



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

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	August 13, 2018
SUBJECT/REPORT NO:	City of Music Logo – Delegated Authority (PED18146) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Debbie Spence (905) 546-2424 Ext. 3049
SUBMITTED BY:	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

- (a) That the Director, Tourism and Culture Division, Planning and Economic Development Department, be delegated the authority over the future use of the Hamilton City of Music logo, including but not limited to the managing of the licensing of the logo.
- (b) That the City Solicitor be authorized and directed to take all necessary steps to trademark the Hamilton City of Music logo.

EXECUTIVE SUMMARY

As part of the City of Hamilton’s Music Strategy (the Strategy) (PED14001), Council approved the development of the Hamilton Music City brand to increase the profile of music and contribute to the Strategy’s goal of growing audiences and appreciation of music by increasing the awareness of Hamilton as a music city.

The City of Hamilton has a responsibility to uphold the integrity of the Hamilton City of Music brand and the obligation to ensure residents, visitors and investors understand the importance of music to the economy and culture of Hamilton. The logo will be used for promotional opportunities (e.g. Mohawk College Career Day) and music-related programming with industry partners.

The purpose of this report is to obtain instruction to obtain formal intellectual property protection for the Hamilton City of Music logo, in the form of a trademark, and to

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.

delegate the authority over the future use of the Hamilton City of Music logo to the Director of Tourism and Culture.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: There are costs associated with the intellectual property protection process (e.g. trademark) including application fees which are required to be paid and which are estimated to be less than \$1,500. There are sufficient funds available in the existing Tourism and Culture Division budget to cover these costs.

Staffing: It is anticipated that the application for intellectual property protection will be prepared and submitted by City Legal Services staff.

Legal: It is anticipated that the intellectual property protection will take the form of a trademark. A registered trademark lasts 15 years and can be renewed. City staff will be monitoring the trademark and its use to determine how best to proceed with this trademark in the future.

HISTORICAL BACKGROUND

- January 2014: Council approves the City of Hamilton’s Music Strategy (PED14001)
- January 2016 – August 2016: Public consultation for the development of Hamilton as a music city brand
- Spring 2016: RFP C3-06-16 for Music Branding Strategy and Marketing Communications Plan. A copy of the logo is attached as Appendix “A” to Report PED18146.
- September 2017: Logo launched as part of Supercrawl

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

Solicitor, Legal Services Division, Corporate Services Department

Director, Strategic Partnerships and Revenue Generation Division, City Manager's Office

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The Hamilton City of Music logo is an important part of the Hamilton Music City brand and is currently in use. Appropriate intellectual property protection is anticipated to be in the form of a trademark. As well, it is necessary to ensure that the use of the logo is managed. Given that this logo is primarily used as part of the Tourism and Culture Division's initiatives, it is recommended that the Director of Tourism and Culture be delegated the authority to manage the future use of the logo.

Strengths and Economic Impacts of Music in Hamilton:

- Active, engaged and supportive music industry;
- Hosted 2015 JUNO Awards with an estimated economic impact of \$11.9 M;
- Annual economic impact of Supercrawl averages \$13 M;
- Garth Brooks' five concerts at FirstOntario Centre (March 2016) economic impact is estimated at \$9 M;
- 100+ live music venues;
- 20+ recording studios; and,
- When measuring the number of bands per million people, Hamilton comes in seventh place against cities such as Austin, Oxford, Nashville and Montreal (source Florida, Richard, 2012's Hottest Music Cities, According to SXSW, The Atlantic Cities, <https://www.citylab.com/design/2012/03/2012s-hottest-music-cities-according-sxsw/1517/>).

National and Provincial Economic Impacts:

- In Canada for 2010, the sound recording industry's estimated impact was approximately \$400 M;
- The average salary in the music industries in Canada is \$58,400 above the average of all industries at \$42,700;
- Ontario live music companies generated \$144 M in profits in 2013 from live music activities;
- Ontario's total economic impact of live music was \$1.2 B and live music companies contributed to \$432.4 M in taxes to all levels of government combined; and,
- 10,500 full-time jobs and 9,520 jobs due to tourism activity across Ontario.

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement and 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.

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 PED18146: City of Music Logo

DS:ro