



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

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	October 16, 2019
SUBJECT/REPORT NO:	Victoria Day Celebration and Fireworks in Dundas (PED19181) (Ward 13)
WARD(S) AFFECTED:	Ward 13
PREPARED BY:	Pam Mulholland (905) 546-2424 Ext. 4514
SUBMITTED BY:	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION(S)

- (a) That the Mayor and Clerk be authorized and directed to execute a license and service agreement between the Dundas Valley Rotary Club Sunrise and the City of Hamilton, attached as Appendix "A" to Report PED19181, for the delivery of the annual Victoria Day Celebration and Fireworks for a one-year term beginning in 2020, with the option to renew for four subsequent years, in a form satisfactory to the City Solicitor, with the Dundas Valley Rotary Club Sunrise to be provided \$35,000 annually from the City of Hamilton for each year a license and service agreement is in place, to be funded from the Planning and Economic Development Department operating budget;
- (b) That the Victoria Day Celebration event license and service agreement fee increase of \$5,500 be added to the base budget in the Planning and Economic Development Department operating budget (Dept ID 709106) for 2020 and beyond.

EXECUTIVE SUMMARY

The City of Hamilton ("City") and the Dundas Valley Rotary Club Sunrise ("Rotary Club") have co-produced the Victoria Day Celebration and Fireworks ("event") in Dundas since 2011 under the terms of a license and service agreement ("agreement"). The existing agreement expires in 2019.

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.

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This free event, attended annually by approximately 16,000 people, takes place in the Dundas Driving Park on the May long weekend and includes children's activities, live music, food vendors and a professional fireworks display. The City does not deliver any other Victoria Day programming.

The City provided the Rotary Club with an annual fee of \$25,000 (2011 to 2014) and \$29,500 (2015 to 2019) to plan and deliver all programming, operational, health and safety event components. In 2019, the Rotary Club reported that over the term of the agreement costs have increased and that in 2019 the total event expenses of \$32,199 exceeded the provided fee.

The Dundas Valley Rotary Club Sunrise voted and assigned representatives at its June 2019 meeting to negotiate a new multi-year agreement with the City for the delivery of the event. Tourism and Culture Division staff met with members of the Rotary Club to complete a post-event review and discuss mutually beneficial terms and conditions of a potential renewed license and service agreement. The Rotary Club expressed interest in a renewed agreement for the delivery of the event in 2020 through 2024 pending Council approval. The Rotary Club is seeking an increase in the annual fee payable by \$5,500 to \$35,000 per year for the duration of the 2020-2024 agreement.

Staff recommend that the City enter into a new license and service agreement, a draft of which is attached as Appendix "A" to Report PED19181, with the Rotary Club to execute the event in 2020, with an option to renew for four additional years.

Alternatives for Consideration – See Page 5

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The requested fee exceeds the existing \$29,500 annual operating budget allocation for the event. There is a \$5,500 financial impact associated with the requested fee that will be absorbed through the Planning and Economic Development Department operating budget.

Staffing: N/A

Legal: Execution of an updated license and service agreement is required.

HISTORICAL BACKGROUND

The Victoria Day Celebration and Fireworks is a well-established, community-oriented event produced by the Rotary Club that takes place in the Dundas Driving Park on the May long weekend. This free event is attended each year by approximately 16,000 people

(weather dependant) and includes children's activities, live music on the performance stage, food truck vendors and a 20-minute professional fireworks display.

The event was produced by the former Town of Dundas staff and, after amalgamation, by City staff (2001 - 2010). The event partnership with the Rotary Club resulted from the City adopting a community delivery model for several municipal events.

Council approved the following reports and agreements with respect to the event:

- Report CS10040 transferred responsibility for the planning and implementation of the Victoria Day Celebration from the City to the Rotary Club for 2011;
- Report CS10040(a) authorized a three-year agreement with the Rotary Club to plan and deliver the event from 2012 to 2014 with an annual budget of \$25,000; and,
- Report PED14152 authorized a five-year agreement with the Rotary Club to plan and deliver the event from 2015 to 2019 with an annual budget of \$29,500.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

External

The Dundas Valley Rotary Club Sunrise

Internal

Solicitor, Legal and Risk Management Services, Corporate Services

Supervisor of Parks West, Parks and Cemeteries Section, Public Works Department

Chair, Special Events Advisory Team (S.E.A.T.), Recreation Division, Healthy and Safe Communities Department

Manager of Sports Policy and Allocation, Recreation Division, Healthy and Safe Communities Department

Acting Manager of Tourism and Events, Tourism and Culture Division, Planning and Economic Development Department

Manager, Finance and Administration (PED), Financial Planning, Administration and Policy, Corporate Services

ANALYSIS AND RATIONALE FOR RECOMMENDATION(S)

The Victoria Day Celebration and Fireworks event is the only City-sanctioned public fireworks display in Hamilton during the Victoria Day long weekend and is well attended.

The benefits of partnering with the Rotary Club are:

- cost savings for the City;
- community-led programming;
- access to an existing and experienced volunteer base; and,
- a collective local pride in the event.

The Rotary Club has successfully delivered this event on behalf of the City since 2011 and has met all requirements. The Rotary Club is a well-known service organization with an established program of activities. The Rotary Club demonstrated the capacity to respond to year-over-year increases in attendance by enriching programming, recruiting and training additional volunteers and enhancing operations (additional police, on-site first aiders, effective parking plans, by-law enforcement). The Club has developed an in-depth operational understanding with regards to event planning and execution.

In 2019, 70 Rotary Club volunteers contributed 458 hours to the event. In addition to volunteers completing day-of event tasks, the following volunteer roles led planning and development: Head of Security (liaison with Parks staff and Emergency Services), Volunteer Coordinator (recruitment, scheduling and retention of volunteers), Logistics Coordinator (fulfilling S.E.A.T. requirements, materials and service orders), Communications Coordinator and Treasurer. Considering the value of each volunteer role to the market value of the task, the monetary value of the Rotary Club's event volunteerism is estimated at \$9,746 (Ref: 2018 Custom Report "The Value of Volunteering in Canada", The Conference Board of Canada).

The cost of fireworks, City Parks staff and on-site Emergency Services account for 79% of expenses. The rationale for the annual fee increase of \$5,500 per year is based on:

- a 255% increase in annual attendance over nine years resulting in additional costs e.g. increased number of port-o-lets, enhanced security and traffic management services;

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- the average rate of inflation annualized over 5 years (2020-2024) which will result in increased costs to the event of 1.92% per year;
- additional safety measures to control vehicle access (e.g. water filled jersey barriers) and services of a management company to integrate this safety infrastructure on roads at the park entrances; and,
- Addition of temporary fencing to maintain the fireworks fallout zone following the demolition of Parkside High School in 2017.

A detailed outline of actual and projected expenditures associated with the event is attached as Appendix “B” to Report PED19181.

ALTERNATIVES FOR CONSIDERATION

Cancel the Event

Cancel the event for an annual cost savings of \$29,500 (based on 2019 fee). Not enter into a new agreement with a service provider.

Financial: By deciding not to fund the event through a third-party service contract, the event operating budget of \$29,500 could be assigned to other Tourism and Culture Division initiatives in support of the Cultural Plan.

Staffing: N/A

Legal: N/A

Policy: N/A

Pros: Cancelling the event would have the following positive result:

- Make City resources available to invest in other City priorities.

Cons: With annual attendance of 16,000, cancelling the Event would have the following adverse results:

- Loss of the only Victoria Day fireworks event in Hamilton enjoyed by residents and visitors that marks the city as a place that creates events to bring people together in celebration of community spirit and cultural heritage;
- Lack of free activities for families on a federal statutory holiday long weekend;

- Loss of opportunity to express community attachment and promote active lifestyle;
- Reduction in business opportunities and employment for performers, food vendors, equipment and service providers.

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.

Healthy and Safe Communities

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

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 PED19181 – Victoria Day Celebration Event License and Service Agreement

Appendix “B” to Report PED19181 – Victoria Day Celebration Event Budget 2020 to 2024

PM:ro