

Hamilton Walk of Fame Survey Results

Tourism and Culture staff undertook this online survey at the direction of City Council. Sixteen businesses, community groups, and individuals in the arts, entertainment and community building sectors in Hamilton that may have the resources and interest to undertake a community-led Walk of Fame project were invited to participate. The survey was conducted between January 10 and February 1, 2018. All sixteen confirmed that they received the survey notice e-mail. Ten responses were received.

Introductory text

The City of Hamilton is consulting with businesses, community groups and individuals in the arts, entertainment and community building sectors to determine the viability of a community-led Walk of Fame project for Hamilton.

The following survey should take approximately 5 minutes to complete. You may submit it anonymously. Information collected will be provided to Hamilton City Council early in 2018 to inform their decision on a future possible Walk of Fame Program.

Overview

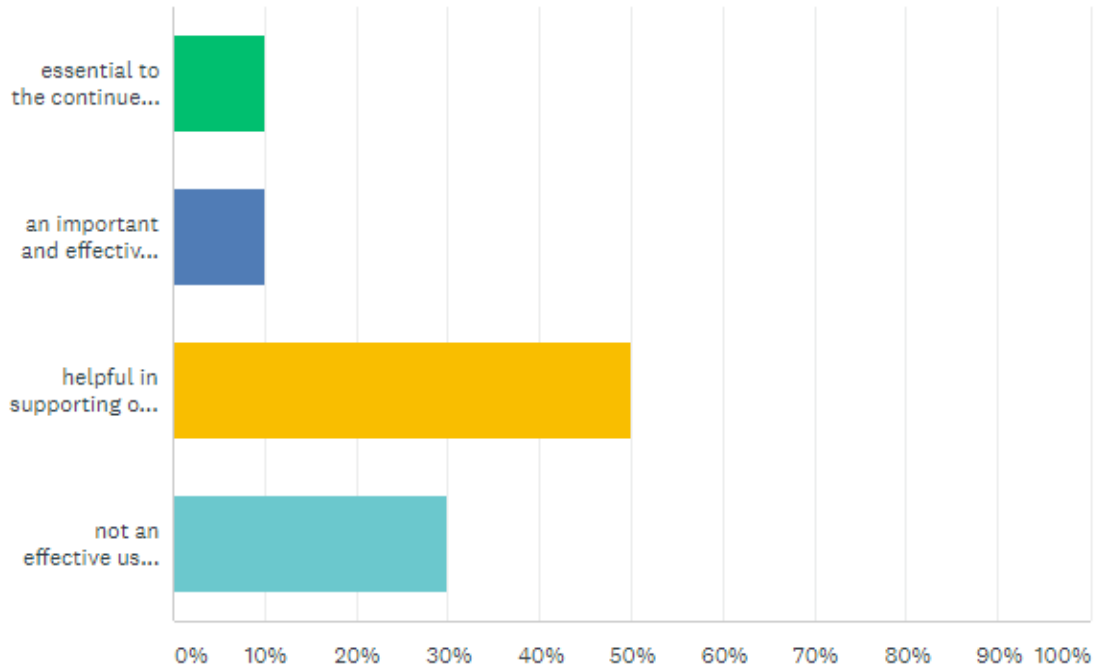
The Walk of Fame Program is intended to celebrate Hamiltonians or those with significant connections to Hamilton that have been successful on the national or international level in the performing arts. The program would involve a call for nominations, research, adjudication, the design and installation of 2-3 markers a year in a downtown public space and the planning and delivery of an annual celebration event. It is anticipated that the funding for the program would be generated from event ticket sales and both in-kind and direct sponsorship. The estimated funding required annually for this program has been initially estimated to be between \$80,000 and \$100,000.

Question 1

Responses: 10

Do you think that a Walk of Fame Program for Hamilton is: (please select one of the following)

- essential to the continued growth and success of Hamilton’s arts community and cultural industries and to building community pride. **1 selected (10%)**
- an important and effective tool for growing the City’s arts community and cultural industries while building community pride. **1 selected (10%)**
- helpful in supporting our arts community and cultural industries and in increasing community pride. **5 selected (50%)**
- not an effective use of resources that could be used in better ways to build community pride and support our arts community (*if selecting this option, please feel free to skip to question 6 and provide some short comments in relation to your selection*). **3 selected (30%)**



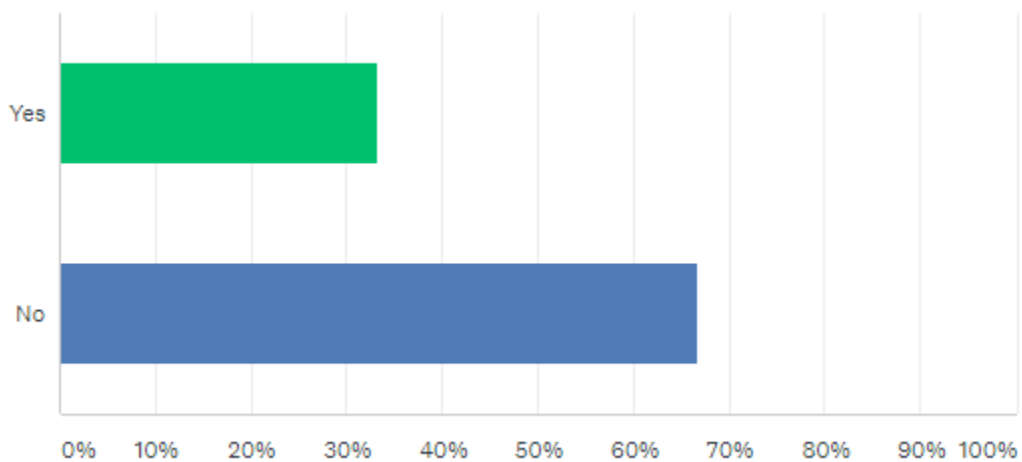
Question 2

Responses: 9

Would you or your organization want to take responsibility for developing, funding and implementing a Walk of Fame Program in Hamilton independent from the City?

Yes - 3 selected (33.33%)

No - 6 selected (66.77%)



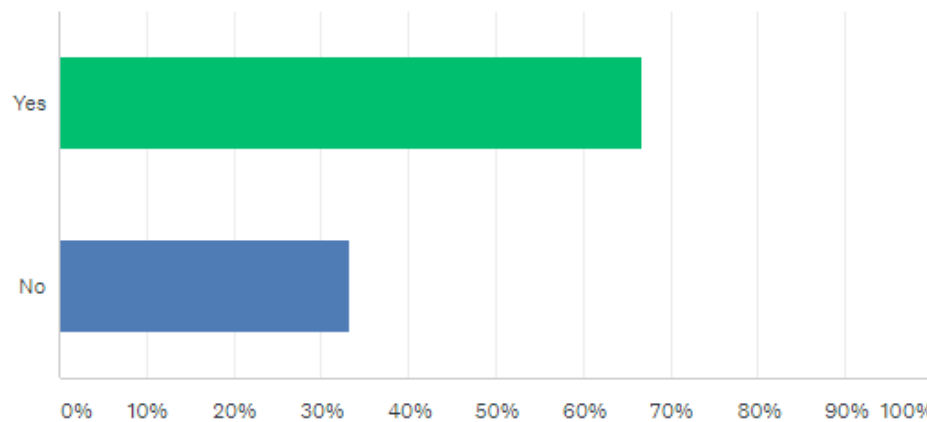
Question 3

Responses: 9

Would you or your organization want be a member of a committee responsible for developing, funding and implementing a Walk of Fame Program in Hamilton independent from the City?

Yes - 6 selected (62.5%)

No - 3 selected (37.5%)



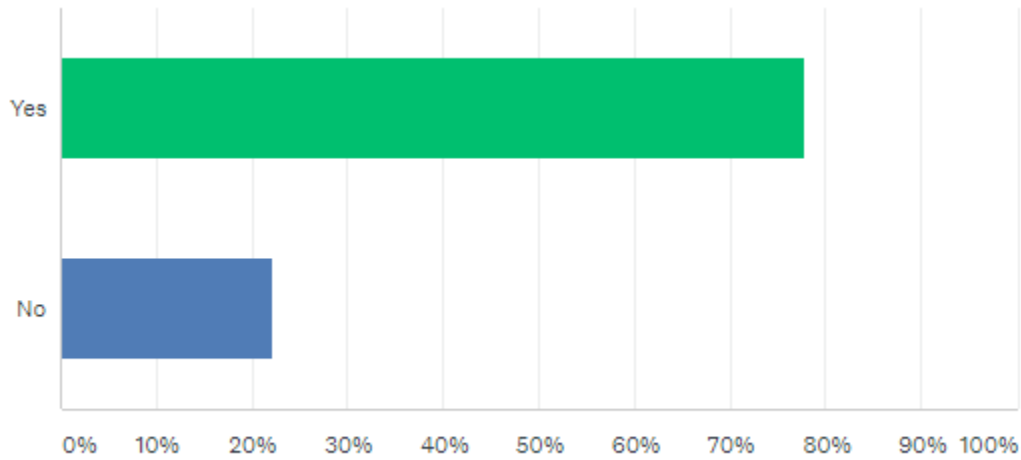
Question 4

Responses: 9

Would you or your organization consider providing in-kind support through allocating your or your staff's time and expertise and other services to a Hamilton Walk of Fame of Program.

Yes - 7 selected (77.78%)

No - 2 selected (22.22%)

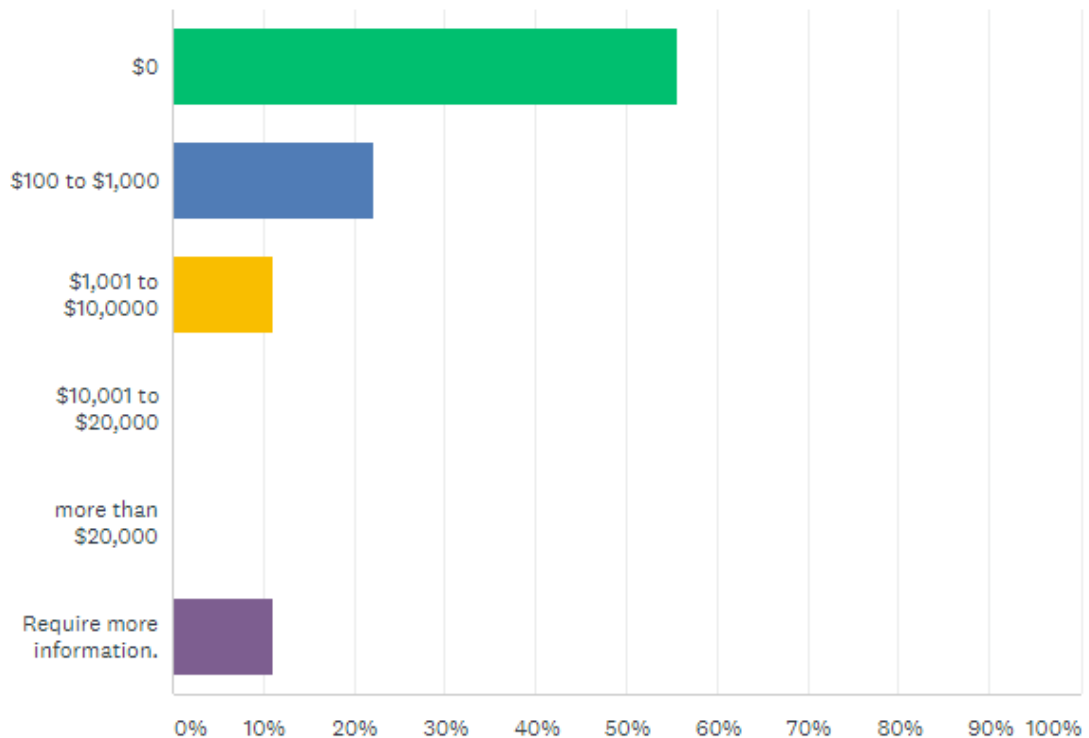


Question 5

Responses: 9

Would you or your organization consider funding a Hamilton Walk of Fame Program through direct funding or sponsorship in the following amount: (please select one)

- \$0 - **5 selected (55.56%)**
- \$100 to \$1,000 - **2 selected (22.22%)**
- \$1,001 to \$10,000 - **1 selected (11.11%)**
- \$10,001 to \$20,000 - **0 selected**
- more than \$20,000 - **0 selected**
- Require more information. - **1 selected (11.11%)**



Question 6

Responses: 3

Please provide any additional comments, concerns or suggestions.

"We do not have the staffing capacity nor budget to fully produce a walk of fame. Our participation in a walk of fame would be based on geographic location of the walk (i.e., Gore Park/King William)"

"We would be interested in being involved, but funding would be difficult for us to allocate if it wasn't in our boundaries."

"Should this go through we would be interested in learning more about a committee and the time investment before making a decision. Could this committee be tied into an already existing one?"

"I'm not supportive of this (I think the resources could be better spent, and I believe that the Gallery of Distinction should be made more prominent to fill this role), but you can keep me in the loop on future discussion." *

** Response provided by e-mail*