




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

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| <b>TO:</b>                | Mayor and Members<br>General Issues Committee   |
| <b>COMMITTEE DATE:</b>    | July 6, 2020  |
| <b>SUBJECT/REPORT NO:</b> | Placemaking Grant Pilot Program (PED20048) (City Wide)  |
| <b>WARD(S) AFFECTED:</b>  | City Wide   |
| <b>PREPARED BY:</b>       | Patti Tombs (905) 546-2424 Ext. 4693  |
| <b>SUBMITTED BY:</b>      | Carrie Brooks-Joiner<br>Director, Tourism and Culture<br>Planning and Economic Development Department |
| <b>SIGNATURE:</b>         |                     |

**RECOMMENDATION**

- (a) That the proposed Placemaking Grant Pilot Program as outlined in Appendix "A" attached to Report PED20048 be approved;
- (b) That the General Manager, Planning and Economic Development Department, and his authorized designates, be authorized to initiate, negotiate and execute all agreements and documents necessary to:
  - (i) Secure funding from The Patrick J. McNally Charitable Foundation (Foundation) for the Placemaking Grant Pilot Program;
  - (ii) Finalize grant agreements with the individuals and organizations funded to conduct the activities contemplated by the Pilot Program;

All such agreements being in a form satisfactory to the City Solicitor.

**EXECUTIVE SUMMARY**

The Patrick J. McNally Charitable Foundation is interested in fully funding a grant pilot program for community groups to animate public spaces across the City. The Foundation will provide a total of \$100 K in private funding for the pilot program.

Through the Placemaking Grant Pilot Program as outlined in Appendix “A” to Report PED20048, the City will facilitate the delivery of community-led projects that temporarily animate public spaces. This initiative falls within identified actions in the Cultural Plan and Economic Development Action Plan.

The Placemaking Grant Pilot Program would offer funding in 2021 to 2022 to local non-profit organizations and groups of residents for temporary placemaking projects. Projects would take place in 2021 through 2023. The Placemaking Grant Pilot Program will be coordinated by Tourism and Culture Division staff and can be launched in the fourth quarter of 2020. This pilot program does not duplicate the funding areas of the City Enrichment Fund.

Once the pilot program period is completed, staff will undertake an evaluation of the program and provide recommendations on next steps. Staff will continue to explore additional placemaking program options and funding opportunities in support of the development of a broader Animation Plan for Hamilton.

#### **Alternatives for Consideration – Not Applicable**

#### **FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

**Financial:** No funding is requested from Council.

**Staffing:** The pilot program will be administered using the existing staff complement.

**Legal:** Legal Services to be consulted as required on the funding agreements and any other agreements ancillary thereto.

#### **HISTORICAL BACKGROUND**

The Placemaking Grant Pilot Program supports Action 6.1 of the Council-approved Cultural Plan under the goal Quality of Life/Quality of Place which states: “deliver and facilitate programming and animation in the Downtown(s) and other public spaces”.

The Placemaking Grant Pilot Program supports a major action in the 2016 to 2021 Economic Development Action Plan under the Creative Cultural Industries area of focus: “Create a City of Hamilton Animation Strategy targeting the improvement of public space animation”.

#### **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

Not Applicable

## **RELEVANT CONSULTATION**

- Director, Strategic Partnerships and Communications, City Manager's Office
- Manager, Placemaking, Public Art and Projects, Tourism and Culture Division, Planning and Economic Development Department
- Project Manager, Sustainable Mobility, Transportation, Planning and Parking Division, Planning and Economic Development Department
- Manager, Parks and Cemeteries, Environmental Services Division, Public Works Department
- Manager, Neighbourhood Development, Children's Services and Neighbourhood Development, Healthy and Safe Communities Department

## **ANALYSIS AND RATIONALE FOR RECOMMENDATIONS**

Public spaces can be transformed and enlivened by animation projects. When public spaces are animated, they can change how people use and perceive a space and can be a catalyst for enhanced quality of life. The internationally regarded Project for Public Spaces organization defines placemaking as "a hands-on approach for improving a neighbourhood, city, or region that inspires people to collectively reimagine and reinvent public spaces as the heart of every community"<sup>1</sup>. Placemaking interacts with the unique geography, culture and heritage of a distinct place and is a way for residents to feel ownership of public space and use it in a way that is specific to community need.

The Tourism and Culture Division has secured the interest of a private foundation to provide funding of \$100 K over two years to support a Placemaking Grant Pilot Program. The Patrick J. McNally Charitable Foundation's mandate is to support the development of parks, outdoor spaces and buildings that provide opportunities for communities in Hamilton and Burlington to learn about, explore and enjoy nature, and to build community between neighbours.

The Placemaking Grant Pilot Program will support community-led projects that propose new ways of interacting with public spaces<sup>2</sup> to address issues or realize opportunities. Projects may be imaginative and playful or address larger, more serious issues. Applicants are encouraged to reimagine every day public spaces and propose place-

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<sup>1</sup> Project for Public Spaces, <https://www.pps.org/article/what-is-placemaking>

<sup>2</sup> Public Spaces are places publicly owned or of public use, accessible and enjoyable, by all for free. Public spaces are a key element of individual and social well-being, the places of a community's collective life, expressions of the diversity of their common natural and cultural richness and a foundation of their identity. (Adapted from The Charter of Public Space)

based temporary projects that are creative and experimental. Projects must be new or be a project that is being tested on a newer, larger scale.

The grants will be fully funded by the Patrick J. McNally Charitable Foundation. The role of the City will be to administer and coordinate the program which would be done using existing staff and resources.

The Placemaking Grant Pilot Program would offer grants in 2021 to 2022 to groups of residents and non-profit organizations for temporary placemaking projects. Grants would be available at two funding levels: approximately 20 grants over the two-year grant program of up to \$2,000 per project, and approximately two to four grants over the two-year grant program at \$5,000 to \$20 K per project. Additional grant details, including eligibility are attached as Appendix “A” to Report PED20048.

The Placemaking Grant Pilot Program will be coordinated by Tourism and Culture Division staff and can be launched in the fourth quarter of 2020. This grant program does not duplicate the funding areas of the City Enrichment Fund.

The Placemaking Grant Program was developed following these principles:

- Welcoming and Accessible: Offer free and inclusive programming that welcomes a wide range of people.
- Participatory and Meaningful: Reflect community values and actively engage citizens.
- Innovative and Authentic: Encourage creative and community partners to embrace the unique conditions, histories and possibilities to produce new place-based experiences.
- Collaborative and Creative: Unite diverse communities through shared immersive, artistic and learning experiences that are inspiring, surprising and memorable.

Once the pilot program period is completed, staff will undertake an evaluation of the program and provide recommendations on next steps. Staff will continue to explore additional placemaking program options and funding opportunities in support of the development of a broader Animation Plan for Hamilton.

## **ALTERNATIVES FOR CONSIDERATION**

Not Applicable

## **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.

**APPENDICES AND SCHEDULES ATTACHED**

Appendix “A” - Placemaking Grant Pilot Program

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