



INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	March 19, 2014
SUBJECT/REPORT NO:	City of Hamilton War of 1812 Funding Update (PED12204(a)) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Jennifer Kaye (905) 546-2424 Ext. 4807
SUBMITTED BY:	Joe-Anne Priel Acting General Manager Planning and Economic Development Department
SIGNATURE:	

Council Direction:

At its meeting of December 14, 2011, Council directed staff to:

“Report back to the Committee with any and all private sector funding contributions to leverage the City’s costs” of the City of Hamilton’s War of 1812 Bicentennial Commemoration events (City Council amendment to General Issues Committee Report 11-034).

Information:

The years 2012-2015 mark the 200th anniversary of the War of 1812, a three-year war that resulted in the establishment of Canada as a nation. In commemoration of the Bicentennial period and Hamilton’s strong association with the War of 1812, City staff planned and executed a number of initiatives with funding provided by various sources.

The overall project budget, showing funding from the City and leveraged from other sources, is summarized in the following chart and a detailed budget is attached as Appendix A to Report PED12204(a).

1812 Bicentennial Project - Overall Budget	Amount (\$)
Contribution - City of Hamilton (Capital)	697,200
Contribution - Federal and Provincial Government	299,000
Contribution - Private Sector	213,000
Contribution - Earned Revenue (ticket sales)	125,469
Total Contributions	1,334,669
Expenses – Actual costs from 2010-2013, projected costs 2014-2015	1,298,632
NET TOTAL	36,037
<i>In-kind contributions to the project are valued at \$170,263</i>	

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City of Hamilton Capital funding (\$697,200 in total) was approved in the following amounts: \$50,000 at the Emergency and Community Services Committee on October 7, 2009 through Report ECS07069(a) *Update on the War of 1812 Commemoration*; \$200,000 at City Council on May 26, 2010 for Smith's Knoll Report PED10138/CS10065; and \$447,200 at the General Issues Committee on November 7, 2012 through Report PED12204 *War of 1812 Bicentennial Commemoration Program – 2012 Reallocation of Approved Funds*.

Federal and Provincial Resources

Funding and partnership opportunities from both levels of government were leveraged:

- Federal funding was available through the 1812 Commemoration Fund. Hamilton received \$164,000 for Bicentennial activities.
- A partnership with the Canadian International Military Tattoo resulted in a successful \$75,000 Celebrate Ontario grant from the Province for the Bicentennial Special Performances series. Stewart Memorial Church Choir, Tribal Vision Dance and Drum Corps of the Royal Anglican Regiment from England, performed several concerts at War of 1812 events and sites in Hamilton.
- Marketing partnerships brought \$54,658 of in-kind advertising for Hamilton's Bicentennial (\$18,658 from Hamilton Halton Brant Regional Tourism Organization and \$36,000 from the Provincial Ministry of Tourism, Culture and Sport).
- As one stop of the Provincial Tall Ships® tour, Hamilton worked in partnership with several municipalities and Water's Edge Festivals and Events to collectively access grants including:
 - \$60,000 from the Province's Celebrate Ontario fund to assist with ship appearance fees. Total cost for the appearance and maintenance of the ships in Hamilton was \$166,403.
 - A theatrical production was commissioned to travel with the Tall Ships® tour in Ontario and was funded by the Federal 1812 Commemoration Fund. The performances at Hamilton's event were an in-kind value of \$32,000.
- Hamilton's Bicentennial launch event was presented in partnership with the Western Corridor Alliance and the Hamilton Halton Brant Regional Tourism Organization who contributed event elements worth \$2,355.
- The Federal Government raised public awareness for the War of 1812 Bicentennial with a National campaign (television and web).
- Provincial funding specific to the Bicentennial was not available to municipalities however the Western Corridor Alliance, of which Hamilton is a member, did receive annual funding for regional projects.

Community Support for City Events

- Hamilton Waterfront Trust and Hamilton Port Authority were valued partners in the planning and execution of the Tall Ships® Hamilton event.

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- Tall Ships® Hamilton sponsorship totalled \$13,000 as follows: Hamilton Port Authority (\$5,000 Ship Sponsor), Parrish and Heimbecker (\$5,000 Ship Sponsor), Tourism Hamilton (\$2,500 Ship Passport Sponsor) and Verus Recruiting Consultants (\$500 Helm Sponsor).
- Sponsorship targets for the Bicentennial Program proved difficult to reach without dedicated fundraising resources and were not fully achieved. As a result, budgets were adjusted to reflect the unrealized revenues.
- Volunteers provided the support required to execute the Re-enactment of Battle of Stoney Creek and Tall Ships® Hamilton. Highlights include:
 - 2,500 hours were provided by volunteers for the 2013 Re-enactment of Battle of Stoney Creek for a value of \$37,500 (at \$15/hour).
 - 130 individuals volunteered at Tall Ships® Hamilton providing 2,250 hours of work with a value of \$33,750 (at \$15/hour).
- The City's War of 1812 Bicentennial Program received support from many volunteer committees including the War of 1812 Bicentennial Community Advisory Committee, Hamilton and Scourge Society, Hamilton Historical Board, Hamilton Veterans Committee, Royal Canadian Legion Branch 622, American Legion Post 18, Her Majesty's Army and Navy Veterans Society and volunteers at all the Civic Museums.

Funding of Community Initiatives

The City's War of 1812 Grant Program assists community organizations in developing events and programs that commemorate the story of Hamilton's role in the War of 1812. To date, a total of \$41,420 has been granted to 15 groups for activities that include Ancaster Township Historical Society participation in Ancaster Heritage Days, several theatrical productions from groups in Dundas and Downtown, an aerial performance, heritage talks, artwork, and arts programming for students. Funding is still available and applications are being accepted until December 2014.

Economic Impact of Tall Ships® Hamilton 2013 Event

Hamilton was selected to be part of the 2013 Festivals and Events Ontario's Economic Impact and Research Studies Program (in-kind value of \$10,000), delivering detailed results of the event's impact. The Study is attached as Appendix B to Report PED12204(a). Highlights include:

- Overall Tall Ships® Hamilton event attendance was 85,000.
- Event attracted 56,667 unique attendees: 75% were locals and 25% were non-locals residing more than 40 kms away.
- The completed Study captured the calculated economic impact of \$461,000 for Hamilton with local residents spending \$1,357,000 at the event.
- Non-locals attending Tall Ships® Hamilton spent approximately \$906,000 while visiting the event. The categories with the highest spending were off-site merchandise purchases, concessions, and deck tours and harbour cruise tickets.
- 63% of those surveyed claim to have learned something new about the War of 1812 at the event.

The War of 1812 Bicentennial Commemoration – Next Steps

- Community events continue throughout 2014, with a particular focus on the 200th anniversary of the Bloody Assizes.
- The City's War of 1812 Grant Program will continue to make funding available to community groups for 1812-related programming until the end of 2014.
- The Hamilton Military Museum will complete the development and installation of its *Blood Ties to a Gentle Landscape* exhibit in the first half of 2014.
- Bicentennial plaquing initiatives will continue as planned, through the work of the Joint Plaquing Sub-Committee of the Hamilton Historical Board.
- The Bicentennial Closing Event – William Claus Wampum Belt and 200 Years of Peace – will take place in April 2015, as planned, in partnership with the Six Nations Legacy Consortium.
- The War of 1812 Bicentennial Commemoration Capital Account 7101058702 will be fully reconciled at the end of the Commemoration in 2015 as part of the quarterly Capital Account reporting process.

APPENDICES AND SCHEDULES ATTACHED

Appendix A to Report PED12204(a) – War of 1812 Bicentennial Commemoration Program Budget

Appendix B to Report PED12204(a) – Tall Ships® Hamilton Economic Impact and Strategic Alliance Study

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