



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division
and
HEALTHY AND SAFE COMMUNITIES DEPARTMENT
Recreation Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	May 15, 2019
SUBJECT/REPORT NO:	Transfer of Responsibilities for Festival and Event Application Intake and S.E.A.T. Coordination (PED19087/HSC19018) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Sharon Murphy (905) 546-2424 Ext. 4132 Chris Herstek (905) 546-2424 Ext. 4689
SUBMITTED BY: SIGNATURE:	Carrie Brooks-Joiner Acting Director, Tourism and Culture Planning and Economic Development Department
SUBMITTED BY: SIGNATURE:	Chris Herstek Director, Recreation Division Healthy and Safe Communities Department

RECOMMENDATION(S)

- (a) That the City Manager be authorized to transfer one Full-Time Equivalent (FTE) from the Tourism and Events Section of the Tourism and Culture Division of the Planning and Economic Development Department to the Recreation Division of the Healthy and Safe Communities Department, effective June 1, 2019;
- (b) That the Net Levy Base funding for 2019 in the amount of \$101,927, pro-rated to the date of employee transfer, will be transferred from the Tourism and Culture Division to the Recreation Division.

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.

EXECUTIVE SUMMARY

In consultation with senior leadership, the General Managers of the Planning and Economic Development Department and the Healthy and Safe Communities Department have identified that the transfer of responsibilities for the intake of Festival and Event Approval Applications and coordination of the Special Events Advisory Team (S.E.A.T.) from the Planning and Economic Development Department to the Healthy and Safe Communities Department will improve service delivery.

Since 2017 a continuous improvement approach within the Tourism and Culture Division has identified and implemented multiple improvements to the event approval process. The recommended change is reflective of additional efforts to improve the customer experience and make the process more efficient by aligning staff resources.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The Net Levy Base funding for 2019 in the amount of \$101,927, pro-rated to the date of employee transfer, will be transferred from the Tourism and Culture Division to the Recreation Division.

Staffing: There is no impact to the total City complement. This is a lateral shift involving one FTE, a Cultural Projects Specialist position. This transfer does not involve marked changes in the duties, responsibilities, skills needed or compensation.

Legal: N/A

HISTORICAL BACKGROUND

The S.E.A.T. Review report completed by Ginder Consulting in June 2016 examined the application and approval process and consulted with festival and event applicants, Tourism and Culture staff, and S.E.A.T. representatives from across the corporation. Many of the recommendations in the Review have been implemented and there were improvements in the applicant experience; a reduction in staff time spent on administration and increased efficiency of the review team.

At the July 10, 2017 GIC meeting, staff were directed to develop a “S.E.A.T. Light” model and make the application and approval process less onerous for applicants. (Special

Events Advisory Team (SEAT) Approval and Communication Processes (Report PED17112))

A joint Recreation and Tourism and Culture Lean Project conducted in 2017 identified specific improvements in the park booking process for applicants which were implemented over 2018.

Staff provided a Special Events Advisory Team (S.E.A.T.) Customer Service Improvement Review Update (Report PED1712(a)) to GIC on June 20, 2018 and outlined the customer service improvements that were implemented to date.

In December 2018 a new AMANDA based portal and simplified application form were launched.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

The recommended transfer satisfies the following corporate policy directive:

- Organization Restructuring (Policy No: HR-54-12).

RELEVANT CONSULTATION

- Human Resources Business Partner, Talent and Diversity Section, Human Resources, City Manager's Office
- Labour Relations Officer, Employee Health and Labour Relations, Human Resources, City Manager's Office
- Business Administrator-Planning and Economic Development, Financial and Administration, Financial Planning, Administration and Policy, Corporate Services Department.

ANALYSIS AND RATIONALE FOR RECOMMENDATION(S)

Hamilton has a long tradition of holding events for the enjoyment of the public and using public spaces for event activities. Events contribute significantly to the cultural, social and economic development wealth of the City.

Outdoor events held on City property (e.g. parks, open spaces and roads) require submission of an on-line Festival and Event Approval Application which is reviewed by the cross-corporate Special Events Advisory Team (S.E.A.T.). The review process ensures the health and safety of participants and city assets and confirms that the event organization has the required approvals, permits and insurance in place and that any applicable fees to the City are paid.

In 2018, Tourism and Culture processed 314 applications and coordinated the review by S.E.A.T. resulting in 719 days of events for the public. These tasks are coordinated by one Cultural Projects Specialist position in the Tourism and Events section of Tourism and Culture Division. The position liaises regularly with Recreation staff for all park bookings, rental fees, game day insurance coverage, fees and waivers, and space/use conflicts related to applications that are reviewed by S.E.A.T.

This transfer of the responsibilities for the intake of applications and coordination of S.E.A.T. from Planning and Economic Development Department to the Healthy and Safe Communities Department will further enhance the “one stop shop” access for the public and alignment of internal processes. Furthermore, as a sole-contributor, the position has no backup and draw on staff from other program areas to provide coverage when needed. The Recreation Division has multiple staff positions with the skill set and or access to information system to be able to provide continuous customer service in this area.

The transfer of this position to the Healthy and Safe Communities Department, Recreation Division aligns with our workplace culture pillar of sensational service and with our mission statement of providing high quality, cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

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.

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.

Our People and Performance

Hamiltonians have a high level of trust and confidence in their City government.

APPENDICES AND SCHEDULES ATTACHED

N/A

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