To: Chair and Members Emergency & Community Services Committee

From: Joe-Anne Priel
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Re: Forecast of Major Events - City of Hamilton (ECS08020) (City Wide)

Council Direction:

Council has requested that staff provide updates on major events initiatives that will occur in Hamilton and require a coordinated approach for execution.

Information:

Royal Visit

Event Span – 2010
- 150th Anniversary of the first Royal visit to North America. Opened Hamilton’s Water Works and dined at Dundurn Castle.
- Possible patronage of the Camilla Parker-Bowles, Duchess of Cornwall (great, great, great granddaughter of Sir Allan MacNab) for Dundurn Renaissance Project.
- 100th Anniversary of the Royal Canadian Navy. Partnership with HMCS Haida.

War of 1812 Commemorations

Event Span – 2012 - 2014
- To ensure that Hamilton commemorates the War of 1812 Bicentennial in a meaningful way while maximizing the economic potential of the event.
• The Bicentennial provides Hamilton with an opportunity to develop themed attractions, festivals and events, educational and cultural programs, capital and legacy projects that will act as both tourism draws and learning opportunities.

**70\textsuperscript{th} Anniversary of D-Day (in conjunction with the Veteran’s Committee)**

Planning Period – 2013  
Event Span – 2014  
Remembering Our Past to Preserve Our Future  
• The 70\textsuperscript{th} Anniversary of D-Day and the Battle of Atlantic will be marked by the Government of Canada throughout 2014.

**70\textsuperscript{th} Anniversary of Victory in Europe (VE) and VJ Day (in conjunction with the Veteran’s Committee)**

Planning Period – 2014  
Event Span – 2015  
• Events will be held in Canada and overseas to mark the 70\textsuperscript{th} anniversary of the end of the Second World War, the liberation of the Netherlands and liberation of Canadian POWs held by Japan.

**Canada’s Sesquicentennial (150 years)**

Planning Period – 2014 - 2016  
Event Span - 2017  
• Major celebrations will be planned on a National, Provincial and local level to celebrate 150\textsuperscript{th} years of Confederation.

**100\textsuperscript{th} Anniversary of WW1 (in conjunction with the Veteran’s Committee)**

Planning Period – 2017  
Event Scope – 2018  
• Commemorations will be planned on a National, Provincial and local level to recognize the end of WWI, 100 years ago.
  Major battle dates:  
  - Ypres April - May 1915  
  - Festubert & Givenchy May - June 1915  
  - St Eloi Craters March - April 1916  
  - Mount Sorrel 2 - 13 June 1916  
  - Somme July - November 1916  
  - Vimy Ridge 9 - 12 April 1917  
  - The Scarpe April – May 1917  
  - Hill 70 15 - 25 August 1917  
  - Passchendeaule 26 October - 10 November 1917
Hamilton’s 175th Anniversary

Planning Period – 2019 - 2020
Event Scope - 2021
- To ensure that Hamilton commemorates the 175th Anniversary of the former City.

In addition, the Culture Division will be working closely with Tourism Hamilton on several anticipated upcoming major events such as the Canadian Open (2012 or 2013), the Pan Am Games (2015) and the proposed World’s Fair (2017).

Festivals and special events have become a common and important feature in Hamilton. Events are one of the fastest growing types of leisure and tourism-related businesses. Festivals and special events have the ability to satisfy the need for an opportunity to participate in public celebration, leisure activities, and social and cultural experiences outside the normal range of choices or beyond everyday experiences. Events bring citizens together, give them an opportunity to meet other people, and create a sense of excitement. The creation of cultural and entertainment venues leads to new interest and vitality in the community, which in turn, leads to an increased sense of pride in the community and enhanced quality of life.

Benefits of festivals to communities can be exciting, particularly when the draw is from outside of the local area. Local vendors, artisans, craftspeople, restaurateurs, hoteliers and innkeepers are busy. Downtown revitalization can also be a positive economic spin-off from festivals and special events. Appearance improvements made for an annual celebration have year-round benefits and can create stimulus for improved downtown retailing and service industries.

Benefits can include both economic impacts and broader community development impacts. Festival organizers and local governments should plan and objectively assess the benefits and costs of festivals and community events. The realization of festival benefits and costs allow all involved to enter into the “events world” with eyes wide open.

The City of Hamilton can benefit greatly by well-managed, sustainable special events. Special events can create a sense of community for the city by:

- providing a gathering place for residents;
- establishing and maintaining local traditions;
- providing exposure and celebration of diverse cultures;
- showcasing the talents of local artists;
• enhancing the local economy by promoting Hamilton as a destination for tourists and shoppers;
• generating income for local community-serving non-profit organizations;
• generating funds to support public programs and projects;
• generating income for local causes; and,
• educating the public and increasing public awareness about issues of local concern.

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