



**CITY OF HAMILTON**

**PUBLIC WORKS DEPARTMENT**  
**Transportation, Energy & Facilities Division**

<b>TO:</b> Chair and Members Public Works Committee	<b>WARD(S) AFFECTED:</b> CITY WIDE
<b>COMMITTEE DATE:</b> June 4, 2012	
<b>SUBJECT/REPORT NO:</b> HSR Shuttle Bus for Adventure Fair - June 22 to 24, 2012 (PW12042) - (City Wide)	
<b>SUBMITTED BY:</b> John Mater, C.E.T. Acting General Manager Public Works Department	<b>PREPARED BY:</b> Don Hull Director of Transportation 905-546-2424, Extension 1860
<b>SIGNATURE:</b>	

**RECOMMENDATION**

That the request received from Treasureventure to provide HSR shuttle bus service for the Adventure Fair on June 22 to 24, 2012 be declined.

**EXECUTIVE SUMMARY**

Correspondence dated March 1, 2012 from Mr. Mark Draak, President of Wide Eyed Communications addressed to Mayor and Hamilton City Councillors and attached as Appendix "A" requesting supplemental transit service from Gore Park to Rockton Fairgrounds Friday through Sunday, June 15 through 18, to an interactive adventure fair was referred to staff.

Staff has followed up on the request for Transit directly with Mr. Draak, President of Wide Eyed Communications respecting this event. Wide Eyed Communications is a national advertising and communications agency.

As this is intended to be a "for-profit" event, staff is recommending denial of the request on the presumption of providing the service for free.

A similar service to the Rockton Annual Fair is included in the 2012 Transit operating budget. 2011 attendance at the Rockton Fair was estimated to be 100,000 visitors, about 486 of which were counted by transit.

**Alternative for Consideration - See Page 2**

**FINANCIAL / STAFFING / LEGAL IMPLICATIONS**

**Financial:** The estimated cost of providing service to the event is in the order of \$5,000 for which there is no allocated budget.

**Staffing:** None

**Legal:** None

**HISTORICAL BACKGROUND**

This is a new request, attached as Appendix "A" to this report.

**POLICY IMPLICATIONS**

A Transit fee waiver policy is under development, but has not yet been presented to Committee for their consideration. As such, there is no existing policy respecting free and discounted transit service.

**RELEVANT CONSULTATION**

Staff discussed the request directly with the event organizer, Mr. Mark Draak, President, Wide Eyed Communications.

**ANALYSIS / RATIONALE FOR RECOMMENDATION**

Similar service has already been committed to the Rockton Annual Fair.

**ALTERNATIVES FOR CONSIDERATION**

Council could direct staff to provide service to this event on a full cost recovery basis. Based on the organizer's estimate of 10,000 attendees, transit use in the order of 50 - 100 trips might be taken based on the experience of the Rockton Fair in 2011.

**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

***Growing Our Economy***

- ◆ An improved customer service

***Social Development***

- ◆ Residents in need have access to adequate support services
- ◆ People participate in all aspects of community life without barriers or stigma

**APPENDICES / SCHEDULES**

Appendix "A" Letter from Mark Draak, President, Wide Eyed Communications dated March 1, 2012



30 Hatt St. Dundas, ON L9H 2E8 | 905.627.2374

March 1, 2012

To Mayor Bob Bratina and Hamilton City Councillors:

From June 22 to 24, 2012, Treasureventure™ welcomes families, adventure seekers and eco-enthusiasts to a truly interactive adventure fair, incorporating a distinctive blend of excitement, entertainment, treasure hunting and old-fashioned family fun.

Treasureventure is more than a weekend outing. Visitors are introduced to fascinating experiences that encourage healthy leisure activities, and inspire eco-adventure and environmental awareness. Through education, entertainment, interactive exhibits, and spectacular events, visitors take home the knowledge and enthusiasm to create their own adventures.

In keeping with our goal to give back to our community, Treasureventure™ is proud to support local charitable organizations and this year we will be supporting Hamilton Food Share.

Now in our third year, we're earning a reputation as one of the region's best events – recognized with tourism industry awards and rewarded with high praise from participants and visitors. The Tourism Hamilton Awards honoured Treasureventure's inaugural event with Honourable Mention for Rookie of the Year at the 2011 ceremony. Our second-annual event on June 18 and 19, 2011, is nominated in this year's Large Festival of the Year Award category.

Treasureventure takes place again at Rockton Fairgrounds, presented by Wide Eyed Communications of Dundas. Wide Eyed Communications is a national advertising and communications agency with extensive experience in successfully producing public events. The company has also worked extensively with the City of Hamilton over the past 10 years.

Wide Eyed Communications is proud to be staging Treasureventure in Flamborough and looks forward to contributing to the economic growth of the City of Hamilton's tourism industry. Treasureventure is growing significantly and last year hosted 7,000 visitors over two days. This year we expect to welcome in excess of 10,000 individuals to the fair. Behind Treasureventure is the foundation and philosophy of "inspired living", Treasureventure not only celebrates this philosophy but we celebrate community, we celebrate Hamilton! Treasureventure also allows us to welcome visitors from across the province. We have welcomed visitors from as far away as Ottawa, London, Kitchener-Waterloo, the GTA, Niagara, and we've entertained guests from British Columbia and Nova Scotia!

We believe strongly in the City of Hamilton and everything it has to offer; we endeavour to bring together rural and urban communities to our event and need your assistance to make this happen. Data collected during the first and second events indicate that almost 50% of visitors come from within the City of Hamilton. Given the assistance of public transportation, those numbers could increase dramatically. In order to help our urban visitors attend the event, we respectfully request that the Hamilton Street Railway, through the City of Hamilton, provide shuttle bus service from Gore Park, Hamilton, to the Rockton Fairgrounds. If this is amenable, we would request that two buses be provided, running on a 45-minute schedule, in order to accommodate the 30- to 35-minute drive between locations. (Treasureventure's operating hours are Friday, 5:00-11:00 p.m.; Saturday, 10:00 a.m.-11:00 p.m.; and Sunday, 10:00 a.m.-5:00 p.m.)

Promotional material is included with this correspondence for more information about Treasureventure.

I thank you in advance for your consideration and look forward to discussing this opportunity with your representatives.

Sincerely,

  
Mark Draak  
President, Wide Eyed Communications

cc: Hamilton Street Railway

