




CITY OF HAMILTON
PUBLIC WORKS DEPARTMENT
Environmental Services Division

TO:	Chair and Members Public Works Committee
COMMITTEE DATE:	September 21, 2020
SUBJECT/REPORT NO:	2020 Mum Show Admission Fee Reduction (PW20058) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Sam Scarlett (905) 546-2424 Ext. 3919
SUBMITTED BY:	Craig Murdoch Director, Environmental Services Public Works Department
SIGNATURE:	

RECOMMENDATION

That the City of Hamilton's 2020 Fall Garden and Chrysanthemum Show admission fees as approved by Council in the Tax Supported User Fees (FCS19092) be revised and reduced as noted in Table 1 - 2020 Mum Show Admission Fees, due to impacts from COVID-19 and restrictions put in place for the safety of visitors.

EXECUTIVE SUMMARY

The City of Hamilton's 2020 Fall Garden and Chrysanthemum Show (Mum Show) is planned to be held from October 23 to November 1, 2020. This is an annual themed event showcasing floral displays utilising a wide range of chrysanthemum varieties.

To minimize the spread of COVID-19 in the community, the Ontario Provincial Government, through the document 'A Framework for Reopening our Province', has implemented restrictions on many activities. Due to these restrictions, staff proposed a modified Mum Show for 2020 to the Emergency Operations Centre (EOC) which detailed health and safety protocols such as limits to gathering size, promotion of online ticket/time booking (still permitting walk-up admissions), contact tracing and increased venue sanitation. This proposal also included show modifications such as the removal of interactive displays, activity area, café, vendors, all events and programming. The proposal put forth by staff was approved by the EOC.

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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In response to the reduction in show size and scope, staff recommend that the Mum Show admission fees be reduced from what they are in the 2020 Tax Supported User Fees (FCS19092). The recommendation is to reduce admission fees from \$7.25 to \$5.00 for Adults, \$6.25 to \$4.00 for Children and Seniors and \$21.00 to \$14.00 for a family pass. The reduced admission fee for the 2020 Mum Show will result in an estimated reduction in budgeted revenues between \$8,400 and \$11,000 depending on the number of visitors. This recommendation of reduced fees is only applicable to the 2020 Mum Show.

Alternatives for Consideration – See Page 4

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The financial impact from the recommended reduction in Mum Show admission fees is an estimated decrease in budgeted revenues between \$8,400 and \$11,000 depending on the number of visitors.

Additionally, Mum Show related revenues are forecasted to be lower than budget due to an estimated significant reduction in visitors attending the event and cancelling of external vendors attending the show. It is not possible to determine what those reductions are as it will depend on several factors such as the number of active COVID-19 cases in the community, Provincial Guidelines in place at the time and the community's overall comfort with indoor events come the fall.

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

The Mum Show is held annually at the end of October in the Horticulture greenhouses located in Gage Park. In 2020, the event is planned to run from Friday, October 23 to Sunday, November 1. The 2020 Mum Show was intended to celebrate the 100th anniversary of the show. This commemoration has been postponed and a reduced show has been proposed by staff and approved by the EOC in August 2020.

In recent years, the event has attracted over 15,000 visitors over the duration of the 10 days it is open to the public. The Mum Show typically includes floral displays, guided tours, a café, interactive family activity area, vendors, daily events and programming. The 2020 Tax Supported User Fees (FCS19092) defined the admission fees and were set at \$7.25 for adults and \$6.25 for children and seniors, with family and group rates also available.

On July 20, 2020, the Ontario Government announced that the City could move into Stage 3 of the Ontario Framework for Reopening our Province as of June 24, 2020. Stage 3 allows for the easing of restrictions, larger gathering sizes and continued reopening of attractions and heritage institutions that were permitted in Stage 2 of the Provincial Reopening Plan. The recommended reduction in the admission fees is reflective of the reduced scope of the 2020 show.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

No policy implications or legislative requirements.

RELEVANT CONSULTATION

The Corporate Services Department, Financial Planning and Policy Division, Finance and Administration Section and the Planning and Economic Development Department, Tourism and Culture Division were consulted in the preparation of this report.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

As the result of Provincial restrictions and the City's efforts to minimize the spread of COVID-19, certain aspects of the 2020 Mum Show have been cancelled. These include all interactive displays such as the family area, café, various daily events and programming, and vendors.

The 2020 Mum Show will be a walk-through event with COVID-19 related health and safety protocols in place. Visitors will be able to book a time to visit in advance online and there will also be provisions for walk-up admissions. The maximum building occupancy will be monitored and used to restrict the total number of visitors to ensure there is adequate space for physical distancing at all times. Although visitors will still be treated to a large display of Mums and floral displays, the scope of the 2020 show is reduced compared with previous years to ensure the public's health and safety. Therefore, a decrease to the 2020 Mum Show admission fees as defined in the Tax Supported User Fees (FCS19092) is recommended to reflect the reduced scope of the show.

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Table 1 – 2020 Mum Show Admission Fees

Admission Category	2020 Admission Fees (with tax)	Recommended 2020 COVID-19 Admission Fees (with tax)
Mum Show Admissions – Adult (13 - 54 years old)	\$7.25	\$5.00
Mum Show Admissions – Seniors (55+ years old) and Children (6 - 12 years old)	\$6.25	\$4.00
Mum Show Admissions – Family Rate (2 Adults, 2 Children)	\$21.00	\$14.00

ALTERNATIVES FOR CONSIDERATION

- 1) No change to the Tax Supported User Fees (FCS19092) for the 2020 Mum Show admission fees.
Financial Implications: No impact
Staffing Implications: No impact
Legal Implications: No impact
- 2) Reduce the 2020 Mum Show Admission fees in the Tax Supported User Fees (FCS19092) to zero to allow for free entry.
Financial Implications: Estimated decrease in revenue of between \$24,500 and \$32,700, dependant on visitor numbers
Staffing Implications: No Impact
Legal Implications: No Impact

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.

Clean and Green

Hamilton is environmentally sustainable with a healthy balance of natural and urban spaces.

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

N/A