



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Economic Development Division

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| TO: | Mayor and Members General Issues Committee |
| COMMITTEE DATE: | March 22, 2017 |
| SUBJECT/REPORT NO: | NOSH - Hamilton's Culinary Festival (PED17039) (City Wide) (Outstanding Business List Item) |
| WARD(S) AFFECTED: | City Wide |
| PREPARED BY: | Michael Marini (905) 546-2424 Ext. 1781 Kristin Huigenbos (905) 546-2424 Ext. 4110 |
| SUBMITTED BY: | Glen Norton Director, Economic Development Planning and Economic Development Department |
| SIGNATURE: | |

RECOMMENDATION

- (a) That staff be directed to encourage the private sector restaurant operators in the City to adopt, plan and execute annual NOSH events during Small Business Week to promote the culinary industry in Hamilton;
- (b) That the item respecting Feasibility Assessment of an Annual Culinary Entrepreneur Event be identified as complete and removed from the General Issues Committee Outstanding Business List.

EXECUTIVE SUMMARY

On February 24, 2016, Hamilton City Council directed the following: That staff in the Economic Development Division be directed to place a focus on celebrating and promoting Hamilton's culinary entrepreneurs as part of Small Business Week 2016 and conduct a feasibility assessment of an annual event accordingly and report back to the General Issues Committee.

As a result, staff from the Economic Development Division, with assistance from the Tourism and Culture Division and City Manager's Office, planned and executed Hamilton's first ever culinary week - entitled NOSH during the week of October 17 to 23, 2016.

This event proved to be extremely successful with over 50 events, which spanned the greater City attracting significant media coverage. This included features in The Globe

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and Mail and Blog TO, reaching a National and Greater Toronto Area (GTA) audience which highlighted one of Canada's hottest culinary scenes.

One of the keynote events for NOSH Hamilton was the kick-off event, "Chef-War" which featured ten of Hamilton's top Chefs in a three-hour cooking competition. This event drew 400 people and was the signature event run by the Economic Development Division.

Funding for the NOSH event was leveraged through Federal, Provincial, Municipal and Private Sector partnerships.

Alternatives for Consideration – See Page 4

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: Modest Federal, Provincial and Municipal contributions have been identified for NOSH 2017.

Staffing: The Economic Development Division has staff who could provide marketing support for this Festival. However, day-to-day planning / execution in the months leading up to and the week of (in particular Chef-War) are beyond the staffing resources of the Division, without incurring overtime costs.

Legal: N/A

HISTORICAL BACKGROUND

With the approval of the City of Hamilton's Economic Development Action Plan in December 2016, there is a greater focus on "quality of place" as a determining factor as to where investment dollars are spent. Coupled with this, Hamilton's small business environment is growing exponentially with culinary investments a driving force behind not only the turnaround of many business improvement areas and the Downtown in particular, but has also been a driving force behind positive impressions of Hamilton itself - particularly from a GTA audience.

To that end, the City of Hamilton's Economic Development Division has continuously hosted culinary tours of Hamilton to national media and GTA social media influencers that have generated much excitement about the small business scene in the City. The next step then was a week-long food Festival celebrating the culinary scene - which was directed by Council in February 2016.

NOSH (North Hamilton, including all the lower City, the Outlying communities, and South Hamilton, including Glanbrook, Binbrook, and Mount Hope) then was created to

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satisfy this Council direction, but greater than that, provided a highly organized mechanism for the Corporation to celebrate and promote the importance of Hamilton's culinary scene and the small business owners who are driving change.

In the planning stages of NOSH, it was hoped that there would be five to seven events (approximately one per day) to show vitality and excitement around the Festival. By the end of NOSH, there were over 50 events - a staggering number in light of the fact that there was no budget allocated or staffing resources to support this initiative. Much as it has assisted in the growth of the culinary sector, social media played a large role in getting the word out about the Festival and the ways to participate.

Coupled with this, Hamilton's local media were instrumental in amplifying the latest news about the Festival. Not only was there media coverage from radio, print, and television, but there was also media support from the Blog TO, which was extremely helpful in sharing the news with a GTA audience.

In the end however, the largest pressure was not financial, as Government and Private Partnerships alleviated nearly all cost requirements, but staffing. Clearly, there was great enthusiasm and participation from Hamilton and beyond for this Festival and there should be no reason why it cannot continue year-after-year. However, the signature event, Chef-War, proved to be a strain on staffing resources.

That is why it is recommended that Chef-War be left to the Private Sector. This is for two important reasons: one; the Private Sector has the overwhelming experience in planning and executing culinary events on a grand scale, and two; the Economic Development Division does not have adequate resources to dedicate to the planning and execution of this event beyond the scope of the current Work Plan.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

N/A

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The Executive Summary Section of this Report contains general analysis of the overall recommendations.

ALTERNATIVES FOR CONSIDERATION

That the Economic Development Division continue to lead this Festival and find staffing resources internally without adding any PTE or FTE complement. This alternative is not recommended.

That the Festival be given entirely to the Private Sector - with the understanding that no one may come forward to take on such a task. This alternative is not recommended.

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

APPENDICES AND SCHEDULES ATTACHED

NA

MM/KH:dt