



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	August 10, 2015
SUBJECT/REPORT NO:	Hamilton Celebrates Canada 150 - Hamilton's Sesquicentennial Initiatives (PED15087) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Carrie Brooks-Joiner (905) 546-2424 Ext. 3096
SUBMITTED BY:	Jason Thorne General Manager Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATIONS

- (a) That the proposed *Hamilton Celebrates Canada 150* Framework attached as Appendix "A" to Report PED15087, be approved;
- (b) That the proposed budget for *Hamilton Celebrates Canada 150*, up to the following amounts be forwarded for consideration as part of the 2016 Capital Budget deliberations:

Expense Item	Amount	Source of Funding
Enhanced Civic Events	\$ 50,000	New 2016 Capital Project
Partner Based Initiatives	\$100,000	New 2016 Capital Project
Community Grant Program	\$100,000	New 2016 Capital Project
Program Coordination and Public Engagement	\$265,000	New 2016 Capital Project
Legacy Project #1 –Waterfront – Gateway	\$100,000	Capital Enhancement to West Harbour Redevelopment 2014-2019
Legacy Project #2 –Waterfront - Adaptive Reuse of Varnish Shed	\$ 75,000	Capital Enhancement to West Harbour Redevelopment 2014-2019
Legacy Project #3 –Public Art	\$250,000	Public Art Reserve Fund Account (No. 108044)

- (c) That Tourism and Culture staff work with Enterprise Management and Revenue Generation, Corporate Services to identify potential revenue sources to offset the Capital costs identified in recommendation (b) of Report PED15087.

EXECUTIVE SUMMARY

Canada’s Sesquicentennial in 2017 will be a year-long celebration to mark the 150th anniversary of Confederation. Hamilton has a strong historical connection to participating in important milestones in the history of Canada including the Bicentennial of the War of 1812 (2012 – 2015) as well as Centennial celebrations in 1967.

This Report seeks Council’s approval for the *Hamilton Celebrates Canada 150* Framework (the Framework) which outlines the City of Hamilton’s approach to the Sesquicentennial celebrations in 2017. The Framework includes a vision, principles and three activity streams. Cost estimates and potential revenue sources are also included in this Report. See Appendix “A” to Report PED15087 for *Hamilton Celebrates Canada 150* Framework.

The recommended approach for the City of Hamilton is “A commemoration of Canada’s 150th birthday which unites community in celebrating the stories and places of Hamilton.” The proposed three major streams of activities are: **Hamilton Celebrations** (both civic and community led); **Hamilton Stories** (civic and community led); and, **Hamilton Places** (civic legacy) which will be branded and promoted under a *Hamilton Celebrates Canada 150* campaign. The approach and City of Hamilton leadership is dependent on the approval of capital funding.

The Framework is a result of the work of the Sesquicentennial Steering Committee, consultation with City of Hamilton staff across multiple Departments and Divisions, and key community partners. Its approach is also consistent with the direction of *Project Canada 150: Connecting Canadians & Celebrating Canada in 2017*¹ which was a national consultation with Canadians about how they wanted to celebrate and mark Canada’s 150th anniversary in 2017.

Following approval of the Framework, the Sesquicentennial Steering Committee and the Tourism and Culture Division will continue to work with community groups and partners to coordinate and promote community led initiatives to commemorate Canada’s 150th. A proposed one-time grants program will enable local groups to plan and deliver community led initiatives and events. In addition, the Tourism and Culture Division will collaborate with key partners in the delivery of initiatives which directly further City objectives. The Tourism and Culture Division will continue to work with other City Departments and Divisions to encourage, align and promote civic led initiatives under the *Hamilton Celebrates Canada 150* brand. Programming is anticipated to peak with

¹ Canadian Capital Cities Organization. Project Canada 150: Connecting Canadians & Celebrating Canada in 2017, 2012., http://ccco-occ.ca/ieadmin/files/Canada_150_connecting_Canadians_and_celebrating_Canada_in_2017.pdf

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Hamilton’s Canada Day celebration on July 1, 2017. This work will be coordinated by a Staff Working Group. See Appendix “B” to Report PED15087 for the Staff Working Group Terms of Reference.

Hamilton Celebrates Canada 150 will allow the City of Hamilton to leverage additional revenues from newly announced federal funding programs, attract sponsorship for signature initiatives, create tourism opportunities, build capacity in the community to plan and delivery events, programs and projects, provide an opportunity for expression of national and local pride, and leave a tangible legacy for future generations.

Alternatives for Consideration – See Page 9

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: Pending Council approval, staff will submit a 2016 Capital Budget request for funding. Estimated costs are outlined in Table 1 below:

Table 1

	2016 Expense Item	Estimate	Notes
1.	HAMILTON CELEBRATIONS		
a)	Enhanced Canada Day	\$50,000	Programming and Fireworks
b)	Community Grants for Hamilton Celebrations in 2017	\$100,000	Seed funding to support Sesquicentennial initiatives for approximately 50 projects up to \$2,000 each
2.	HAMILTON STORIES		
a)	Partner Based Initiatives	\$100,000	Enhanced and new partnership based initiatives. Potential partners include Hamilton Public Library, Hamilton Waterfront Trust, Post-Secondary Institutions and Parks Canada.
b)	Community Grants for Hamilton Stories in 2017	Included as part of \$100,000 estimate for Hamilton Celebrations (1.b)	

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3.	HAMILTON PLACES		
a)	Legacy Project 1 - Waterfront	\$100,000	James Street North Gateway - an approved sub-project of the Harbour West Redevelopment - enhances public realm
b)	Legacy Project 2 - Waterfront	\$75,000	Adaptive Reuse of existing “Varnish Shed” as public gathering space - an approved sub-project of the Harbour West Redevelopment
c)	Legacy Project 3 – Public Art	\$250,000	Site and theme to be determined
d)	Community Grants for Hamilton Places in 2017	Included as part of \$100,000 estimate for Hamilton Celebrations (1.b)	Neighbourhood based place-making initiatives
4.	PROGRAM COORDINATION		
a)	Engagement Campaign	\$25,000	Logo package, brand guide, website header and page design, online public engagement template, print ad design and content development
b)	Staffing and employment related costs	\$190,000	One 24 month contract
c)	Contingency	\$50,000	
	TOTAL	\$940,000	

The capital costs identified in Table 1 may be offset by other funding sources that will be investigated prior to the 2016 Capital Budget process:

- **Canada 150 Fund** - The goal of the federal Canada 150 Fund is to create opportunities for Canadians to participate in activities that contribute to building a sense of pride and attachment to Canada. Coordinated by the Department of Canadian Heritage, the Fund supports such projects as celebratory activities and events; interpretive programming and tours; and programming and community

building activities and events. The Fund will support up to 100% of eligible expenses however the level of cash or in-kind support from other sources will be taken into consideration during the assessment process. There is no deadline.

- **Sponsorship / Naming Rights** - Following approval, the *Hamilton Celebrates Canada 150* initiative will be forwarded to Enterprise Management and Revenue Generation, Corporate Services for consideration as part of that Section’s revenue generation activities. For example, opportunities may exist for sponsoring the enhanced Canada Day celebrations or naming rights for the legacy project(s)
- **Public Art Reserve** – Public Art Reserve Fund Account (No. 108044)

Staffing: One FTE for a period of 24 months is recommended.

Legal: There are no legal implications associated with the recommendations in Report PED15087.

HISTORICAL BACKGROUND

- On June 26, 2013, Council approved a City of Hamilton Sesquicentennial Initiative to celebrate Canada’s 150th Anniversary in 2017 (PED13110). In addition, Council approved the establishment of an Advisory Committee to lead this initiative with support from staff from the Tourism and Culture Division, Planning and Economic Development Department. The Council approval included the direction to staff to prepare the Terms of Reference for the Steering Committee. Council authorized the Advisory Committee to develop “a high level strategy for the City’s Sesquicentennial Initiative for presentation to the General Issues Committee.” Identification of funding was to be part of the high-level strategy.
- On November 13, 2013, Council approved the Terms of Reference for the 2017 Sesquicentennial Steering Committee (PED13171). An upset limit of \$25,000 to support the work of the Committee to develop the Sesquicentennial Strategy was referred to the 2014 Capital Budget process and was approved.
- A \$365,000 request, as part of the 2015 Capital Budget process, was not approved. As of May 2015, \$3,439.70 has been spent on meeting expenses and consultation fees.
- In fall 2014 the Sesquicentennial Steering Committee was struck and the Committee held its first meeting on October 23, 2014. Following delivery of an internal survey, the Committee held a facilitated session on March 18, 2015 to develop a draft vision statement and guiding principles for the celebration, attached as Appendix “A” to Report PED15087.

- A Terms of Reference, attached as Appendix “B” to Report PED15087, is developed for a Sesquicentennial Staff Working Group. This working group, made up of City of Hamilton staff will liaise with the Steering Committee and guide the implementation of City-led *Hamilton Celebrates Canada 150* initiatives.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

Hamilton Celebrates Canada 150 aligns with the City of Hamilton’s vision and furthers other corporate policies and strategies, for example: Setting Sail: Secondary Plan for West Harbour and The Neighbourhood Action Strategy.

Implementation of *Hamilton Celebrates Canada 150* meets the following goals from the Council approved Cultural Plan: Build Community Identity, Pride and Image; Encourage Welcoming Communities; and Quality of Life Quality of Place.

RELEVANT CONSULTATION

- Sesquicentennial Steering Committee:
 - Councillor Terry Whitehead
 - Councillor Sam Merulla
 - Pat Saunders
 - Erin Dunham
 - Todd White
 - Gary Warner
- Manager, Neighbourhood and Community Initiatives, Community and Emergency Services Department
- Acting Manager, Neighbourhood and Community Initiatives, Community and Emergency Services Department
- Senior Project Manager, Economic Development, Planning and Economic Development Department
- Senior Advisor, General Manager’s Office, Planning and Economic Development Department
- Art in Public Places Coordinator, Tourism and Culture, Planning and Economic Development Department
- Acting Manager, Arts and Events, Tourism and Culture, Planning and Economic Development Department

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- Cultural Projects Specialist, Tourism and Culture, Planning and Economic Development Department
- Senior Project Manager, Tourism and Culture, Planning and Economic Development Department
- Project Manager, Tourism and Culture, Planning and Economic Development, Department
- Marketing and Promotions Officer, Tourism and Culture, Planning and Economic Development Department
- Manager, Waterfront Development, Public Works Department
- Director, Finance, Administration and Revenue Generation, Corporate Services Department
- Advisor, Mayor’s Office
- Corporate Communications Officer, Communications, City Manager’s Office
- Executive Director, Hamilton Waterfront Trust
- Manager, Partnerships and Outreach, Hamilton Public Library
- Partnering and Engagement Officer, Southwestern Ontario Field Unit, Parks Canada.

ANALYSIS AND RATIONALE FOR RECOMMENDATIONS

The recommended approach for *Hamilton Celebrates Canada 150* is in keeping with the federal approach to citizen led celebration and the City of Hamilton’s commitment to citizen engagement.

The vision, informed by the work of the Sesquicentennial Steering Committee is: “A commemoration of Canada’s 150th birthday which unites community in celebrating the stories and places of Hamilton.” The Guiding Principles developed by the Steering Committee have shaped the approach to the three theme areas: Hamilton Celebrations; Hamilton Stories; and, Hamilton Places.

BRAND IDENTITY - The entire celebration will be branded and promoted under a *Hamilton Celebrates Canada 150* campaign. A strong striking visual identity, including a logo, will brand the celebration and its civic and community components.

ENGAGEMENT CAMPAIGN - The *Hamilton Celebrates Canada 150* campaign will creatively engage citizens in a dialogue about Hamilton’s history and unique nation-building contributions and encourage people to share their own stories: both objectives will directly support the themes of Hamilton Stories and Hamilton Places. Social media, web and other channels will be used to increase awareness of the sesquicentennial and to promote and encourage participation in civic and community events and initiatives. Overall corporate promotion will be led from the City Manager’s office and the corporate social media account and website. The Tourism and Culture Division’s social media accounts and web pages will be the platform for dialogue and content sharing as well as promotion of community-led initiatives. For example, the campaign could share 150 Hamilton historical facts or gather stories over 150 days. The content will be curated and shared through various channels including social media; web; and video and will include the ability for citizens to up-load content. A hashtag such as #HamOnt150 can be used to help generate awareness and interest in *Hamilton Celebrates Canada 150* events and activities.

COMMUNITY GRANTS - A one-time funding program for community grants was identified by the Steering Committee as a strategic priority for the City’s sesquicentennial celebrations. The framework for the program will be similar to the successful Bicentennial and Pan Am grant programs and will be administered by the Tourism and Culture Division. The community grants program will provide up to \$2,000 to community groups to create their own meaningful celebrations of national and local pride and related projects in support of all three themes. Potential projects under the *Hamilton Celebrates* theme could include a neighbourhood street party; a video project could further the theme of Hamilton Stories; and a community garden may be an initiative proposed under Hamilton Places. The program would be launched in late 2016 to support activities in 2017. The Engagement Campaign will promote participation in the funding program and in community awareness of local events and activities. The *Hamilton Celebrates Canada 150* visual identity would brand the community programming.

LEGACY PROJECTS – The legacy project(s) from *Hamilton Celebrates Canada 150* align with the Hamilton Places theme as they will enhance the public realm.

The Steering Committee identified public art as a suitable legacy project. Subsequent to approval of funds, the commissioning of public art would follow the process outlined in the City of Hamilton’s Public Art Master Plan.

Cross departmental consultation among staff has confirmed that there are several planned capital projects which are suitable legacy projects for the 2017 celebration year in that they are discrete projects that substantially contribute to the public realm. Approved as part of the Harbour West Redevelopment, these projects include:

- Pedestrian Gateway to the Waterfront at James Street North and adjacent open public space; and,

- Adaptive reuse of the “Varnish Shed” as multipurpose covered public gathering space in the Pier 6 Artisan Village area. This is a former Port Authority work building.

Currently planned for design and construction over 2017 - 2018, either, or both projects, could be accelerated to align with the 2017 celebration year. Although funded for design and construction within the Harbour West Redevelopment, the requested additional dollars will allow for completion to the point of public unveiling and use.

ENHANCED CIVIC PROGRAMMING - There is tremendous opportunity to align and enhance existing corporate initiatives with the spirit of Canada 150 celebrations, specifically the corporate Canada Day celebration at Bayfront Park and programming of Hamilton’s civic museums.

Enhancement of Hamilton’s annual Canada Day event aligns with the findings from the national consultation in which Canadians identified Canada Day celebrations as a desirable focus for sesquicentennial activities. An augmented fireworks display and additional programming at Bayfront Park will be the peak of Hamilton’s civic celebrations and will further the theme of Hamilton Celebrations.

In addition, programming at Hamilton’s civic museums will also address national and civic pride and tell Hamilton stories. For example, the restoration of Dundurn Castle National Historic Site was a legacy project of Canada’s 1967 celebration; a valued local cultural asset, Dundurn will be celebrating the important role of Sir Allan Napier MacNab as well as the site’s 50th year as a civic museum.

PARTNER INITIATIVES - Partner based initiatives will expand the themes of Hamilton Stories and Hamilton Celebrations.

The City of Hamilton is a partner of the Hamilton Public Library’s Digital Storytelling Project. This project, launched in November 2014, uses technology and digital tools to create, gather and share digital stories. This project can be expanded to include the gathering and sharing of digital stories relating to national and civic pride in support of Canada’s sesquicentennial. Collaboration with other partners, accessed through such initiatives as Global Hamilton, Neighbourhood Strategy, Youth Advisory Committee, Seniors Strategy and so on are a means to access broad representation of the community and encourage the telling and sharing of a range of stories.

ALTERNATIVES FOR CONSIDERATION

Alternative 1 – Deliver a modest program including an engagement campaign, grants program and enhanced Canada Day event. No legacy projects.

Financial: There is a \$270,000 cost to Alternative 1 of Report PED15087.

Staffing: There is a \$95,000 12-month contract staffing implication with Alternative 1 of Report PED15087.

Legal: There are no legal implications with Alternative 1 of Report PED15087.

Policy: There are no policy implications with Alternative 1 of Report PED15087.

Alternative 2 – Deliver a minimal program including an engagement campaign, and enhanced Canada Day event. No legacy projects.

Financial: There is a \$150,000 financial cost to Alternative 2 of Report PED15087.

Staffing: There is a \$95,000 12-month contract staffing implication with Alternative 2 of Report PED15087.

Legal: There are no legal implications with Alternative 2 of Report PED15087.

Policy: There are no policy implications with Alternative 2 of Report PED15087.

Alternative 3 – Deliver an enhanced Canada Day event only. No legacy projects.

Financial: There is a \$50,000 financial cost to Alternative 3 of Report PED15087.

Staffing: There are no staffing implications with Alternative 3 of Report PED15087.

Legal: There are no legal implications with Alternative 3 of Report PED15087.

Policy: There are no policy implications with Alternative 3 of Report PED15087.

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

- 1.1 Continue to grow the non-residential tax base.
- 1.2 Continue to prioritize capital infrastructure projects to support managed growth and optimize community benefit.
- 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

- 2.1 Implement processes to improve services, leverage technology and validate cost effectiveness and efficiencies across the Corporation.
- 2.2 Improve the City's approach to engaging and informing citizens and stakeholders.
- 2.3 Enhance customer service satisfaction.

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 Celebrates Canada 150*

Appendix “B” – Staff Working Group Terms of Reference

CBJ/ro