




Hamilton

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

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	June 15, 2016
SUBJECT/REPORT NO:	City of Hamilton Events Office Formalization (PED16136) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Bridget MacIntosh (905) 546-2424 Ext.4514
SUBMITTED BY:	Jason Thorne General Manager Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That staff be directed to formalize the name of the City of Hamilton Events Office.

EXECUTIVE SUMMARY

Under the Tourism and Culture Division, the Events Section serves as a "one-stop shop" to co-ordinate municipal services for events and to produce civic events. Informally, the Section has been referred to, by internal and external stakeholders, as the Events Office for several years. The descriptor "Events Office" has worked well for identifying the work included in this field.

The purpose of this report is to request that the Tourism and Culture Events Section be named the City of Hamilton Events Office with its identifying logo. Corporate Communications has been consulted and has confirmed that this approach follows City of Hamilton Corporate Brand Guidelines. Using the term "Office" is consistent with other sections in Tourism and Culture such as the Film and Music Office. Also, several cities in Canada have adopted the term "Events Office" as a recognized descriptor for municipal event services.

Formalizing the use of the "Events Office" name will allow us to be consistent with how we are currently identified both within and outside the Corporation and it ensures that we remain and are perceived as being "Open for Business".

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

In June 2015, the Arts Events, and Grants Section of Tourism and Culture was dissolved and replaced with two new stand-alone program sections. One of these new sections created was called the Events Section, although often referred to as the Events Office.

The Events Section is responsible for the operation of:

- Winterfest;
- Canada Day Celebration;
- The Canadian Pacific (CP) Holiday Train;
- Holiday Tree Lighting;
- Decoration Day;
- Dieppe Memorial Day;
- East Hamilton Decoration Day;
- Hamilton Garrison Parade and Service;
- Hamilton Remembrance Day Service;
- Ancaster Remembrance Day; and,
- Glanbrook Remembrance Day.

The Events Section provides event delivery contract management and facilitation for the following:

- Victoria Day Fireworks;
- Seven Sundays Concert Series; and,
- Remembrance Day Services (Stoney Creek, Waterdown, and Dundas).

The Events Section has also been directed to deliver large scale one-off event projects such as:

- The State Funeral for the Honourable Lincoln Alexander;
- Tall Ships Hamilton; and,
- The inaugural Building Momentum Hamilton Event.

The Events Section is the administrative centre for the City's Special Event Advisory Team (SEAT). SEAT is the City's interdepartmental event approval body that processes over 400 applications each year from external event organizers seeking to hold their event outside on City property. SEAT ensures that all events have the necessary permits and permissions in place to ensure that events are healthy and safe

for all involved. Events Section staff not only process the applications but provide services such as one-to-one assistance in navigating the SEAT process, individualized responses and direction following SEAT applications, additional assistance in reviewing events before the application is approved, and provision of resources (online guidelines, open houses, etc.).

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

Corporate Communications Officer-Digital Media, Communications, City Manager's Office

- There were no concerns with the Tourism and Culture Division's desire to formalize the name of the City of Hamilton's "Events Office".

Communications Officer, General Manager's Office, Planning and Economic Development Department

- There were no concerns with the Tourism and Culture Division's desire to formalize the name of the City of Hamilton's "Events Office".

ANALYSIS AND RATIONALE FOR RECOMMENDATION

By formalizing the use of the name "Events Office" we also remain:

- Consistent with how we are currently perceived and identified both within and outside the Corporation;
- Align with the Planning and Economic Development Department's "Open for Business" approach to service delivery. As we continue to use the City of Hamilton "Events Office" term, staff and members of the public can readily identify us as the place to go within the Corporation to obtain information about holding an event or to receive information on the civic events produced by the City; and,
- Consistent with how other municipalities identify their event operations within the Corporation. Many municipalities incorporate the term "office" into the name of the section that is responsible for event producing, permitting and facilitation. Examples are provided in the chart below.

MUNICIPALITY	EVENT SECTION NAME
City of Burlington	Festivals and Events Office
City of Brampton	Festivals and Special Events Office
City of Toronto	Special Events Office
City of Edmonton	Civic Events Office

ALTERNATIVES FOR CONSIDERATION

N/A

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

- 2.1 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

3.3 Improve employee engagement.

3.4 Enhance opportunities for administrative and operational efficiencies.

APPENDICES AND SCHEDULES ATTACHED

N/A

BM/ro