

REQUEST FOR QUOTATION – City of Hamilton, Tourism and Culture Division - SEAT REVIEW

December 16, 2015

Background

The City of Hamilton has developed Guidelines for holding events outside on city property and, in some cases, events on private property that have a significant impact on City services, to ensure that the event is healthy and safe for the organizers, participants, the corporation and other citizens. The review of these outdoor events is done through the Special Events Advisory Team or SEAT, a team comprised of City staff representing various municipal departments and divisions, who ensures that all of the necessary permits, permissions and insurance are in place.

Event organizers must submit a SEAT application for review and approval if:

1. The planned event on any portion is to be held on outdoor property owned by the City of Hamilton (e.g. roads, parks trails, open spaces).

And the event includes any of the following:

- Food being given or sold to the general public at an event open to the public
- Alcohol
- Fireworks
- Sound amplification
- The use of electricity
- Tents larger than 10 feet by 10 feet
- Amusement rides and/or inflatables, such as bouncy castles or bouncers
- Projected attendance of over 1,000 people

2. Or if the planned event significantly affects City services: affected services can include Police, Hamilton Street Railway, Road Operations, Corridor Management and/or Waste Management.

Purpose of Review

SEAT applications and the internal review process are administered by the Tourism and Culture Division's Events Office. Over the last two years, the resources allocated for this administration have increased from 0.5 FTE to approximately 2.0 FTE across three staff positions. In 2015 the Events Office received 400+ SEAT applications with over 50% of the applications for small (less than 500 attendees) event. The growth in applications for small events, the increasing

complexity of large events and expanding regulation requirements continues to put pressure on internal capacity.

The City of Hamilton, Tourism and Culture Division wishes to examine the current events approval process, currently known as SEAT. The purpose of the process review is to provide recommendations for change and implementation to which will make the process more efficient to administer and easier for applying event organizations. This will require a shift in how the process is positioned to the public and change the focus from who does the approving (e.g. the Special Events Advisory Team) to the outcome (e.g. event permit or approval).

The objectives of the review are to:

- maximize the effectiveness of the current level of human resources from Tourism and Culture Division allocated to SEAT
- maximize the effectiveness of the human resources invested by other divisions and departments
- clarify, simplify and reduce the application requirements for event organizers
- simplify the internal review and approval processes
- shorten the time period from application submission to notification of decision identify the operational needs to shift the positioning from internal processes (SEAT approval) to a customer focus (event permit)

Work Completed to Date:

- consultation with SEAT members via an online survey and a facilitated session
- consultation with key event organizers via an online survey and a facilitated session (highlights indicate gap in customer service; individualized responses for SEAT requirements)
- analysis/trends for 2013 – 2015 SEAT stats including size, formats, types, and locations of SEAT events
- development of draft goals and roles for an overarching Events Strategy for the City of Hamilton

Deliverables

PROCESS REVIEW

- a logic model (or similar) of event approvals process outlining inputs, activities, the outputs, and expected outcomes
- recommendations for removal/reduction to current SEAT application requirements
- recommendations for improvements to workflow to increase efficiency and reduce processing time (i.e. multi-year approvals, ability to revise previous year's application)
- recommendations for changes to structure and organization of SEAT to increase efficiencies and communication

- demonstrate process efficiencies by providing current and proposed workflow breakdown for up to 5 typical application types from submission to approval (e.g. event including a road closure; personal event such as a birthday party including park booking and food; and complex large event e.g. Supercrawl). Application types can be identified in collaboration with City staff.

RESOURCES

- recommendations for staffing level within current Tourism and Culture FTE allocation
- allocation of responsibility and tasks between existing positions within Tourism and Culture
- recommendations for improved allocation of resources from other departments and divisions

POLICY FRAMEWORK

- recommendation regarding the suitability of a policy or bylaw
- recommendation regarding scope of any proposed policy framework

Additional Information:

- SEAT Guidelines 2015 and application form
www.hamilton.ca/life-events/hosting-events/holding-special-event-city-property

RFQ Response

The Tourism and Culture Division of the City of Hamilton is seeking responses to this RFQ prior to 4:30 on Monday, January 6, 2016 proposing a your qualifications, methodology, timeframe, breakdown of work by hours and fees to:

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