



INFORMATION REPORT

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: WARD 2
COMMITTEE DATE: February 14, 2013	
SUBJECT/REPORT NO: Supercrawl Funding Request (PED13033) (Ward 2)	
SUBMITTED BY: Tim McCabe General Manager Planning and Economic Development Department	PREPARED BY: Anna M. Bradford 905-546-2424 x.3967
SIGNATURE:	

Council Direction:

At its November 14, 2012 meeting Council received correspondence from Tim Potocic, Festival Director, Sonic Unyon/Supercrawl requesting a five year funding commitment of an annual \$100,000 cash grant, an additional \$25,000 to cover city event service requirements (road closures etc.) and that the Supercrawl program be funded from Boards and Agencies.

The correspondence was received and the General Manager of Planning and Economic Development was directed to report to the General Issues Committee as part of the 2013 Budget considerations.

Information:

Supercrawl is an annual event that celebrates the diversity of James Street North, the City of Hamilton's multi-disciplinary arts community, and the incredible spark that results from the City's unique mix of cultures, businesses and creative people. Supercrawl is heading into its 5th year in 2013 with the hope of continuing to grow the event into the premier downtown event of the year.ⁱ

History of City Financial Contributions to Date

	Cash	Traffic/Roads/Police	Total City Funding	Notes
2010	\$ 5,000	\$ 1,757	\$ 6,757	Combination of cash and Event Road Closure Services (ERCS) from Community Partnership Program (CPP)
2011	\$ 5,231	\$ 5,970	\$ 11,200	Police - 2011 budgeted amount. Do not have actual.
2012	\$ 60,000	\$ 2,618	\$ 75,712	One-time funding from Planning and Economic Development (PED) base budget of \$60,000 and ERCS from CPP
2013	\$ 5,231	\$ 15,713	\$ 20,943	Recommended funding for 2013 from CPP.

In 2012, Supercrawl was given a one-time grant from the Planning and Economic Development base budget. The funds for the one-time grant were re-allocated from another project that was cancelled. These funds are not available for 2013/14 as they have been assigned to other projects such as the Creative Cities Partnership and other Economic Development initiatives.

Current Request

Upon analysis there is no immediate identifiable source of funding for the Supercrawl request of \$125,000 annual cash funding within an existing program.

The Planning and Economic Development Department (PEDD) has submitted a program enhancement for \$125,000, to be allocated to Supercrawl, as an addition to the Boards and Agencies budget for consideration of Council. It is not the intent that the funding be an addition to the PEDD base budget but rather the enhancement submission will be a placeholder until the decision is made regarding an increase to Boards and Agencies.

Another consideration, although not recommended, is a one-time grant of \$125,000 for 2013 from the Economic Development Investment Reserve. Awarding this one-time grant does not address consistent funding needed for the long term sustainability of the event.

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ⁱ Based on information from the Supercrawl Website <http://www.supercrawl.ca/>