




**CITY OF HAMILTON**  
**CITY MANAGER'S OFFICE**  
**Digital, Innovation and Strategic Partnerships Division**

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	November 17, 2021
<b>SUBJECT/REPORT NO:</b>	Canada Day Operating Model (CM21014) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Brian MacDonald (905) 546-2424 Ext. 1111 Ryan McHugh (905) 546-2424 Ext. 2725
<b>SUBMITTED BY:</b>	Cyrus Tehrani Chief Digital Officer, Digital & Innovation City Manager's Office
<b>SIGNATURE:</b>	

## RECOMMENDATION

- (a) That a contribution to an upset limit of \$66,000 to be funded from the Economic Development Investment Fund Reserve No. 112221, for the funding required to host the 2022 Canada Day Celebrations at Bayfront Park, be approved; and,
- (b) That Tourism and Culture staff be directed to report back to the General Issues Committee, with an operating budget enhancement request as part of the 2022 budget process, for any additional funding required to host Canada Day Celebrations at Bayfront Park in 2022 and beyond.

## EXECUTIVE SUMMARY

The City of Hamilton (City) annual Canada Day Celebration (Canada Day) is held at Bayfront and Pier 4 Parks on July 1 and marks Canada's confederation as an independent country. The event includes family-friendly programming, food providers, and a fireworks display.

From 2003 until 2017, the Tourism and Culture Division planned and executed Canada Day. In 2016, the Strategic Partnerships Section, within the City Manager's Office

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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.

began soliciting larger sponsorships and worked with the Tourism and Culture Division to integrate sponsor activations into Canada Day.

In 2018, Council approved the transfer of Canada Day from the Tourism and Culture Division to Strategic Partnerships with a goal of expanding programming through enhanced sponsorships. As a result, base-level Canada Day operating funding of \$66,400 was eliminated. Strategic Partnerships has since operated Canada Day solely utilizing sponsorship dollars.

COVID-19 impacts resulted in the removal of sponsor support for Canada Day. As a result, a re-assignment of Canada Day event delivery to the Tourism and Culture Division is required, as is the re-establishment of an annual operating budget. If a budget enhancement request is approved, the delivery of Canada Day programming would include family-friendly programming, food providers, and a fireworks display. Should new sponsorship opportunities arise that can support Canada Day programming via Tourism and Culture that sponsorship would be utilized to further enhance Canada Day program delivery.

#### **Alternatives for Consideration – See Page 4**

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

**Financial:** Since the planning of the 2022 Canada Celebration at Bayfront Park will need to begin before the 2022 operating budget is officially approved, staff are seeking approval of a contribution to an upset limit of \$66,000 from the Economic Development Investment Fund Reserve No. 112221, for the funding required to host the 2022 Canada Day Celebrations at Bayfront Park. Staff are also seeking direction to report back to the General Issues Committee, with a operating budget enhancement request, as part of the 2022 budget process, for any additional the funding required to host Canada Day Celebrations at Bayfront Park in 2022 and beyond.

**Staffing:** N/A

**Legal:** N/A

#### **HISTORICAL BACKGROUND**

The City of Hamilton has produced Canada Day since 2003.

In April 2018, staff brought forward information report CM18010, which notified General Issues Committee about the pilot of the Revenue Generation led Canada Day operating model.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

Producing Canada Day is in alignment with the City's Cultural Policy & Plan.

## **RELEVANT CONSULTATION**

Director, Tourism and Culture Division  
Manager of Tourism and Events, Tourism and Culture Division  
Manager, Corporate Partnership  
Chief Digital Officer  
General Manager, Planning and Economic Development  
City Manager

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

Before COVID-19, Canada Day had sponsors that provided cash funding and in-kind resources in return for marketing benefits. Canada Day relied solely on these sponsor dollars to cover event expenditures in 2018 and 2019.

In-person Canada Day events were canceled in 2020 and 2021, resulting in the sponsors moving away from specific event sponsorship like Canada Day. Hamilton is not unique in this regard as COVID-19 and broader social sensitivities caused brands across the country to reassess spending. As a result, many companies shifted focus to properties such as COVID-19 relief, food insecurity, mental health, smart technology initiatives, and enhancement of community programs through capital contributions.

With the shift in corporate sponsorship priorities, staff recommend that the Tourism and Culture Division re-establish its lead role in delivering Canada Day. Strategic Partnerships staff would support securing sponsorships if deemed appropriate to enhance programming and deliver sponsor ROI.

Based on this post-pandemic event operating model, staff will be requesting an operating budget enhancement to produce Canada Day as part of the 2022 budget process. The legacy historical levy funded Canada Day budget is outlined below:

Year	Canada Day Levy Funding Amount
2021	\$0
2020	\$0
2019	\$0
2018	\$66,400
2017	\$66,400
2016	\$66,400
2015	\$66,400

2014	\$66,400
2013	\$68,920
2012	\$68,920

Historically, these costs have been used to cover fireworks displays, programming, equipment rentals, marketing and promotion, emergency services, traffic management, security and enhanced HSR service.

## **ALTERNATIVES FOR CONSIDERATION**

That the City of Hamilton cease to produce a Canada Day Celebration as of 2022.

## **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**

None