

City of Hamilton Events Strategy Framework (Draft)

Mandate	<p>The City of Hamilton supports a range of events that leave a creative, social and economic legacy in the community. <i>(This statement affirms the important role that events play in our community).</i></p>												
Vision	<p>Hamilton's events build community, create social cohesion, contribute to tourism, grow the economy, and enrich the quality of life for residents and visitors. <i>(This statement affirms that the City of Hamilton has a role to play in supporting events).</i></p>												
Policy Statement	<p>The City of Hamilton is committed to working with the event sector and community stakeholders to support events and create an environment in which events flourish. <i>(This statement affirms the City's commitment to ensuring the success of events and the event sector).</i></p> <p>There are six distinct roles the City may undertake, based on strategic priorities, resource availability, and opportunity: <i>(This delineates how the City interacts with events).</i></p> <table><tr><td>Regulator</td><td>ensures the health and safety of event participants</td></tr><tr><td>Facilitator</td><td>ensures that event organizers have the correct events-related information, education and training</td></tr><tr><td>Funder</td><td>provides financial resources</td></tr><tr><td>Promoter</td><td>creates marketing opportunities</td></tr><tr><td>Producer</td><td>plans, delivers and evaluates events</td></tr><tr><td>Service Provider</td><td>provides municipal services that support events (either on an in-kind or for a fee basis)</td></tr></table>	Regulator	ensures the health and safety of event participants	Facilitator	ensures that event organizers have the correct events-related information, education and training	Funder	provides financial resources	Promoter	creates marketing opportunities	Producer	plans, delivers and evaluates events	Service Provider	provides municipal services that support events (either on an in-kind or for a fee basis)
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Definition	<p>An event is a celebration, activity or display of an educational, commemorative, celebratory, exhibitive or competitive nature in which participation is a choice. An event has public profile and access, occurs for a limited time and is not considered a regularly scheduled program.</p>												

**Event
Types**

Civic Event – an event organized by the City of Hamilton for a local audience

Community Event – an event organized by the community for a local audience

Commercial Event – an event that is organized with profit-making goals by a commercial entity, or that primarily promotes the business of a commercial entity

Tourism Event – an event that is promoted to and primarily attracts tourists¹.

Note: The Events Strategy will not encompass:

1. Events held on private property
(Although the City plays a regulatory role in many aspects of these events, such as the provision of building permits for permanent and temporary structures and the setting of occupancy limits, the City does not have any overarching role in private events).
2. Facility bookings for indoor events at civic facilities
(These events are regulated by the booking policies and procedures of each facility).
3. Sportsfield bookings for sporting events.
(These events are coordinated by the Recreation Division).
4. Civic events that are part of a regular program of activities, e.g. Museum exhibition openings, Recreation Centre events.
(These are not considered events, but are part of the regular programming of these facilities).

¹ Tourist - an individual (including an Ontario resident) who travels 40 kilometres or more or crosses the Ontario border to attend a festival or event. Ontario Ministry of Tourism, Culture and Sport. Tourism Research Unit, March 2011. Concepts and Definitions Stage and Signature Category. Ontario Ministry of Tourism, Culture and Sport.