**SUBJECT:** City of Hamilton Support for the Canadian International Military Tattoo (PED07203) (City Wide)

**RECOMMENDATION:**

a) That Council provide funding in the amount of $35,000 to the Canadian International Tattoo for the 2007 event, to be funded from the Tax Stabilization Reserve.

b) That staff be directed to meet with representatives of the Canadian International Tattoo to discuss the event’s business plan and request that a delegation appear before Committee of the Whole to discuss the City’s future funding commitment beyond 2007.

c) That staff be directed to complete the funding agreement with the Tattoo, and that the Mayor and City Clerk be authorized to sign the agreement.

Tim McCabe  
General Manager  
Planning and Economic Development Department

**EXECUTIVE SUMMARY:**

The Canadian International Military Tattoo, formerly the Hamilton International Tattoo, was hosted in Hamilton for the 16th year in June 2007. The event celebrates Canada's rich cultural heritage. The Tattoo performances, based on an ancient military tradition, are each 2-1/2 hours long featuring a vast array of international military and civilian acts. The City has been providing funding in the amount of $35,000 to the Tattoo from 2001 to 2006, as approved by Council (Reports ECO01007 and ECO05001). For 2007, organizers applied for funding through the City’s Community Grants program. However, because the Tattoo is a gated event, its application did not qualify for special event funding.
The Grants Sub-Committee, through Report 07-003 referred the Tattoo’s funding request to Committee of the Whole for consideration, directed staff to meet with event organizers to discuss their plans and to request that a delegation from the Tattoo appear at a future Committee of the Whole meeting. Staff from Tourism Hamilton and HECFI, along with the Chair of the Grants Sub-Committee, met with representatives of the Tattoo on May 29, 2007 and discussed the 2007 event as well as committing to meet in the summer months to discuss the business plans for future events.

BACKGROUND:

In 1992, to celebrate the 125th birthday of Canada, the Region of Hamilton-Wentworth created “The Greater Hamilton Tattoo” to be a signature event for Hamilton, providing economic benefits and profile for the city. The event has been hosted at Copps Coliseum since its inception, providing the downtown with a premier event. The Tattoo has been successful in drawing tourists, both groups and individuals to the city. These tourists have benefited hotels, restaurants and other local attractions that have packaged with the Tattoo. The Tattoo has been recognized in the past as one of the “Top 100 events” by the American Bus Association and has won awards from Tourism Hamilton and Festivals and Events Ontario.

The mandate from the beginning was to bring to the citizens of Hamilton and area the best international, national and local acts and to educate the public about Canada's military history and organization. This year, the Tattoo honoured all those in the Canadian Forces who have answered the call from the First World War to Kandahar while paying tribute to their service and their sacrifice.

ANALYSIS/RATIONALE:

Staff has met with organizers of the Tattoo, who are committed to delivering on their current business plan to grow the event, while minimizing costs. While attendance has softened over the past few years, the event provides a significant way for Hamilton to recognize its rich military history and traditions. In a few years, there will be bicentennial celebrations of the War of 1812, and the Tattoo could provide a key event, along with Hamilton’s other attractions, for the City to mark those celebrations.

ALTERNATIVES FOR CONSIDERATION:

N/A

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial

Funding in the amount of $35,000 would be provided to the Canadian International Military Tattoo, funded from Tax Stabilization Reserve. Funds are used to defray a portion of the event's operating costs. The event provides revenue to HECFI (rental), while providing business to downtown restaurants and hotels as well as the city’s
attractions. The group will be making a presentation to Council at which time a determination will be made as to how the events will be funded on an ongoing basis.

Staffing - N/A

Legal – N/A

POLICIES AFFECTING PROPOSAL:

Funding for the event was originally applied for from the City’s Community Grants Program. However, the event did not qualify for funding under the Special Events category because the Tattoo is a gated event.

RELEVANT CONSULTATION:

Culture and Recreation
Corporate Services (Finance)
HECFI

CITY STRATEGIC COMMITMENT:

By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced. ☑ Yes ☐ No

The Tattoo is organized by volunteers, recognizes our military heritage and provides an outlet for civic pride.

Environmental Well-Being is enhanced. ☐ Yes ☑ No

N/A

Economic Well-Being is enhanced. ☑ Yes ☐ No

The event draws visitors from outside the city, while providing an event in the downtown core.

Does the option you are recommending create value across all three bottom lines? ☐ Yes ☑ No

Do the options you are recommending make Hamilton a City of choice for high performance public servants? ☐ Yes ☑ No

N/A

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