



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

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	May 16, 2018
SUBJECT/REPORT NO:	Transfer of Funds from Tourism Reserve (PED18106) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Carrie Brooks-Joiner (905) 546-2424 Ext. 4132
SUBMITTED BY:	Patti Tombs Acting Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That \$50,000 be transferred from the Tourism Convention Sports Events Reserve (112231) to Capital Project ID 7201758702 to fund expenses related to the 2018 Canadian Country Music Awards being hosted in Hamilton September 6 to 9, 2018.

EXECUTIVE SUMMARY

The City of Hamilton was awarded the 2018 Canadian Country Music Week and Awards Broadcast, September 6-9, 2018. The City of Hamilton and Canadian Country Music Association have signed a Host Contract, executed on May 29, 2017.

Transfer of these dollars from the Reserve to a Capital Project ID is necessary to meet financial operating requirements.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: Funds to be drawn from the Tourism Convention Sports Events Reserve (112231) and transferred to 2018 Canadian Country Music Award Capital Project ID 7201758702.

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

Tourism Hamilton's bid to host the 2018 Canadian Country Music Week was successful. This will be the 6th time that Hamilton has hosted the Canadian Country Music Week and Awards Broadcast, the most recent time was 2011.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

Manager, Finance and Administration (Corporate Services, PED, CMO), Corporate Services Department

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Tourism Hamilton's mandate is to increase the economic impact of tourism in Hamilton. This business attraction activity is in alignment with the approved City of Hamilton Tourism Strategy and Music Strategy.

The Hamilton Economic Development Action Plan 2016-2020 identifies tourism as one of eight key industry sectors. One of the stretch goals in the Action Plan is to:

- Attract five major events (like the JUNOs) that generate a total combined economic impact of at least \$50 million.

The 2018 Canadian Country Music Awards is one of those five confirmed events.

ALTERNATIVES FOR CONSIDERATION

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.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Healthy and Safe Communities

Hamilton is a safe and supportive city where people are active, healthy, and have a high quality of life.

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.

CBJ:ro