

Appendix A: Event Strategy City Goals and Roles

Event Strategy Goals:

1. Enhance customer service through continuous improvement of City event related processes and assist event organizers in navigating through these processes;
2. Balance public safety and resources while strategically supporting and growing the events sector;
3. Develop and enhance public spaces* for the use of events, which supports quality of life, place making, and tourism;
4. Produce, manage, deliver and/or contract out and measure high quality civic events that are safe and accessible; inclusive and welcoming; creative; and support the Corporate Strategic Plan’s priority of Culture and Diversity; and,
5. Leverage the City Enrichment Fund as a means to support and promote resident-facing events.

*prioritization of City-wide parks and City Hall forecourt

Event Strategy Roles:

Roles	Scope of Work	Leads/ Resources
Customer Service	<p>Annual review of Special Events Advisory Team (SEAT) processes and implementation of continuous improvement solutions in response to end user (customer) needs.</p> <p>Ensure that event organizers are provided with a one-stop and open for business approach that helps them navigate through the City’s events processes in a customized, clear, proactive, and timely manner and offers self-serve online tools to aid in community organizers’ planning and understanding of City requirements.</p>	Events Office and SEAT
Regulator	<p>Co-ordinate the regulation of events that take place outdoors on City property to:</p> <p>(1) ensure the health and safety of residents and visitors;</p> <p>(2) maintain and enhance internal processes and procedures that support great customer service for event planners;</p> <p>(3) protect and preserve City assets; and,</p> <p>(4) enhance and maintain the coordination of SEAT</p>	Tourism and Culture Division (Events Office) and SEAT

Roles	Scope of Work	Leads/ Resources
Producer	<p>to ensure internal efficiencies.</p> <p>Plan, manage, deliver and/or contract out and evaluate annual, grandfathered events that only include:</p> <ul style="list-style-type: none"> • 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; • Glanbrook Remembrance Day; • Seven Sundays; and, • Victoria Day Fireworks. <p>Production or co-ordination of any additional events to those listed above will be brought forward to Council for consideration to determine additional resourcing and implications (financial, staffing etc.).</p>	Tourism and Culture (Events Office) and Local Event Organizers
Service Provider	<p>Support events in City-owned public spaces* by identifying customer needs (i.e. amenities, design of space) for improvements to existing spaces and the development of new ones.</p> <p>Promotion of resident-facing events via the City’s website (i.e. potentially creating/enhancing a community events calendar).</p>	<p>Environmental Services, LAS, Facilities Management and Capital Programs, and Tourism and Culture Divisions (Events Office) and SEAT</p> <p>Corporate Communications and IT/Web</p>
Funder	Provide financial resources through City Enrichment Fund (CEF) for funding events.	Corporate Services Department and Tourism and Culture Division