



INFORMATION REPORT

TO:	Mayor Fred Eisenberger and Members of Council
DATE:	April 18, 2018
SUBJECT/REPORT NO:	Canada Day – Operating Model (CM18010) (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Brian MacDonald Manager, Revenue Generation City Manager's Office
SIGNATURE:	John Hertel Director Strategic Partnerships and Communications City Manager's Office

2018 Canada Day – Operating Model

Since 2003, Tourism & Culture has managed and executed the City of Hamilton's Canada Day celebration held at Bayfront Park. In that time, Tourism & Culture have enhanced the event beyond just a fireworks display, to make it a marquee event in the City. As the event has evolved and with the support of the Strategic Partnerships & Communications team actively engaging sponsors, sponsorship interest has significantly increased which has expanded the scope of the event. An example of this operational expansion is the inclusion of name music acts into the day, in turn, requiring significant production resources (stage, sound production, act management, etc.)

A collaborative agreement between Tourism & Culture and Strategic Partnerships & Communications has been established to pilot a Revenue Generation led model for Canada Day celebrations in 2018. It is believed that this model will create event efficiencies while generating additional revenue streams for the City of Hamilton.

Since Canada Day 2016, the Revenue Generation section has been responsible for integrating sponsors and ensuring their expectations are met by providing a high level of executional service. With a collaborative operational model, there is an opportunity for Revenue Generation to showcase their expertise by adding enhancements that would be attractive to both the general public and the private sector and offer extensive opportunities for sponsors. By gaining additional sponsorship, the event will see growth and create additional revenue for the City of Hamilton.

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.

Revenue Generation will partner with Sonic Unyon, who will be responsible for all aspects of the event operation including entertainment, production, marketing, permits, staffing, etc. Sonic Unyon has extensive knowledge of the event based on their previous experience in managing the production and entertainment components in 2016 and 2017. By having this level of executional management in place, Revenue Generation will be able to focus on the strategic outlook of the event while managing sponsorships and creating a solid revenue stream for the City of Hamilton which is forecasted to be a \$50,000 contribution to the levy.

Revenue Generation will also be responsible for all pre and post internal and external follow up issues. Tourism and Culture will support in an advisory capacity only and not be responsible for operational activities.

A full assessment of this pilot approach will be completed in Q3 2018, and Committee will be provided a report in the new term of Council.

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