




Hamilton

INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	January 13, 2021
SUBJECT/REPORT NO:	Provincial Grant to Enhance Winterfest 2021 (PED21014) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Carrie Brooks-Joiner (905) 546-2424 Ext. 3967
SUBMITTED BY:	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

COUNCIL DIRECTION

Not Applicable

INFORMATION

The Government of Ontario, through the Ministry of Heritage, Sport, Tourism and Culture Industries' Reconnect Festival and Event Program, has approved a grant of up to \$25,500 to support the delivery of the event Winterfest 2021. The Reconnect Festival and Event Program funding supports events that maintain public safety requirements while reconnecting people to their communities through innovative online or in-person experiences.

Hamilton's Winterfest is an annual program that provides residents with free and affordable winter themed activities and events. Winterfest brings together community-produced activities and events led by neighbourhood associations, Business Improvement Associations, arts and recreation groups, the Hamilton Public Library, environmental groups, alongside professionally produced signature events. The event is delivered on behalf of the City of Hamilton by Cobalt Connects.

The **2021 Hamilton Winterfest** will take place January 29 to February 15, 2021. A mix of virtual content and outdoor or indoor in-person activities and events are planned and will be finalized within applicable public health restrictions.

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.

This enhancement will be used to enhance programming elements of Winterfest signature events and will be targeted to artist commissions and fees and partner programming.

The General Manager, Planning and Economic Development Department, will sign the required transfer payment agreement.

APPENDICES AND SCHEDULES ATTACHED

None