



CITY OF HAMILTON
COMMUNITY AND EMERGENCY SERVICES DEPARTMENT
Macassa Lodge
&
Recreation Division

TO:	Chair and Members Emergency & Community Services Committee
COMMITTEE DATE:	September 22, 2014
SUBJECT/REPORT NO:	Hamilton Municipal Senior of the Year Awards Ceremony (CS13023(b)) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Vicki Woodcox 905-546-2424 ext. 4827 Lisa Maychak 905-546-2424 ext. 1612
SUBMITTED BY:	Joe-Anne Priel General Manager Community & Emergency Services Department
SIGNATURE:	

RECOMMENDATION

- (a) That the Hamilton Municipal Senior of the Year Awards ceremony continue as a large scale gala event to recognize seniors across all sectors of the community; and,
- (b) That the funding for an additional .5 FTE staff to manage the Hamilton Municipal Senior of the Year Awards ceremony, in the amount of \$50,000, be referred to the 2015 budget process.

EXECUTIVE SUMMARY

Since 1995, staff and volunteers within the Recreation Division have organized an annual awards event where seniors were recognized for their volunteer contributions to the City of Hamilton.

On May 13, 2013, Council endorsed staff's recommendations in Report CS13023(a) to broaden the Hamilton Municipal Senior of the Year Awards Ceremony to a large scale event to recognize seniors across all sectors of the community, as well as to postpone the ceremony until June 2014 to provide adequate time for staff and senior community representatives to plan and organize a more prestigious ceremony. As a result of these recommendations, an advisory group comprised of previous senior award winners, members of the Seniors Advisory committee and staff was formed. The volunteer co-ordinator at Macassa Lodge was reassigned to lead the planning for the event.

As a result of the planning, the Senior of the Year Awards ceremony was held on June 22, 2014. It was a very successful event with 600 in attendance. There were 60

nominees for nine awards, including the Bernie Morelli Lifetime Achievement award. The 2014 Seniors Awards event had a budget of approximately \$62,017 which was funded in part from the Community and Emergency Services Department's Recreation Division (\$7,497); and Neighbourhood and Community Initiatives Divisions (\$10,000). In addition to this, staff secured cash sponsorship of \$6,520 and approximately \$30,000 of "in kind" donations. There was a net surplus of \$1,550. The staff person reassigned from Macassa Lodge (.5 FTE) was funded through gapping in 2014.

Councillors and advisory group members received positive feedback on the event and unanimously recommended that planning begin for the annual Hamilton Municipal Senior Awards ceremony that will be as successful as the 2014 event. In order to continue to deliver an event of this calibre, staff cannot rely on the "assistance" from the volunteer co-ordinator of Macassa Lodge who has other full time responsibilities. Therefore staff are recommending that funding in the amount of \$50,000 for the staff support required to plan and deliver the Senior Awards be referred to the 2015 budget process.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial:

An additional .5 FTE be funded and designated to co-ordinate the event at a cost of \$50,000.

Staffing:

An additional .5FTE be required to co-ordinate the event. .

Legal:

There are no legal implications associated with the recommendation of Report CS13023(b).

HISTORICAL BACKGROUND

The Ontario Senior of the Year Award provides each municipality in Ontario with the opportunity to honor one outstanding local resident, who, after the age of 65 has enriched the social, cultural or civic life of his or her community. The award is provided by the Ontario Ministry for Citizenship and Immigration and is presented annually in June, the month the Ontario Government recognizes the achievements of seniors.

The award was first introduced in Hamilton in 1995 by a group of volunteers within the former Culture & Recreation Division's Seniors' Centers who established a small awards ceremony to honor the accomplishments of their membership. The event was small scale and organized by volunteers and Recreation staff with a budget of \$5,700 for the 2012 event. Specific details included:

- Recreation staff at the Sackville Hill Senior Centre co-ordinated and hosted the event.
- All of the marketing materials were developed and produced in-house.
- Recreation staff co-ordinated the nominations, selection committee and the application for the award to the province.
- The awards were presented to the recipients by City Councillors in attendance.
- In 2012, new awards were created to recognize multiple winners in the categories of: Lifetime Achievement, Innovation and Community Service. Those winners received a certificate from the Mayor.
- Nominees were traditionally members on the seniors' centres and clubs and there was limited engagement of the broader community.
- The price of tickets was in the \$20 - 25 range with nominees receiving free tickets for themselves and their families.
- A dinner ceremony was provided by the kitchen staff at Sackville Hill Senior Centre at a per plate cost of \$16 (2012).
- The ceremony was hosted in either the Fireside Lounge or the Auditorium at Sackville Senior Centre, dependent on ticket sales to the event.
- The entertainment was traditionally a choir and a harpist providing music prior to dinner.

Over the last few years there was a noticeable decline in the quality of the event. In 2012 only 79 people attended, significantly down from the peak attendance of 144 in 2007. There was a general sense of disappointment from those who participated. As well, City Councillors voiced their concern and directed staff to “organize a more prestigious ceremony” and that the event was “to recognize seniors across all sectors of the community”.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

There are no policy implications.

RELEVANT CONSULTATION

Staff consulted the Seniors Advisory Committee, and previous Senior of the Year Award winners who were all in support of this recommendation.

ANALYSIS AND RATIONAL FOR RECOMMENDATION

In 2013, a staff person was reassigned to develop and oversee a “gala” type of event to honour Seniors in the community. An advisory committee was formed and comprised of City staff from Macassa Lodge, the Neighbourhood and Community Initiatives and Recreation Divisions, Seniors Advisory Committee representatives, and previous award winners. The work and time requirements to deliver this highly successful event required significant effort from the reassigned volunteer coordinator. Specific tasks included:

- Creating a brand and logo for the event
- Establishing eight municipal award categories, in addition to the Senior of the Year to acknowledge seniors who contribute in various areas:
 - Bernie Morelli Lifetime Achievement
 - Innovation
 - Leadership
 - Economic Leadership
 - Compassion and Companionship
 - Behind the Scene
 - Diversity and Cultural
 - Healthy and Active Living
- Creating an extensive community-wide contact list to solicit nominations.
- Building partnerships with various media outlets to promote the nomination and event promotion phases.
- Securing cash and “in kind” sponsorship from local businesses and media outlets.
- Developing marketing materials for both the nomination and event promotion phases (a combination of in-house and out sourced).
- Coordinating the nominations, selection committee, selection evaluation tool and the application for the main award to the province.
- Establishing criteria and rating tool to review the 60 nominations.
- Securing the venue, developing an agenda for the event, designing the menu, awards, invitations as well as evaluation of the event.
- Development of videos
- Selection of gifts and entertainment

Highlights of the Award Ceremony

- The awards ceremony was hosted at Michelangelo’s Events and Conference Centre at a per plate cost of \$33.
- The price of tickets was \$20 with nominees receiving a complimentary ticket for themselves and one guest.
- 600 guests were in attendance at the awards event with 400 tickets sold and 200 complimentary for nominees, their guest, sponsors, the Mayor, Council, local MP’s and MPP’s, other VIP’s such as the Morelli family, committee and event volunteers.
- All nominees were given a certificate signed by the Mayor, acknowledgment at the awards ceremony and token gifts.
- Award winners were also presented with a glass award and plaqued certificate from City Councillors at the awards ceremony.
- The entertainment was the Hamilton All-Star Jazz Combo (Youth Ensemble) who played throughout the reception period and played as nominees paraded into the hall.

- Two videos were shown; “Remembering Councillor Bernie Morelli” and “Senior Volunteers from the Hamilton Community”. These videos were developed in partnership with Mohawk College.

Staff secured cash sponsorship of \$6,520 and approximately \$30,000 of “in kind” donations. Some of the “in kind” donations came from The Hamilton Spectator, Hamilton Community News, Cable 14, Jean’s Flowers and Mohawk College (Broadcasting and Communications Program). Ticket sales generated \$8,000. All additional revenue and donations helped to offset expenses.

The planning committee met after the event to evaluate the program and event. Some minor changes were suggested for future events, but the recommendation was to continue with a similar agenda, focus, and process event in 2015 because of the success of the ceremony and positive feedback received. Members felt the event was a true reflection of the principles of the emerging Older Adult (Age Friendly Seniors) Strategy, where individuals are recognized as well as encouraged to participate in their communities.

Given the significant work required to plan and deliver a high quality event, staff are recommending an enhancement of \$50,000 (.5 FTE) be considered as part of the 2015 budget process. There is no capacity on an ongoing basis for the volunteer co-ordinator to manage this event as this position manages over 220 volunteers who contribute 20,000 hours annually at Macassa Lodge. Since planning for the 2015 event is required over the next several months, the volunteer co-ordinator will continue to lead this project on an interim basis, and will be funded through gapping.

ALTERNATIVES FOR CONSIDERATION

None.

ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN

Strategic Priority #1

A Prosperous & Healthy Community

WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.

Strategic Objective

- 1.5 Support the development and implementation of neighbourhood and City wide strategies that will improve the health and well-being of residents.

APPENDICES AND SCHEDULES ATTACHED

None