



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

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	March 2, 2016
<b>SUBJECT/REPORT NO:</b>	Feasibility of Delivering an Annual Hamilton Arts Week Program (PED16051) (City Wide) (Outstanding Business List Item)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Ken Coit (905) 546-2424 Ext. 6281
<b>SUBMITTED BY:</b>	Jason Thorne General Manager Planning and Economic Development Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That the City of Hamilton, in partnership with the Hamilton Arts Council, deliver a 2016 Hamilton Arts Week Program, outlined in Appendix “A” to Report PED16051, at a cost of up to \$25,000, to be first funded from the Planning and Economic Development Department surplus, then the Corporate surplus, and lastly the Tax Stabilization Reserve, if required;
- (b) That the Mayor and City Clerk be authorized and directed to execute a Partnership Agreement between the City of Hamilton and the Hamilton Arts Council for the delivery of a 2016 Hamilton Arts Week Program, in a form Satisfactory to the City Solicitor;
- (c) That staff be directed to submit a request for \$25,000 in annual funding for a Hamilton Arts Week Program to the 2017 Operating Budget process for consideration.

**EXECUTIVE SUMMARY**

This report is generated in response to the following Council direction from May 13, 2015:

That staff be directed to investigate the feasibility of the delivery of an annual Hamilton Arts Week Program, in partnership with the Hamilton Arts Council, during the first week of June, and report to the General Issues Committee.

The Hamilton Arts Council held the inaugural Hamilton Arts Week celebration from June 1-7, 2015. The week coincided with the annual City of Hamilton Arts Awards, the 100 in 1 Day event and involved 50 arts events across the City. These events were promoted through a co-ordinated media campaign in partnership with The Hamilton Spectator.

A partnership agreement between the City and the Hamilton Arts Council for the presentation of a Hamilton Arts Week will ensure the growth of this event.

***Alternatives for Consideration – See Page 4***

### **FINANCIAL / STAFFING / LEGAL IMPLICATIONS**

**Financial:** A total of \$25,000 would be made available to the Hamilton Arts Council, through a partnership with the City, to facilitate the growth of Arts Week, to be funded first from the Departmental surplus, then the Corporate surplus, and then the Tax Stabilization Reserve, if required. This funding is not a grant for the Hamilton Arts Council.

**Staffing:** None

**Legal:** None

### **HISTORICAL BACKGROUND**

From June 1-7, 2015, the Hamilton Arts Council held the inaugural Hamilton Arts Week celebration. The week was timed to coincide with the annual City of Hamilton Arts Awards, which took place on June 4. It featured a launch event at the Hamilton Public Library, an Arts Awards after party at the Steel Lounge, and participation in the first 100 in 1 Day event – a global festival of civic engagement where small ideas bring big change. Also, the Hamilton Arts Council invited Hamilton arts groups to share information about events happening during Arts Week and promoted over 50 events, some recurring, both to its audiences through a media campaign and online calendar, and more broadly through a media partnership with The Hamilton Spectator.

Given short timelines and the absence of Council direction for participation in the 2015 Arts Week, the Tourism and Culture Division contributed to Arts Week by ensuring that the Arts Awards after-party, which was a fundraiser for the Arts Council, was well promoted to all attendees of the City of Hamilton Arts Awards gala event.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

None.

## **RELEVANT CONSULTATION**

Executive Director, Hamilton Arts Council

Manager, Finance and Administration Division, Corporate Services Department

Financial Planning and Policy Division, Corporate Services Department

## **ANALYSIS AND RATIONALE FOR RECOMMENDATIONS**

Municipal Arts Week celebrations provide an opportunity to promote and celebrate the arts on a city-wide basis, build community pride and showcase the community's quality of life and diversity to its citizens, visitors and investors. These celebrations have been a part of the annual arts calendar in many communities. They are most successful when there is an abundance of public programming that can engage both new and existing audiences.

There are two primary goals for Hamilton Arts Week:

- To build awareness and participation in the arts in Hamilton, including formal Council recognition of the importance of the arts in Hamilton and its associated benefits to the community and positive city building; and,
- Alignment with the City of Hamilton Cultural Plan Transformational Goals:
  - Culture as an Economic Engine
  - Downtown Renewal
  - Quality of Life Quality of Place
  - Build Tourism
  - Neighbourhood Revitalization
  - Build Community Identity, Pride, and Image
  - Encourage Welcoming Communities
  - Creativity for All.

In its inaugural year, Hamilton Arts Week achieved these goals in a modest way. Using existing resources, the Hamilton Arts Council was able to implement a basic Hamilton Arts Week Program that depended heavily on its alignment with the Arts Awards and the 100 in 1 Day event, and its partnership with The Hamilton Spectator. The Hamilton Arts Council, in partnership with the City, hopes to grow Hamilton Arts Week, but without additional resources, its success will continue to depend on existing events, its media partners, and the willingness of arts organizations to offer public programming during that week.

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The Arts Council estimates that it would require \$25,000 in additional funding administered through the establishment of a partnership agreement to accomplish the following:

- Support the establishment of a Hamilton Arts Week Steering Committee with diverse representation from the arts community;
- Implement enhanced launch and close events featuring paid artist animations to enhance the public profile of Hamilton Arts Week;
- Undertake additional promotion to enhance public awareness of Hamilton Arts Week including a program brochure, event signage, and additional paid advertising; and,
- Administration costs.

In addition to this funding, the Tourism and Culture Division would ensure maximum alignment of relevant City programming with Hamilton Arts Week, and would provide the Hamilton Arts Council with promotional support for Hamilton Arts Week through its existing promotional channels. The Director of Tourism and Culture, or her designate, would sit as a member of the Arts Week Steering Committee, and would regularly meet with staff from the Hamilton Arts Council to ensure effective management of the partnership agreement.

This funding has the benefit of building the capacity of the Hamilton Arts Council to achieve its mission of advocating, communicating, and mediating for the arts and the role of the arts in the community of Hamilton. With sufficient resources for a more robust implementation, Hamilton Arts Week has the potential to enhance the standing of the Arts Council and the arts community in Hamilton and beyond.

**ALTERNATIVES FOR CONSIDERATION**

**Alternative 1: Align existing relevant City programs and resources**

Working in partnership with the Hamilton Arts Council the Tourism and Culture Division could ensure maximum alignment of already existing City programming, such as the Arts Awards with Hamilton Arts Week, and could provide the Hamilton Arts Council with promotional support for Hamilton Arts Week through its existing promotional channels. This type of support would be similar to the contribution to Hamilton Arts Week by the Tourism and Culture Division in 2015.

This alternative would continue the current level of support but not aid in creating significant growth of the Hamilton Arts Week Program or in building the capacity of the Hamilton Arts Council.

**Financial:** None  
**Staffing:** None  
**Legal:** None

**Alternative 2: Provide City staff to support Arts Week and create additional programming**

Council could provide additional funding to the Tourism and Culture Division to enable the development of new City-led programming to support the growth of Hamilton Arts Week. The Hamilton Arts Council would continue to be the lead organization for Arts Week, chairing a steering committee that would include the Director of Tourism and Culture or her designate and representatives from other arts organizations. A City Cultural Projects Specialist would also attend steering committee meetings, and would work closely with the steering committee on the development of programs, in partnership with the Hamilton Arts Council.

Winterfest provides a good model for this approach; it has a community-based steering committee and a dedicated Cultural Projects Specialist who both delivers programs and coordinates a calendar of community events that take place over the course of a week. Where Winterfest differs from Arts Week is that it is a program of the City, whereas Arts Week is a partnership program with the Hamilton Arts Council.

Using Winterfest as a model, the total resources required for the Tourism and Culture Division to provide additional programming is \$78,100, broken down as follows:

- \$48,100 to support the hiring of a 0.5 FTE Cultural Projects Specialist;
- \$15,000 to implement new programming to enhance the public profile of Arts Week; and,
- \$15,000 to undertake additional promotion to enhance the public profile of Arts Week.

**Financial:** A total of \$78,100 would be required to implement Alternative 2.

**Staffing:** A 0.5 FTE for a Cultural Projects Specialist would be added to the existing staff complement in the Tourism and Culture Division.

**Legal:** 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 Citywide 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 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.*

**APPENDICES AND SCHEDULES ATTACHED**

N/A

KC/ro