




Hamilton

**CITY OF HAMILTON**  
**PUBLIC WORKS DEPARTMENT**  
**Pan Am Initiatives Office**

<b>TO:</b>	Co-Chairs and Members Pan Am Stadium Precinct Sub-Committee
<b>COMMITTEE DATE:</b>	February 24, 2015
<b>SUBJECT/REPORT NO:</b>	Pan Am Games Host Showcase Program - <i>Hamilton Kicks It Up!</i> (PW14058a) - (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Coralee Secore (905) 546-2424, Extension 5557  Carla Ippolito (905) 546-2424, Extension 2448
<b>SUBMITTED BY:</b>	Gerry Davis, CMA General Manager Public Works Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That the General Manager of Public Works be authorized to enter into the necessary "Contribution Agreements" and other ancillary documents with the Partners identified in this Report, in a form satisfactory to the City Solicitor, for the purpose of enhancing the overall quality of the Games experience for *Hamilton Kicks It Up!*
- (b) That the procurement of goods and services identified in the Contribution Agreement with each of the Partners be exempt from the Procurement Policy, By-law 13-317.
- (c) That (if required) a one-time exemption be approved by Council regarding the City Enrichment Fund Program's maximum 30% funding limit from the City of Hamilton for our Partners.
- (d) That the General Manager of Public Works or his designate be authorized and directed to sign any and all Contribution Agreements referenced in (a) above and any ancillary documents.

**EXECUTIVE SUMMARY**

Council at its meeting of June 4, 2014 approved the Pan Am Host Showcase Program report (PW14058) and the recommended budget of \$600,000. The Host Showcase Program outlined leveraging partner funding to enhance the overall quality of the Pan Am Games experience for participants, residents/businesses and visitors alike.

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The purpose of this report is to obtain Committee and Council approval to enter into Contribution Agreements with local partners to enhance the overall quality of the Games experience specific to the cultural celebrations.

**Pan Am Games Host Showcase Program**

The Host Showcase Program has been named *Hamilton Kicks It Up! Off-the-field Action*. *Hamilton Kicks It Up!* is an 18 day showcase, from July 9 - 26 celebrating Hamilton's best cultural, diversity, sport and recreational offerings, within the downtown, historic Gage Park and waterfront areas.

The *Hamilton Kicks It Up!* proposed calendar of events is attached as Appendix A to Report PW140589(a). The calendar highlights three signature event sites and five satellite sites that offer continuous entertainment opportunities for participants to enhance the Pan Am experience for residents; extend the length of stay and visitor spending in the community. Our partners are as follows:

- Signature Event partners - Hamilton Downtown BIA, Hamilton Folk Art Heritage Council, World Music Festival and Supercrawl Productions
- Five Satellite partners - International Village BIA, Ottawa Street BIA, Centre 3 for Print & Media Arts, Fraternity Hispanic Association & Caribbean Association.

All of our partners have significant experience organizing and managing events. They are experts in their field. There are specific program elements that are best managed and implemented by our partners directly, such as entertainment, security, technical equipment and volunteers. City staff is recommending our partners co-ordinate and execute some or all of these elements directly and the City will compensate them accordingly through the Contribution Agreements.

*Contribution Agreement - Terms & Conditions*

Council has approved a \$600,000 budget for the Pan Am Host Showcase Program (*i.e. Hamilton Kicks It Up!*). City Staff is recommending that each partner enter into a "Contribution Agreement" with the City of Hamilton, based on the following key terms and conditions:

- 1) ("the Partner") will provide the following services for the *Hamilton Kicks It Up!* Program:
  - a. Entertainment (details to be provided for each unique partner):
  - b. Technical Equipment (details to be provided for each unique partner)
  - c. Security (details to be provided for each unique partner)
  - d. Volunteers (details to be provided for each unique partner)
- 2) A "Financial Report" will be required no later than 30 days post event that outlines the event budget and actuals with copies of all invoices relating to the services noted above.

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- 3) A total payment of \$TBD (for each partner) will be made to ("the Partner") by the City of Hamilton for the services noted above. Upon completion and authorization of a Contribution Agreement, 50% of the payment will be disbursed.
- 4) The Final payment will be disbursed upon City review, authorization and acceptance of the "Financial Report."
- 5) In the event that actual expenditures are less than the original payment amount identified in 3) actual costs will be reimbursed as a final payment and only if appropriate support documentation is provided.
- 6) In the event that appropriate support documentation is not provided, (the Partner) will be required to reimburse the City of Hamilton the 50% payment.

This list is not exclusive. All of the Contribution Agreements will be in a form satisfactory to the City Solicitor.

A few of our partners have applied to the City's Enrichment Fund Arts Program. This program provides funding to a maximum of 30% of program operating expenses. If our partners are awarded these monies, they may exceed the maximum amount they are allowed to receive from the City of Hamilton. A recent review and update has determined that all of our partners will remain within the 30% maximum funding to be received from the City of Hamilton.

Our established partnerships have been able to leverage the City's \$600,000 to over a million dollar *Hamilton Kicks It Up!* program. This collaboration has provided the opportunity for the City to submit a Celebrate Ontario 2015 Blockbuster Event Hosting Grant Application (Provincial), in the amount of \$200,000 and if received, would be distributed among the Partners and the City of Hamilton. Additionally, our office has just received confirmation that we have been awarded a \$50,000 grant from the Federal Government of Canada's Community Celebration Fund.

***Alternatives for Consideration - See Page 6***

**FINANCIAL - STAFFING - LEGAL IMPLICATIONS**

**Financial:** Council approved a \$600,000 budget for the Pan Am Host Showcase Program on June 4, 2014. All expenses identified in this report are included in this budget. Contribution amounts for our Partners will be a minimum of \$5,000 to an upset limit of \$80,000

**Staffing:** There are no staffing implications associated with the report.

**Legal:** Staff will be working with Legal to finalize on the Contribution Agreement and ensure it is in a form satisfactory to the City Solicitor

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## **HISTORICAL BACKGROUND**

In 2008, City Council endorsed Hamilton's participation in the Bid to host the 2015 Pan/Parapan American Games.

In December 2009, the City of Hamilton approved and executed a Multi-Party Agreement (MPA) with the Federal and Provincial government and other key Games partners. The MPA defines the rights and responsibilities of TO2015, the Canadian Olympic and Paralympic Committees, the Provincial and Federal governments, and the City of Hamilton with respect to the governance, funding and delivery of the Games. In November 2011, the City of Hamilton entered into a Memorandum of Understanding (MOU) with TO2015 and Infrastructure Ontario.

As per the MOU and corresponding Council budget approvals, Hamilton is committed to:

- **Infrastructure:** Funding a share (37.3%) of the capital cost of constructing the new Stadium - up to a maximum total City contribution of \$54.2M - with the remaining 67.7% of capital costs to be covered by Federal and Provincial governments. The City is also committed to \$6.4M relating to site works and demolition of the stadium as well as the replacement of Brian Timmis Field. This project includes the site works and construction of the Stadium to be used for the soccer event during the Games.
- **Operations:** Providing, at the City's cost, normal levels of municipal services (e.g. emergency, medical services, garbage and recycling collection, police, etc) and allocating normal levels of staff resources in a way which best meets Games requirements, with the proviso that if additional services are deemed to be required by TO2015 such services shall be subject to the approval of both parties in a Service Level Agreement.

While the MPA and MOU sets out clear roles and funding commitments for the infrastructure (i.e. training and competition) and operations which are needed for the Games, the agreement does not directly address the (non-sport infrastructure) "legacy", public celebration/cultural festivities or promotion activities which are typically undertaken by host communities. As a result, it is effectively up to each Games partner and participating municipality to decide for itself what level and type of additional investment it wishes to make to further enhance the quality of the Pan am Games experience or to leverage the Games to advance its own strategic objectives and priorities.

On June 4, 2014, Council approved the \$600,000 Pan Am Host Showcase Program. *Hamilton Kicks It Up!* is Hamilton's 18 day showcase of cultural celebrations and festivities. Programming elements are being finalized and progressing well.

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**POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

Procurement Policy 5.2 Request for Quotation, requires 3 quotes for any good/service over \$10,000 and up to \$100,000. Payments to some of our partners will be over \$10,000 and therefore, we will require an exemption to this policy.

A few of our partners have applied to the City's Enrichment Fund Arts program. This program provides eligible not for profit organizations, funding of up to 30% of program operating expenses. Grant approvals through the Enrichment Fund will be approved by Council on May 13, 2015. If our partners are approved to receive monies through the City Enrichment Fund, they may exceed the 30% maximum amount they are allowed to receive from the City of Hamilton. In order to ensure our partners receive enough support to ensure our cultural festivities are properly showcased and meet the needs of our community during the Pan Am Games, staff is recommending a one-time exemption of the 30% maximum funding for operating expenses for the *Hamilton Kicks It Up! program*.

**RELEVANT CONSULTATION**

In preparation for Report PW14058(a), the Pan Am Host Showcase Program *Hamilton Kicks It Up!* Contribution Agreements consultation and assistance was provided by:

- Corporate Services Department, Purchasing Section in regards to Procurement Policies.
- City Manager's Office, Legal Services in development of the Contribution Agreements.
- Our Partners: Hamilton Downtown BIA, Hamilton Folk Art Heritage Council, World Music Festival, Supercrawl Productions, International Village BIA, Ottawa Street BIA, Centre 3, Fraternity Hispanic Association & Caribbean Association

**ANALYSIS AND RATIONAL FOR RECOMMENDATION**

All of our partners have significant experience organizing and managing events. They are experts in their field. There are specific program elements that are best managed and implemented by our partners directly, such as entertainment, security, technical equipment and volunteers.

As an example, Hamilton Folk Art Heritage Council (HFAHC) entertainment management team is led by Board Director John Balogh, proprietor of Big Time Productions, which has booked over 10,000 shows. HFAHC is an accredited organization of Festivals and Events Ontario, and organizes a Top 100 award winning festival, "It's Your Festival" (IYF).

Our partners have many relationships and connections that have been built over the years which has created a solid foundation of trust and excellence. The efficiencies gained here provide City staff with the confidence and assurance that *Hamilton Kicks It Up!* will be a successful celebration.

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**ALTERNATIVES FOR CONSIDERATION**

**Alternative #1** - Follow the Procurement Policy and retain quotes/tenders for the goods and services to be purchased by the Partners.

Not Recommended: not enough City staff to procure all the elements for all the different events in a timely manner. Not taking advantage of the processes already established by the Partners.

**Alternative # 2** - Submit Policy 11's for all goods and services over \$10,000.

Not Recommended: Given the importance and magnitude of this event, council approval was deemed more appropriate.

**Alternative #3** - Council does not approve the one-time exemption for the City's Enrichment Fund Program which funds a 30% maximum of operating expenses for our Partners.

Not Recommended: City staff does not have the expertise to undertake these elements and we would not be taking advantage of the synergies that already exist with Partners and their entertainment agencies.

**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**

- 1.3 Promote economic opportunities with a focus on Hamilton's downtown core, all downtown areas and waterfronts.
- 1.5 Support the development and implementation of neighbourhood and City wide strategies that will improve the health and well-being of residents.
- 1.6 Enhance Overall Sustainability (financial, economic, social and environmental).

**Strategic Priority #2**

Valued & Sustainable Services

*WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.*

**Strategic Objective**

- 2.2 Improve the City's approach to engaging and informing citizens and stakeholders.
- 2.3 Enhance customer service satisfaction.

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**Strategic Priority #3**

Leadership & Governance

*WE work together to ensure we are a government that is respectful towards each other and that the community has confidence and trust in.*

**Strategic Objective**

- 3.1 Engage in a range of inter-governmental relations (IGR) work that will advance partnerships and projects that benefit the City of Hamilton.

**APPENDICES AND SCHEDULES ATTACHED**

Appendix A *Hamilton Kicks It Up!* proposed Calendar of Events

## HAMILTON KICKS IT UP! off-the-field action - JULY 2015 Calendar of Events

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Canada Day Fireworks  Barton Street Art -C3	2  Barton Street Art- C3	3  Barton Street Art- C3	4  Barton Street Art- C3
5  Barton Street Art- C3	6  Barton Street Art -C3	7  Barton Street Art -C3	8  Barton Street Art- C3	9 Satellite Tourism Centre It's Your Festival presents <i>Culturemania/Viva Pan</i> Am Jr Soccer –Gage Park  Barton Street Art- C3	10 Satellite Tourism Centre It's Your Festival presents <i>Culturemania/Viva Pan</i> Am Jr Soccer –Gage Park  Ottawa St- food trucks Pan Am Promenade at Celebration Square Barton Street Art -C3	11 Satellite Tourism Centre It's Your Festival presents <i>Culturemania/Viva Pan</i> Am Jr Soccer –Gage Park  Ottawa St-food trucks Pan Am Promenade at Celebration Square Barton Street Art- C3
12 Satellite Tourism Centre It's Your Festival presents <i>Culturemania/Viva Pan</i> Am Jr Soccer –Gage Park Int'l Village Bazaar Centre3 – procession Ottawa St-food trucks Pan Am Promenade at Celebration Square- Gore Barton Street Art- C3	13 Satellite Tourism Centre  Int'l Village- viewing  Ottawa St- food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	14 Satellite Tourism Centre  Int'l Village-viewing  Ottawa St- food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	15 Satellite Tourism Centre  Int'l Village-viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	16 Satellite Tourism Centre  Int'l Village-viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	17 Satellite Tourism Centre World Music Festival  Int'l Village-viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	18 Satellite Tourism Centre World Music Festival  Int'l Village-viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3
19 Satellite Tourism Centre World Music Festival Int'l Village-Viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	20 Satellite Tourism Centre  Int'l Village-viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	21 Satellite Tourism Centre  Int'l Village-viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	22 Satellite Tourism Centre  Int'l Village-viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	23 Satellite Tourism Centre  Int'l Village-viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	24 Satellite Tourism Centre  Int'l Village-viewing  Ottawa St-food trucks Pan Am Promenade at Celebration Square-Gore Barton Street Art- C3	25 Satellite Tourism Centre Waterfront Pan Am Cultural Showcase  Ottawa St-food trucks Barton Street Art- C3
26 Satellite Tourism Centre Waterfront Pan Am Cultural Showcase Ottawa St-food trucks  Barton Street Art- C3	27	28	29	30	31	



## **SIGNATURE EVENTS**

### ***Hamilton Folk Arts Heritage Council - It's Your Festival presents CultureMania & Viva Pan Am Junior Soccer Celebration (July 9-12) Ignite Designated Event***

- It's Your Festival presents Culturemania - representing Hamilton's multicultural community. Programming will consist of VIVA Hamilton Junior Soccer Celebrations, a Cultural Arts Area (including Pan Am themed art presentations), a Parade of Cultures in park, Best Cultural Presentation contest, Pan American Ambassadors & High Commissioners Information Centre, Foods of the World highlighting the Pan Americas, entertainment focused on Pan American nations, including international/Pan American specific marquee performers, with Latin American/Caribbean focus.
- Organizers will be operating a 3-on-3 soccer tournament for youth (ages 15 and under), for the duration of the festival. Organizers will engage youth from the greater Hamilton area to create 16 teams. The team names will represent countries participating in the Pan Am Games. The focus will be community sport, physical activity, recreation, healthy living and celebrating Pan American culture. The tournament will be free and open to the public.

### ***City of Hamilton together with Hamilton Downtown BIA - Pan Promenade at Celebration Square and Art Explosion (July 10 - 24) Ignite Designated Event***

- For 14 days (11am-11pm), Gore Park will be a central destination to celebrate the TO2015 Pan Am Games. Gore Park is the historical heart of Hamilton, accessible, free and open to all. The Promenade's main centre stage will feature cultural entertainment throughout the day. A variety of Pan American cultures represented in our local music scene will be showcased, as well as key Canadian musical acts. Audiences will also enjoy integrated dance, spoken word and theatrical presentations representing the best of Canada and the Americas. Food trucks/specialty food vendors will be serving special menus highlighting the culinary arts of Pan American countries together with beer garden hospitality area. Vendors provide shopping opportunities, while physical activations (ie. open street soccer, mobile ropes course to name a few) will keep attendees of all ages engaged and entertained. Celebration Square provides a centrally located viewing station in Gore Park with large LED screens that will share highlights of the games.
- The "Pan Am Art Explosion" will showcase specially designed sculptures of exploded soccer balls on top of a smooth base. There will be a public art call for local artists to paint the exploded sections of the ball. Once complete, they will be displayed in the Downtown BIA area, and then sold locally upon completion of the Games.

***Matapa Music and Arts - World Music Festival (July 17-19)***

The Hamilton World Music Festival will consist of 3 days of free music and arts, free educational workshops for children and youth, for local musicians, artists, and community members who bring the world together in Gage Park. The Festival will feature local artists, world musicians based throughout the rest of Canada, international world musicians including Latin and Central America together with multicultural foods. In addition, the festival will create opportunities for local musician to work in collaboration with international artists to showcase the cultural diversity to Hamilton's tourists and residents.

***Supercrawl Productions - Hamilton Waterfront Pan Am Cultural Showcase (July 25 & 26)***

***Ignite Designated Event***

- A signature free 2 day closing festival The Hamilton Waterfront Cultural Showcase, will feature high profile international & world renowned local musicians, dance troupes, art displays & performance groups (ie. Hamilton Aerial Group & Circus Orange). This will provide a common area for the community to gather to watch the Games' final sporting events, enriched with entertainment on a large stage. Food trucks will be available for lunch & dinner service, with an opportunity to showcase arts & craft vendors. Large LED screens will be featured to broadcast the medal matches culminating in a spectacular fireworks display on the Hamilton Harbour.

**SATELLITE EVENTS:**

***International Village BIA - International House (July 12-24) Ignite Designation Event***

- The International Village will be transforming Ferguson Station into "International House", includes foods, entertainment and viewing station with lounge seating. Each day over the lunch hour they will have musical talent showcasing a different nation in that day's soccer match. On July 12, they will hold a marketplace that will feature goods from various ethnic groups in the area.

***Ottawa Street BIA - International Food Court / Food Central (July 10-26) Ignite Designation Event***

- The Ottawa Street BIA is going to create an "International Food Court" using food trucks in order to become "food central" for athletes, attendees, ticket holders and visitors to Hamilton. Each food truck and restaurant along Ottawa Street will serve food from the Pan America's with a Canadian twist. When possible, they will also offer entertainment that reflects the rival teams playing on that particular day.

***Centre 3 for Print and Media - Pop-up Shop visual arts (July) Ignite Designation Event***

- Artmatch- It is a part of a larger project connecting art, artists, art works and artistic process to the Pan Am and Parapan Am Games. Presentation of artworks in offsite locations and
- Store fronts along Barton Street near CIBC Stadium is part of this larger event. Each artist (approx. 7) will create a piece that explores and challenges the theme of commodification, consumption and commercialization of the spectacle. Each artist will be offered a studio residency at Centre3 to create new work in either print media or new media. The invited artists are Brendan Fernandes, Shelley Niro, Fiona Kinsella, Steve Mazza, Amelia Jimenez, Erik Jerezano and Dianne Pearce. Rita Camacho Lomeli will be invited to co-curate this project.

The project includes:

- Dancers, soccer players choreograph a celebratory dance piece, visual artists screen print team shirts, Centre3 Youth group (NuSteel) create video of performance with music and spoken work.
- Audience engagement activities - July 12 proposed- celebratory dance/parade near stadium area

**NOTE: ALL PROPOSED EVENTS HAVE APPLICATIONS SUBMITTED TO THE CITY OF HAMILTON SPECIAL EVENTS ADVISORY TEAM FOR APPROVAL.**