**RECOMMENDATION:**

(a) That the City of Hamilton transfer responsibility for the delivery of the Victoria Day celebration in Dundas in 2011 to the Dundas Valley Sunrise Rotary Club;

(b) That the Dundas Valley Sunrise Rotary Club be paid $25,000, inclusive of all applicable taxes, to be charged to Dept. Id. 709106 for organizing and carrying out the Victoria Day celebration for 2011;

(c) That the City of Hamilton have the option of transferring responsibility for the delivery of the Victoria Day celebration in Dundas to the Dundas Valley Sunrise Rotary Club for 2012, 2013 and 2014 at an annual cost of $25,000 inclusive of applicable taxes to be charged to Dept. Id. 709106;

(d) That the Mayor and Clerk be authorized to execute an agreement between the Dundas Valley Sunrise Rotary Club and the City of Hamilton, satisfactory in form to the City Solicitor, to implement the above recommendations.
EXECUTIVE SUMMARY

At their meeting of April 7, 2010, the Emergency and Community Services Committee approved Report CS10040, transferring responsibility for the implementation of the Victoria Day celebration to the Dundas Valley Sunrise Rotary Club from the City of Hamilton’s Special Events Unit of the Culture Division. The report recommended a service agreement to transfer $25,000 to the Rotary Club for the 2010 event. Finding alternate means of providing annual funding to the Club was a recommendation for the 2011 event.

Staff hoped to transfer Victoria Day funds starting in 2011 to the Rotary Club via the Community Partnership Program (CPP) as a grant, thereby transferring all responsibility for the event over to the Rotary Club instead of entering into an agreement through which the City retains ultimate responsibility for the event. However, subsequent investigations showed that the CPP program could not be used in that way.

As a result, this report recommends an agreement be prepared for 2011 to provide $25,000 to the Dundas Valley Sunrise Rotary Club to fund the Victoria Day celebrations. The agreement would include an option to renew for up to 3 additional years (2012, 2013 and 2014).

The $25,000 budgeted for implementation of the Victoria Day event was transferred from the former Town of Dundas budget to the City of Hamilton during amalgamation.

Alternatives for Consideration – See Page 4

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial:
In 2011 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 an agreement.

Staffing:
There are no staffing implications associated with the recommendations in Report CS10040(a).

Legal:
The risk associated with the delivery of this special event will be transferred from the City of Hamilton to the Dundas Valley Sunrise Rotary Club. The Dundas Valley Sunrise Rotary Club will be required to adhere to all applicable by-laws and policies. It is recommended that the option to renew the agreement be exercisable on a year-to-year
basis, so that the City can annually evaluate the desire to continue contracting with the Dundas Valley Sunrise Rotary Club for the purpose of this event.

**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. This event was executed annually by staff from the Special Events Unit of the Culture Division until 2010 when the Dundas Valley Sunrise Rotary Club assumed responsibility for the delivery of the Victoria Day celebrations.

The event takes place in the Dundas Driving Park and includes a fireworks display.

**POLICY IMPLICATIONS**

There are no policy implications associated with the recommendations in Report CS10040(a).

**RELEVANT CONSULTATION**

The Dundas Valley Sunrise Rotary Club voted to assume responsibility for the delivery of the Victoria Day celebration at its January 2011 meeting. Staff from the City’s Special Events Unit met with members of the Rotary Club in 2010 to provide information about the organization of the event and to do a post-event review.

Special Events Unit staff also met with personnel from the Procurement Section of the Financial Services Division, Corporate Services Department to discuss potential purchasing implications and it was determined that the recommendations of this report are in accordance with the City’s Purchasing Policy Bylaw (No. 09-230, as amended).

The Legal Services Division, City Manager’s Office has been consulted and will prepare the requisite agreement.

The City’s Special Events Unit staff met with Community Partnership Program staff regarding alternate funding sources for the event.
The agreement between the Dundas Valley Sunrise Rotary Club and the City of Hamilton for the execution of the Victoria Day celebration is being recommended for the following reasons:

- The 2010 Victoria Day service agreement was adhered to by both parties
- Dundas Valley Sunrise Rotary Club increased the number of volunteers involved with the event
- Dundas Valley Sunrise Rotary Club planned and implemented a successful fireworks display
- As a well-known service organization with an established program of activities centred in the Dundas Driving Park, the Dundas Valley Sunrise Rotary Club is the right partner to deliver the Victoria Day event
- Dundas Valley Sunrise Rotary Club has the interest and capacity to grow the Victoria Day celebration over time
- Members of the Club and staff from the Special Events Unit will continue to meet before and after the event to ensure a smooth and safe event
- The Dundas Valley Sunrise Rotary Club has offered to continue being responsible for the Victoria Day event pending the annual transfer of $25,000 to cover base event costs which 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 2011 through an agreement with an option to renew for up to three additional years. Annual funding will come from the current Special Events Unit operating budget for the Victoria Day celebration.

Staff reported to the Emergency and Community Services Committee (Report CS10040) on April 7, 2010, that alternate means of providing the $25,000 annual base funding to the Dundas Valley Sunrise Rotary Club for the delivery of the Victoria Day celebration in Dundas would be explored for 2011 and onwards.

When the report was written, staff were hopeful that funds would be transfer to the Dundas Valley Sunrise Rotary Club via the Community Partnership Program (CPP) as a grant, thereby transferring all responsibility for the event over to the Rotary Club (instead of entering into a service agreement through which the City retains ultimate responsibility for the event).

Staff responsible for the City’s CPP funding system from the Culture Division, Community Services Department and Treasury Services Division, Corporate Services Department, were consulted about funding the Victoria Day event. It was found that
CPP was an unsatisfactory source of funding for Victoria Day celebration because CPP only funds a percentage of an event’s total program budget.

Therefore there is currently no alternate City funding program that can contribute to the partial or total program budget of the Victoria Day celebrations. Funding from the Culture Division operating budget is the recommended source.

**ALTERNATIVES FOR CONSIDERATION:**

Council could choose to reassume responsibility for the delivery of the Victoria Day celebration in Dundas and have it operated again by City staff. Reclaiming the event would not capitalize on the Dundas Valley Sunrise Rotary Club’s willingness to assume responsibility for the event and to grow it over time.

**Staffing:**
Should Council choose to reclaim responsibility for this event, staff time will be allocated from other projects in the Special Events Unit, such as the War of 1812 Bicentennial Commemoration, to coordinate the event. The Victoria Day celebration is estimated to take 3 weeks of staff time to plan and implement.

**Financial:**
There are no financial implications associated with this alternative in the short term. The event’s growth and development over time may require the commitment of additional financial resources by Council.

**Legal:**
There are no legal implications to this alternative option.

**Policy:**
There are no policy implications to this alternative option.

**CORPORATE STRATEGIC PLAN**


**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