



INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	March 22, 2017
SUBJECT/REPORT NO:	Beach Crawls (PED17047) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Bridget MacIntosh (905) 546-2424 Ext. 4514
SUBMITTED BY:	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

Council Direction:

On June 22, 2016, Council approved the following motion:

“That staff be directed to establish Beach Crawls throughout the summer months to encourage residents and non-residents to access and enjoy the City of Hamilton’s Beaches in conjunction with the arts community and food truck industry.”

Information:

There is a perception that all of Hamilton’s beaches are unsafe for swimming and recreational use. This perception is not accurate. Council is supportive of creating an event(s) to encourage citizens and visitors to be aware of and enjoy our local beaches.

There are six beaches in Hamilton open to the public. Three are administered by the City of Hamilton (Beach Boulevard Beach, Confederation Beach and Van Wagner’s Beach), two by the Hamilton Conservation Authority (Fifty Point Conservation Area Beach and Christie Conservation Area Beach), and one by the Niagara Peninsula Conservation Authority (Binbrook Conservation Area Beach).

The Tourism and Culture Division undertook research and held consultations with key stakeholders to compile options to support the intent of Council’s direction.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

Option 1: Awareness Program

- Using the City's existing marketing channels, an awareness program be developed to highlight the six Hamilton beaches. This program will utilize: Tourism Hamilton's website with a dedicated web page promoting Hamilton beaches www.tourismhamilton.com with images and directions and the City of Hamilton Twitter account @cityofhamilton. A display will also be mounted at the Visitor Centre to encourage beach usage.

Financial: N/A

Staffing: N/A

Legal: N/A

Pros: Opportunity to highlight each beach as a local asset.

Cons: No actual event.

Option 2: Awareness Program and Six Beach Days (regular admission applicable)

- Awareness program (Option 1); and,
- Establish a series of six Saturdays in 2017 as "Beach Days" to promote and program one beach in Hamilton each Saturday. Programming could consist of games and activities such as Hula Hoop Contests, Sand Castle Building Competitions, Volleyball Games, and Frisbee Games, etc. Please note admission fees to certain beaches would still be applicable.

Financial: Estimated minimum cost of \$6,750:

- Staffing costs - \$6,000; and,
- Programming materials - \$750.

Staffing: A part-time Program Coordinator would need to be hired to coordinate activities for designated "Beach Days".

Legal: N/A

Pros: Opportunity to highlight each beach as a local asset.

Cons: Financial resources for staffing and materials not within existing budget.

Option 3: Awareness Program and Six Beach Days (free admission)

- Awareness program (Option 1);
- Establish a series of six Saturdays in 2017 as “Beach Days” to promote specific beaches in Hamilton; and,
- Provide free admission to the beach, if applicable.

Financial: Estimated minimum cost of approximately \$28,000:

- Staffing costs - \$6,000;
- Programming materials - \$750; and,
- Admission fee reimbursement - \$21,000.

Staffing: A part-time Program Coordinator would need to be hired to coordinate activities for designated “Beach Days.”

Legal: N/A

Pros: Opportunity to highlight each beach as a local asset.

Cons: Financial resources for staffing, materials, and admissions not within existing budget.

Option 4: Private Sector to Produce Beach Crawls

The City may issue a Request for Information (RFI) through Centralized Procurement. An RFI can be used to determine if there is sufficient vendor interest to justify proceeding with a competitive procurement process and to gain additional information on the Good and Service from the vendor community. This option would include a vendor operating an awareness campaign, developing six Saturdays in 2017 as “Beach Days” and produce an event, on the last beach day, that would include the arts community and food truck industry. Any resulting competitive procurement process will be issued in accordance with Policy # 5 – Determining the Procurement Process.

Financial: N/A

Staffing: N/A

Legal: N/A

Pros: Opportunity to highlight each beach as a local asset.

Cons: Financial resources for hiring a third-party not within existing budget.

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