



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	March 21, 2018
SUBJECT/REPORT NO:	Hamilton Walk of Fame (PED16188(a)) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Ken Coit (905) 546-2424 Ext. 6281
SUBMITTED BY:	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

- (a) That Tourism and Culture Division staff be directed to work with area stakeholders and the Strategic Planning, Capital and Compliance Section staff as part of the Summers Lane Rehabilitation and Redesign project to determine appropriate designs and locations for future plaques that recognize Hamiltonians or those with meaningful connections to Hamilton that have achieved national or international fame in the performing arts;
- (b) That those areas identified as appropriate for locating plaques in the Summers Lane Rehabilitation and Redesign project become the preferred location for any future plaques honouring Hamiltonians or those with meaningful connections to Hamilton that have achieved national or international fame in the performing arts and that the selection, implementation, and funding of these plaques be undertaken in keeping with the City's current plaquing process.

EXECUTIVE SUMMARY

At the September 7, 2016 General Issues Committee (GIC) Tourism and Culture Division staff was directed to undertake a survey of businesses, community groups and individuals in the arts, entertainment and community building sectors in the City of Hamilton to determine their level of interest in contributing to a Hamilton Walk of Fame through taking the leadership of the program, funding, sponsorship and/or in-kind services and report back to GIC on the viability of a community-led Hamilton Walk of Fame Program (PED16188).

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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.

Tourism and Culture staff undertook an online survey of 16 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. Ten responses were received. Given the response to the survey, especially regarding a lack of interest in funding, staff determined that a large scale community-led Walk of Fame Program involving a gala, extensive nomination process, and custom-designed markers has limited viability at this time.

Staff is, therefore, recommending an option for a Walk of Fame along Summers Lane, an area already associated with the performing arts. The plaquing option takes advantage of existing City resources; coordination with a current capital project for the rehabilitation and redesign of Summers Lane and utilizing the plaquing program. An example plaque is attached as Appendix “B” to Report PED16188(a).

Alternatives for Consideration – See Page 5

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

Direction to review a Walk of Fame for Hamilton was originally provided by Council on September 2, 2015, as follows:

That staff be directed to review the options of having a Walk of Fame for the Entertainment Industry in the City of Hamilton including, but not limited to:

- type of composition (such as a structure, or sidewalk, or Parkette, etc.);
- categories;
- identify partners;
- celebrations and ceremonies;
- fundraising opportunities;
- proposed budget (capital and operating);
- administration; and

report back to the General Issues Committee.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

The Recommendation in Report PED16188(a) is in keeping with the following goals and recommendations of the Council approved Cultural Plan, Transforming Hamilton Through Culture 2013:

Goal: Build Community Identity, Pride, and Image;

Recommendation: Recognize and celebrate achievement in culture;

Action: 9.1 Work with sectoral stakeholders to develop or enhance recognition programs and events.

Goal: Encourage Welcoming Communities;

Recommendation: Develop and facilitate cultural programming;

Action: 10.5 Encourage and support the community to develop events, programs, and celebrations of Hamilton.

RELEVANT CONSULTATION

External

Tourism and Culture staff undertook an online survey of the following:

- The Hamilton Arts Council
- The Art Gallery of Hamilton
- Core Entertainment
- Sonic Unyon/Supercrawl
- Carmen's
- The Hamilton Public Library
- Mohawk College
- McMaster University
- The Hamilton Community Foundation
- The Hamilton Spectator
- Arcelor Mittal Dofasco
- First Ontario Credit Union
- The Hamilton Chamber of Commerce
- The Downtown Hamilton Business Improvement Area (BIA)
- The International Village Business Improvement Area (BIA)
- Evergreen (Hamilton)

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Internal

Manager, Heritage and Resource Management Section, Tourism and Culture Division,
Planning and Economic Development Department

Manager, Strategic Planning, Capital and Compliance Section, Energy, Fleet and
Facilities Management Division, Public Works Department

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Survey

Tourism and Culture staff undertook an online survey of 16 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. The survey was conducted between January 10 and February 1, 2018. All 16 confirmed that they received the survey notice e-mail. Ten responses were received. Complete survey results are attached as Appendix "A" to Report PED16188(a).

The majority of the respondents (6/10) thought that a Walk of Fame would be a helpful tool in supporting our arts community and cultural industries and in increasing community pride while three felt that it would not be a good use of resources. A majority (7/9) indicated that they would consider offering in-kind services and (6/9) would consider being part of a committee. However, a majority of the respondents (5/9) would not consider providing any direct funding to a Walk of Fame project and of those that did, two identified up to a maximum of \$1,000 and only one up to \$10,000 (note the survey that indicated the \$10,000 was submitted anonymously). Three respondents did show an interest in taking a leadership role for a Walk of Fame project, of these three, one remained anonymous; one noted that they have limited resources and the third did not reply to subsequent communication. All three suggested that they would consider providing a minimal funding contribution (less than \$1,000) or none.

Given the response to the survey and the results, especially regarding funding, staff determined that a large scale community-led Walk of Fame Program involving a gala, extensive nomination process, and custom designed markers has limited viability at this time.

Summers Lane

Summers Lane is named after actor, comedian, and producer Horatio George Summers. It is also the entrance for First Ontario Concert Hall (formerly Hamilton Place), the Convention Centre and the Hamilton Art Gallery. Summers Lane has, therefore, been associated with the arts and performing arts in Hamilton since the

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1970s. It also has, due to the nature of the buildings that define it, large areas of bare brick and concrete walls. Given the above and its proximity to City Hall and First Ontario Place, it seems an appropriate place to honour Hamiltonians famous for their success in the performing arts. A series of decorative plaques along the lane would also help to animate this important public space improving the experience for pedestrians and visitors to the convention centre, gallery and concert hall.

Plaque and Marker Program

Heritage plaques and markers have been produced in Hamilton for more than one hundred years, contributing to civic memory and a broad awareness of place and story in our communities. The Plaques and Markers Program of Hamilton's Tourism and Culture Division currently facilitate three plaque types: Commemorative; Heritage Recognition; and Designated Property. Commemorative and Heritage Recognition plaques are "picture and story" plaques, while Designated Property Plaques mark its architectural or built heritage. City funding is available for the production of three plaques annually.

Additional or special project decorative plaques may be requested where applicants provide the required funding. These plaques range from \$3,000 to \$5,000 to produce and install depending on the design.

ALTERNATIVES FOR CONSIDERATION

Alternative 1: Small Scale Community-Led Walk of Fame Program

Council could direct staff to engage with the survey respondents that indicated an interest in leading a Walk of Fame Program to offer advice and limited in-kind services to them in the planning and implementation of a small scale Walk of Fame Program.

Financial: N/A

Staffing: Tourism and Culture staff could provide limited in-kind services and advice.

Legal: Agreements may be required to host markers on City property.

Alternative 2: Walk of Fame as Part of the Arts Awards or Gallery of Distinction

Council could direct staff to review the current Arts Awards Program and liaise with Gallery of Distinction representatives to determine if either program could be augmented to include a Walk of Fame component and the additional resources required to achieve this.

Financial: Additional funding would be required depending on the scope of the program determined through the review.

Staffing: Additional staffing would be required depending on the scope of the program determined through the review.

Legal: Agreements may be required with the Gallery of Distinction depending on the scope of the program determined through the review.

Alternative 3: City-led Walk of Fame Program

Council could provide additional funding to the Tourism and Culture Division for the development of a City-led Walk of Fame Program.

This alternative is similar to models used for the Arts Awards, Public Art Calls, and the Tourism Awards. City staff would work with the community to select a group of volunteer citizens and stakeholders to advise on the program, to select those to be recognized and to help secure sponsors and plan a gala event.

Financial: A total of \$140,000 would be required to implement this alternative. See the detailed table below.

0.5 FTE Staff support	50,000
Design of Marker*	7,500
Advertising	5,500
Annual Maintenance	1,000
Fabrication and installation of two markers	16,000
Gala Event**	60,000
Total	\$140,000

*This is a one-time expense.

**This expense may be offset by ticket sales and sponsorships.

Staffing: A 0.5 FTE for a Cultural Projects Specialist would be added to the existing staff complement in the Tourism and Culture Division.

Legal: N/A

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.

Built Environment and Infrastructure

Hamilton is supported by state of the art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

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

Appendix “A” to Report PED16188(a) - Walk of Fame Survey

Appendix “B” to Report PED16188(a) – Plaque Examples and Possible Location

KC:ro