

**City of Hamilton Events Strategy:
City Roles, Survey Results and Actions (Draft)**

The City of Hamilton conducted an online survey in 2013 that targeted event sector stakeholders. The purpose of this survey was to gauge the level of agreement regarding the proposed roles the City could adopt with respect to events.

The following table lists these roles and shows the survey respondents’ level of agreement towards the roles. A list of potential action items that supports each role is listed below. The action items will be further developed through the consultation process and form part of the final Events Strategy.

REGULATOR ROLE – <i>ensures the health and safety of event participants</i>	
Survey Results	<ul style="list-style-type: none"> • 96% of survey respondents agree with the City adopting a Regulator role in events management.
Action Items	<ul style="list-style-type: none"> • Ensure the health and safety of participants in events that are held on City property and on private property where significant City services are required. • Identify and manage risk to safeguard City assets (e.g. parks and historic places). • Ensure equitable access to limited City assets and services (e.g. parks and roads). • Continue to improve the SEAT (Special Event Advisory Team) process and the development of electronic based support for applications and decision making. • Provide timely, complete and accurate information to all affected divisions to facilitate execution of duties. • Ensure compliance with all relevant policies, procedures, by-laws and licensing. • Work with the City’s Municipal Law Enforcement Section to identify municipal by-laws, licensing and zoning regulations that are barriers to event sector activities and remove impediments where possible. • Align with policies, strategies, provisions and other planning documents (where appropriate) to support events in Hamilton.

FACILITATOR ROLE – <i>ensures that event organizers have the correct events-related information, education and training</i>	
Survey Results	<ul style="list-style-type: none"> 97% of survey respondents agree with the City adopting a Facilitator role in events management.
Action Items	<ul style="list-style-type: none"> Develop the capacity and sustainability of existing and emerging event organizers and communities to support the development, management and production of their own events that build local impact in urban and/or rural environments. Connect people, organizations, and resources by working with multiple sectors that include, but are not limited to, festivals and events, culture, tourism, business, education, and social. Increase the skills, competencies, and knowledge within the event sector through identifying, demonstrating and sharing best practices in event management. Work with Parks and Recreation staff to provide event organizers with an up-to-date amenity list for park and recreational facilities. Improve communications with and access to information for the event sector and other related stakeholders to ensure timely and relevant event-based content is shared using multiple tools (e.g. website, print and social media). Engage with stakeholders (such as Business Improvement Areas, Downtowns, Neighbourhood Associations, Multicultural Organizations, Community Groups, Agricultural Societies, etc.) to identify existing and emerging needs and opportunities related to event support and servicing.
FUNDER ROLE – <i>provides financial resources</i>	
Survey Results	<ul style="list-style-type: none"> 92% of survey respondents agree with the City adopting a Funder role in events management.
Action Items	<ul style="list-style-type: none"> Provide grant funding to qualifying events that take place in the City of Hamilton. Develop performance measures and benchmarks to track and report on the impact and benefit of events in relation to economic prosperity and social vitality. Collaborate with other City Departments to investigate reducing/offsetting some Council-approved user fees for City services for events that demonstrate high potential return in terms of creative, social and economic impact.

PROMOTER ROLE – <i>creates marketing opportunities</i>	
Survey Results	<ul style="list-style-type: none"> • 93% of survey respondents agree with the City adopting a Promoter role in events management.
Action Items	<ul style="list-style-type: none"> • Seek, secure and support quality tourism events (sporting and cultural) on a case-by-case basis. • Encourage Hamilton’s residents to participate in events by providing information that increases event profile. • Fosters greater interest in and visitation to Hamilton by providing event information for potential tourists and tourism influencers. • Create and share new knowledge and information about the benefit and impact of events in Hamilton. • Work to position Hamilton as a city that helps to attract and retain additional events, visitors, residents and businesses.
PRODUCER ROLE – <i>plans, delivers and evaluates events</i>	
Survey Results	<ul style="list-style-type: none"> • 89% of survey respondents agree with the City adopting a Producer role in events management.
Action Items	<ul style="list-style-type: none"> • Provide Hamilton with recurring civic events – when these types of events are more appropriately developed and delivered by City of Hamilton staff. • Provide Hamilton with "one-time" commemorative/milestone events – when these types of events are more appropriately developed and delivered by City of Hamilton staff. • Provide support/guidance for opening of civic facilities where appropriate. • Demonstrate value for investment of all civic-run events.

Note: Results from the 2013 event sector survey identified the role of **Service Provider** as a gap not included as part of the original 5 roles.

As a Service Provider, the City would provide municipal services that support events (either on an in-kind or for a fee basis).