

CITY OF HAMILTON

MOTION

Council: May 10, 2017

MOVED BY COUNCILLOR T. JACKSON.....

SECONDED BY COUNCILLOR D. SKELLY.....

WHEREAS, on September 28, 2016, Council approved Item 8 of the General Issues Committee Report 16-021, respecting Report PED16185 - Hamilton's Celebration of Canada's Sesquicentennial (Canada's 150th Birthday), with an overall capital budget of \$406,000 that included special events, a local community celebration funding assistance program (Hamilton Funding Program), administration, and marketing;

WHEREAS, \$100,000 of the City of Hamilton Sesquicentennial Celebration Program budget was allocated to the Hamilton Funding Program with an allowance maximum of \$2,000 per submission;

WHEREAS, the above Hamilton Funding Program was very successful in receiving approximately 114 eligible applications;

WHEREAS, the Hamilton Funding Program is currently short of funds to provide a meaningful allocation to all eligible applicants; and,

WHEREAS, staff is forecasting that overall the City of Hamilton Sesquicentennial Celebration Program will come in under budget by approximately \$106,000;

THEREFORE BE IT RESOLVED:

(a) That sub-section (a)(iii) of Item 8 of the General Issues Committee Report 16-021, respecting Report PED16185, Hamilton's Celebration of Canada's Sesquicentennial (Canada's 150th Birthday), be amended by deleting the dollar amount of "\$100,000" and replacing it with the dollar amount of **"\$200,000"**, to read as follows:

(iii) Community Small Grant Program to assist with community celebrations unique to Canada's Sesquicentennial (\$100,000) **(\$200,000)**; and,

(b) That sub-section (b) of Item 8 of the General Issues Committee Report 16-021, respecting Report PED16185, Hamilton's Celebration of Canada's Sesquicentennial (Canada's 150th Birthday), which reads as follows, be deleted in its entirety and the balance be renumbered accordingly:

~~(b) That one (1) temporary contract staff position be contracted to manage the marketing and grant program at the cost of \$106,000;~~

- (c) That sub-section (c) of Item 8 of the General Issues Committee Report 16-021, respecting Report PED16185, Hamilton's Celebration of Canada's Sesquicentennial (Canada's 150th Birthday), be amended by deleting the dollar amount of "\$406,000" and replacing it with the dollar amount of **"\$400,000"**, to read as follows:
 - (c) That a total budget of **\$400,000**, inclusive of all items listed in recommendations (a) and (b) outlined in Report PED16185, for the City of Hamilton Sesquicentennial Program be funded from the Tax Stabilization Reserve (110046);
- (d) That sub-section (d) of Item 8 of the General Issues Committee Report 16-021, respecting Report PED16185, Hamilton's Celebration of Canada's Sesquicentennial (Canada's 150th Birthday), be amended by deleting the dollar amount of "\$406,000" and replacing it with the dollar amount of **"\$400,000"**, to read as follows:
 - (d) That staff be directed to source any and all grants and other revenue and sponsorship opportunities to reduce the **\$400,000** budget requirements, wherever possible, for the City of Hamilton Sesquicentennial Program through either cash or in-kind contributions; and,

The Amended Motion, in its entirety, to read as follows:

8. Hamilton's Celebration of Canada's Sesquicentennial (Canada's 150th Birthday) (PED16185) (City Wide) (Item 8.3)

- (a) That the following modified City of Hamilton Sesquicentennial Program and the identified budget requests for each program area and temporary contracts, be approved:
 - (i) Enhanced Canada Day public programming at Bayfront Park such as, but not limited to, music, performers, family activities, and fireworks (\$50,000);
 - (ii) Dundurn @ 50 – various Sesqui related programming (Dundurn was Hamilton's 1967 Centennial Project) (\$50,000);
 - (iii) Community Small Grant Program to assist with community celebrations unique to Canada's Sesquicentennial (**\$200,000**); and,
 - (iv) Hamilton Celebrates Canada's Sesquicentennial Marketing Campaign to include, but not be limited to, a logo package, brand guide, website header and page design, on-line public engagement template, print ad design and content development, street banners, print and social media, dressing City Hall and listing of all Sesqui celebrations taking place across the City of Hamilton at a cost not to exceed \$100,000;

- (b) That a total budget of **\$400,000**, inclusive of all items listed in recommendations (a) and (b) outlined in Report PED16185, for the City of Hamilton Sesquicentennial Program be funded from the Tax Stabilization Reserve (110046);
- (c) That staff be directed to source any and all grants and other revenue and sponsorship opportunities to reduce the **\$400,000** budget requirements, wherever possible, for the City of Hamilton Sesquicentennial Program through either cash or in-kind contributions; and,
- (d) That, should any of the proposed programs for the City of Hamilton's Sesquicentennial celebration not come to fruition, the identified budget for that program be returned to the Tax Stabilization Reserve Account (110046), unless otherwise directed by Council.