

**CITY OF HAMILTON**

**PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
Tourism and Culture Division**

<b>TO:</b> Chair and Members Emergency & Community Services Committee	<b>WARD(S) AFFECTED:</b> WARD 3
<b>COMMITTEE DATE:</b> March 19, 2012	
<b>SUBJECT/REPORT NO:</b> Summer Music Concert Series in Gage Park (PED12045) (Ward 3)	
<b>SUBMITTED BY:</b> Tim McCabe General Manager Planning and Economic Development Department	<b>PREPARED BY:</b> Pam Mulholland (905) 546-2424 Ext. 4270
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- a) That the City of Hamilton’s Tourism and Culture Division plan and deliver a Summer Concert Series (six concerts with free admission) in Gage Park in July and August of 2012;
- b) That the Summer Concert Series be funded in the amount of \$22,000 firstly from any 2012 year end budgetary surplus in the Planning and Economic Development Department’s overall budget and, if then necessary , secondly from the 2012 City of Hamilton overall tax-supported operating budget surplus;
- c) That staff be directed to release a call for Expression of Interest to identify third parties with abilities to partner with the City of Hamilton to plan, develop and implement the Summer Concert Series in Gage Park beyond 2012;
- d) That staff report back to Council in Fall 2012 with an evaluation of the Gage Park Summer Concert Series and the results of the call for Expression of Interest;
- e) That Item “O”, respecting the Summer Music Events in Gage Park be identified as complete and removed from the Emergency & Community Services Committee’s Outstanding Business List.

**EXECUTIVE SUMMARY**

Based on the outcomes of two prototype events held in Gage Park in 2011 (see **Historical Background** - Page 4), City of Hamilton staff propose Sunday evening summer concerts at the Gage Park Bandshell (“bandshell”) accessible to the general public with no gate fees. The 2012 concert series will cost \$22,000 to deliver and staff recommend these costs be funded from the year end 2012 budgetary surplus of the Planning and Economic Development Department. See detailed budget in **Financial Implications** – Page 2, below. This year, the concerts will be managed by staff from the City’s Tourism and Culture Division, with support from a music booking agent and a sound technician both paid on a fee-for-service contract. Staff recommend that an Expression of Interest be issued to identify third parties with abilities to partner with the City to plan, develop and implement an annual Gage Park summer concert series beyond 2012. Partnering with a third party would provide the City with stronger creative experience and expertise required to deliver a quality concert series connected to the community it serves on an ongoing basis. Staff will report back to Council with recommendations and alternatives for implementation of future concert series, and related costs, no later than Q4 2012.

**Alternatives for Consideration – NA**

**FINANCIAL / STAFFING / LEGAL IMPLICATIONS**

**Financial:** Staff propose the following format and budget, to an upset limit of \$22,000, for the concert series at the bandshell, as outlined below in Table 1.

TABLE 1

<b>Concert Elements</b>	<b>Proposal Summary</b>	<b>Expense Summary</b>	<b>Expense Total</b>
<b>Venue</b>	Gage Park Bandshell		
<b>Concert Dates</b>	Six (6) Sunday evening concerts: July 15, 22, 29 & August 12, 19, 26		
<b>Concert Time</b>	7:00 - 8:30 p.m.	park permit \$92 / performance	\$552
<b>Entertainment</b>	<ul style="list-style-type: none"> <li>• Family-focused music</li> <li>• Bands of many genres. Examples: jazz, swing, steel band, country, blues, pop</li> </ul>	\$1,000 per performance <ul style="list-style-type: none"> <li>• SOCAN fees \$500</li> </ul>	\$6,500
<b>Target Audience</b>	Neighbourhood residents of Ward 3. All ages.	--	--
<b>Attendance</b>	Target of 200-300 per performance	--	--

**SUBJECT: 2011 and 2012 Summer Music Concert Series in Gage Park (PED12045)  
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<b>Concert Elements</b>	<b>Proposal Summary</b>	<b>Expense Summary</b>	<b>Expense Total</b>
<b>Staging</b>	Rental of sound and lighting equipment for each concert required.	<ul style="list-style-type: none"> <li>• \$3,000 for sound equipment (\$500/performance)</li> <li>• \$4,800 for lighting equipment (\$800/performance)</li> <li>• \$600 for electrician (\$100/performance)</li> </ul>	\$8,400
<b>Promotion</b>	External promotional/collateral materials and communication messaging and tools.	--	\$3,000
<b>Management</b>	<ul style="list-style-type: none"> <li>• City of Hamilton staff (Tourism and Culture Division) manage administration, promotion and stage management.</li> <li>• A third party paid on a fee-for-service contract to program music.</li> <li>• Sound / lighting technician paid on a fee-for-service contract.</li> </ul>	<ul style="list-style-type: none"> <li>• music booking agent - fee-for-service contract flat fee \$750</li> <li>• Sound / lighting technician - \$1,500 (\$250/performance)</li> <li>• Supplies and misc (parking, mileage) - \$250</li> </ul>	\$2,500
<b>Admission</b>	Free	--	--
<b>Evaluation</b>	Staff will conduct on site surveys with attendees to gather feedback on concert series entertainment, location/venue and marketing reach.	--	--
<b>Contingency @ 5%</b>	The cost per performance is comparable with outdoor municipal concert series of comparable quality. (See Appendix B to Report PED12045)	\$1,048	\$1,048
<b>Total Expenditures</b>		--	\$22,000
<b>Funding Source</b>	City of Hamilton - 2012 Planning and Economic Development Department surplus		\$22,000

**Staffing:** The concert series and development of the call for Expression of Interest will be assigned to the existing staff of the Tourism and Culture Division whose work plans will be adjusted to accommodate the planning, development and implementation of this initiative.

**Legal:** There are no legal implications associated with the recommendations of Report PED12045.

## **HISTORICAL BACKGROUND**

### **Council Direction:**

General Issues Committee at its meeting of July 4, 2011 approved the following Notice of Motion: "That staff be directed to develop and promote two music events in Gage Park in August/September 2011 as a prototype for a potential summer music program in 2012, to an upset cost of \$5,000, to be funded from the Community Service Department year-end surplus." The staff direction was approved by Council at its meeting on July 7, 2011.

The 2011 music concert pilot program, entitled "Gage Grooves", provided two free family-focused community concerts; the first held on Sunday, August 14 and the second on Sunday, September 18. The concerts were free of charge and were scheduled for an hour and a half in length from 6:00-7:30 p.m. Performances were held at the bandshell. The program was managed by staff from the City's Culture Division with support from a sound technician paid on a fee-for-service contract.

The free concerts were well received with over three hundred people in attendance. Seventy-seven people attended the Oakland Soul concert in August even though the weather throughout the day was overcast and the concert was cancelled mid-way through due to rain. Over two hundred and fifty people attended the Darcy Hepner Jazz Quintet concert in September. Since the concerts were not ticketed and attendees not surveyed, staff cannot provide information as to whether people were residents of Hamilton but it can be assumed, based on verbal feedback, that many were Ward 3 residents from neighbourhoods surrounding the park.

Additional programming, management, technical considerations, promotion and budgetary information for the 2011 pilot are attached as Appendix A to Report PED12045.

## **RELEVANT CONSULTATION**

### **Internal Consultation:**

Festivals and Events Officer, Tourism and Culture Division, Planning and Economic Development

- ensured availability of the bandshell for the dates requested
- admin booked dates in CLASS

- advised that a Special Event Advisory Team (SEAT) application must be submitted by the Tourism and Culture Division pending approval of the concert series by Council. As per operational procedures, events with amplified sound are required to fill in a SEAT application form to ensure compliance with existing City by-laws.

External Consultation:

City staff from Burlington, Toronto and Mississauga were consulted as to the administrative, programming and financial impacts of delivering municipal summer concert series. Consultation results attached as Appendix B to Report PED12045.

Audience members of the 2011 pilot concerts provided unsolicited feedback to staff. Requests included a later concert start time of 7:00 p.m. and enhanced communication with residents about scheduled performances. In addition, staff received positive verbal and email communication from attendees about the quality of the music performances.

Sound Technical Report: Technicians hired for the 2011 concerts reported they were challenged to meet the sound equipment and set-up requirements due to limited hydro capacity and inoperable stage power outlets and overhead house lights at the bandshell.

<b>ANALYSIS / RATIONALE FOR RECOMMENDATION</b>
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Summary of key findings informing the 2012 proposed concert series are as follows:

1. Regular scheduling of concerts in July and August would allow for habitual audience growth.
2. High profile, professional bands result in strong audience attendance numbers.
3. Performances should begin at 7:00 p.m. so as not to interfere with dinner hour.
4. Lighting equipment required to accommodate later start time.
5. External expertise required to program music entertainment.
6. Increased promotion required to reach residents of Ward 3.
7. Ongoing bandshell maintenance required (e.g. subject to graffiti).
8. Aging bandshell requires upgrade and refurbishment and offers challenges when presenting live music performances, including
  - stage power outlets and overhead house lights not operational
  - no on-site lighting or sound equipment
  - current hydro capacity can accommodate only a moderate sound and lighting system (general wash) for a 4-6 piece band. If additional lighting and sound are required, an electrician would need to be hired to tie into the panel in the interior of the bandshell and a hydro distribution system would be required.

**ALTERNATIVES FOR CONSIDERATION**

There are no alternatives for consideration for the recommendations in Report PED12045.

**CORPORATE STRATEGIC PLAN**

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

***Social Development***

- ◆ People participate in all aspects of community life without barriers or stigma

***Healthy Community***

- ◆ Plan and manage the built environment
- ◆ An engaged Citizenry
- ◆ Adequate access to recreation for all

**APPENDICES / SCHEDULES**

Appendix A to Report PED12045 - City of Hamilton Summer Concert Series 2011 Pilot Overview

Appendix B to Report PED12045 - Summer Concert Series - Municipal Consultations

### City of Hamilton Summer Concert Series 2011 Pilot Overview

Programming, management, technical considerations, promotion and budgetary information for the 2011 Summer Music Concert Series pilot are listed in TABLE 1 below.

TABLE 1

<b>Music Concert Elements</b>	<b>Concert Information</b>	<b>Expense Total (both concerts)</b>	<b>Lessons Learned</b>
<b>Venue</b>	Gage Park Bandshell, east of the downtown core at Gage Avenue South and Lawrence Avenue.	\$165 (park permits)	<ul style="list-style-type: none"> <li>• Park location well known to residents.</li> <li>• Accessible by bus and free on-site parking.</li> <li>• Ongoing bandshell maintenance required (e.g. subject to graffiti).</li> </ul>
<b>Amenities of bandshell</b>	<ul style="list-style-type: none"> <li>• Large outdoor stage (50 ft. wide and 37 ft. deep)</li> <li>• Stage set back from fixed bench seating for 200</li> </ul>	--	<ul style="list-style-type: none"> <li>• Good acoustics.</li> <li>• Bandshell capital improvements required (e.g. power outlets and overhead house lights not operational). No on-site lighting or sound equipment.</li> </ul>
<b>Concert dates</b>	Sunday, August 14 & Sunday, September 18, 2011	--	Concert series are traditionally held in other municipalities on Sunday evenings during the months of July and August.
<b>Concert time</b>	6:00 - 7:30pm	--	<ul style="list-style-type: none"> <li>• Sunset is 7:30pm. Bandshell has no stage lights and budget could not accommodate lighting equipment rentals.</li> <li>• Audience requests for later start time of 7:00pm.</li> </ul>
<b>Entertainment</b>	<ul style="list-style-type: none"> <li>• 10-piece Oakland Soul</li> <li>• 5-piece Darcy Hepner Jazz Quintet</li> </ul>	\$2,750	Audience verbal feedback: music was high quality; concerts provided a fun way to get out and experience talented local musicians; needed now that Festival of Friends is no

<b>Music Concert Elements</b>	<b>Concert Information</b>	<b>Expense Total (both concerts)</b>	<b>Lessons Learned</b>
<b>Audience</b>	All ages	--	longer programmed in the park. Target audience was neighbourhood residents of Ward 3
<b>Attendance</b>	<ul style="list-style-type: none"> <li>• 77 (Aug 14, 2011)</li> <li>• 257 (Sept 18, 2011)</li> </ul>	--	<ul style="list-style-type: none"> <li>• High profile, professional bands result in strong audience attendance numbers.</li> <li>• Regular scheduling (same time of day/wk and annual series) would allow for habitual audience growth.</li> </ul>
<b>Staging</b>	Sound equipment rented. No lighting supplied.	\$1500 (incl. rental of equipment and fee to technician)	<ul style="list-style-type: none"> <li>• The nature of the acts booked influence sound systems requirements e.g. R&amp;B, blues bands require a more extensive sound system than jazz or lighter types of music.</li> <li>• Current hydro capacity at the bandshell can accommodate a moderate sound and lighting system for a 4-6 piece band. If additional lighting and sound are required, an electrician would be hired to tie into the panel in the interior of the bandshell and a hydro distribution system would be required. Additional costs would be incurred beyond the 2011 coast of \$750 per concert.</li> </ul>
<b>Promotion</b>	<ul style="list-style-type: none"> <li>• Advertised through City website, facilities.</li> <li>• Poster and electronic sign promotion in Ward 3</li> </ul>	\$550	<ul style="list-style-type: none"> <li>• Confirmation of performers early in 2012 would allow for inclusion in additional marketing vehicles e.g. listing in annual event publications.</li> </ul>



<b>Music Concert Elements</b>	<b>Concert Information</b>	<b>Expense Total (both concerts)</b>	<b>Lessons Learned</b>
<b>Management</b>	City of Hamilton	Staff from Culture Division.  (Note: Bandshell has no dedicated Parks staff.)	<ul style="list-style-type: none"> <li>• City staff have the required expertise to manage the administration (e.g. contracts, finance, promotion) associated with the concerts.</li> <li>• City staff do not have specialized expertise to act as music booking agents for local musicians, genres of music etc.</li> <li>• City staff do not have the technical skills to operate technical equipment</li> </ul>
<b>Budget /Expenses</b>	\$5,000	\$4,965  excl City staff costs	

### Summer Concert Series - Municipal Consultations

City staff from three Golden Horseshoe Area cities were consulted as to the administrative, programming and financial impacts of delivering municipal summer concert series. Consultation results are outlined in Table 1 below.

TABLE 1

<b>Music Series</b>	<b>Burlington Music in the Parks</b>	<b>Mississauga Sunset Concert Series</b>	<b>Toronto Sunday Serenades</b>
<b>Management</b>	City of Burlington	City of Mississauga	City of Toronto
<b>Location</b>	22 concerts, Central Park and Spencer Smith Park	7 concerts, Port Credit Memorial Park	7 concerts, Mel Lastman Square
<b>Dates</b>	Wednesdays and Sundays, end of June through August	Sundays in July & August	Sundays in July & August
<b>Time</b>	7:30 p.m. - 9:00pm	6:30pm to sunset	7:30 p.m. - 9:00pm
<b>Entertainment</b>	Bands vary in size and style from concert band to Dixieland, orchestra, big band and swing	swing, big band, Latin, steel band, pops	swing, big band and jazz acts
<b>Audience</b>	All ages	All ages	All ages
<b>Attendance per concert</b>	250 – 600	50-300	1,000 – 1,500
<b>Staging</b>	permanent bandshell & gazebo	permanent bandshell	temporary stage
<b>Admission</b>	free	free	free
<b>Total budget</b>	\$15,600 excl staff costs	\$10,000 excl staff costs	\$20,300 excl staff costs
<b>Cost per performance</b>	\$700 excl staff programming, stage management and Parks staff costs	\$1,400 excl staff programming and stage management costs	\$2,900 excl staff programming and stage management costs
<b>Expense Detail</b>	Equipment \$2,000 Advertising \$500 Payment to performers \$10,120 Emcee \$500 Facility use charges (internal) \$2,510	Performers paid \$550 per performance (flat rate), marketing annual \$2,500 SOCAN \$500-1,000 + misc rentals	Performers \$1,000 - \$2500 per performance marketing \$5,000 sound tech \$250 stage manager \$200
<b>Earned revenue</b>	none	none	none
<b>Funding Source</b>	City of Burlington	City of Mississauga	City of Toronto