**CITY OF HAMILTON**

**COMMUNITY SERVICES DEPARTMENT**

*Culture Division*

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<th>TO: Chair and Members</th>
<th>WARD(S) AFFECTED: CITY WIDE</th>
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<td>Emergency &amp; Community Services Committee</td>
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<th>COMMITTEE DATE:</th>
<th>March 24, 2010</th>
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<th>SUBJECT/REPORT NO:</th>
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<td>Implications Associated with Name Changes to the August Civic Holiday (CS10024) (City Wide) (Outstanding Business List - Item AA)</td>
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<th>SUBMITTED BY:</th>
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**RECOMMENDATION:**

(a) That naming the 2010 August Civic Holiday (August 2, 1010) “George Hamilton Day” be approved;

(b) That the $2,500 cost, associated with naming the 2010 August Civic Holiday (August 2, 2010) “George Hamilton Day”, to be funded from the Hamilton Historical Board’s 2010 annual budget, be approved.

(c) That staff, in consultation with the Hamilton Historical Board, prepare criteria associated with nomination process and naming of future August Civic Holidays after notable Hamiltonians, and report back to the Emergency & Community Services Committee.

(d) That Item “W” – Costs and Feasibility Associated with the Hamilton Historical Board’s Proposed Changes to the August Civic Holiday, be considered complete and removed from the Emergency & Community Services Committee’s Outstanding Business List.
EXECUTIVE SUMMARY

The Hamilton Historical Board (HHB) presented their Report HHB09-003 August Civic Holiday Recommendation to the October 21, 2009 Emergency & Community Services (E&CS) meeting (Item 7.2). The report outlined the annual George Hamilton Day program initiative to rename the 2010 August Civic Holiday to George Hamilton Day; and, second, each year after 2010, to rename the day in honour of a notable Hamiltonian. The E&CS Committee received the report and directed staff to investigate the costs and feasibility associated with the proposed recommendations, respecting the August Civic Holiday, for a report back to the Emergency & Community Services Committee.

If approved, the HHB, with the assistance from the Culture Division staff liaison, would administer the process as follows:

**Step One – Nomination**
The HHB has not yet developed the criteria. However, it is thought that citizens could be asked to nominate a notable Hamiltonian using an on-line or mail-in nomination form. A community-based jury, selected by the HHB, could be appointed to select the notable Hamiltonian from all the submissions received, based on a predetermined set of criteria. The names of the notable Hamiltonian(s) would be reviewed by the jury; in subsequent years, the HHB would forward its recommendation(s) for the annual notable Hamiltonian to the Emergency & Community Services Committee.

**Step Two – Program Development**
A program will be developed to reflect and celebrate the particular accomplishments of the selected notable Hamiltonian. An example of a program that might be developed for The Honourable Isaac Buchanan would include a special celebration at Buchanan Lodge (Masonic Temple named after Isaac Buchanan) and an Emancipation Day Picnic at Auchmar (Buchanan hosted a similar event in the late 1800s.)

**Step Three - Marketing and Promotion**
The Hamilton Historical Board would promote this initiative through their newsletter and website. In addition, advertising and outreach through other mediums (e.g. media releases, flyers, displays, etc.) would be key to the success of the program. These additional costs are estimated at approximately $2,500.

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial:

The cost for implementing the 2010 George Hamilton Day program is $2,500. These
program costs are to be funded from the current Council approved Hamilton Historical Board budget of $16,710.

**Staffing:**
There are no staffing implications related to Report CS10024. The George Hamilton Day Program is an initiative of the Hamilton Historical Board. The Hamilton Historical Board has sufficient volunteers to execute the program.

**Legal:**
There are no legal implications associated with Report CS10024. The practice of naming the August Civic Holiday in recognition of a historic figure or event is permitted under the Ontario Municipal Act. The Act permits a municipality to declare and observe the August Civic Holiday as it wishes.

**HISTORICAL BACKGROUND**

The HHB presented Report HHB09-003 August Civic Holiday Recommendation to the October 21, 2009 E&CS meeting (Item 7.2). The report outlined an initiative to rename the August Civic Holiday to George Hamilton Day; and, second, each year after 2010, George Hamilton Day would be renamed to celebrate a different notable Hamiltonian. The E&CS Committee received the report and supported the initiative. Committee directed staff to report back on costs and feasibility associated with implementing the program.

**POLICY IMPLICATIONS**

There are no policy implications associated with Report CS10024.

**RELEVANT CONSULTATION**

Hamilton Historical Board

**ANALYSIS / RATIONALE FOR RECOMMENDATION**

The practice of naming the August Civic Holiday in recognition of a historic figure or event is well established in Ontario. Other municipalities that have renamed the August Civic Holiday in honour of a local historic figure include:

- Toronto celebrates Simcoe Day;
• Burlington celebrates Joseph Brant Day;
• Oshawa celebrates McLaughlin Day;
• Ottawa celebrates Colonel By Day;
• Sarnia celebrates Alexander Mackenzie Day;
• Cobourg celebrates James Cockburn Day; and,
• Guelph celebrates John Galt Day.

Additionally, the City of Brantford has implemented a similar strategy to the recommendation being brought forward by the Hamilton Historical Board. Brantford City Council has named the August Civic Holiday “Founders’ Day” in honour of the founding citizens of Brantford. Each year, the Brantford Heritage Committee submits a report to the Brantford City Council proposing the name of a different City Founder to be recognized on that year’s Founders’ Day.

The estimated cost of the program (based on marketing and programming initiatives) is $2500. This level of funding is available within the approved HHB budget, through efficiencies and re-alignment of expenditures.

Similar HHB initiatives (the T. Melville Bailey Heritage Award, the Susan Bennetto Student Heritage Awards) have established nomination and evaluation criteria. This ensures an open, fair and equitable process.

**ALTERNATIVES FOR CONSIDERATION**

There are no alternatives for consideration to Report CS10024.

**CORPORATE STRATEGIC PLAN**


*Growing Our Economy*

• Competitive business environment through the creation of a culturally vibrant community
• A skilled and creative labour pool that supports new employers through the creation of a culturally vibrant community
• A visitor and convention destination
• Program encourages celebration of culture and heritage

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Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.

Values: Honest, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork
Social Development

- People participate in all aspects of community life without barriers or stigma through engaging an inclusive and broad community in the celebration of all aspects of our past
- Program encourages broad based contribution to decisions related to celebrating heritage

Healthy Community

- An engaged Citizenry
- Program encourages broad based contribution to decisions related to celebrating heritage

APPENDICES / SCHEDULES