

**CITY WIDE
IMPLICATIONS**

CITY OF HAMILTON

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Development and Real Estate Division

Report to: Chair and Members Planning and Economic Development Committee	Submitted by: Lee Ann Coveyduck General Manager Planning and Economic Development Department
Date: March 17, 2006	Prepared by: David Cuming (905) 546-2424, Ext. 1215

SUBJECT: Hamilton LACAC (Municipal Heritage Committee) Poster Account (PED06101) (City Wide)

RECOMMENDATION:

That the capital project "LACAC Poster" Account 8109555020 be closed and the available funds of \$9,175.04 be transferred to a new reserve fund titled "Hamilton LACAC (Municipal Heritage Committee) Publications Program" for the purpose of poster and publications production, as set out in Report PED06101.

Lee Ann Coveyduck
General Manager
Planning and Economic Development Department

EXECUTIVE SUMMARY:

The former City of Hamilton established an account for the production and sale of posters celebrating Hamilton's heritage for purposes of education and communication of Hamilton's heritage resources. Materials produced by the former City included the "Doors of Hamilton" poster and the "Stone Terrace" watercolour print. In 2005, the account was also used to produce the "Pigott Building Windows" poster. The principle for administering the fund is that the materials produced are for sale with revenues

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flowing back into the fund for subsequent production of new materials. In order to better manage the funds and ensure a long term commitment to production of future publications, staff is recommending that these funds be held in a reserve account and used solely for the purpose of heritage publications, posters and other graphic material. The reserve account is to be sustained, at a minimum, on a cost recovery basis.

BACKGROUND:

During the 1980's, the former City of Hamilton established a fund known as the "LACAC Poster Account", which was used by the former Local Architectural Conservation Advisory Committee for the production of material celebrating Hamilton's cultural heritage. This included the production of the popular "Doors of Hamilton" poster (now out of print), the "Stone Terrace" watercolour print and the Customs House poster. The account has been established as a capital account and which staff is required to report activity on a quarterly basis.

Since amalgamation, the account has also received funds from the sale of the book "Beyond Paradise", sponsored by the former Town of Dundas. The fund has also been the source of financing for the recent "Pigott Building Windows" poster, currently on sale in a number of Art Galleries and other outlets in Hamilton.

The "Poster Account" has functioned as a self-sustaining revolving fund and is used for special projects beyond the usual activities of the Hamilton LACAC (Municipal Heritage Committee).

ANALYSIS/RATIONALE:

In order to recognize the current management, purpose and function of the "Poster Account", Finance and Administration staff has advised heritage staff that this capital account should be held and managed as a reserve account. Given the long term and "perpetual" nature of this account, its establishment as a reserve account will permit longer term planning for a program of publication on a three to five year basis by the Hamilton LACAC (Municipal Heritage Committee). These funds will be used solely for the purpose of heritage publications, posters and other graphic material.

The Planning and Economic Development Department continues to fund the Hamilton LACAC (Municipal Heritage Committee) administration and "day-to-day" printing costs from the operational account of the Development and Real Estate Division. This account is currently set at an annual amount of \$2,500, comprising the following expenditures: conference fees, \$500; seminars and workshops, \$500; printing and reproduction, \$500; and meeting expenses, \$1000. Funds are not available from this account for production of special publications and posters.

ALTERNATIVES FOR CONSIDERATION:

Do Nothing

Maintaining this account as a capital account requires regular reporting by staff on a quarterly basis. In the annual preparation of City budgets, this account is subject to review and potentially could be closed now or at any time in the future as a one-time cost saving measure. This continual uncertainty does not permit a rational basis for longer term planning and a sustained program of publication production. Accordingly, “doing nothing” is not considered an appropriate option.

Close the Account

Closing the account would mean a one time savings of approximately \$10,000. This would result in the loss of future potential revenue generation. Accordingly, closing the account is not considered an acceptable option given the “no cost” benefits of a self-sustaining fund.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial: As per Financial and Administration staff advice, the account would be re-established as new reserve account.

Staffing: None.

Legal: None.

POLICIES AFFECTING PROPOSAL:

All of the former municipal Official Plan policies provide for the management and conservation of cultural heritage resources. Providing funding for educational and popular publications on a cost recovery basis is in accordance with the intent of these policies.

RELEVANT CONSULTATION:

Staff has consulted with and received the advice of Corporate Services (Finance and Administration Section, Budgets and Finance Division) with respect to the establishment of the new reserve account.

This matter and an accompanying staff report were considered by the Hamilton LACAC (Municipal Heritage Committee) at their meeting of February 23, 2006. The Committee approved the staff report, endorsing the recommendation contained in this report.

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CITY STRATEGIC COMMITMENT:

By evaluating the “**Triple Bottom Line**”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced. **Yes** **No**

Arts, culture, archaeological and cultural heritage are supported and enhanced.
Sustained financial commitment to a broad educational initiative contributes to community well-being.

Environmental Well-Being is enhanced. **Yes** **No**

Human health and safety are protected.

The sense of continuity and familiarity with the past provided by promotional material and educational literature contributes to emotional well-being in human mental health.

Economic Well-Being is enhanced. **Yes** **No**

Hamilton's high-quality environmental amenities are maintained and enhanced.

A sustained program of publications and literature assists in the promotion of cultural heritage as part of tourist destinations as well as promotion of tourist literature

Does the option you are recommending create value across all three bottom lines?

Yes **No**

Do the options you are recommending make Hamilton a City of choice for high performance public servants? **Yes** **No**

The recommended option attests to the City's desire to set a high standard in attempting to maximize opportunities to promote its program of, and achievements in, heritage conservation.

:DC/dkm