TO: Chair and Members  
Emergency & Community Services Committee  

WARD(S) AFFECTED: Ward 13

COMMITTEE DATE: April 7, 2010

SUBJECT/REPORT NO:  
Victoria Day Celebration in Dundas (CS10040) (Ward 13)

SUBMITTED BY:  
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General Manager, Community Services

PREPARED BY:  
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RECOMMENDATION:

a) That the transfer of responsibility for the delivery of the Victoria Day celebration in Dundas from the Culture Division to the Dundas Valley Sunrise Rotary Club, starting with the 2010 celebrations be approved;

b) That a service agreement between the Dundas Valley Sunrise Rotary Club and the City of Hamilton, in the value of $25,000, be executed for the delivery of the Victoria Day celebration in Dundas in 2010;

c) That alternate means of providing annual base funding of $25,000 to the Dundas Valley Sunrise Rotary Club for the delivery of the Victoria Day celebration in Dundas be explored for 2011 onwards.

EXECUTIVE SUMMARY

The Dundas Valley Sunrise Rotary Club is willing to assume responsibility for the delivery of Victoria Day celebrations in Dundas; the City of Hamilton currently delivers those celebrations through the Special Events Unit of the Culture Division. This report recommends that responsibility for the event be transferred to the Dundas Valley
Sunrise Rotary Club through execution of a service agreement in 2010, and that alternate means of providing $25,000 in base funding for the event to the Dundas Valley Sunrise Rotary Club be explored for 2011 and beyond.

During amalgamation, $25,000 was transferred from the former Town of Dundas budget to the City of Hamilton for delivery of the event.

Alternatives for Consideration – See Page 4

**FINANCIAL / STAFFING / LEGAL IMPLICATIONS**

**Financial:**

In 2010 and beyond, there is no net financial impact associated with the transfer of budgeted funds from the Culture Division budget to the Dundas Valley Sunrise Rotary Club through a service agreement.

**Staffing:**

Culture Division staff time that has been dedicated to the annual delivery of the Victoria Day celebration in Dundas is estimated at 3 weeks, and will be reallocated in 2010 to other Special Events Unit projects, such as the development of Hamilton’s War of 1812 Bicentennial Commemoration program. Also, staff will work with the Dundas Rotary Club as needed in 2010 to ensure the smooth transition of the Victoria Day celebration.

It is anticipated that the demand to develop and deliver new and/or expanded special events in 2011 onwards will exceed the staff time saved through the transfer of this event to a community event organizer.

**Legal:**

The risk associated with the delivery of a special event will be transferred from the City to the Dundas Valley Sunrise Rotary Club. The Dundas Valley Sunrise Rotary Club will be required to adhere to all bylaws and policies pertaining to the delivery of events on City property, through its application to the Special Event Advisory Team for approval to host the event on City property.

**HISTORICAL BACKGROUND**

Victoria Day celebrations have a long history in Dundas, having been delivered by the former Town of Dundas for many years. During amalgamation, $25,000 was transferred from the former Town of Dundas budget to the City of Hamilton for delivery of the event, which has been done annually by staff from the Special Events Unit of the
Culture Division. The event takes place in the Dundas Driving Park, and includes a fireworks display.

**POLICY IMPLICATIONS**

There are no policy implications associated with Report CS10040.

**RELEVANT CONSULTATION**

The Dundas Valley Sunrise Rotary Club voted to assume responsibility for the delivery of the Victoria Day celebration at its February 2010 meeting. Staff from the Special Events Unit have met with members of the Rotary Club to provide information about the organization of the event, and will continue to do so as required.

**ANALYSIS / RATIONALE FOR RECOMMENDATION**

In keeping with a community development approach to its work, the Culture Division prefers to work with community partners to deliver community events whenever feasible. This approach strengthens the ability of communities to meet their own needs, raises the profile of organizations within their communities, and helps to develop community leaders. In this model, staff plays the role of event facilitator and resource, rather than event executor.

Culture Division staff approached the Dundas Valley Sunrise Rotary Club in 2009 to determine the Club’s interest in assuming responsibility for the Victoria Day celebrations. The Victoria Day celebration in Dundas is a well-established, community-oriented event. The Dundas Valley Sunrise Rotary Club, as a well-known service organization with an established program of activities centred in the Dundas Driving Park, is the right partner to assume the delivery of this event, and to grow it over time, for the good of the local community.

The Club has offered to assume total responsibility for the event, pending the annual transfer of $25,000 to cover base event costs. This is the amount of funds that were transferred from the former Town of Dundas budget to the City of Hamilton for annual delivery of a Victoria Day event, and corresponds with the costs that have been incurred by the City to deliver the event.

Staff recommends the funds be made available to the Dundas Valley Sunrise Rotary Club in 2010 through a service agreement. Staff proposes to explore alternate means of providing ongoing base funding to the Dundas Valley Sunrise Rotary Club for 2011 onwards, so complete responsibility for the event can be assumed by the Rotary Club.
The City does not deliver any other Victoria Day programming.

**ALTERNATIVES FOR CONSIDERATION**

Council could choose to retain responsibility for the delivery of the Victoria Day celebration in Dundas and continue to have it operated by city staff. Retaining the event would not capitalize on the Rotary Club's willingness to assume responsibility for the event, and to grow it over time.

**Staffing**

Should Council choose to retain responsibility for this event, the ability to reallocate limited staff resources to work on other projects in the Special Events Unit, such as the War of 1812 Bicentennial Commemoration, would be lost.

**Financial**

There are no financial implications associated with this alternative. The event’s growth and development over time would require the commitment of additional financial resources by Council.

**Legal**

There are no legal implications to this alternative option.

**CORPORATE STRATEGIC PLAN** (Linkage to Desired End Results)


**Skilled, Innovative & Respectful Organization**

- More innovation, greater teamwork, better client focus

**Financial Sustainability**

- Delivery of municipal services and management capital assets/liabilities in a sustainable, innovative, and cost effective manner

**Social Development**

- People participate in all aspects of community life without barriers or stigma

**Healthy Community**

- An engaged Citizenry

**APPENDICES / SCHEDULES**

N/A