




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

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	March 24, 2021
<b>SUBJECT/REPORT NO:</b>	Potential for Major Events in 2022 and 2023 (PED20071(b)) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Pam Mulholland (905) 546-2424 Ext. 4514
<b>SUBMITTED BY:</b>	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

**Discussion of Appendix “A” and Appendix “B” to Report PED20071(b), in Closed Session would be pursuant to Section 9.1, Sub-section (i) of the City’s Procedural By-law 21-021, and Section 239(2), Sub-section (i) of the *Ontario Municipal Act*, 2001, as amended, as the subject matter pertains to a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.**

**RECOMMENDATIONS**

- (a) That the Recommendations outlined in Appendix “A” to Report PED20071(b), respecting the Potential for Major Events in 2022 and 2023, be approved;
- (b) That staff be directed to finalize an agreement, on behalf of the City of Hamilton, with the Canadian Country Music Association (CCMA) to host the 2023 Canadian Country Music Week (CMW) in Hamilton following the terms outlined in Appendix “B” to Report PED20071(b);
- (c) That the Mayor and City Clerk be authorized and directed to execute on behalf of the City of Hamilton a Host Contract between the Canadian Country Music Association and the City of Hamilton to host the 2023 Canadian Country Music Week, together with all necessary ancillary documents, with content acceptable

to the Director of Tourism and Culture and in a form satisfactory to the Acting City Solicitor;

- (d) That staff be directed to work with the Canadian Country Music Association to coordinate the 2023 Canadian Country Music Week event logistics and ensure all established guidelines and policies are adhered to; and,
- (e) That staff be authorized and directed to terminate the Host Contract, dated June 18, 2018, between the City of Hamilton and the Canadian Country Music Association for the 2020 Canadian Country Music Week.

## **EXECUTIVE SUMMARY**

The Canadian Country Music Week is Canada's premier country music event and is produced by the Canadian Country Music Association. CMW features music industry and fan-oriented public events and a televised Awards Show, attracting thousands of tourists and industry professionals from across Canada to the host city.

Hamilton was to have hosted the 2020 CMW; however, the CCMA cancelled the event as the COVID-19 pandemic prevented live music performances, in-person meetings, travel and the many other activities required to realize CMW.

The CCMA has made a firm offer to Hamilton to host in 2023 with the proposed dates of September 13 to 17, 2023.

Tourism Hamilton staff have confirmed local entertainment venue and accommodation availability for the proposed 2023 CMW dates. Holds for performance spaces and hotel room blocks are in place at critical venues.

**Alternatives for Consideration** - See Page 2 Appendix "A" to Report PED20071(b)

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

Financial: See Page 1 of Appendix "A" to Report PED20071(b).

Staffing: N/A

Legal: A 2023 CMW Host Contract between the CCMA and the City of Hamilton will be signed and executed by the Mayor and the City Clerk, in a form satisfactory to the Acting City Solicitor.

## **HISTORICAL BACKGROUND**

Hamilton last hosted CMW from September 6 to 9, 2018. CMW featured fan-focused events, including a songwriters' series and talent showcases, along with a series of live music events featuring some of Canada's top country artists. CMW finished with the CCMA Awards Show, a two-hour live television special highlighting the year in country music and broadcast on Global Television Network. Running in parallel with these events, CMW also produced an industry conference that included educational workshops, seminars and networking receptions. Overall, the 2018 CMW attracted more than 22,500 fans and industry participants, including 8,500 visitors from outside Hamilton.

To build upon the economic, social and community successes that result from hosting significant tourism events, City Council confirmed Hamilton as the host city for the 2020 CMW on May 9, 2018.

The CCMA cancelled the 2020 CMW in Hamilton on June 23, 2020, due to COVID-19.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

The hosting of major events aligns with City Council approved plans and strategies, including the Hamilton Tourism Strategy, the Economic Development Action Plan and the Hamilton Music Strategy.

## **RELEVANT CONSULTATION**

### **External**

- President, Canadian Country Music Association
- Sales Departments, Hotels and Entertainment Venues

### **Internal**

- Business Development Consultant - Tourism Sales, Tourism and Culture Division, Planning and Economic Development Department
- Manager, Finance and Admin, Financial Planning, Administration and Policy Division, Corporate Services Department
- Business Administrator, Financial Planning, Administration and Policy Division, Corporate Services Department
- Solicitor, Legal and Risk Management Services Division, Corporate Services Department

- Acting City Solicitor, Legal and Risk Management Services Division, Corporate Services Department
- Manager, Real Estate Section, Economic Development Division, Planning and Economic Development Department

## **ANALYSIS AND RATIONALE FOR RECOMMENDATIONS**

The Recommendations change the hosting date of the event from 2020 to 2023. The Recommendations do not change the amount of the financial commitment to host the CMW as approved by City Council on May 9, 2018 as outlined in Report PED18058(a).

Benefits of hosting the 2023 CMW include:

- Significant economic benefit and direct economic impact for Hamilton.
- Increase in tourism visitation and overnight stays, thereby supporting the financial recovery of Hamilton's tourism industry, which faced an unprecedented collapse of business levels due to the COVID-19 pandemic.
- Employment opportunities for local musicians and event businesses.
- Increased partnership and development opportunities regionally and provincially supporting Hamilton's music industry.
- Opportunity to demonstrate the vibrancy of Hamilton's creative industries sector to visiting musicians, record labels, CCMA music industry partners and tourists.
- Media attention and the Awards Show broadcast nationally on the Global Television Network will result in profile for Hamilton.
- Enhanced community engagement, volunteerism and boost civic pride.

## **ALTERNATIVES FOR CONSIDERATION**

See Page 2 of Appendix "A" to Report PED20071(b).

## **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.

**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" - 2023 Canadian Country Music Week Hosting Fee

Appendix "B" - 2023 Canadian Country Music Week Hosting Terms

PM:ac