




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

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	December 9, 2020
SUBJECT/REPORT NO:	Event Service Provider for Christmas in Gore Park (PED20215) (Ward 2)
WARD(S) AFFECTED:	Ward 2
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

- (a) That the Mayor and City Clerk be authorized and directed to execute, on behalf of the City of Hamilton, a five-year service contract between the Downtown Hamilton Business Improvement Area (Downtown BIA) and the City to retain the services of the Downtown BIA to produce the Christmas in Gore Park Event beginning in 2021, with the option to renew at the City's discretion, and together with all necessary ancillary documents, with content acceptable to the Director of Tourism and Culture and in a form satisfactory to the City Solicitor;
- (b) That the five-year service contract between the Downtown BIA and the City of Hamilton for production of the Christmas in Gore Park Event include financial support to an upset limit of \$17 K for each year of the contract, to be funded from the Planning and Economic Development Department Operating Budget (Dept id 709120) in the amount of \$7 K and from the Public Works Department Operating Budget (Dept id 444076) in the amount of \$10 K; be approved.

EXECUTIVE SUMMARY

The City of Hamilton's Christmas in Gore Park Event (the "Event") includes the Christmas Tree of Hope Lighting and Concert in support of the 900 CHML, Y108 and 953 Fresh Radio Children's Fund ("the Children's Fund") which has been held annually for over 40 years.

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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On November 22, 2017, Council approved a three-year service contract between the City and the Downtown BIA to retain its services to produce the Event beginning in 2018.

The Downtown BIA successfully delivered the Event at Gore Park in 2018 and 2019 and will deliver the event virtually on Cable 14 on December 4, 2020 due to COVID-19 public gathering restrictions.

Staff recommend a new service contract with the Downtown BIA to an upset limit of \$17 K per year for a term of five years commencing in 2021, with the option to renew at the City's discretion. The \$17 K yearly funding is status quo with annual funding received during the three-year service contract (2018 to 2020).

Alternatives for Consideration – See Page 4

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: Funding for the \$17 K contract is to be accommodated within the Planning and Economic Development Department Operating Budget (Dept id 709120) for \$7,000 and the Public Works Department Operating Budget (Dept id 444076) for \$10 K.

Staffing: N/A

Legal: An Event service contract between the Downtown BIA and the City would be required, signed and executed by the Mayor and the City Clerk, with content acceptable to the Director of Tourism and Culture and in a form satisfactory to the City Solicitor.

HISTORICAL BACKGROUND

Gore Park was first decorated for Christmas in 1927. Since 1976, the annual Event has commenced with the Christmas Tree of Hope Lighting and Concert on the first Friday of December. Event components:

- An on-site radio broadcast campaign for the Children's Fund, a fundraiser that supports dozens of local organizations providing aid to Hamilton's most vulnerable residents;
- The official lighting of Gore Park's "Christmas Tree of Hope", a symbol of the public's collective effort during the holidays to improve the lives of Hamilton families;
- Animation of Gore Park through holiday decorations and family-friendly programming (e.g. music concert, craft market, food vendors, Santa visit, etc.); and

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- Holiday decorations and children’s programming continue in the park throughout December encouraging downtown visitation and shopping.

Prior to 2018, City staff produced the Event. In 2019, this event moved to third-party delivery.

The City entered a three-year service contract with the Downtown BIA (2018 to 2020) for it to manage Event programming, logistics, marketing and communications, including the extension of the family-friendly programming throughout December (e.g. Ferris wheel). The Public Works Department continued to source and install the Christmas tree and additional Gore Park holiday decorations.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

External

- Executive Director, Downtown Hamilton BIA
- Operations Manager, Downtown Hamilton BIA

Internal

- Director of Environmental Services, Public Works Department
- Manager of Parks and Cemeteries, Environmental Services Division, Public Works Department
- Business Administrator, Finance and Administration Section, Corporate Services Department
- Acting Manager, Financial Planning, Administration, and Policy Division, Corporate Services Department

ANALYSIS AND RATIONALE FOR RECOMMENDATION

An Event service contract between the Downtown BIA and City is recommended due to the following:

- The Event has social and community benefits for Hamilton, including raising funds

for the Children's Fund that supports dozens of local organizations providing aid to Hamilton's most vulnerable residents;

- The Downtown BIA has a proven track record in delivering the Event on behalf of the City; and
- The City has a strong collaborative working relationship with the Downtown BIA.

ALTERNATIVES FOR CONSIDERATION

That the City cease the production of the Event at Gore Park. The net savings to the City of not funding a service contract for delivery of the Event is \$17 K.

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.

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

PM:ac