

CITY OF HAMILTON

MOTION

Council Date: April 23, 2014

MOVED BY COUNCILLOR T. WHITEHEAD.....

SECONDED BY COUNCILLOR

REVENUE GENERATION AND COST REDUCTION OPPORTUNITIES

WHEREAS one of the City’s strategic objectives is to enhance overall sustainability;

WHEREAS Council has directed staff to explore non-residential tax revenues;

WHEREAS the City of Hamilton has recently realigned resources to support revenue generation;

WHEREAS the City of Hamilton has a number of existing revenue streams that may have incremental revenue opportunities;

WHEREAS the City of Hamilton has many assets including, but not limited to, arenas, auditoriums and outdoor structures that may lend themselves to new advertising revenues;

WHEREAS the City of Hamilton has many assets in the form of City run events that may lend themselves to sponsorship opportunities;

WHEREAS the City of Hamilton owns property that may be repurposed in such a way that additional tax dollars could be generated; and

WHEREAS the City of Hamilton may produce products or services that may have a revenue potential;

THEREFORE BE IT RESOLVED:

That staff be directed to prepare a report for the General Issues Committee in September 2014, which explores all potential revenue generation and cost reduction opportunities including the scope of the opportunities and any increased revenue potential that may be realized in 2015 and 2016 budget years.