



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE

Meeting #: 18-010
Date: December 11, 2018
Time: 8:00 a.m.
Location: Room 264, 2nd Floor, City Hall
71 Main Street West

Angela McRae, Legislative Coordinator (905) 546-2424 ext. 5987

	Pages
1. APPOINTMENT OF CHAIR AND VICE-CHAIR	
2. APPROVAL OF AGENDA	
(Added Items, if applicable, will be noted with *)	
3. DECLARATIONS OF INTEREST	
4. APPROVAL OF MINUTES OF PREVIOUS MEETING	
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5. COMMUNICATIONS	
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10. DISCUSSION ITEMS

11. MOTIONS

12. NOTICES OF MOTION

13. GENERAL INFORMATION / OTHER BUSINESS

13.1 Verbal Update from Julia Davis, Business Development & BIA Officer

13.2 Statements By Members

14. PRIVATE AND CONFIDENTIAL

15. ADJOURNMENT



Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE

MINUTES 18-009

8:00 a.m.

Tuesday, November 13, 2018

Room 264

Hamilton City Hall

71 Main Street West

- Present:** Tony Greco – Locke Street BIA (Acting Vice-Chair)
Kerry Jarvi – Downtown Hamilton BIA
Susie Braithwaite – International Village BIA
Susan Pennie – Waterdown BIA
Cristina Geissler – Concession Street BIA
Jennifer Mattern – Ancaster BIA
Maggie Burns – Ottawa Street BIA
Rachel Braithwaite – Barton Village BIA
Lisa Anderson – Dundas BIA
Bender Chug – Main West Esplanade BIA
Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA
- Absent:** Anne Marie Bergen – King West BIA
Councillor Matthew Green (Chair)

THE FOLLOWING ITEMS WERE REFERRED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:

- 1. Ancaster Business Improvement Area Expenditure Request for Banner Maintenance and Installation, Spring and Summer Flowers, Promotion of the Ancaster BIA and Special Events, and the Removal and Storage of Banners (Item 11.1)**
(Mattern/Anderson)
 - (a) That the expenditure request from the Ancaster Business Improvement Area, in the amount of \$5,909.23 for Banner Maintenance and Installation, and Spring and Summer Flowers, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,
 - (b) That the expenditure request from the Ancaster Business Improvement Area, in the amount of \$6,012.81 for Promotion of the Ancaster BIA and Special Events (Pumpkin Stroll and Canada Day 2019), and the Removal and Storage of Banners, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

2. Waterdown Business Improvement Area Expenditure Request for 49 Hanging Flower Baskets (Item 11.2)

(Pennie/Jarvie)

That the expenditure request from the Waterdown Business Improvement Area, in the amount of \$5,374.53 for 49 Hanging Flower Baskets, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

3. King Street West Business Improvement Area Expenditure Request for Holiday Hanging Baskets, Cleaning and Maintenance for Public Road Allowance, and Banners (Item 11.3)

(Anderson/R. Braithwaite)

(a) That the expenditure request from the King Street West Business Improvement Area, in the amount of \$1,438.25 for Holiday Hanging Baskets, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,

(b) That the expenditure requests, from the King Street West Business Improvement Area, in the amount of \$4,140.27 for the following projects, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved:

(i) \$2,000.00 Cleaning and Maintenance for Public Road Allowance;

(ii) \$1,000.00 Banners; and,

(iii) \$1,140.27 Holiday Hanging Baskets.

CARRIED

4. Concession Street Business Improvement Area Expenditure Request for Murals for Concession Street (Item 11.4)

(Geissler/Greco)

That the expenditure request from the Concession Street Business Improvement Area, in the amount of \$8,172.42 for Murals for Concession Street, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

5. Locke Street Business Improvement Area Expenditure Request for Banner Removal and Relocation, Purchase of Christmas Banners, Christmas Street Decorations, and Summer Flower Baskets (Item 11.5)

(Greco/Pennie)

- (a) That the expenditure request from the Locke Street Business Improvement Area, in the amount of \$2,946.74 for Banner Removal and Relocation, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,
- (b) That the expenditure requests, from the Locke Street Business Improvement Area, in the amount of \$11,839.96 for the following projects, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved:
 - (i) \$8,475.00 Purchase and Install of Christmas Banners;
 - (ii) \$1,800.00 Christmas Street Decorations (trees and garland); and,
 - (iii) \$1,564.96 Summer Flower Baskets.

CARRIED

6. Barton Village Business Improvement Area Expenditure Request for Banner Installation, Beautification Assistant, Planters, and Office Equipment (Item 11.6)

(R. Braithwaite/Jarvi)

That the expenditure request from the Barton Village Business Improvement Area, in the amount of \$6,369.87 for the following projects, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved:

- (i) \$126.04 Banner Installation;
- (ii) \$1,173.34 Beautification Assistant;
- (iii) \$2,530.31 Planters; and,
- (iv) \$2,540.18 Office Equipment.

CARRIED

7. Ottawa Street Business Improvement Area Expenditure Request for Commercial Production, Sew Hungry Events Programs, Hanging Baskets and Maintenance, Holiday Decorative Swags, and Street Maintenance (Item 11.7)

(Burns/R. Braithwaite)

- (a) That the expenditure request from the Ottawa Street Business Improvement Area, in the amount of \$13,664.61 for the following projects, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved:

- (i) \$4,997.61 Fall/Winter Hanging Baskets;
 - (ii) \$502.48 Hanging Basket Maintenance;
 - (iii) \$2,210.00 Holiday Decorative Swags; and,
 - (iv) \$5,954.52 Street Maintenance; and,
- (b) That the expenditure requests, from the Ottawa Street Business Improvement Area, in the amount of \$19,427.07 for the following projects, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved:
- (i) \$3,200.00 Commercial Production;
 - (ii) \$5,087.59 Sew Hungry Event Programs; and
 - (iii) \$11,139.48 Spring/Summer Hanging Baskets.

CARRIED

8. Main West Esplanade Business Improvement Area Expenditure Request for Street Cleaning and Flowers (Item 11.8)

(Burns/Pennie)

That the expenditure request from the Main West Esplanade Business Improvement Area, in the amount of \$761.02 for Street Cleaning and Flowers, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

9. Barton Village Business Improvement Area Expenditure Request for Banner Installation, Beautification Assistant, Planters, and Office Equipment (Item 11.9)

(MacKinnon/Pennie)

That the expenditure request from the Stoney Creek Business Improvement Area, in the amount of \$5,659.24 for the following projects, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905):

- (i) \$1,740.20 Satellite Gardens; and
- (ii) \$3,919.04 Event Expenses - Pumpkin Fest & Strawberry Folk Fest; be approved.

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

The Committee Clerk advised that there were no changes to the agenda.

(Greco/S. Braithwaite)

That the agenda for the November 13, 2018 Business Improvement Area Advisory Committee meeting be approved, as presented.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 3)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)

(i) September 11, 2018 (Item 4.1)

(R. Braithwaite/Jarvi)

That the September 11, 2018 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) STAFF PRESENTATIONS (Item 9)

(i) Cannabis Dispensaries (Item 9.1)

Ken Leenderste, Director of Licensing & By-Law Services, addressed the Committee respecting Cannabis Dispensaries.

(Mattern/R. Braithwaite)

That the staff presentation from Ken Leenderste respecting Cannabis Dispensaries, be received.

CARRIED

(ii) Impacts of Cannabis Legislation (Item 9.2)

Kevin McDonald, Director of Public Health Services – Healthy Environments, addressed the Committee respecting the Impacts of Cannabis Legislation, with the aid of a handout. This handout has been added to the official record.

(R. Braithwaite/Pennie)

That the staff presentation from Kevin McDonald respecting the Impacts of Cannabis Legislation, be received.

CARRIED

A copy of the handout is available on the City's website or through the Office of the City Clerk.

(iii) Pedestrian Kiosk Update (Item 9.3)

Meredith Plant and Karol Murillo, from Planning and Economic Development, provided an update to the Committee on Pedestrian Kiosks, with the aid of a handout and preliminary application form. The handout and application form have been added to the official record.

(Geissler/Greco)

That the staff update from Meredith Plant and Karol Murillo respecting Pedestrian Kiosks, be received.

CARRIED

A copy of the handout and application form are available on the City's website or through the Office of the City Clerk.

(e) GENERAL INFORMATION/OTHER BUSINESS (Item 13)

(i) Update from Julia Davis, Business Development & BIA Officer (Item 13.1)

Julia Davis thanked everyone for submitting their requests for expenditures.

Julia provided an update on the Digital Main Street and Digital Services Squad Grant Program. These programs will be offering two types of grants to help small main street businesses across Ontario strengthen their digital and online capabilities. Staff will be in attendance at the next meeting to provide more details.

The Chamber of Commerce Outstanding Business Achievement Awards and Business Improvement Area Awards of Property Excellence will be March 26, 2019, and Julia reminded Committee members to submit their nominations.

Julia thanked the BIA members that have had her attend their Annual General Meetings (AGM). The BIA's that have already had their AGMs will have their budget requests and Board appointments submitted to the December 2018 General Issues Committee for consideration. The remainder of the BIA's whose AGM's are upcoming will have their budget requests and Board appointments submitted to the January 2019 General Issues Committee.

Julia has requested that the BIA members be added to the distribution list for the Committee of Adjustment. BIA members can review the agenda and attend to provide comment where applicable.

Julia advised Committee that the deadline to submit receipts for the Christmas Grant Program is January 7, 2019 and there is up to \$1000

available. Additionally, more information on the Main Street Grant Program will be sent out today.

Julia requested that BIA members send her information on any graffiti that business owners are finding. She would like to ensure that statistics are being kept to accurately reflect what is happening.

(Geissler/Greco)

That the verbal update from Julia Davis, Business Development & BIA Officer, be received.

CARRIED

(ii) Statements by Members (Item 13.2)

BIA Members used this opportunity to discuss matters of general interest.

(f) ADJOURNMENT (Item 15)

(R. Braithwaite/Geissler)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:47 a.m.

CARRIED

Respectfully submitted,

Tracy MacKinnon, Acting Vice-Chair
Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk

Digital Main Street Program

City of Hamilton
Small Business Enterprise Centre

Digital Main Street

- * Partnership with the Province of Ontario and the Ontario BIA Association

Two Program opportunities to support businesses;

1. Digital Service Squad Grant
2. Digital Transformation Grant

Digital Service Squad

- * Partnership with Hamilton Chamber of Commerce
- * Hiring of 2 Digital Service Squad members

Hamilton SBEC

Ancaster BIA

Barton Village BIA

Concession Street BIA

Locke Street BIA

Waterdown BIA

Downtown BIA

Stoney Creek BIA

Chamber of Commerce

Downtown Hamilton BIA

International Village BIA

King Street BIA

Ottawa Street BIA

Westdale BIA

Main Street Esplanade

Digital Transformation Grant

- * Goal is to assist main street businesses across Ontario improve their adoption of technologies to enhance online presence, sell on-line and even run back end process.
- * Assist in the development of a Digital Transformation Plan
- * Assist in the application of up to \$2500.00 to help with the cost to execute the plan.

Potential Collaboration

- * City of Hamilton to lead an application on behalf of the community
- * Partner with all BIA's
- * Partner with McMaster and Mohawk College
- * Partner with local Chambers of Commerce

Timelines

- * Applications to open October 15th, 2018
- * Squad to be ready in early 2019
- * Project to be complete March 31st 2020

Costs and Impact

- * Project funded through the application with the Ontario BIA Association (no levy impact)
- * Enhance business growth
- * Retention of business in Hamilton

Questions ?



Digital Service Squad Grant Program FAQs

What is a Digital Service Squad and what do they do?

As part of the Digital Main Street Grant program funded by the Province of Ontario in partnership with the Ontario BIA Association (OBIAA); Digital Service Squads are digital technology specialists in an area or region of Ontario who will deliver one-on-one assistance to small main street businesses.

The squads will provide assessments, consulting and advice to small main street businesses on how they can adopt digital technologies to help them promote, sell and manage their businesses more effectively.

What is the grant for?

Setting up a Digital Service Squad takes time and money. The Province of Ontario has grants available to help cover the costs to develop, train and implement Squads. Each one-time grant is \$10,000 and is available through an application process.

Who is eligible for the Digital Service Squad Grant (DSSG)?

A DSSG grant is open to participants who meet one of the following requirements and are:

- A local BIA located in Ontario and/or,
- A Municipality, Chamber of Commerce or Small Business Enterprise Center in an area where there are no BIAs present and located in Ontario and/or,
- An area with multiple BIA's who partner with the Municipality, Chamber of Commerce or Small Enterprise Centre to create a Centralized Project Partnership (CPP).

What is available through the grant?

- Each BIA is eligible to apply for a single grant of up to \$10,000.
- Each area where there is no BIA present and the local municipality or community group is setting up the Squad is eligible to apply for a single grant of up to \$10,000.
- Each area that creates a CPP is eligible to apply for grants based on the number of BIAs within the area x \$10,000.
- Flexibility exists for outlier area's that are not accurately represented by the criteria.

What can the grant be spent on?

While some of the details are still being finalized, generally the eligible costs that can be offset by the grant are equipment costs, staff costs and print marketing material.

More specifically:

- Equipment limited to \$1,200
 - Chromebook or equivalent to a maximum of \$350.00
 - 360-degree camera kit (approx. \$600.00)
 - Ricoh Theta S 360 Degree Camera or equivalent – up to \$500.00
 - Anker Battery Pack or equivalent – up to \$50.00
 - Tripod or equivalent – up to \$40.00
 - Mobile Hot Spot or equivalent up to a maximum of \$200.00 (monthly service costs not included)



Digital Service Squad Grant Program FAQs

- Print marketing limited to \$300 (postcards / flyers promoting the service locally)
- Total eligible costs outside of salary/wages of \$1,500
- Salary and wages will be offset by the remainder.

What are non-eligible expenses?

Ineligible costs include unnecessary or excessive equipment, personal salaries, repayment of other loans, past debts, software and repair of existing equipment.

*Note the grant cannot be used to pay a current member of your team to be on the Digital Service Squad.

How do we apply?

Applications for DSSG will be live October 15, 2018 and application criteria has not yet been finalized. For entities applying for a grant, the process has two stages.

1. Describe the applicant and detail any partnership formed for the purposes of this grant application. Include copies of partnership agreements or MOUs.
2. Provide detailed information regarding the intent, plan and players:
 - a. Describe the organizational structure and who will be responsible for the administration of the grant funds.
 - b. Describe the applicant's geographic area including (if applicable) the number of BIAs and the number of main street businesses to be served.
 - c. Describe the applicant's process of acquisition of goods and services for the purposes of satisfying the grant project goals.
 - d. Describe the project action plan to include timelines for hiring staff, purchasing equipment and executing deliverables.
 - e. Include a detailed budget.

Review and Granting:

1. The application will be reviewed by OBIAA and, once approved, the applying entity will receive the grant agreement to be executed by both the entity and the Ontario BIA Association.
2. Upon receipt of the signed grant agreement the grant will be released for the execution of the local DTP

How can I learn more?

Visit www.digitalmainstreet.ca for more information on timing and instructions for applying for Digital Service Squad Grants.





Digital Transformation Grant FAQs

What is a Digital Transformation Grant?

The Digital Main Street Program funded by the Province of Ontario in partnership with the Ontario BIA Association seeks to help small main street businesses across Ontario improve their adoption of technologies to better promote themselves online, sell online and even run back-office processes online. Every business that wants to participate in the grant must first take an online assessment of their current technology use. Based on the assessment, the business will then develop a Digital Transformation Plan based on a template that will be provided which will detail their goals and what technologies they need to achieve those goals. To help put the plan into action, the business can then apply for a one-time grant of \$2,500 to help with the costs of adopting the required technology.

Who is eligible for the grant?

A Digital Transformation grant is open to participants who meet the following requirements:

- Must be a main street business that:
 - Pays commercial property tax (needs to be commercially assessed).
 - Has 1-99 employees.
 - Is within a BIA or located within a defined central business district or downtown by a municipality's OP / ZBL.
 - Must be incorporated.
- Owned by someone 18 years of age or older at the time of application.
- Owned by someone who is a Canadian citizen or permanent resident.
- Owned by an Ontario resident or operating a business in Ontario.
- Has completed the Digital Transformation for Main Street training program.
- Has completed the Digital Transformation Assessment.
- Has developed a Digital Transformation Plan.

What can the grant be spent on?

While some of the details are still being finalized, generally the eligible costs that can be offset by the grant are digital technology contract/salaries, website design and development software, hardware and training. More specifically:

- Digital Marketing
 - Hiring a consultant/agency/person to execute Digital Marketing initiatives
- Website
 - Redesign, Improvement of existing website
 - Development of new website
- Software
 - Graphic design software
 - Productivity Software (LastPass, Hootsuite, Dropbox, etc.)
 - Social Media Software (Hootsuite, Buffer, etc.)
 - Security Software





Digital Transformation Grant FAQs

- Other software as evidenced in the DTP
- Digital Training
 - Ongoing Digital Training courses (in-person & online)
- Hardware
 - Must be hardware deemed necessary

What costs are not eligible?

Costs that are ineligible include:

- Unnecessary or excessive equipment (or equipment you already have and want to upgrade)
- Owners' salaries or salaries of existing employees
- Repayment of other loans or past debts
- Repair of existing equipment

How do can I apply?

Applications for Digital Transformation Grants will be live October 15, 2018 (application criteria will be finalized at that point). The process for businesses applying for a DTG the process has two main stages. NOTE: businesses **MUST** have completed their assessment, their online training and their Digital Transformation Plan **BEFORE** applying for a grant.

Apply:

1. Fill in and submit a grant application at www.digitalmainstreet.ca to include detailed information on the Digital Transformation Plan along with a detailed budget
2. Submit a copy of their articles of incorporation

Review and granting:

1. The application will be reviewed by OBIAA and once approved the business will receive the grant agreement to be executed by both the business owner and OBIAA.
2. Upon receipt of the signed grant agreement, OBIAA will release the \$2,500 grant to the business for use to implement the Digital Transformation Plan.

How can I learn more?

Visit www.digitalmainstreet.ca for more information on timing and instructions for applying for Digital Service Squad Program grants.

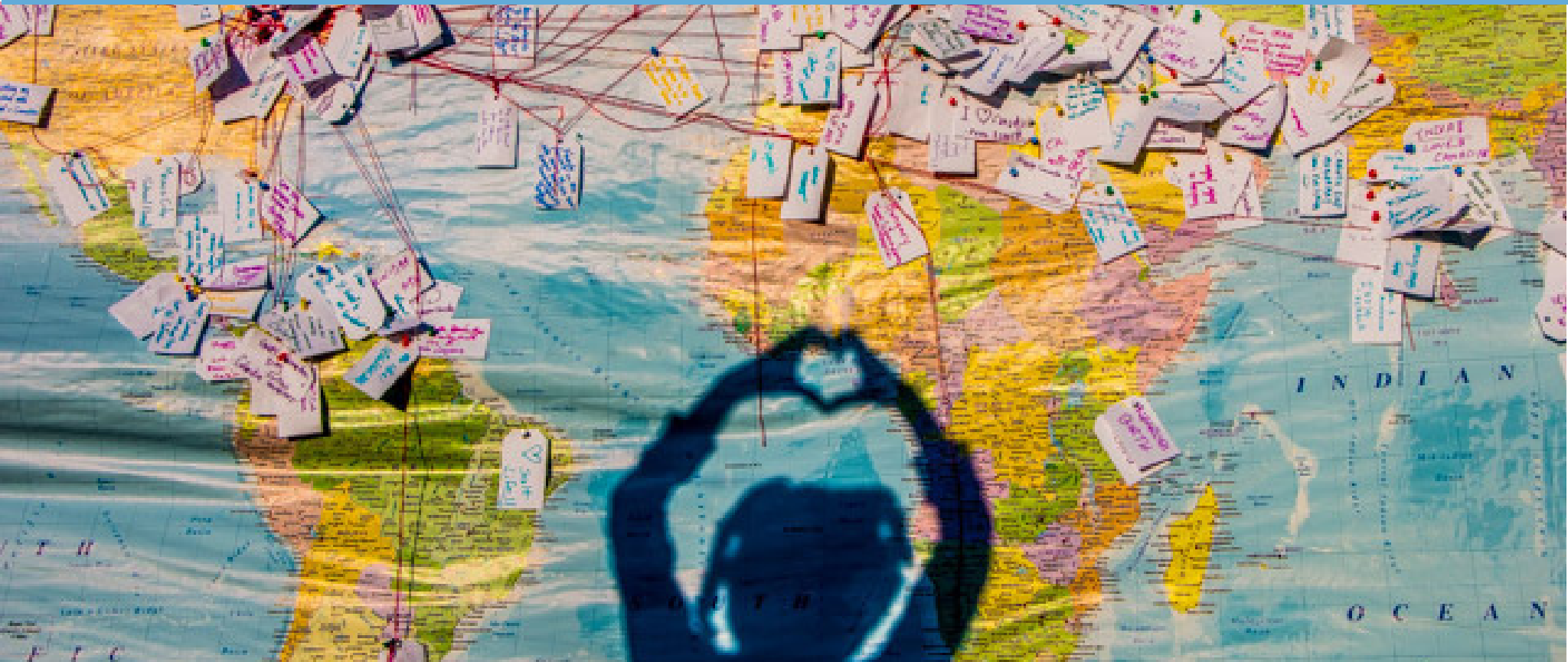


City of Hamilton Immigration Team

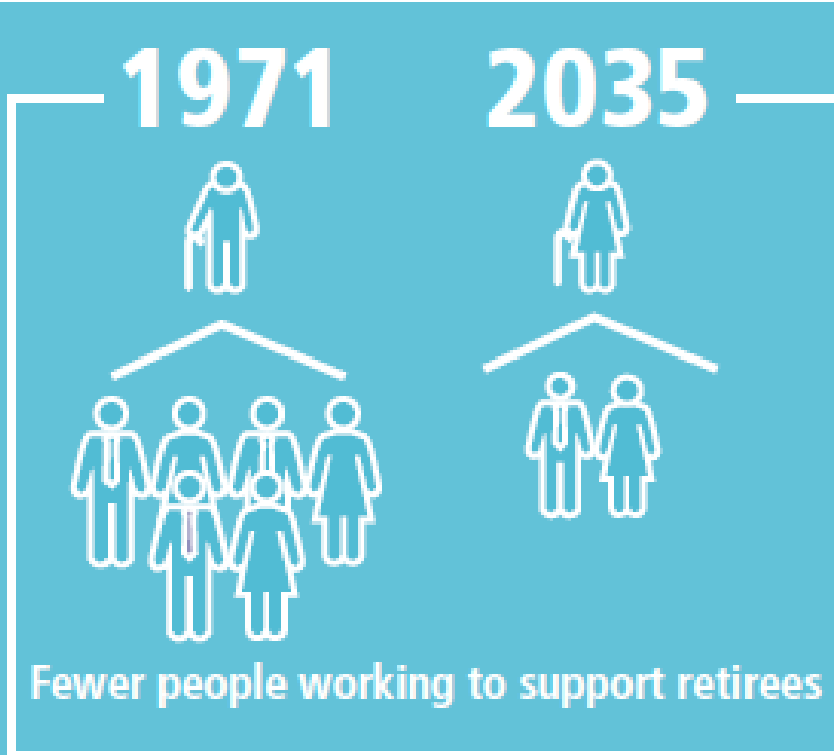
December 11, 2018 BIA Presentation



@HipcHamilton @hamiltonecdev



Why Immigrants



5 MILLION Canadians to retire by 2035

Immigrants are more likely to start a business than Canadian born.

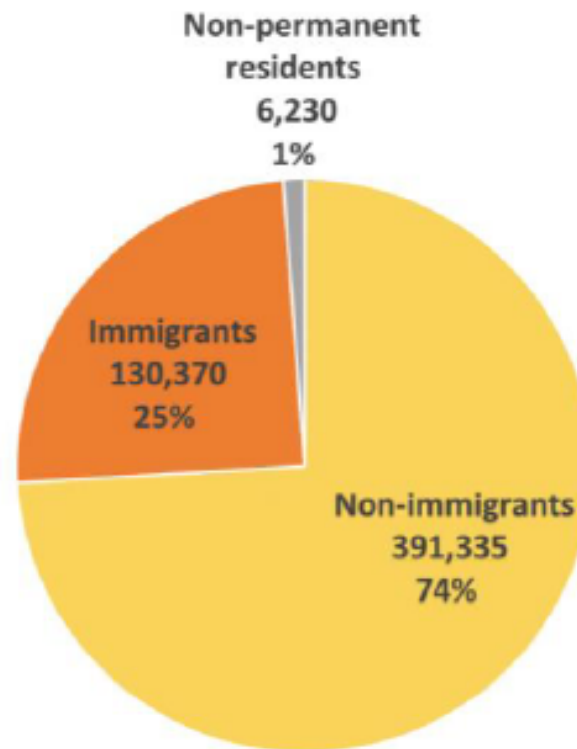


Immigrant entrepreneurs contribute to economic growth by:

- creating jobs
- attracting investment to Canada
- driving innovation

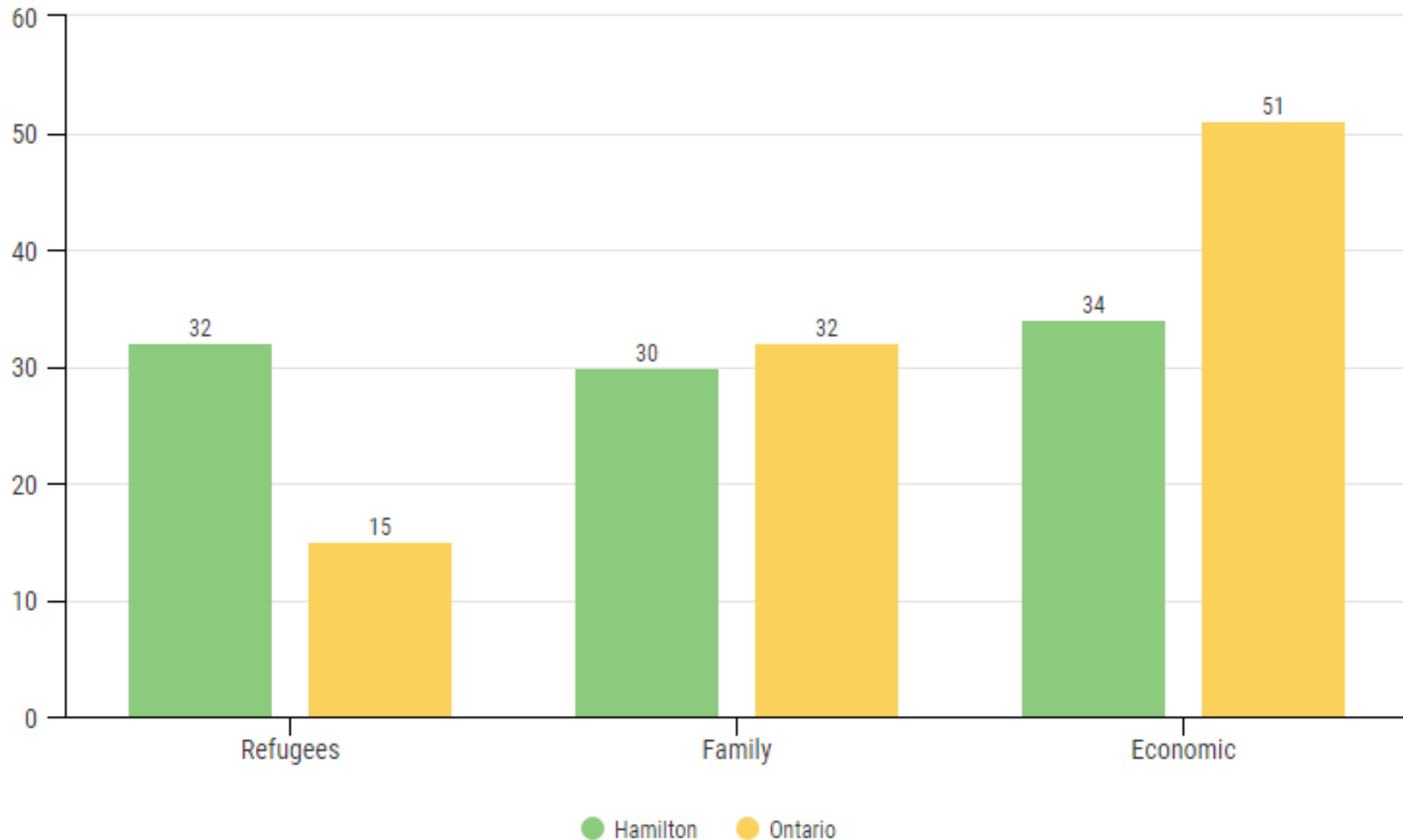
Immigrant Population in Hamilton

Chart 1. Immigrants, non-immigrants and non-permanent residents living in Hamilton, Statistics Canada (2016 Census)



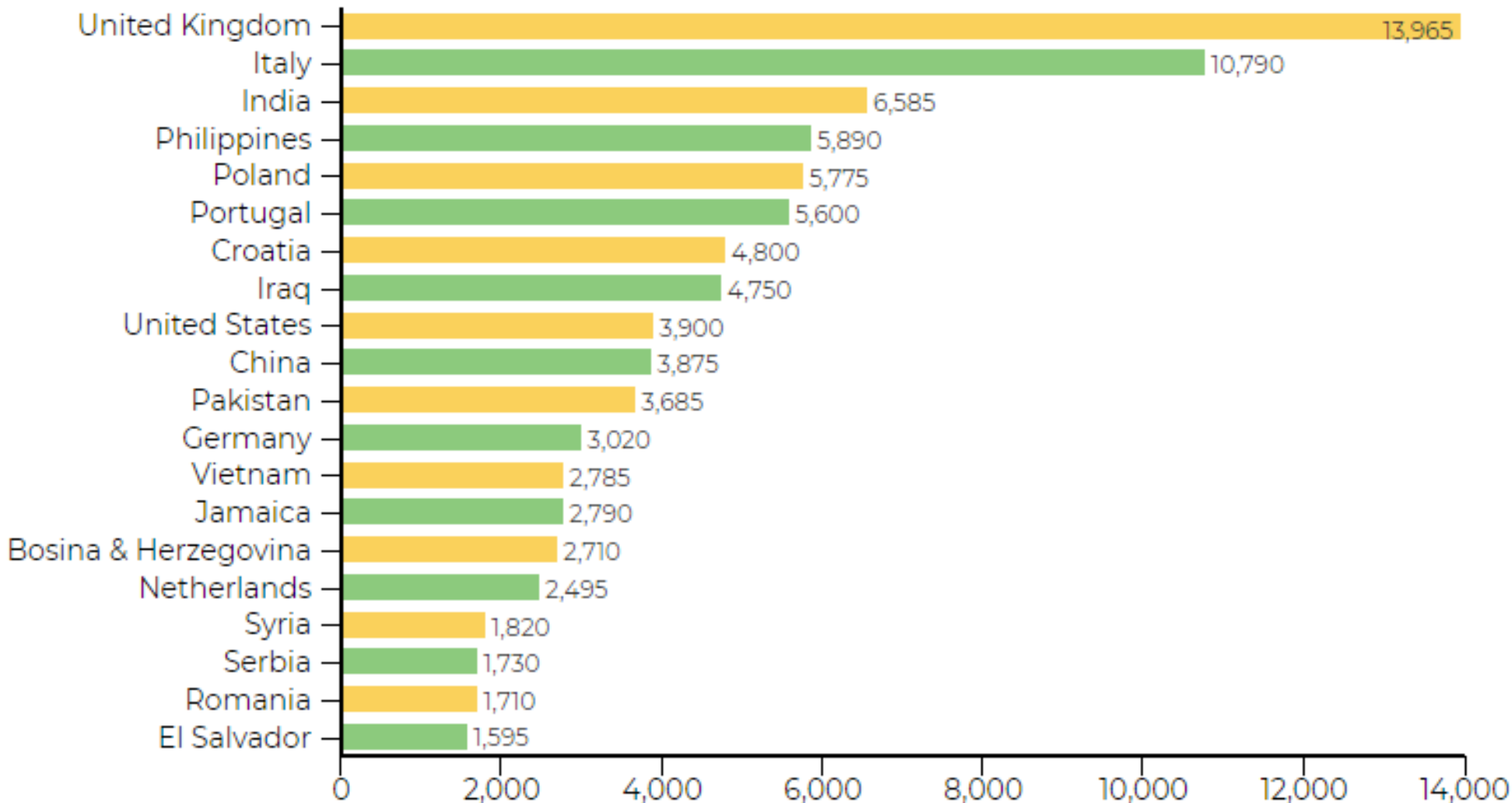
- One in four residents of Hamilton is an immigrant
- Over half of the 130,000 immigrants in Hamilton arrived before 1980
- Non-permanent residents include a growing number of international students

Recent Immigrants in Hamilton (%)



- Hamilton has twice as many recent refugees compared to ON's average
- 34% of recent immigrants to Hamilton are economic class compared to 51% in ON

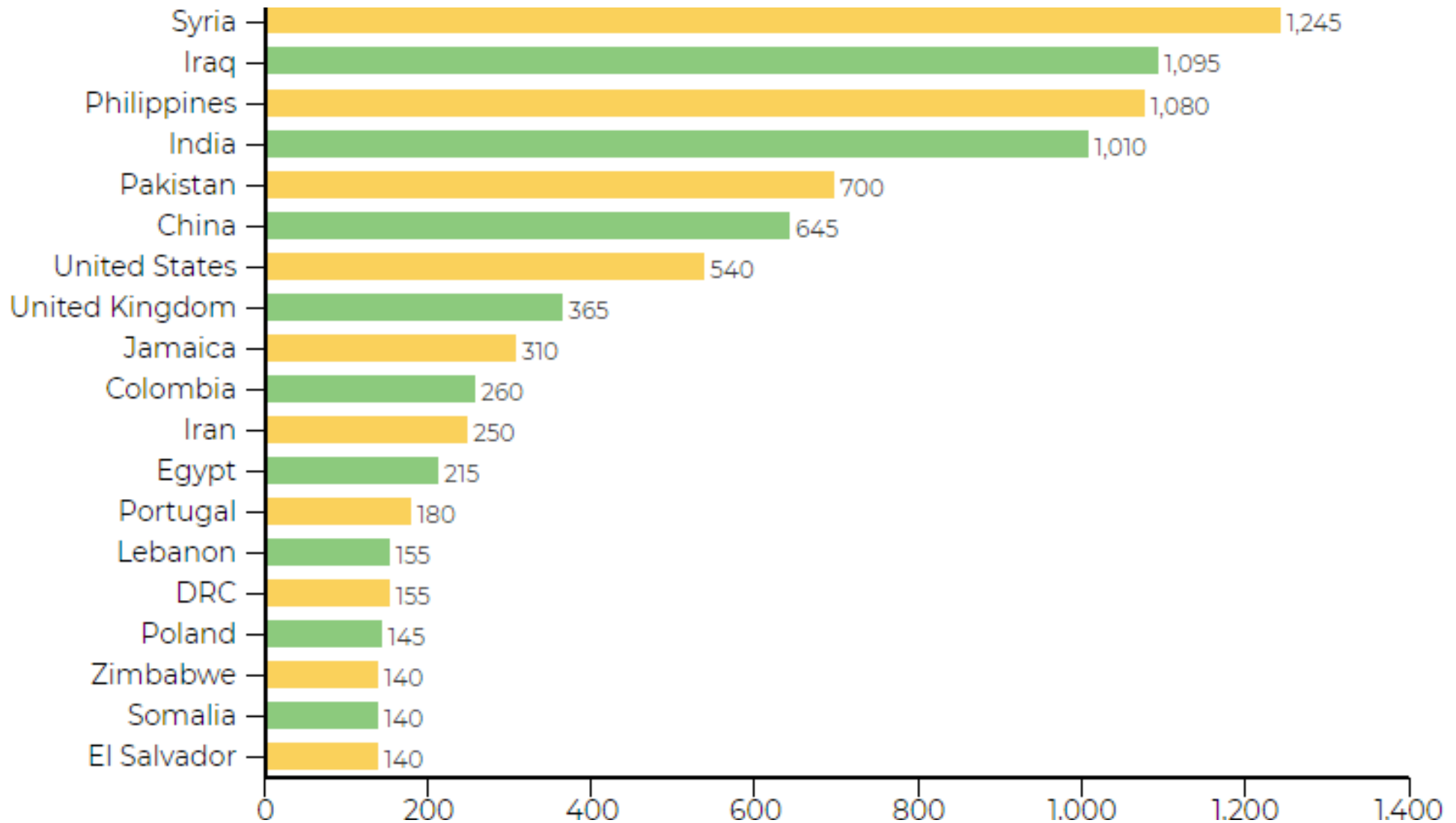
Hamilton Immigrants-Country of Birth



1. United Kingdom: 13,965
2. Italy: 10,790
3. India: 6,585

4. Philippines: 5,890
5. Poland: 5,775
6. Portugal: 5,600

Recent Newcomers-Country of Birth



1. Syria: 1,245
2. Iraq: 1,095
3. Philippines: 1,080

4. India: 1,010
5. Pakistan: 700
6. China: 645

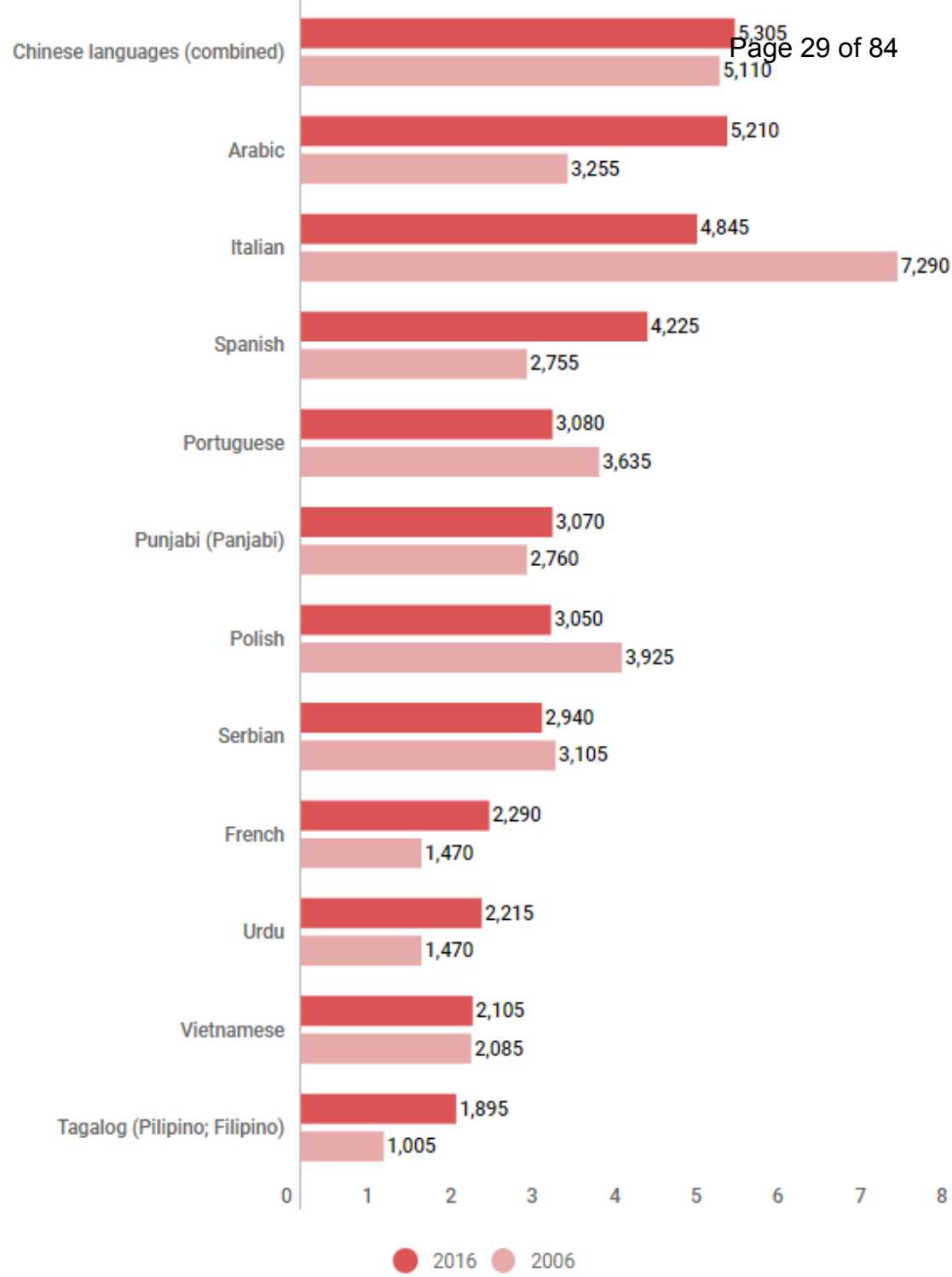
Top non-English Languages Spoken at Home

2016

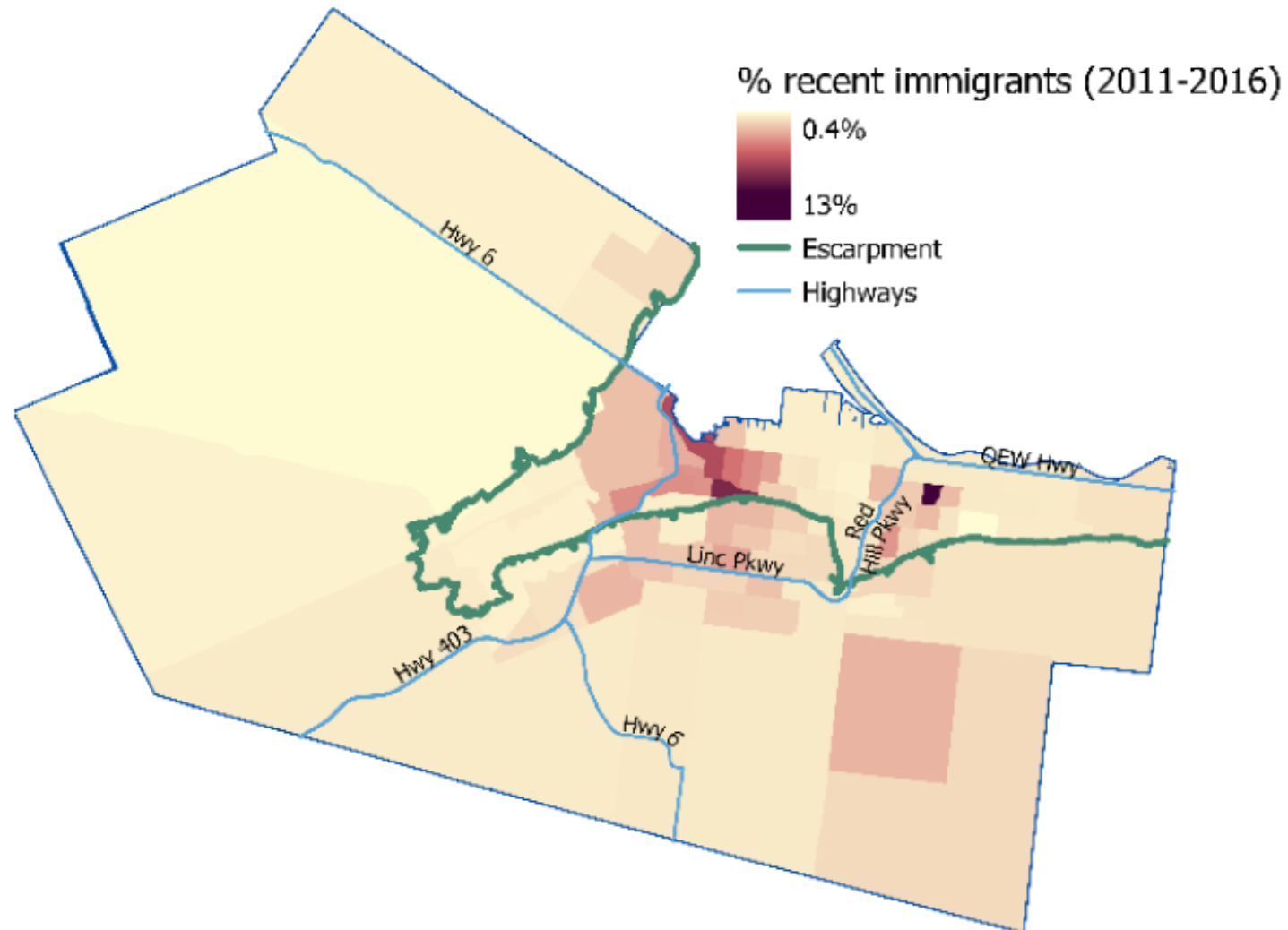
- 1. Chinese
- 2. Arabic
- 3. Italian

2006

- 1. Italian
- 2. Chinese languages
- 3. Polish

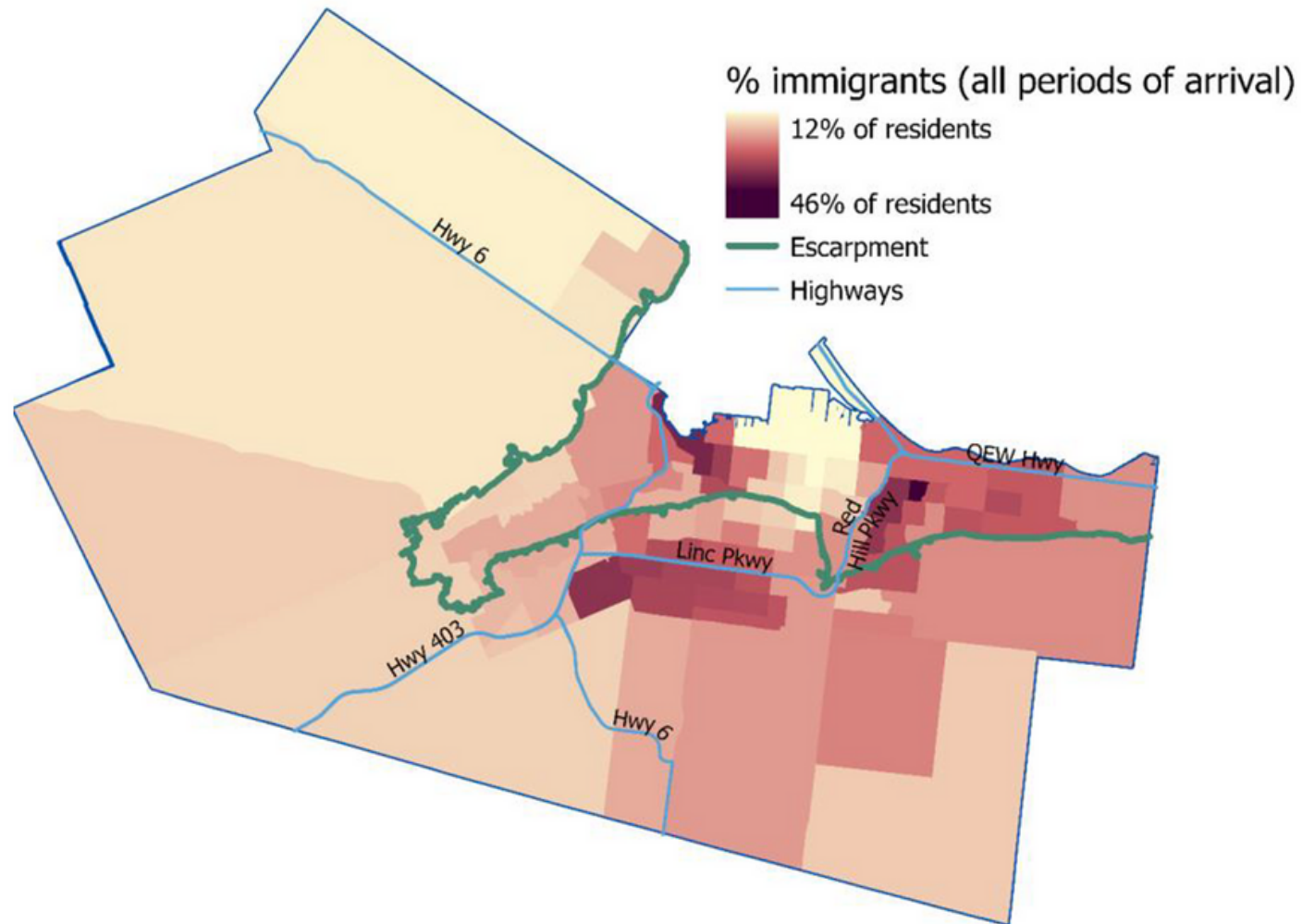


Where Recent Newcomers Live



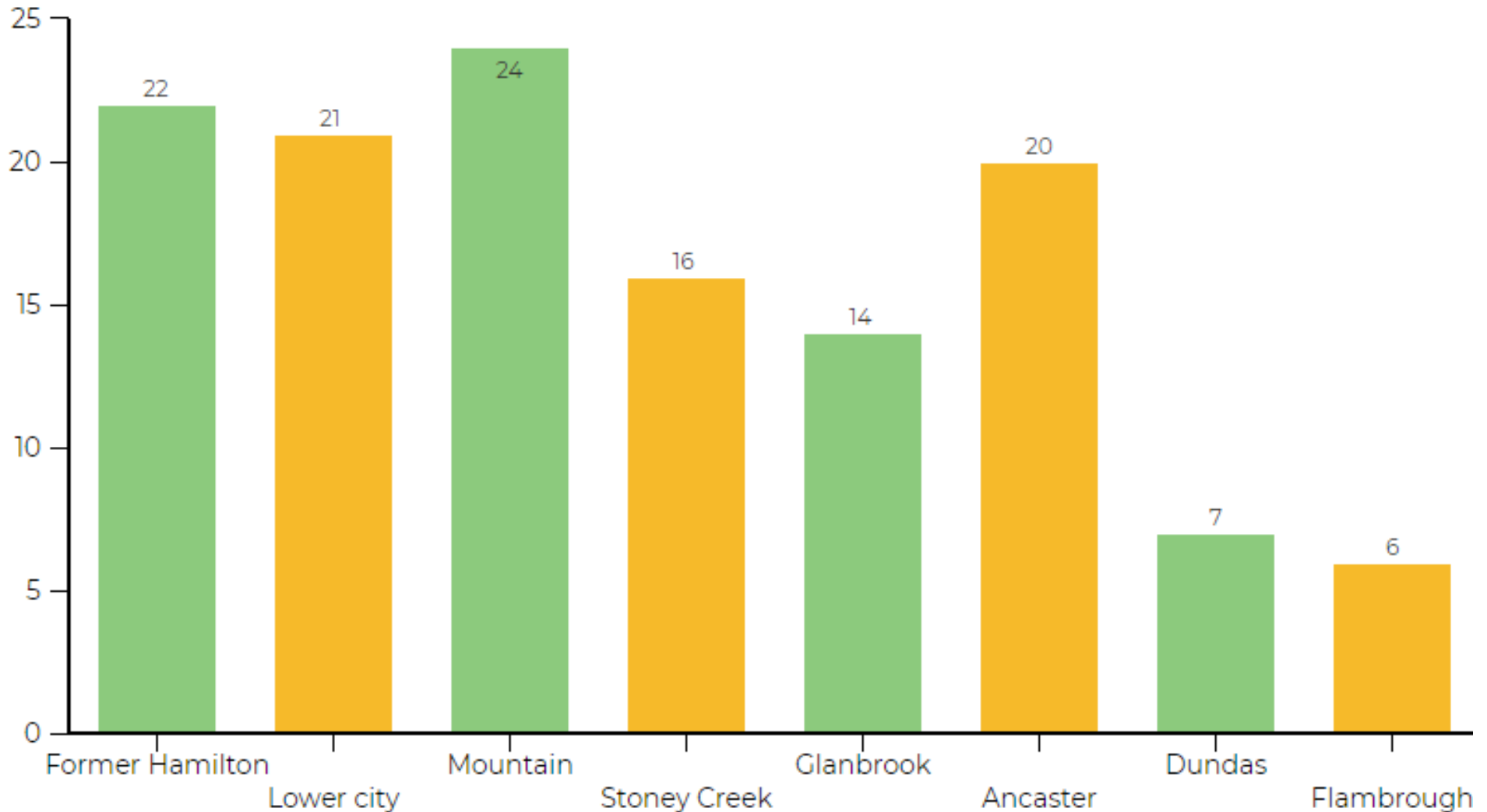
- Riverdale West: 875
- Corktown & Durand E: 965
- Strathcona & Central: 665
- Beasley: 435
- Landsdale: 510

Where Immigrants Live



- Riverdale West: 3,025
- Strathcona & Central: 3,175
- Centennial: 3,380
- Meadowlands: 4,775
- Davis Creek: 1,970

Visible Minorities by Area %



- **Mountain: 24%**
- **Lower City: 21%**

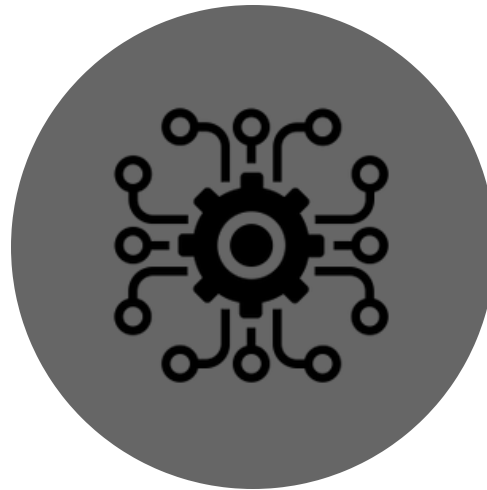
- **Ancaster: 20%**
- **Stoney Creek: 16%**

- **Glanbrook: 14%**
- **Durand: 7%**
- **Flambrough 6%**

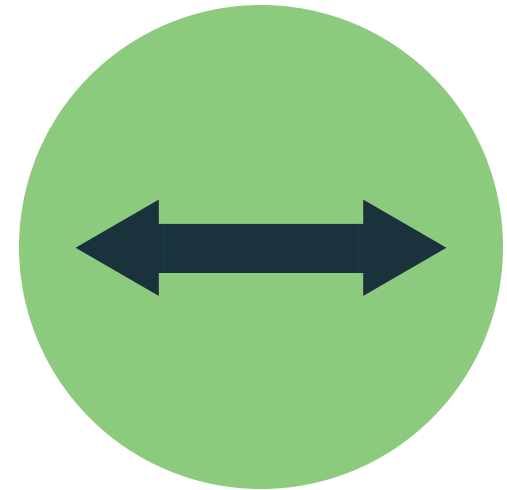
HIPC Joins Economic Development



Efficiencies



Integration



Continuum

How We Work Together



Shared Research



Uniform Message



Continuum of Services



Aligned Funding



Access to Experts

Phase 1: Attraction

Phase 2: Arrival

Phase 3: Integration

HIPC

- Housing
- Employment
- Language
- Health
- Engagement

- Mentorship
- Public Spaces
- City Services
- Citizenship
- Public Awareness

Global Hamilton

- Federal/Provincial Marketing
- Post Secondary & High school recruitment

- Business Creation
- Site Selection
- Connection to Funding
- Connection to Ecosystem

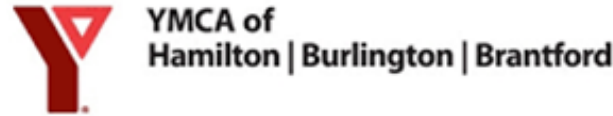
- Business Retention & Expansion
- Export Help
- Growing & Scaling
- Global Hamilton Connect (young professional retention group)

Foreign Direct Investment

What is HIPC?

- Collaborator
- Convener
- Funded by IRCC housed by City of Hamilton
- Established in 2009
- One of 77 Local Immigration Partnerships across Canada





STRATEGIC PRIORITIES

2017-2020

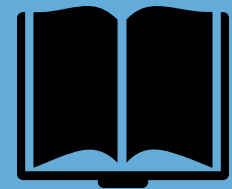
"Hamilton welcomes newcomers, celebrates diversity, and is a place for everyone to call home."



Newcomers are supported through strong community partnerships



Hamilton is a responsive, welcoming, and inclusive community



HIPC is a leader in immigration research and knowledge sharing

HamiltonForAll



Hamilton Newcomer Day

July 27, 2018 Hamilton City Hall





- Information Fair
- Cultural and music performances
- Food
- Children's activities
- Citizenship Ceremony

HIPC Projects



Employment & Mentorship

Informal Sector

Immigration Profile

Global Hamilton

- Promote Hamilton to international students
- Attract foreign companies and investment
- Brand the city's identity in a global perspective
- Communicate assets and opportunities available for newcomers in Hamilton



Global Presence



Foreign Investment

International Delegations

Trade Missions



International Students & YPs

Global Hamilton Connect

Airport Welcome Project

International Student Summit

Hamilton Employment Crawl

Soft Landing Program

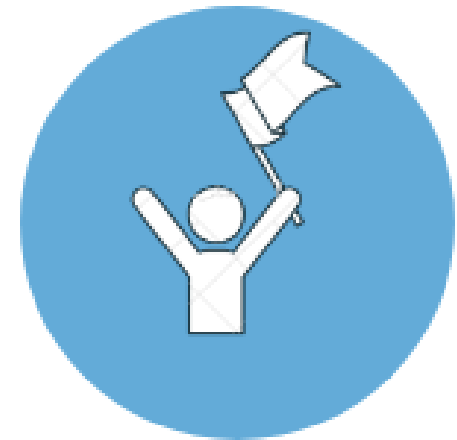
Helping firms learn about conducting business
in the Canadian marketplace



Training



Access



Success

Connect with the Immigration Team



Sarah Wayland
Senior Project Manager
email: sarah.wayland



Tammy Hwang
Business Development Officer
email: Tammy.Hwang



Layla Abdulrahim-Moore
Program & Policy Advisor
email: Layla.AbdulrahimMoore



Rashad Al-Aani
Communications Associate
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Questions?





JUNE 3-9, 2019
HAMILTON GOLF & COUNTRY CLUB
HAMILTON, ONTARIO



2019 RBC CANADIAN OPEN
CITY OF HAMILTON – BIA
TUESDAY DECEMBER 11TH



A Golf Canada
Championship

Sections

- History of the RBC Canadian Open
- History in Hamilton
- RBCCO Quick Facts
- New PGA TOUR Schedule
- Community Engagement
- Youth Initiative
- Event Week at a Glance
- Special Events and Activations
- Operations
- Opportunities



HISTORY OF CANADIAN OPEN

- 110th Playing of the Canadian Open
- First contested in 1904
- Third oldest continuously running tournament on TOUR after the Open Championship & US Open
- RBC has been title sponsor since 2007
- Glen Abbey has held the most Canadian Opens at 30

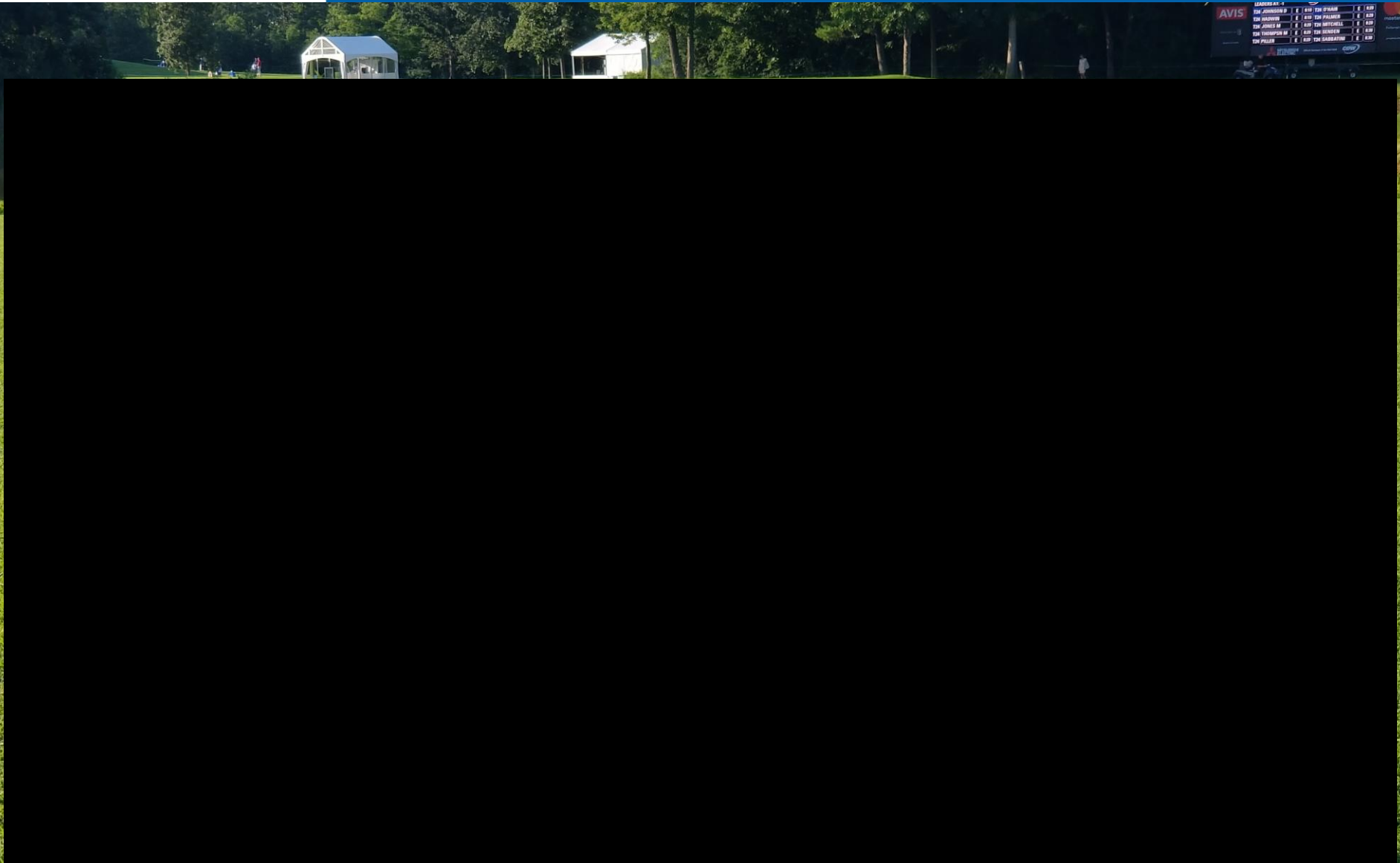


In Hamilton

- 100 year anniversary of first playing in Hamilton at HGCC
- 6 RBC Canadian Open's
 - 1919: Douglas Edgar
 - 1930: Tommy Armour
 - 2003: Bob Tway
 - 2006: Jim Furyk
 - 2012: Scott Piercy
- Will also host 2023 RBC Canadian Open



2018 RBC CANADIAN OPEN REVIEW



CANADA

The Players

- **Field:** 2018 was one of the strongest fields in recent memory including 3 of the top 10 on the FedEx Cup standings
- **Champion:** Dustin Johnson, World #1
- **Major Championship Winners:** Brooks Kepka, Bubba Watson
- **Local golfers** – MacKenzie Hughes (Dundas) & David Hearn (Brantford)
- **Purse:** \$7.6 million



Charity

\$1,140,000

- Raised in support of charitable causes and golf in Canada in 2018



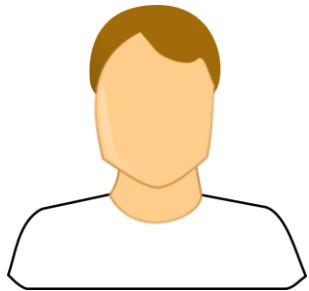
Attendees

75,000+

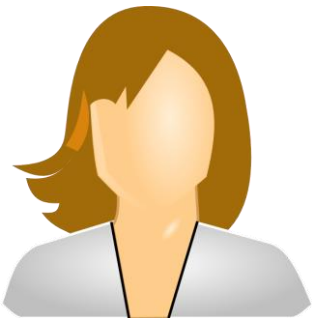
- Best attendance Monday to Friday in 5 years
- Best weekend gate sales in 5 years
- Total ticket sales up 16%



Gender



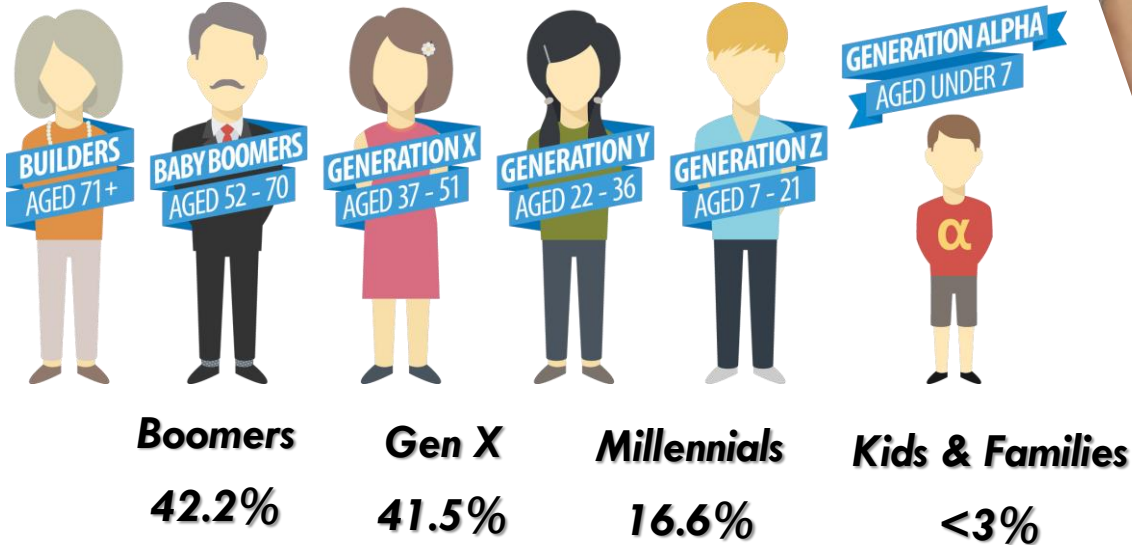
72%



28%



Age Range



Distance Travelled

39%

<40km



20%

40km-80km

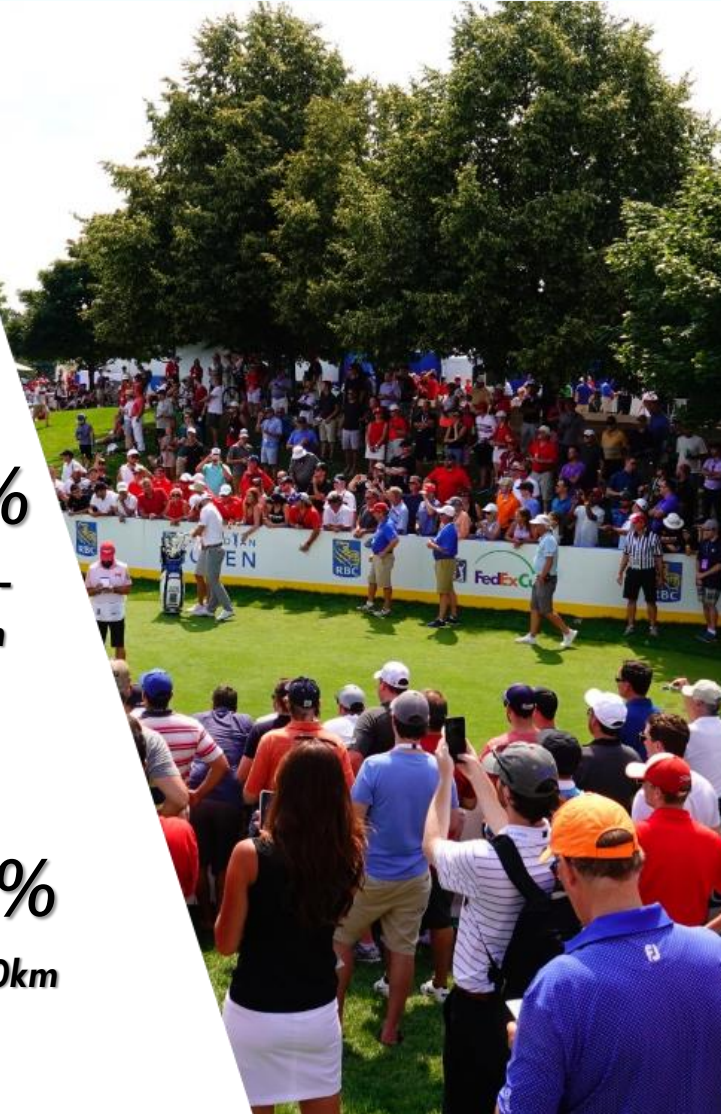
11%

80km-100km



29%

>100km

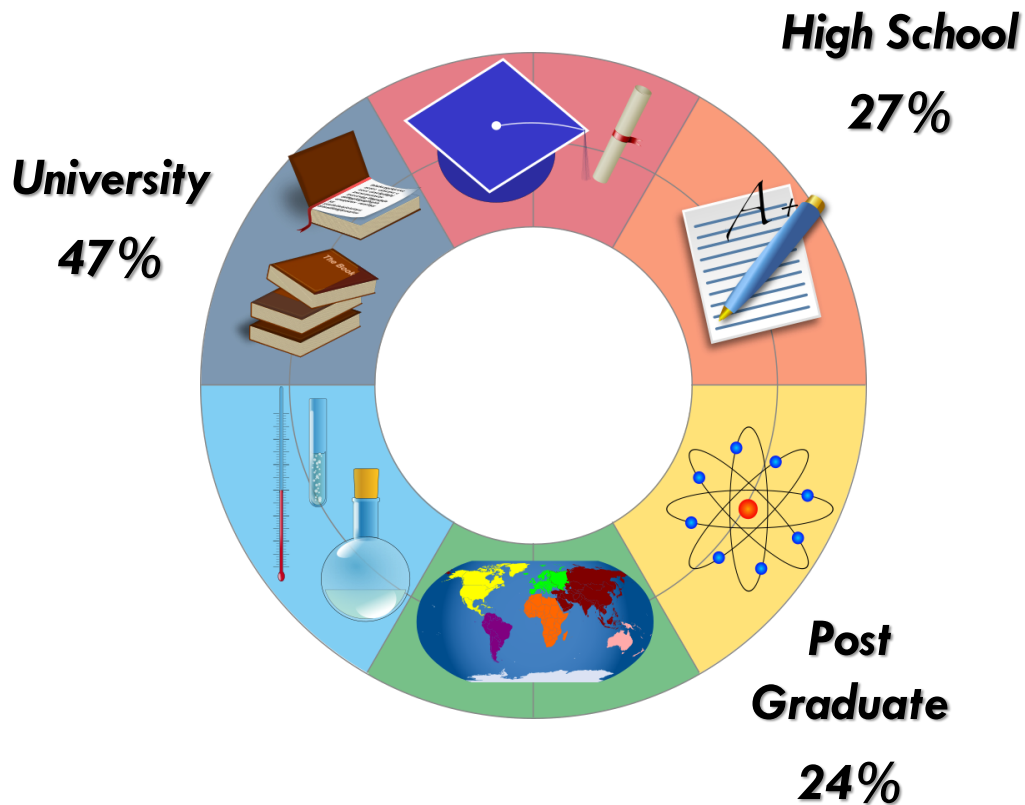


Number of Times Attended

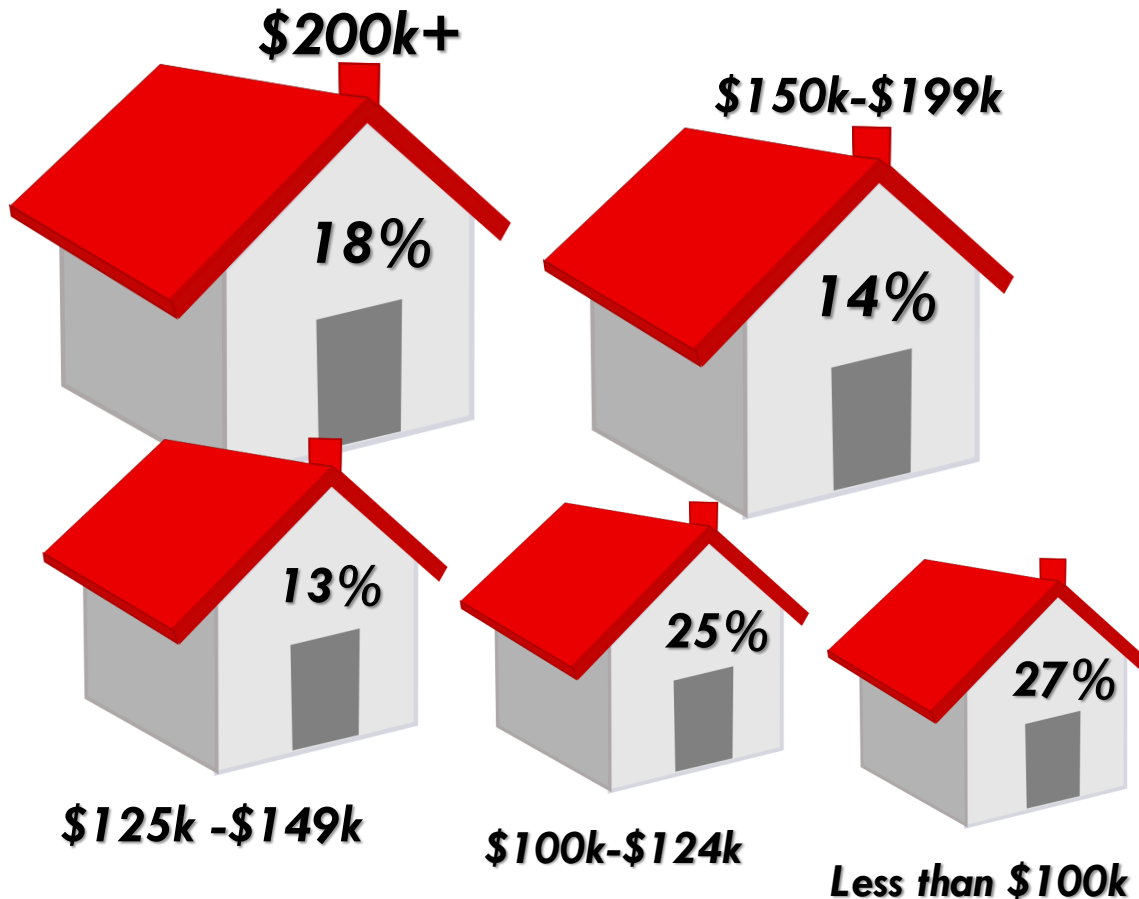
1		33%
2		19%
3+		48%



Education



Household Income



Viewership



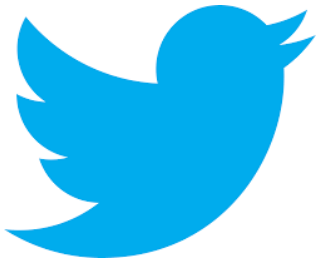
- Highest Saturday Ratings in 7 years
- Tied for highest Sunday ratings in 7 years
- 26 total broadcast hours (CBS Sports, Global, Golf Channel, TSN)



A Golf Canada Championship



Social



2.3m twitter impressions (up 130%)



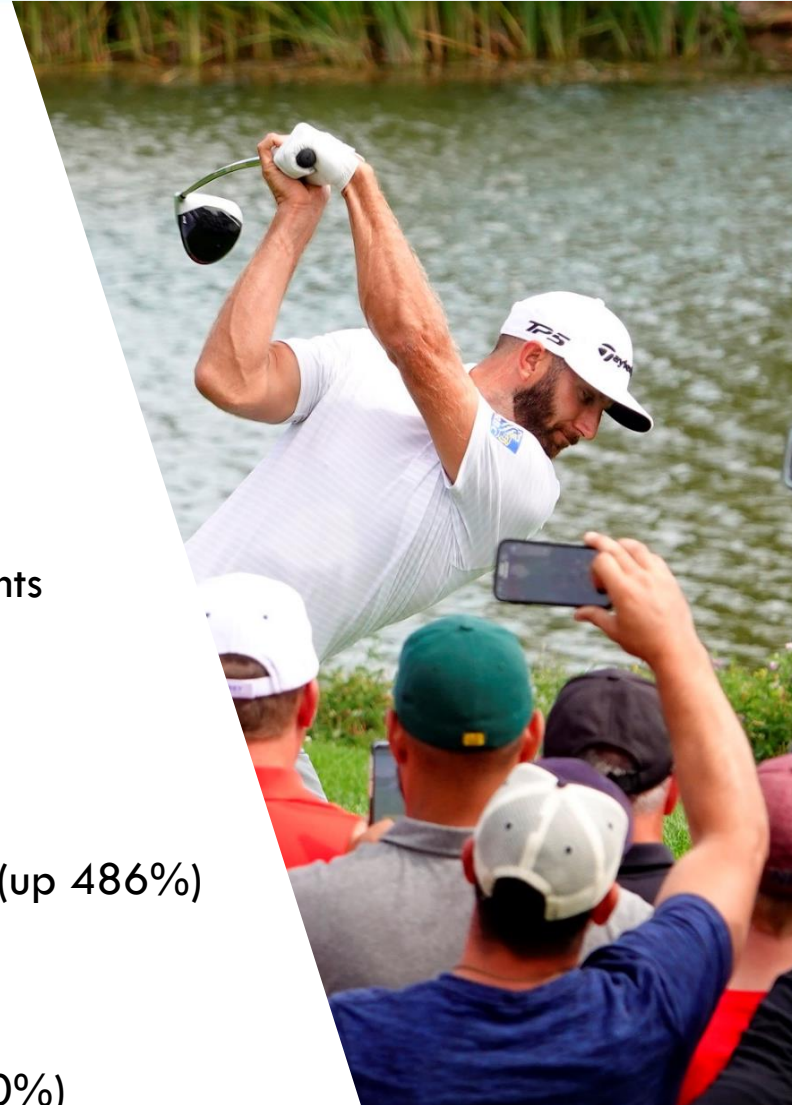
13,914 engagements on Facebook (up 143%)



16,083 engagements on Instagram (up 486%)



220k Snapchat impressions (up 220%)



Volunteers

- 1,550+ volunteers
- 58 Chairs and Vice Chairs of 24 committees
- Still recruiting (800+ currently registered)
- Adopt a hole



Economic Impact

\$41,310,000

Industry Output / Total Impact - Ontario

\$30,016,000

Industry Output / Total Impact - Hamilton



NEW SCHEDULE

- 2019 marks the start of a brand new PGA Tour schedule
- PLAYERS Championship moves from May to March
- PGA Championship moves from August to May
- RBC Canadian Open moves from July to June
- FedEx Cup in August



JUNE 3-9

1. New narrative
2. Before a major championship (US Open)
3. Avoiding cottage and summer vacations
4. Start of festival season
5. School in session

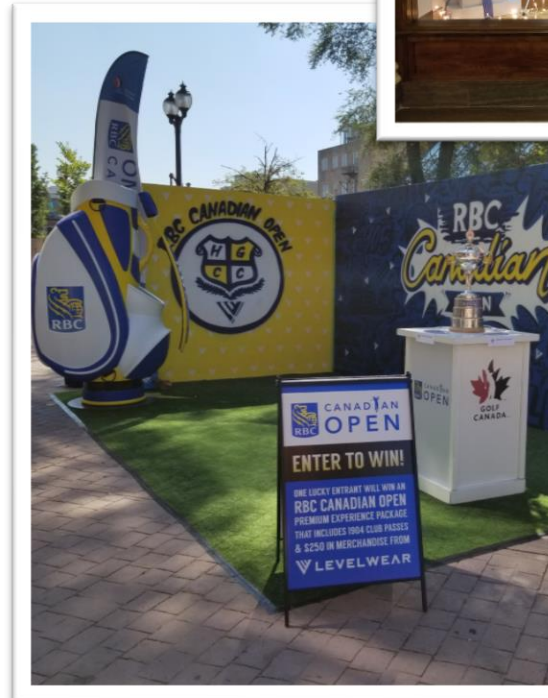


FALL EVENTS

- Super Crawl Booth
- Fieldcote Pumpkin Stroll
- Lister Block Holiday Window

WINTER/SPRING EVENTS

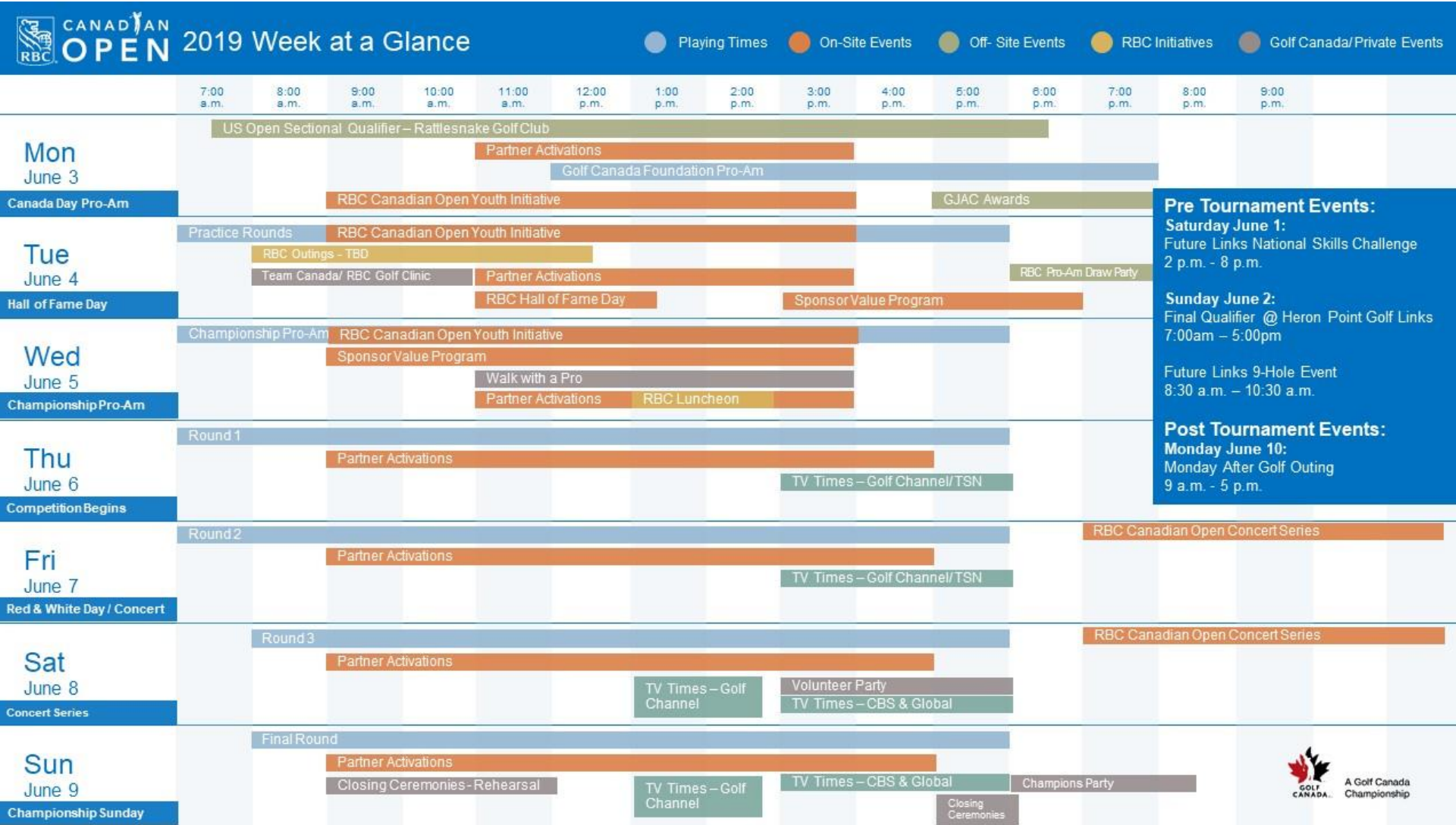
- Community Branding
 - City Hall
 - Lamp post banners
- Additional Events



120 Schools 100,000+ Youth Hamilton-Wentworth

- ✓ Future Links Golf in Schools
- ✓ Community Coach Training
- ✓ School Day at the RBCCO





Pre Tournament Events:
Saturday June 1:
 Future Links National Skills Challenge
 2 p.m. - 8 p.m.

Sunday June 2:
 Final Qualifier @ Heron Point Golf Links
 7:00am - 5:00pm

Future Links 9-Hole Event
 8:30 a.m. - 10:30 a.m.

Post Tournament Events:
Monday June 10:
 Monday After Golf Outing
 9 a.m. - 5 p.m.



SPECIAL EVENTS & ACTIVATIONS



Returning

- ✓ RBC Hall of Fame Day
- ✓ The Rink
- ✓ RBC Someday Decks
- ✓ Celebrities Appearances
- ✓ Avion Lounge
- ✓ Steam Whistle Patio
- ✓ Golf Town Leaderboard Viewing Deck

New

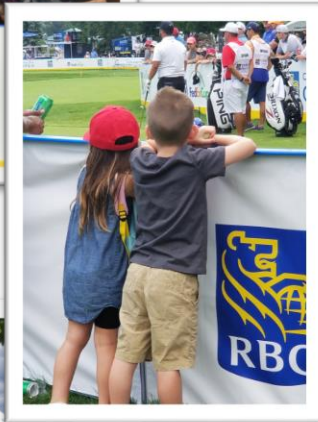
- ✓ *RBCCO Concert Series*
- ✓ *The Fare Way*
- ✓ *Family Zone*
- ✓ *Trolley*
- ✓ *School Day at the RBCCO*

- Tuesday June 4th
- On Site at HGCC
- Ceremony Honouring Canadian Golf Hall of Fame Inductees
- Special Guest to be named (2018 Lee Trevino, 2017 Jack Nicklaus)



2018 PGA TOUR Awards Best in Class Element Winner

- 13th Hole
- RBC Someday Deck
- Lodges at the Tee and Green
- Golf Town Patio
- Week Long Programming





- Location: Hole #1 East Course
- Two nights – Rock & Country
- 10,000 per night
- International Artists
- Partnership with Live Nation & RBC MusicX
- Stage to be used for programming throughout week



RBCXMUSIC
Presents
CANADIAN OPEN
CONCERT SERIES

Supported by
AVION | RBC | Coca-Cola | Ontario | CANADA



- RBC AVION Lounge
- Top of hill facing stage on the back of 17th Tee
- Will host 400+ RBC guests during concerts
- AVION Public Structure during golf

RBC X MUSIC
Presents

RBC CANADIAN OPEN
CONCERT SERIES

Supported by
AVION RBC Coca-Cola Ontario CANADA

FOOD INITIATIVE

- THE - FARE WAY

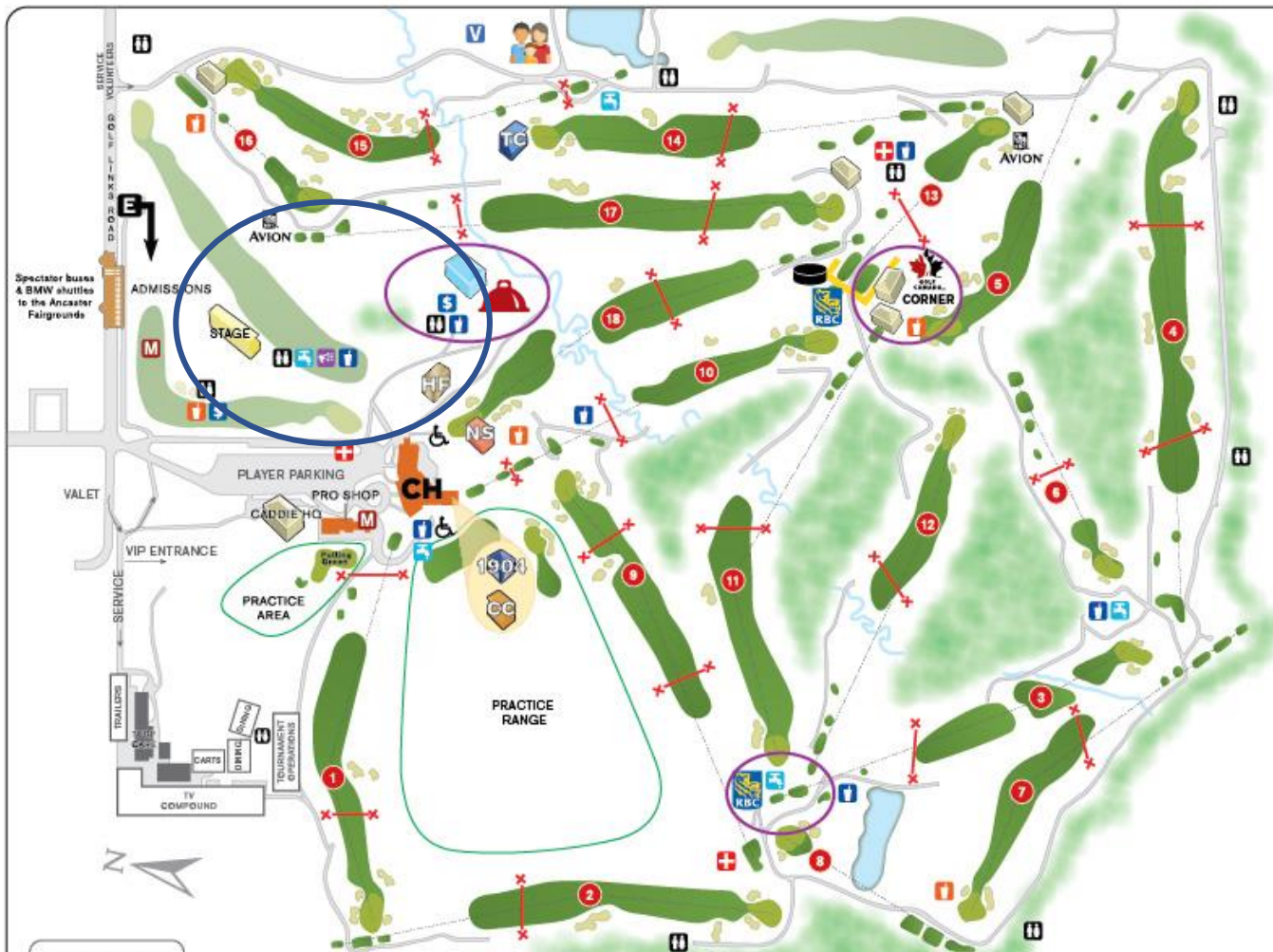
Hamilton Food and Culture Experience

- Location: Short course adjacent to hole #18
- Run in partnership with City of Hamilton
- Hamilton food experience and arts scene
- Programming throughout week





- Location: Hole #6 East Course
- Week long programming for families
- Site of Family Day for RBC employees



rbccanadianopen.com
facebook.com/rbccanadianopen
twitter.com/rbccanadianopen

LEGEND

- CH** CLUBHOUSE
- W** WASHROOMS
- C** CONCESSIONS
- C** CONCESSIONS (Thu-Sun only)
- M** MERCHANDISE
- S** RBC ATM
- X-X** SPECTATOR CROSSWALKS
- +** FIRST AID
- NS** NICKLAUS SKYBOX
- HF** HALL OF FAME CLUB
- CC** CHAMPIONS CLUB
- 1904** 1904 CLUB
- TC** TROPHY CLUB
- L** LODGES
- ♿** DISABLED VIEWING DECK
- M** MEDIA CENTRE
- W** RBC WATER STATION
- V** VOLUNTEER CENTRE
- E** MAIN ENTRANCE
 - Admissions
 - Will call
 - Check stand
 - Lost & Found
- SL** RBC SOMEDAY LOUNGE
- AL** AVIAN SKY LOUNGE
(Two potential options)
- R** THE RINK
- FD** RBC FAMILY DAY
- TO** RBC CANADIAN OPEN TASTE OF HAMILTON

YARDAGE & PAR

HOLE	1	2	3	4	5	6	7	8	9	OUT
PAR	4	4	4	5	4	3	4	3	4	35
YARDS	417	442	408	542	317	224	412	210	440	3412

HOLE	10	11	12	13	14	15	16	17	18	OUT TOTAL
PAR	4	4	4	3	4	4	3	5	4	35 70
YARDS	392	481	388	236	450	423	188	550	446	3554 6966



TOURNAMENT WEEK

- **Accommodations**
 - Host Hotel is the Sheraton
 - 6 other hotels have also been booked across the city for various groups
 - Downtown
 - Upper James
 - East Mountain
 - Centennial Parkway
 - Ancaster
 - Private Home Rentals



TOURNAMENT WEEK

- **Parking**
 - Ancaster Fair Grounds
 - Hamilton Airport
 - St Johns Anglican Church
 - Tamahac Club
 - A few others around Ancaster



TOURNAMENT WEEK

- **Transportation**
 - Shuttle buses from designated parking areas
 - Tournament vehicles
 - Taxis and ride shares
 - Mass Transit
- **Road Closures**
 - Golf Links Rd from the corner of Southcote and McNiven
 - Halson from the corner of Wilson



- Group Ticket Packages for BIA members
- VIP / Corporate Hospitality
- Contesting and promotions
- Local Partnerships
- Special Events throughout Hamilton
- Meals and Shopping



THANK YOU

