



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

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	September 7, 2016
SUBJECT/REPORT NO:	Hamilton Walk of Fame (PED16188) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Ken Coit (905) 546-2424 Ext. 6281
SUBMITTED BY:	Jason Thorne General Manager Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That Tourism and Culture Division staff undertake a survey of businesses, community groups and individuals in the arts, entertainment and community building sectors in the City of Hamilton to determine their level of interest in contributing to a Hamilton Walk of Fame through taking the leadership of the program, funding, sponsorship and/or in-kind services and report back to the General Issues Committee on the viability of a community-led Hamilton Walk of Fame Program.

EXECUTIVE SUMMARY

This report has been prepared in response to the Council direction of September 2, 2015.

Walks of Fame can be an effective tool for building and celebrating community pride. In our review of similar programs in other communities it became evident that the local community and businesses played an important role in their success. Given the current strength and growth of the arts and entertainment sector in Hamilton, staff is recommending outreach to the community to determine the viability of a community-led Hamilton Walk of Fame Program. If a community-led program is viable the details of the program can be developed by the community in consultation with the City of Hamilton.

Alternatives for Consideration – See Page 5

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

This report has been prepared in response to the Council direction of September 2, 2015:

That staff be directed to review the options of having a Walk of Fame for the Entertainment Industry in the City of Hamilton including, but not limited to:

- type of composition (such as a structure, or sidewalk, or Parkette, etc.);
- categories;
- identify partners;
- celebrations and ceremonies;
- fundraising opportunities;
- proposed budget (capital and operation);
- administration;

and report back to the General Issues Committee.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

This recommendation is in keeping with the following goals and recommendations of the Council approved Cultural Plan, *Transforming Hamilton Through Culture 2013*:

Goal: Build Community Identity, Pride and Image

Recommendation: Recognize and celebrate achievement in culture

Action: 9.1 Work with sectoral stakeholders to develop or enhance recognition programs and events.

Goal: Encourage Welcoming Communities

Recommendation: Develop and facilitate cultural programing

Action: 10.5 Encourage and support the community to develop events, programs and celebrations of Hamilton.

RELEVANT CONSULTATION

Hamilton Public Library Administration Central Branch regarding The Hamilton Gallery of Distinction.

City of Brampton, Urban Design and Public Buildings regarding the Brampton Arts Walk of Fame.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Walks of Fame can be an effective tool for building and celebrating community pride. They typically involve a series of markers in a sidewalk or along a wall in a prominent public location tied to the entertainment industry. Honourees are selected by a committee of community and industry stakeholders against a set of pre-determined criteria. In order to promote the honouree and the community an elaborate unveiling event and/or gala performance is held.

Community-led Walk of Fame Program

The community plays an important role in the Walk of Fame programs we reviewed for this report. Community or business groups either run the program or take a role in partnership with local government. The Canada Walk of Fame in Toronto is run by a charity which is governed by 12 Directors representing business and entertainment interests and is funded through donations and event ticket sales. The Arts Walk of Fame in Brampton is a project of the former Brampton Arts Council in partnership with the municipality and is funded by the municipality. The Hollywood Walk of Fame is led by the Hollywood Chamber of Commerce and funded via fees charged to the honourees for each star and a heritage foundation. Based on this review, staff is recommending that a community-led option be evaluated for implementing a Walk of Fame Program in Hamilton. The current strength and recent growth of the arts and entertainment sectors in Hamilton and limited City resources support this recommendation.

If approved, Tourism and Culture staff will survey community groups and individuals in the arts, entertainment and community building sectors such as; the members of the Music Strategy Implementation Team, CORE Entertainment, Carmen's, Supercrawl, The Hamilton Arts Council, The Chamber of Commerce and The Downtown and International Village B.I.A.s. The survey will seek to determine the level of interest of these groups to contribute to a Hamilton Walk of Fame Program by taking a leadership role, providing direct funding or providing in-kind services in addition to their recommendations for preferred categories, location, a celebration event and fundraising opportunities.

Alignment to Other Recognition Programs

City of Hamilton Arts Awards

The City of Hamilton currently recognizes members of the entertainment industry through the Dance and Performing Arts, Music, Theatre, and Lifetime Achievement categories of the annual City of Hamilton Arts Awards. These awards have a local focus and do not have a category to specifically recognize those artists with a connection to Hamilton that have been successful at the national or international level. Therefore a Walk of Fame Program that recognizes performers for their success beyond Hamilton would not conflict with the current Arts Awards Program.

Hamilton Gallery of Distinction

The Hamilton Gallery of Distinction (the Gallery) is a community-led program founded in 1984 by eight local organizations including the City of Hamilton and Chamber of Commerce. The program is led by a committee of representatives from some of those organizations and is administered by The Hamilton Public Library. It is funded through the in-kind work and sponsorship in addition to ticket sales for its annual Awards Dinner. The Gallery recognizes citizens who, through their achievements have gained honour, recognition and distinction locally, Provincially or internationally and in doing so have strengthened the profile of our community. The inductees are recognized in portrait gallery at the Central Library and on-line.

While the Gallery has recognized citizens with accomplishments in the arts and entertainment, that is not its focus. It awards success in a wide range of fields such as; commerce, science, politics, philanthropy, etc. A Walk of Fame Program that focuses on arts and entertainment and provides permanent recognition in an outdoor public place could augment the work of the Gallery of Distinction.

Possible Locations

There are several locations that may be considered for a Walk of Fame such as:

- Those parts of Bay Street, King Street and Summers Lane connecting First Ontario Place to Hamilton Place;
- King William Street between James Street North and the Dofasco Centre for the Arts at Ferguson Avenue;
- Gore Park; and,
- Commonwealth Square.

These locations suggest that markers would be installed in the sidewalk. These types of installations require extra care and maintenance due to the freeze - thaw cycle and use of salt on the sidewalks. Additional consideration would be required to develop a design in keeping with the urban rail system, the current standard for Downtown sidewalks.

Markers could also be installed on a wall such as the blank walls of the Hamilton Convention Centre and Hamilton Place along King Street West, Summers Lane and Main Street West.

A preferred location should be determined by staff in consultation with those community and business groups leading the project.

ALTERNATIVES FOR CONSIDERATION

City-led Walk of Fame Program

Council could provide additional funding to the Tourism and Culture Division for the development of a City-led Walk of Fame Program.

This alternative is similar to models used for the Arts Awards, Public Art Calls and the Tourism Awards. City staff would work with the community to select a group of volunteer citizens and stakeholders to advise on the program, to select those to be recognized and to help secure sponsors and plan a gala event.

The total resources required for the Tourism and Culture Division to undertake the program is \$140,000 broken down as follows:

0.5 FTE Staff support	50,000
Design of Marker*	7,500
Advertising	5,500
Annual Maintenance	1,000
Fabrication and installation of 2 markers	16,000
Gala Event**	60,000
Total	\$140,000

*This is a one-time expense.

**This expense may be offset by ticket sales and sponsorships.

Financial: A total of \$140,000 would be required to implement this alternative.

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: 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

- 1.5 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

N/A

KC/ro