Community Relations	1,015,240	22,600	2.3%	1,038,820	23,580	2.3%	1,062,010	23,190	2.2%
Human Resources	9,208,740	363,240	4.1%	9,448,340	239,600	2.6%	9,671,390	223,050	2.4%
TOTAL CITY MANAGER	15,169,210	871,600	6.1%	15,773,020	603,810	4.0%	16,356,810	583,790	3.7%

* NOTE: For more information on this slide, please refer to full budget report page 310

THANK YOU



Appendix A: 2023 Divisional Priorities

City Manager

- Council Support
- Corporate Strategy and Term of Council priorities
- Recruitment & retention
- Data capabilities

Office of the Auditor

- Stormwater system investigation
- 2022 election audit
- Fraud and waste hotline evaluation

Appendix A: 2023 Divisional Priorities

Communications & Strategic Initiatives

- Website and eScribe Integration
- Corporate communications strategy
- Launch new media centre
- Post-secondary student work integration program
- Renewed social media approach

Government and Community Relations

- Government relations for term of Council priorities
- City Enrichment Fund enhancements
- Public engagement policy & framework
- Hate prevention & mitigation

Appendix A: 2023 Divisional Priorities

Digital Innovation Office

- Open data & city dashboard
- Our City Survey
- Digital strategy
- Digital equity
- Corporate partnerships/ revenue

Appendix A: 2023 Divisional Priorities

Human Resources

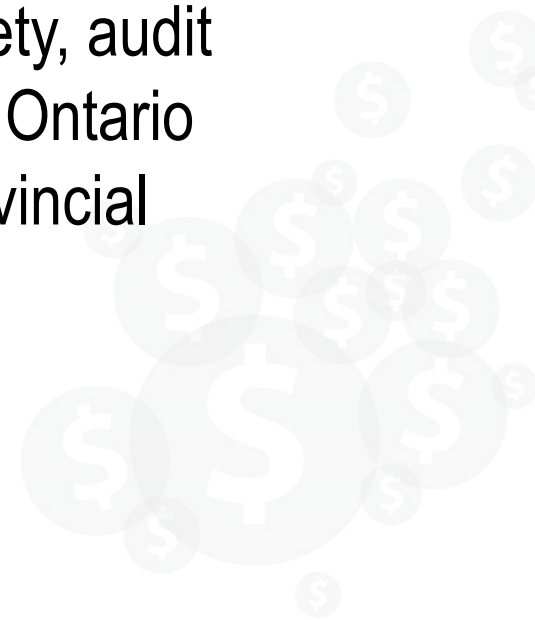
- Recruitment and retention strategy
- Collective bargaining
- Technology upgrades
- Equity, diversity, inclusion, and accessibility
- Our People (Employee) Survey action planning
- Succession planning
- Workplace mental health and corporate health and safety



2023 Tax Supported Operating Budget Corporate Financials & Non Program Revenues

2023 Tax Supported Operating Budget Department Overview

Includes expenditures and revenues related to corporate-wide programs such as insurance, employee health and safety, audit fees, dividends from the Hamilton Utilities Corporation, Ontario Lottery and Gaming Corporation shared revenues, Provincial Offences Act revenues, tax revenues and write-offs



2023 Tax Supported Operating Budget
Key Budget Drivers

Category	Change (\$'000)
Operating Impact of Capital	3,476.2
Contingency for Boards & Agencies	2,200.0
Employee Benefits, Sick and Vacation Pay	(562.0)
Retiree Benefits	197.8
WSIB	300.0
Payment In Lieu	(410.2)
POA Revenues	(395.7)



2023 Tax Supported Operating Budget
Corporate Expenditures
 \$'000

Category	2022 Restated Budget	2023 Preliminary Budget	Change (\$)	Change (%)
Corporate Initiatives	4,216.4	7,693.2	3,476.8	82.5%
Corporate Pensions, Benefits & Contingency	15,705.4	17,470.2	1,764.9	11.2%
Total Expenditures	19,921.8	25,163.4	5,241.6	26.3%

2023 Tax Supported Operating Budget
Corporate Expenditures

				\$'000
Category	2022 Restated Budget	2023 Preliminary Budget	Change (\$)	Change (%)
Corporate Initiatives				
Area Rated Levy – Parkland Purchases	2,540.2	2,482.6	(57.6)	-2.3%
Operating Impact of Capital		3,476.2	3,476.2	n/a
Other	1,676.2	1,734.4	58.2	3.5%
Sub Total	4,216.4	7,693.2	3,476.8	82.5%
Corporate Pensions, Benefits & Contingency				
Contingency	110.0	2,239.0	2,129.0	1935.5%
Employee Benefits, Sick and Vacation Pay	2,162.0	1,600.0	(562.0)	-26.0%
Retiree Benefits	13,433.4	13,631.2	197.8	1.5%
Sub Total	15,705.4	17,470.2	1,764.9	11.2%
Total Corporate Financials	19,921.8	25,163.4	5,241.6	26.3%

2023 Tax Supported Operating Budget Non-Program Revenues

Tax Adjustments - 2023 Budget				\$'000
Category	2022 Restated Budget	2023 Preliminary Budget	Change (\$)	Change (%)
Payment In Lieu	(17,108.4)	(17,518.6)	(410.2)	2.4%
Penalties And Interest	(11,400.0)	(11,500.0)	(100.0)	0.9%
Right of Way	(3,228.9)	(3,229.5)	(0.6)	0.0%
Senior Tax Credit	529.8	534.1	4.3	0.8%
Supplementary Taxes	(10,200.0)	(10,200.0)	-	0.0%
Tax Remissions and Write Offs	8,020.0	8,060.0	40.0	0.5%
Tax - ERASE Grant	600.0	600.0	-	0.0%
Revitalizing Hamilton Tax Increment Grant	900.0	900.0	-	0.0%
Tax - LEED Grant	300.0	300.0	-	0.0%
Total Tax Adjustments	(31,587.5)	(32,054.0)	(466.5)	1.5%

2023 Tax Supported Operating Budget
Non-Program Revenues

Other Revenues - 2023 Budget				\$'000
Category	2022 Restated Budget	2023 Preliminary Budget	Change (\$)	Change (%)
Hydro Dividend and Other Interest	(6,566.4)	(6,567.7)	(1.3)	0.0%
Investment Income	(4,800.0)	(4,800.0)	-	0.0%
Slot Revenues	(5,200.0)	(5,200.0)	-	0.0%
POA Revenues	(2,302.2)	(2,697.9)	(395.7)	17.2%
Total Other Revenues	(18,868.6)	(19,265.6)	(397.0)	2.1%

Revenue Trends 2018-23

\$'Million

2023 Tax Supported Operating Budget Non-Program Revenues


Category	Actual 2018	Actual 2019	Actual 2020	Actual 2021	Proj Actual 2022	Budget 2023	Actuals 5 Yr Ave 2018-22
Tax Adjustments							
Payment In Lieu	(16.4)	(16.6)	(17.3)	(17.4)	(17.5)	(17.5)	(17.1)
Penalties and Interest	(11.2)	(12.0)	(11.3)	(12.0)	(11.9)	(11.5)	(11.7)
Right of Way	(3.2)	(3.2)	(3.2)	(3.2)	(3.2)	(3.2)	(3.2)
Senior Tax Credit	0.6	0.6	0.5	0.6	0.6	0.6	0.6
Supplementary Taxes	(10.4)	(10.5)	(13.0)	(10.8)	(10.1)	(10.1)	(11.0)
Tax Remissions/Write Offs	11.3	5.0	9.9	14.6	8.8	9.8	9.9
Sub Total:Tax Adjustments	(29.4)	(36.8)	(34.5)	(28.2)	(33.4)	(32.0)	(29.1)
Corporate Revenues							
Hydro Dividend/Other Interest	(2.6)	(4.8)	(4.2)	(5.3)	(6.6)	(6.6)	(4.7)
Investment Income	(4.1)	(4.1)	(5.0)	(4.1)	(4.8)	(4.8)	(4.4)
POA Revenues	(3.0)	(3.1)	0.3	(2.1)	(4.0)	(2.7)	(2.4)
Slot Revenues	(5.3)	(5.5)	(5.2)	(5.2)	(5.2)	(5.2)	(5.3)
Sub Total:Corporate Revenues	(15.0)	(17.4)	(14.1)	(16.7)	(20.5)	(19.3)	(17.1)
NET LEVY	(44.4)	(54.2)	(48.5)	(44.9)	(54.0)	(51.2)	(45.1)

THANK YOU





INFORMATION REPORT

TO:	Chair and Members General Issues Committee (Budget)
COMMITTEE DATE:	February 3, 2023
SUBJECT/REPORT NO:	Revenue Generation through Sponsorships and Partnerships (CM23009) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Brian MacDonald (905) 973-1527
SUBMITTED BY:	Cyrus Tehrani Chief Digital Officer & Director of Innovation City Manager's Office
SIGNATURE:	

INFORMATION

At the January 10, 2023 General Issues Committee (Budget) meeting council requested additional information regarding revenue generated for City's programs and services.

The City of Hamilton has several ways in which it raises revenues which include:

- fees, charges, and dividends from municipal corporations and Local Hydro Corporation;
- revenue from other levels of government;
- revenue from taxes;
- miscellaneous revenue/sponsorships that are directly departmentally managed (e.g. flowerbed planting sponsorship, City Bike Share);
- revenue and sponsorship managed via the Strategic Partnerships team which is the focus of this report.

The Strategic Partnership team (formerly Revenue Generation) was formed via Council Report FCS14069, September 24, 2014 with Council's direction to develop both new and incremental revenues. Based on that mandate, the two staff have focused on enterprise-wide opportunities, both toward reducing the Tax Levy burden and by providing enhanced revenue to various departments to support department program enhancements or

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: Revenue Generation through Sponsorships and Partnerships (CM23009) (City Wide) - Page 2 of 4

augment operational budgets. Program and sponsorship revenue in some cases is directly recognized within the department to which the sponsorship most closely benefits.

The team operates under a self-funded model (not budgeted through the direct Tax Levy funding) and consists of two staff members.

The team currently has a revenue target of \$400,000 in addition to covering all operating expenses, which for 2023, is forecast to be \$261,093.

The work is governed by policies and procedural guidelines including Council approved City of Hamilton's Sponsorship and Advertising Policy (See Appendix "A"). This policy was approved by City Council on June 11, 2008, (Public Works Committee Report 08-010) as well as the City's Procurement Policy By-Law Sections 3, Section 4.2 and Schedule B that have been summarized in Appendix "B" as approved on September 28, 2022.

In addition, all opportunities that exceed \$50,000 are brought forward for Senior Leadership Team approval as part of the program's existing governance and approval oversight.

2022 Year in Review

Despite continued challenges caused by COVID in terms of how partners wish to participate with the City of Hamilton, the team was successfully able to retain all of the existing client portfolio. The team was able to renew and find new revenue and sponsorship opportunities.

In 2022 staff achieved over \$1,600,000 in contributions, including funding departmental related costs, direct tax levy reduction, event funding and significant in-kind contributions. This included \$1,351,854 in direct revenue and \$325,000 in-kind non-monetary value contributions.

Included below is a detailed accounting of revenue activity in 2022:

Category	Revenue (yr)	In-Kind Contribution* (yr)	Program	Description / Details
Program Enhancements / Sponsorships				
Departmental Sponsorships	\$176,000		<ul style="list-style-type: none"> Boards & Agencies (Hamilton Farmer's Market) Healthy and Safe Communities (Indigenous Relations) 	<ul style="list-style-type: none"> Meridian's sponsorship of the Farmer's Market (Jan-April) Rogers new sponsorship role at the Farmer's Market supporting various events and activities

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**SUBJECT: Revenue Generation through Sponsorships and Partnerships
(CM23009) (City Wide) - Page 3 of 4**

			<ul style="list-style-type: none"> • Finance & Corporate Services (IT) • Public Works (Various) • Planning & Economic Development (Tourism) 	<ul style="list-style-type: none"> • Coca Cola support of Truth and Reconciliation activities including sponsoring The Social Music Festival at Gage Park and the City's Orange Shirt Campaign • Chartwell Title Sponsor of both Seniors Kick Off and Award Events • ORNGE Ambulance data backup storage agreement for hosted data centre space. • TD general sponsorship <ul style="list-style-type: none"> ○ Fall Mum Show ○ Art Awards ○ Winterfest ○ Urban Linear Park • RBC General Sponsorship <ul style="list-style-type: none"> ○ Newcomer Week ○ Jr. Golf / Golf Programs ○ Youth Summit / Youth Engagement
Advertising / Miscellaneous Contracts				
Animal Services Gift Card Program		\$175,000	<ul style="list-style-type: none"> • Planning & Economic Development (Animal Licensing) 	<ul style="list-style-type: none"> • Ren's Pets \$20 gift voucher provided for all animal services licenses bought by the public – assisting adoption of animal licensing by general public
Bus Shelter Advertising	\$175,000		<ul style="list-style-type: none"> • Public Works (HSR) 	<ul style="list-style-type: none"> • Bus Shelter advertising contract – RFP renewal to take place in 2023
Digital Signage	\$375,694	\$150,000	<ul style="list-style-type: none"> • City Manager's Office / General Corporate Reserves 	<ul style="list-style-type: none"> • Outfront Media digital sign portfolio revenue contract and City's use of digital signage advertising
Digital Signs Permit Fees	\$20,000		<ul style="list-style-type: none"> • Planning & Economic Development (Licensing) 	<ul style="list-style-type: none"> • Licensing fees from Digital Sign portfolio
Metrolinx Transit Data Sharing	\$100,000		<ul style="list-style-type: none"> • Public Works (HSR) 	<ul style="list-style-type: none"> • Metrolinx procurement of anonymous ridership data to assist with transit planning
Street Lighting Banner Program	\$55,160		<ul style="list-style-type: none"> • City Manager's Office /Levy 	<ul style="list-style-type: none"> • Revenues generated from management and installation of

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

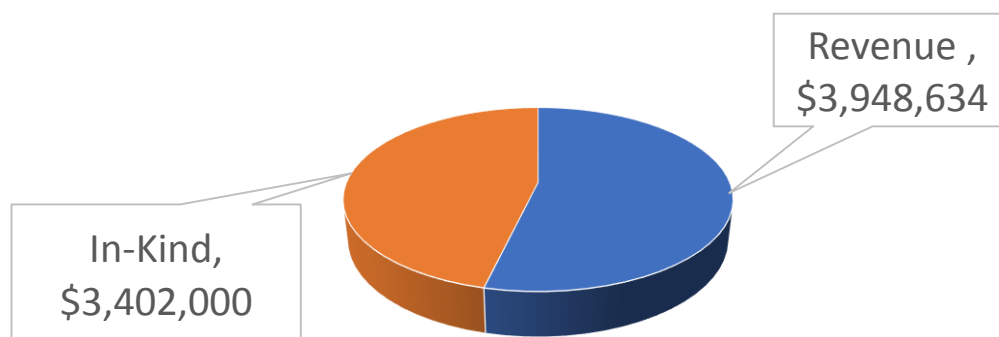
OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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				street light post banner signs program
Transit Advertising	\$450,000		• Public Works (HSR)	• Advertising contract and client management for interior and exterior advertising on HSR buses
Total	\$1,351,854	\$325,000		

*In-Kind is defined as goods and services provided in lieu of monetary contribution

Below is a 5-year summary (2018-2022) of corporate wide impact:



APPENDICES AND SCHEDULES ATTACHED

Appendix “A” to Report CM23009 – City of Hamilton Policy for Commercial Advertising and Sponsorship

Appendix “B” to Report CM23009 – City of Hamilton Procurement By-law Sections Extract Related to Revenue Generating Contracts

CITY OF HAMILTON

Policy for Commercial Advertising and Sponsorship

POLICY

CITY OF HAMILTON
Policy for Commercial Advertising and Sponsorship

Appendix "A" to Item 7 of Public Works Committee Report 08-010

The City of Hamilton permits commercial advertising and sponsorships on City-owned or City-controlled assets and public property, at City events and in City publications, subject to conditions outlined in this policy. This policy applies to all paid advertising and sponsorship recognition of individuals or corporations on City-owned or City-controlled assets and public property, at City events and in City publications. The advertisement of a product or service does not necessarily act as the City's endorsement of any product or service. This policy replaces the Council-approved Commercial Advertising and Sponsorship Policy (2001).

PURPOSE

The City of Hamilton acknowledges that commercial advertising and sponsorships provide a community benefit through the opportunity to offset the cost of municipal programs and through the recognition of partnerships that provide valued support for City programs and events. The objective of this policy is to ensure that advertising and sponsorship abides by all applicable laws and City policies and does not adversely affect public safety or the City's image or interests.

DEFINITIONS

"commercial advertising" means the sale to external businesses and organizations of advertising space on City property and publications or in conjunction with City events or programs.

"sponsorship" means the contribution of funds, goods or services-in-kind by an external business or organization to a City program, event or activity in return for acknowledgement, recognition or other promotional consideration related to the City program, event or activity.

REQUIREMENTS AND CONDITIONS

1. All advertising and sponsorships must comply with the Canadian Code of Advertising Standards, as amended from time-to-time.
2. All advertising and sponsorships must comply with all applicable federal, provincial and municipal laws and by-laws (including without limitation, the

Ontario Human Rights Code, Canada's Criminal Code, and the Canadian Charter of Rights and Freedoms), as the same may be amended or substituted from time to time.

3. All advertising and sponsorships shall not, either directly or indirectly:
 - (a) violate any City policy;
 - (b) advertise tobacco products or promote tobacco use;
 - (c) advertise the purchase of alcoholic beverages or promote the use of alcohol by those younger than the legal drinking age;
 - (d) advertise or promote the use of illegal substances, weapons or other life-threatening products;
 - (e) advertise the sale and distribution, or promote the possession, of pornographic materials.
4. The City will not accept advertising when in its sole discretion, it determines same not to be in the City's best interests.
5. The City reserves the absolute right to accept advertising that does not violate this policy.
6. Notwithstanding any prior approval, the City reserves the absolute right to order the immediate removal or, if necessary, remove any advertising on its property at any time.

PRE-SCREENING OF ADVERTISING AND SPONSORSHIP REQUESTS

From time to time, City advertising and sponsorship contractors may request advice from the City regarding questionable advertising content or sponsorship. The City's Senior Management Team (SMT) - composed of the City Manager and the General Manager from each department - will conduct the review. SMT may elect, at their discretion, to accept or deny the request for a review. Acceptance of a request by SMT may result in a decision to withhold approval of the advertisement or sponsorship.

RECONSIDERATION

Individuals or groups objecting to a particular advertisement or sponsorship governed by this policy may file a complaint with Advertising Standards Canada (ASC), following their prescribed process. Individuals or groups may also request, through the City Clerk, to appear as a delegation before the City's Audit and Administration Committee to state the nature of their request for reconsideration.

ADMINISTRATION

The General Manager of the department, or his or her designate, maintaining a particular advertising or sponsorship contract or otherwise designated with responsibility for commercial advertising and sponsorships on particular City-owned or City-controlled assets or public property, particular City events or particular City publications, will administer this policy.

Procurement Policy for the City of Hamilton
Approved by City Council on: September 28, 2022

Definitions and Interpretations, Section 3:

"Revenue Generating Contracts" means a legal agreement between the City and a third party that yields a financial return for the City. Revenue Generating Contracts include, but are not limited to:

- (a) Service Revenue Contracts; and
- (b) Profit Sharing Contracts; and
- (c) Mixed Revenue Contracts; and
- (d) advertising Contracts.

Section 4.2, subsection (7):

(7) The issuance and approval of award of a Revenue Generating Contract of any value requires the approval of the General Manager of the Client Department. It will be at the discretion of the General Manager of the Client Department whether to also seek Council approval on the issuance and/or approval of award of a Revenue Generating Contract.

Schedule B – Exemptions:

(7) Sponsorships solicited by the City shall be in accordance with the City's Policy for Commercial Advertising and Sponsorship as amended, repealed or replaced from time to time.