



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE

Meeting #: 19-006
Date: June 11, 2019
Time: 8:00 a.m.
Location: Room 192 and 193, City Hall
71 Main Street West

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

	Pages
1. CEREMONIAL ACTIVITIES	
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	
6. DELEGATION REQUESTS	
6.1 Matt Afinec, Hamilton Tiger-Cats Football Club, respecting the 2021 Grey Cup (For today's meeting)	7
<u>To view the Grey Cup Stadium Experience Video - click here.</u>	
7. CONSENT ITEMS	
8. PUBLIC HEARINGS / DELEGATIONS	
9. STAFF PRESENTATIONS	
9.1 Graffiti Management & Enforcement Update (No copy)	

9.2 Graffiti Management & Crime Prevention Through Environmental Design
(CPTED) Information (No copy)

9.3 Employment Survey Update

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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 19-005

8:00 a.m.

Tuesday, May 14, 2019

Rooms 192 & 193

Hamilton City Hall

71 Main Street West

Present: Councillor Esther Pauls (Chair)
Susan Pennie – Waterdown BIA
Kerry Jarvi – Downtown Hamilton BIA
Cristina Geissler – Concession Street BIA
Rachel Braithwaite – Barton Village BIA
Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA
Bender Chug – Main West Esplanade BIA
Lisa Anderson – Dundas BIA
Susie Braithwaite – International Village BIA
Jennifer Mattern – Ancaster BIA
Heidi Vanderkwaak – Locke Street BIA

**Absent with
Regrets:** Anne Marie Bergen – King West BIA
Catherine Johnston – Ottawa Street BIA

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

**1. International Village Business Improvement Area Expenditure Request
(Item 11.1)**

(S. Braithwaite/Geissler)

That the expenditure request from the International Village Business Improvement Area in the amount of \$11,102.39 for spending on promotion of the Business Improvement Area, banners and marketing initiatives to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

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

(R. Braithwaite/Pennie)

That the agenda for the May 14, 2019 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) April 9, 2019 (Item 4.1)

(R. Braithwaite/Jarvi)

That the April 9, 2019 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) STAFF PRESENTATIONS (Item 9)

(i) Retail Business Holiday Act (Item 9.1)

Cindy Mutch, Senior Project Manager, Community Engagement, and John Ariyo, Manager, Community Initiatives, addressed the Committee respecting Retail Business Holiday Act, with the aid of a presentation.

(Geissler/Anderson)

That the staff presentation respecting the Retail Business Holiday Act, be received.

CARRIED

A copy of the presentation is available on the City's website at www.hamilton.ca or through the Office of the City Clerk.

(ii) Digital Main Street Verbal Update (Item 9.2)

Kristen Huigenbos, Co-ordinator at the Small Business Enterprise Centre & Jodi Laking, Business Development Officer, addressed the Committee respecting an update on the Digital Main Street, with the aid of a handout.

Kristen advised that any BIAs or individual members needing more information about the Digital Main Street Program can schedule an information session to find out more about the process or if they need help with their applications.

(Mattern/Chug)

That the staff update respecting the Digital Main Street, be received.

CARRIED

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

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

(i) Update from Karol Murillo, Senior Business Development Consultant (Item 13.1)

Karol Murillo passed on thanks from Julia Davis to the BIA members and Board of Management members who attended the Governance training on April 16th. Julia has asked that any feedback about the training would be appreciated and can be emailed to her. If anyone would like Julia to attend one of their Board Meetings to assist or provide additional information on governance and proper meeting protocols she would be happy to help.

Karol had a few reminders and updates for the Committee:

- The Canadian Open is being held from June 3rd to 9th and questions specific to the event can be directed to SEAT or Tourism Hamilton;
- Newcomer Day will be June 14th at City Hall and last year over 1,000 people attended. If anyone would like to participate please let Julia know and she can connect you with the event organizers;
- There is a meeting scheduled for June 4th for the BIAs and BIA Board Chairs to meet with the Hamilton Municipal Parking System to discuss the Master Parking Plan being developed throughout this year. Please bring constructive feedback from your members and your boards with respect to parking in each of your jurisdictions. Please also bring recommendations and questions to this meeting. Please be sure to RSVP to Julia who will be attending so that accurate materials can be prepared;
- The 2019 Urban Design & Architecture Award submissions are due by 4:00pm on June 14th, 2019;
- In early June the second Levy installment and Contribution to Operating Budget will be paid out to the BIAs;
- Hamilton Fast 40 closes on May 17th, 2019. This is an annual business recognition program to identify and highlight Hamilton's fastest growing businesses and last year seven of the businesses were located in BIAs. More information on the program (along with the application) can be found at www.investinhamilton.ca/key-industries; and,

- The Tourism Hamilton Visitor Centre has asked that BIAs provide postcards, brochures, posters, etc. for the centre. Please connect with them to have those displayed for all visitors.

(R. Braithwaite/MacKinnon)

That the verbal update from Karol Murillo, Senior Business Development Consultant, be received.

CARRIED

(ii) Statements by Members (Item 13.2)

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

(Mattern/VanderKwaak)

That the updates from Committee Members, be received.

CARRIED

(f) ADJOURNMENT (Item 15)

(Geissler/Pennie)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:27 a.m.

CARRIED

Respectfully submitted,

Councillor Esther Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk

6.1

Form: Request to Speak to Committee of Council

Submitted on Thursday, May 30, 2019 - 1:30 pm

==Committee Requested==

Committee: Advisory/Sub-Committee

Name of Sub-Committee: BIA Advisory Committee

==Requestor Information==

Name of Individual: Matt Afinec

Name of Organization: Hamilton Tiger-Cats Football Club

Contact Number:

Email Address: mafinec@ticats.ca

Mailing Address:

Hamilton Tiger-Cats Football Club

500 Sherman Avenue North

Hamilton ON

L8L 8J6

Reason(s) for delegation request: To present on the topic of Grey Cup 2021

Will you be requesting funds from the City? No

Will you be submitting a formal presentation? Yes



STADIUM EXPERIENCE



SOUTH END

GREY CUP
HAMILTON
2021

GREY CUP SOCIAL

TIM HORTONS FIELD

A Grey Cup experience, unique to Hamilton & Tim Hortons Field.

Located in Tim Hortons Field's 90,000 square foot South Plaza, under 10 yards from the field of play.

Outdoor music festival meets food & drink expo at Canada's biggest sporting event.

Grey Cup Social tickets starting at \$89 (preferred Tiger-Cats season seat holder price).





GREY CUP SOCIAL STAGE

TIM HORTONS FIELD

The largest on-site concert stage in Grey Cup history featuring a 200+ foot elevated catwalk stage extending from Cannon St. to the end zone.

Unique food and beverage options delivered through shipping container infrastructure paying homage to Hamilton's industrial roots.



GREY CUP
HAMILTON
2021

GREY CUP SOCIAL LIVE ENTERTAINMENT

TIM HORTONS FIELD

The entertainment starts early in the afternoon featuring acclaimed local, national and international acts.

All fans with a game ticket can experience pre-game Grey Cup Social programming.

Other unique entertainment acts and performers.



GREY CUP
ON



T.O.L. DOWN TO GO BALL ON QTR T.O.L.
3 1 10 09:30 30 2 3

GREY CUP
HAMILTON
2021





HALFTIME SHOW

TIM HORTONS FIELD

Iconic Grey Cup halftime show will be presented live from the Grey Cup Social for all fans at Tim Hortons Field, the millions across the nation and around the world.





GREY CUP SOCIAL SIGHTLINES

TIM HORTONS FIELD

Delivers phenomenal sightlines of all the football action, just under 10 yards from the field of play.

Clear views to Canada's largest outdoor HD videoboard.



GREY CUP
HAMILTON
2021

POST GAME CEREMONY

TIM HORTONS FIELD

Historic access to the
championship celebration.

Bringing the fans closer than
ever to the presentation
of the Grey Cup.



Tim Hortons
FIELD

GREY CUP
HAMILTON
2021

Tim Hortons
FIELD

Tim Hortons
FIELD

GREY CUP
HAMILTON
2021

Tim Hortons
FIELD

GREY CUP HAMILTON 2021

CFL FOOD EXPERIENCE

TIM HORTONS FIELD

Featuring signature dishes and delicious staples inspired by CFL cities coast-to-coast.

Menu items prepared by leading chefs from across Hamilton.

Communal areas featuring a variety of seating options.

Outdoor patio style heaters and enclosed fireplaces.





GREY CUP SOCIAL SEATING & COMFORT

TIM HORTONS FIELD

Video screens and staging provide entertainment throughout the day.

Outdoor heaters spread throughout the Grey Cup Social experience.

Plenty of communal seating, located steps from the concert stage.



GREY CUP HAMILTON 2021

GREY CUP SOCIAL FOOD & BEVERAGE

TIM HORTONS FIELD

Bars and food stations integrated into catwalk stage.

Pass-through access to either side of stage.

CFL on TSN studio panel live broadcast throughout the day.





STADIUM EXPERIENCE

N O R T H E N D



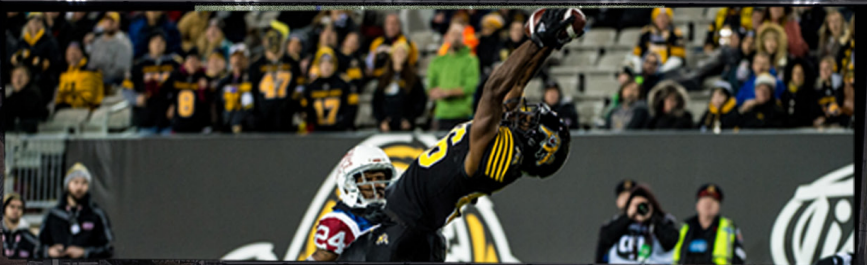
NORTH END ZONE

TIM HORTONS FIELD

Additional end zone seating. Seamlessly integrated below and around the Tim Hortons Field videoboard.



TERRAIN *Tim Hortons* FIELD



TIGER-CATS 21 vs 20 STAMPEDERS



GREY CUP
HAMILTON
2021





GREY CUP PARTY DECK

TIM HORTONS FIELD

Authentic smokehouse barbecue and beverage access.

GREY CUP PARTY DECK:
A two-tier party patio located just steps behind the north end zone.

Reserved premium seating options along the patio rail & standing room party experience on the second level.





STADIUM EXPERIENCE

P R E M I U M S I D E L I N E S E A T I N G

- East Sideline -



GREY CUP HAMILTON 2021

PREMIUM SIDELINE SEATING

TIM HORTONS FIELD

Premium on-field seating spanning the entire 110-yard sideline. The closest you can get to the action, without wearing a helmet and shoulder pads.



STADIUM EXPERIENCE

TOUCHDOWN LOGES

- South Headwall -



GREY CUP TOUCHDOWN LOGES

TIM HORTONS FIELD

Premium loge seating, conveniently located along the south headwall, facing the field and the videoboard.



GREY CUP HAMILTON 2021

GREY CUP TOUCHDOWN LOGES

TIM HORTONS FIELD

Premium loge seating, conveniently located along the south headwall, facing the field and the videoboard.



GREY CUP HAMILTON 2021



WELCOME HOME

TOUCHDOWN LOGE

TOUCHDOWN LOGE

TOUCHDOWN LOGE

TSN

Country on

CFL FOOD EXPERIE

RAFT BEER

MEL ROSE AVE

Tim Hortons

WALL 29

26

25

15

4

83

68

67

BOY J BOYS

BOY J BOYS

BOY J BOYS

BOY J BOYS

BOY J BOYS

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2021 GREY CUP

Grey Cup Championship and Festival

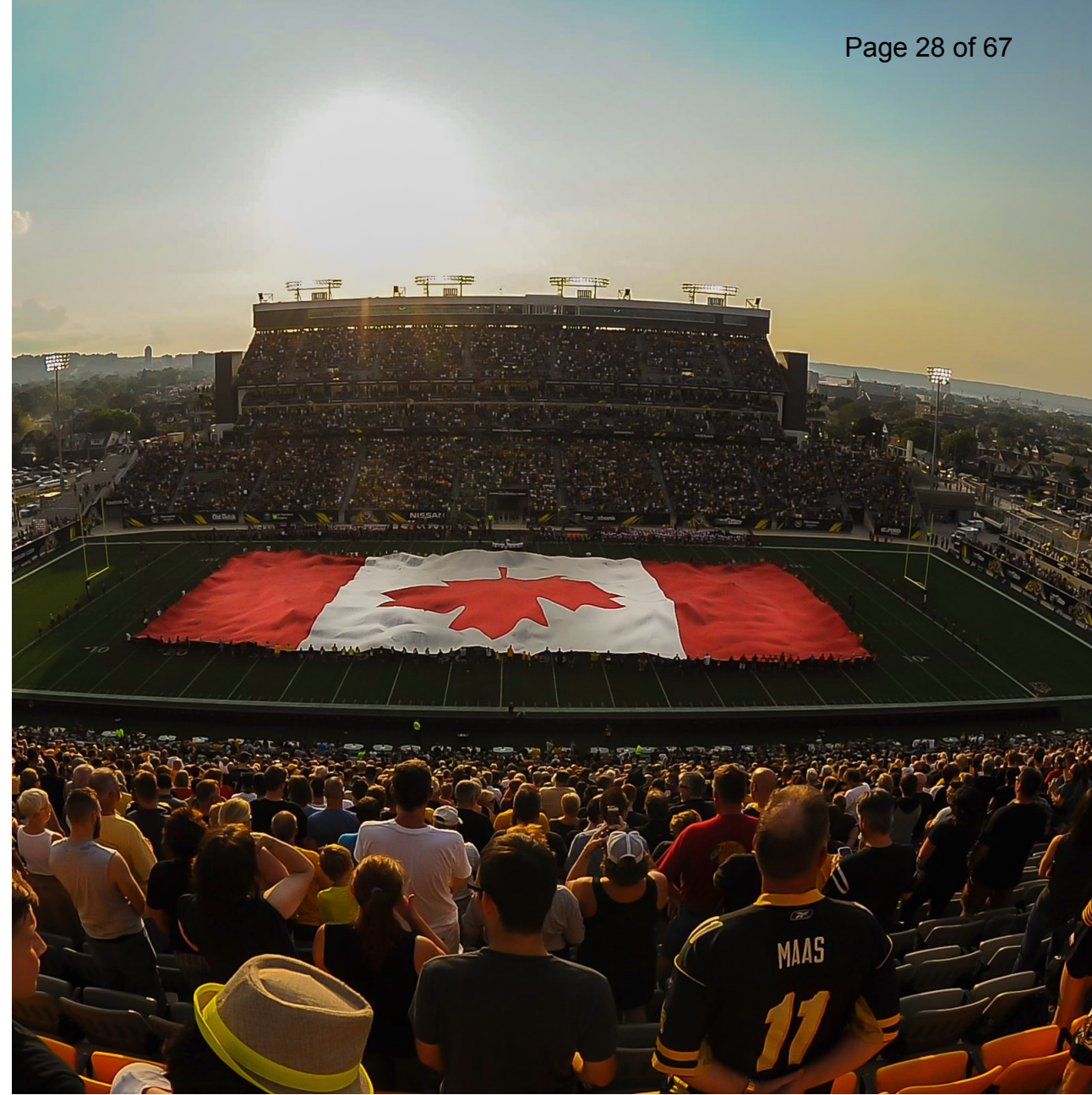




OBJECTIVES

The bid organizing committee is committed to planning, staging and ultimately executing an event that reflects the following guiding principles and objectives

1. Maximizing the economic return to the CFL and it's partner clubs to ensure Hamilton is a regular Grey Cup host City moving forward
2. Develop a "Made in Hamilton" Grey Cup festival that includes events and locations unique to our great city and its ongoing renaissance
3. Showcase the best of the city's downtown core and capitalize on the geographic density of event venues by making festival events and activities easily accessible
4. Deliver a one-of-a-kind pre-game experience that develops programming aimed to capitalize on the unique, urban neighborhood setting that surrounds Tim Hortons Field
5. Feature Tim Hortons Field's unique social viewing experience, by enhancing the existing infrastructure to increase capacity, and deliver an unprecedented model of delivery for the Grey Cup game that appeals to the wants and budgetary needs of younger fans.





OBJECTIVES

6. Develop unique events and experiences that will encourage the local and regional clientele to participate in Grey Cup weekend, while catering to the needs of out of town guests and Grey Cup traditionalists.
7. Work with the Hamilton Wentworth District School Board to develop learning opportunities for elementary school students on Grey Cup history as a component of Canadian History and coordinate field trips to the festival during the weekend
8. Create unique & sponsorable assets for monetization while providing a best-in-class corporate partner experience
9. Deliver a vibrant CFL brand experience in the tremendously important Southern Ontario market



HAMILTON TODAY





HAMILTON RENAISSANCE

“Toronto’s New Hot Spot....Hamilton!”

Toronto Life Magazine

“ Since moving to Hamilton, I’ve been amazed by the random acts of kindness I encounter on a daily basis: the strangers who routinely say hi on the street, the people who stop to hold a door open for you even if you’re 20 paces away, the multilingual ‘Hamilton Is for Everyone’ signs in local restaurants that were designed to welcome the city’s recent influx of Syrian refugees.”

Toronto Life Magazine





HAMILTON RENAISSANCE

“ Planners dream of communities where people can live, work and play. Gradually...vacated old central Hamilton is becoming something like that.”

—
The Globe and Mail

“ Hamilton is having its moment...Toronto and Hamilton switch prince-and-pauper roles. While Toronto self-immolates, a re-urbanized Hamilton rises from its post-industrial ashes.” —

The Toronto Star

“ Don’t look now Toronto, but Hamilton just topped \$1 billion in new construction in record time.” —

The National Post

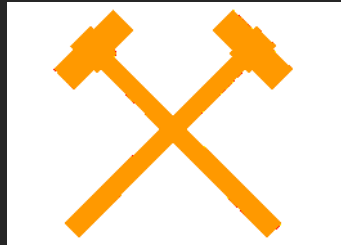
The screenshot shows a news article on the website 'THE GLOBE AND MAIL TORONTO'. The article title is 'Why restaurant veterans are ditching Toronto for Hamilton'. Below the title is a photograph of a restaurant interior with patrons seated at tables. To the right of the article is a 'TRENDING' sidebar with five items:

- 1 Meet the swing voters: In the U.S. midterms, women are a potent force
- 2 Stronach strife: Frank versus Belinda for the family fortune
- 3 This is a fact check on the migrant caravan from the Globe's Latin America correspondent
- 4 Bobby Orr looks back on a great Canadian life, and the pictures prove it
- 5 Cut back on plastic pollution by making these grocery store staples at

Below the photo, the text reads: 'Hamilton has seen a growing number of new restaurants opened by Toronto chefs, including Hambrgr. PHOTOS BY GLENN LOWSON/THE GLOBE AND MAIL'.



HAMILTON GREY CUP WHAT MAKES OUR PLAN UNIQUE?





UNIQUE TO HAMILTON

GREY CUP PROGRAMMING CONCEPTS

The assets and infrastructure available in the City create tremendous opportunity to develop programming and events that would be unique to the Hamilton Market from a Grey Cup perspective

The following Made-In-Hamilton concepts form the basis of the unique programming and event execution recommendations:

1. Prioritize the Local & Regional Market to Foster Extensive Engagement in Festival/Game - Collaborate with Local Event Partners (SuperCrawl & Others) to put the best of “Modern Hamilton” on Display through Arts, Culture, Sports & Cuisine
2. The Walkable Festival – Capitalizing On Facility Proximity & Density
3. All Aboard! – Cruise Ship Floating Hotel Rooms
4. Grey Cup Arena Concert Series
5. Neighborhood Block Party – Taking the Pre-Game Party to the Streets
6. Grey Cup Social – Rethinking the Gameday Experience Inside & Outside the Venue





LOCAL ENGAGEMENT: SUPERCRAWL – GREY CUP FESTIVAL EDITION

- The Hamilton Grey Cup committee has partnered with Supercrawl to develop and deliver a unique outdoor festival unlike anything Hamilton or Grey Cup has ever seen by following the established SuperCrawl “playbook”
- The CFL’s Diversity is Strength brand position aligns strategically with this festival concept given the vast potential for engagement across ethnic, gender and cultural backgrounds that is synonymous with the fall edition of SuperCrawl
- The event will feature a showcase of live music, both local and non-local, local art & culture as well as local food vendors and experiences. These concepts will have CFL themes integrated where appropriate
- Given SuperCrawl’s credibility, experience and expertise in drawing large audiences to the downtown core, they will be tremendous additions to the Grey Cup planning efforts to engage the local and regional community to participate in Grey Cup Festival – a priority “must achieve” for the organizing committee



HAMILTON GREY CUP WHAT MAKES OUR PLAN UNIQUE?

2. The Walkable Festival

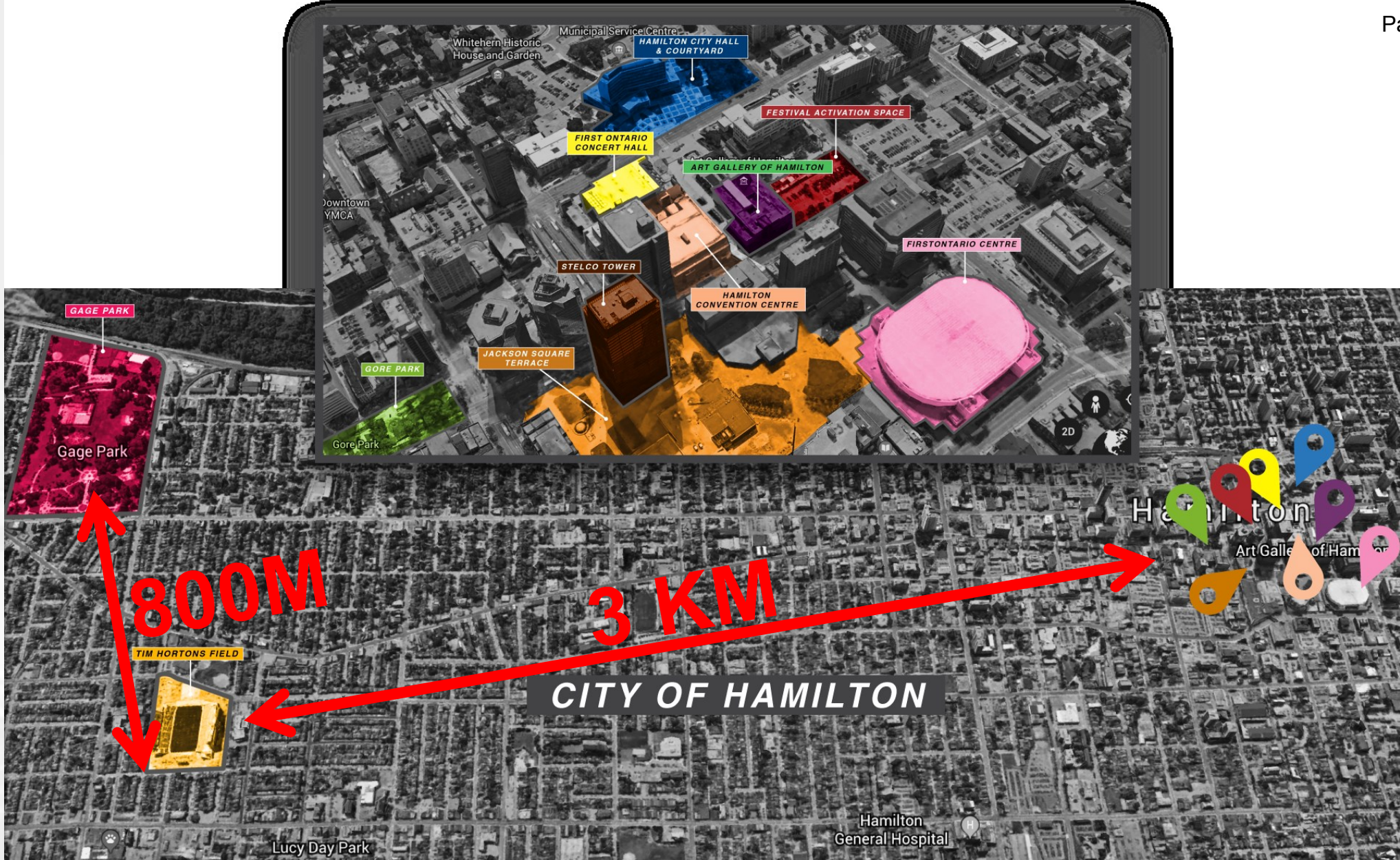




THE WALKABLE FESTIVAL

- Hamilton's downtown core will create a tremendous fan experience for Grey Cup Festival events and activities given the highly walkable density of venues and locations
- All major festival events from Wednesday to Saturday Evening, including team parties, Grey Cup traditions (Pancake Breakfasts, etc.), player awards, after parties, the Grey Cup Gala and others would be hosted in venues within this dense footprint.







THE WALKABLE FESTIVAL

Bay and King Plaza

Grey Cup Suggested Events: Bay Street Football Zone
Capacity: 500

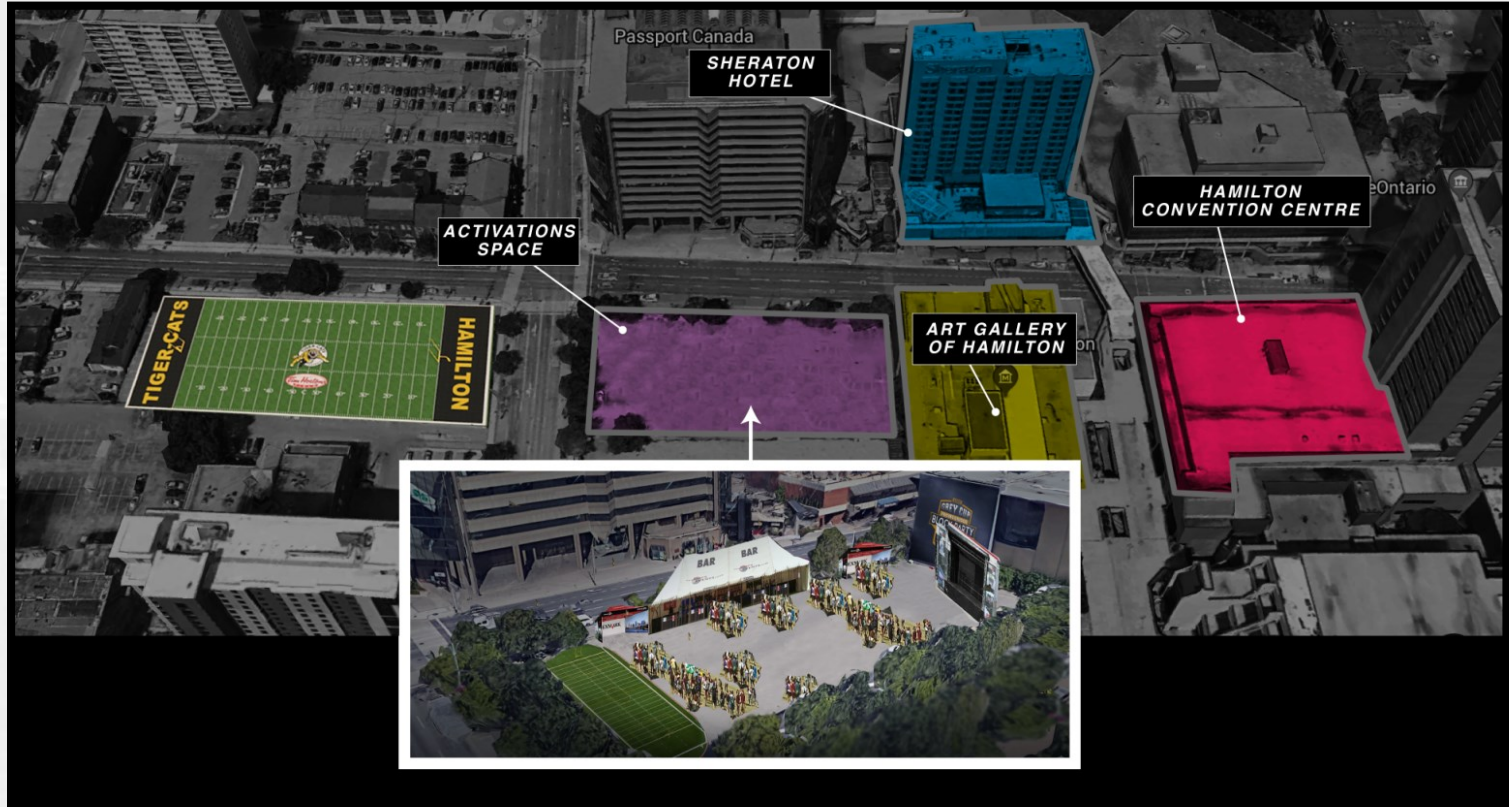
Time: Thursday – Saturday

Hamilton Grey Cup Committee will construct a usable field in the heart of downtown to serve as a highly programmed interactive football zone - located adjacent to the Family Festival on Jackson Sq. Terrace.

The interactive football zone will feature a field turf and bleachers provide the opportunity to get youth involved with the Grey Cup Festival through day long programming of flag football.

The Grey Cup Committee will work with local schools from flag football programming from Thursday to Friday and local minor football group on Saturday

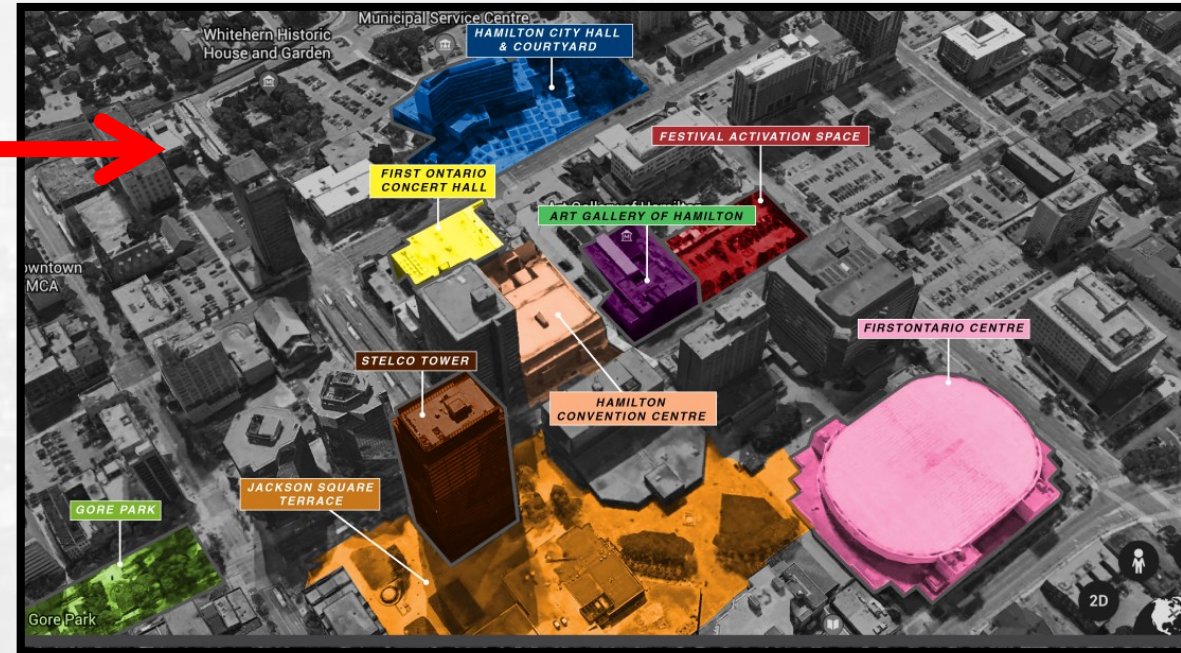
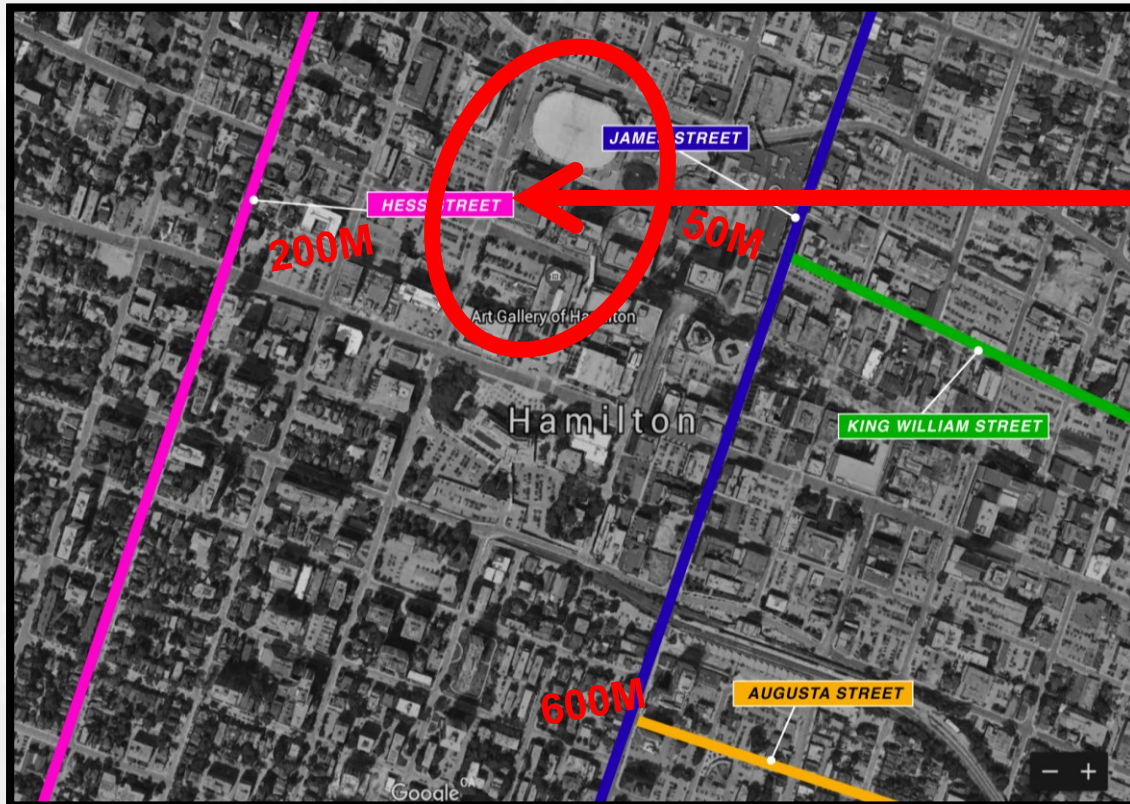
In addition the Grey Cup Committee will program an adult touch football tournament that will see the winners take on a collection of CFL Alumni in a Pros vs Joes game on Grey Cup Saturday





THE WALKABLE FESTIVAL

- The epi-center of Hamilton's thriving new restaurant scene is located within the walkable festival footprint
- There are over 50 bars, restaurants and night life hotspots in the area depicted below, specifically focused on King William St (higher-end dining, trendy), James St (mix of bars and restaurants), Augusta St (mix of bars and restaurants) and Hess Street (mix of bars, restaurants and night life)



HAMILTON GREY CUP

WHAT MAKES OUR PLAN UNIQUE?

3. All Aboard – Floating Hotel Rooms





ALL ABOARD! – FLOATING HOTEL ROOMS

- The Hamilton bid committee is thinking outside of the box relative to accommodation needs, fan experience at festival– park a couple cruise ships in the Hamilton Harbor!
- The ships would be made available for rent by out-of-town guests in a similar manner to a hotel room booking and maximize the number of out-of-town guests staying in Hamilton’s core – downtown hotel capacity further enhances potential demand for these rooms
- Several operators exist in the Great Lakes cruising industry that have been engaged on a preliminary basis to discuss potential partnership and operational opportunities
- This would be an unprecedented Festival Fan Experience addition and when a brand & marketing plus broadcast lens is applied. Team Fandom could drive increased popularity of the concept driving further engagement
 - You can stay in a hotel at any Grey Cup, but you can only stay on the Eskimos or Stampeders Grey Cup Ship in Hamilton!



HAMILTON GREY CUP

WHAT MAKES OUR PLAN UNIQUE?

4. Arena Concert Series





ARENA CONCERT SERIES

FirstOntario Centre Concerts

- FirstOntario Centre is the premier indoor sport and entertainment facility in Hamilton and is owned by the City of Hamilton. Partnership terms with the City help create an attractive economic model for the concert
- Seek to deliver an unprecedented quality of tier-1 acts for the Friday and Saturday night concerts – acts that traditionally are not associated with Grey Cup and acts that aren't reliant on Grey Cup fans to purchase all the tickets – they'd attract a regional audience who aren't participating in Grey Cup festivities simply given the popularity of the bands identified.
- Potential enticement for the acts to participate is the leverage of the promotional opportunity of the TV reach through TSN of playing pre-game and/or halftime of the game Sunday – on top of whatever they'd earn in the deal for the ticketed show. Work closely in partnership with the CFL to work through this concept
- Working model would be an~ 6,500 person show for Friday and a ~10,500 for Saturday evening. This event will create a major asset to drive partnership revenue for the Festival in the form of title sponsorship





ARENA CONCERT SERIES

- Between Tim Hortons Field and Ivor Wynne Stadium, the Tiger-Cats organization has partnered with leading national and international concert promoters and labels to deliver world-class shows including –
 - The Tragically Hip
 - Keith Urban & Darius Rucker
 - Home Field – Billy Talent
 - The Rally – Arkells & Cold War Kids
 - Labour Day Plaza Concerts (x 3) – James Barker Band, Tim Hicks, Tebey & more
- These partners include Live Nation, Feldman & Associates, Sonic Unyon, Universal Music, Sony Music and others
- These learnings, relationships and industry connections would be fully activated in planning the arena concert series



HAMILTON GREY CUP WHAT MAKES OUR PLAN UNIQUE?

5. Neighborhood Block Party



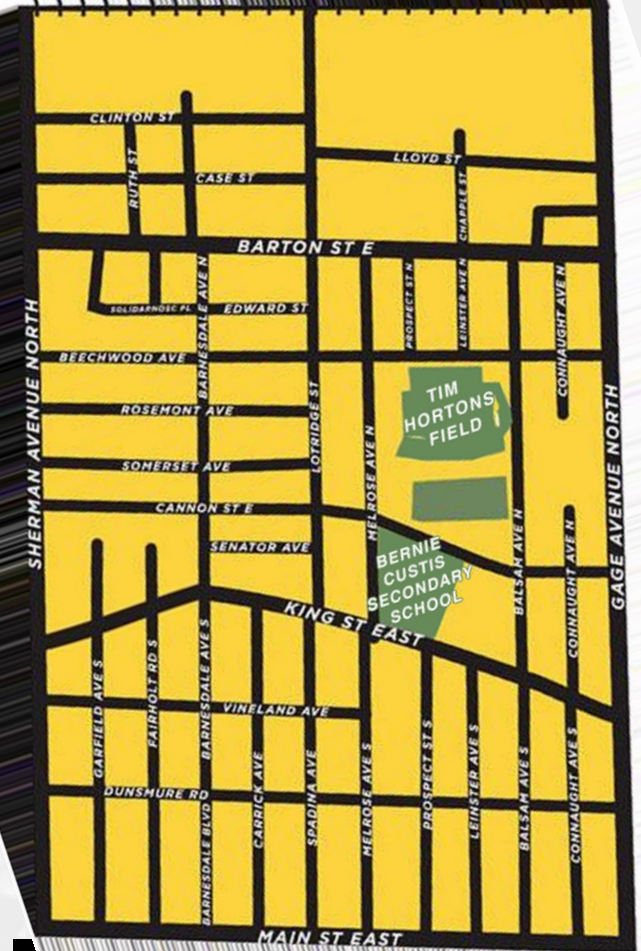


GREY CUP NEIGHBORHOOD BLOCK PARTY

Surrounded by homes and an active, vibrant community, Tim Hortons Field is settled in the Stipley neighborhood of Hamilton's East End

The Tiger-Cats have successfully captured the connection with the Stipley Neighborhood in various components of the business from flag execution in the community to naming assets/experiences inside Tim Hortons Field

It is the connection with this neighborhood that creates a unique opportunity for Grey Cup Gameday Experience





GREY CUP NEIGHBORHOOD BLOCK PARTY

The “Grey Cup Neighborhood Block Party” will be the prevailing theme on Gameday

It will see a wide perimeter established to bring the energy & programming of Grey Cup to the streets of the Stipley Neighborhood





GREY CUP NEIGHBORHOOD BLOCK PARTY



Gage Park - Grey Cup Warm-Up Party

On Grey Cup gameday Gage Park will be utilized as a rallying point for all fans to gather

The park will be programmed with food and beverage options, including a licensed area, and the programming will include live music executed from the Park's existing band-shell structure

This free-to-access fan event, will welcome all Hamiltonians who want to celebrate Grey Cup but might not have a game ticket



Grey Cup Fan March

A major programming asset for the Grey Cup Festival Gameday will be a coordinated Fan March from Gage Park to Tim Hortons Field

Travelling North on Gage, and into the Grey Cup Perimeter via King St. East, fans will be encouraged to take to the streets in their CFL team colours and join CFL dignitaries including the Commissioner as the Grey Cup trophy enters THF

The goal will be to create the largest Fan March in CFL history, creating a tremendous visual for the live event and for the broadcast as the group descends on THF





GREY CUP NEIGHBORHOOD BLOCK PARTY

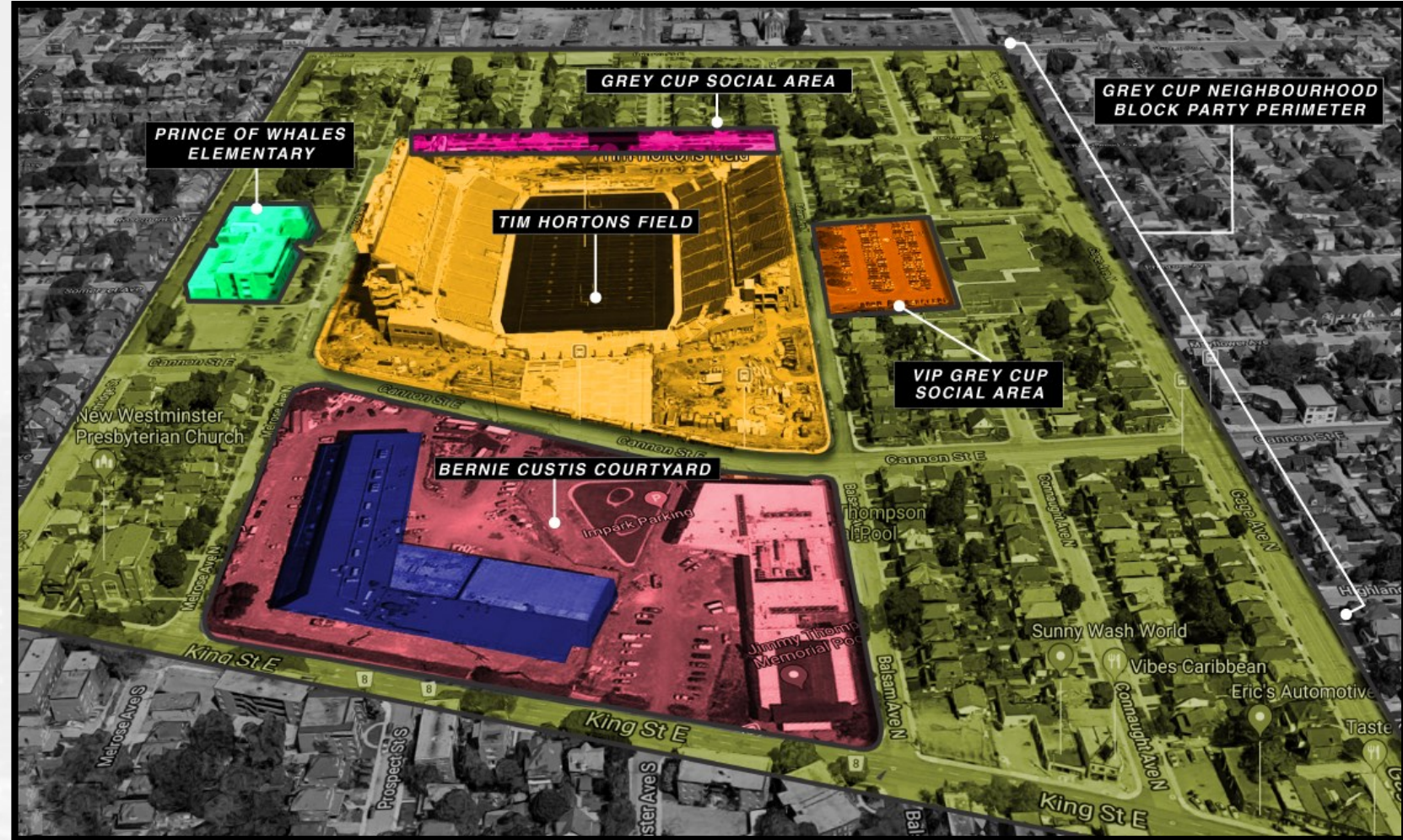


The gameday perimeter will be developed as follows:

- North - Barton Street
- East – Gage Avenue
- South – King St. East
- West – Lottridge St.

Security and ticket checks will be enforced at the entrance to the perimeter and only patrons with a Grey Cup ticket will be admitted into the perimeter on gameday. Secondary ticket checks will occur as a precaution at Tim Hortons Field entrance gates. Cars are not permitted into the secure perimeter day of event, including parking on road

Creating such a large perimeter, including accessing the existing assets & infrastructure within, will create an extremely unique gameday experience that will include music, food and beverage, partner activations and other gameday traditions





GREY CUP NEIGHBORHOOD BLOCK PARTY



Lot D – King George School

The parking lot of King George school, Lot D, is located off Balsam Ave immediately adjacent to Tim Hortons Field on the East Side of the venue

On Gameday, it will be transformed to create the Grey Cup Pre-Game VIP Party

This will be a ticketed event that will be sold incrementally to Grey Cup ticket purchasers

The event will be partially tented, deliver live music, premium food and beverage options from Hamilton's vibrant local culinary scene and be the place to be prior to kickoff

All Guests will be provided a Grey Cup premium item with their ticket purchase (toque, scarf, etc.)

This event will create a major asset to drive partnership revenue for the Festival in the form of title sponsorship



HAMILTON GREY CUP WHAT MAKES OUR PLAN UNIQUE?

6. Gameday Experience – Getting Social

CAPACITY AUGMENTATION



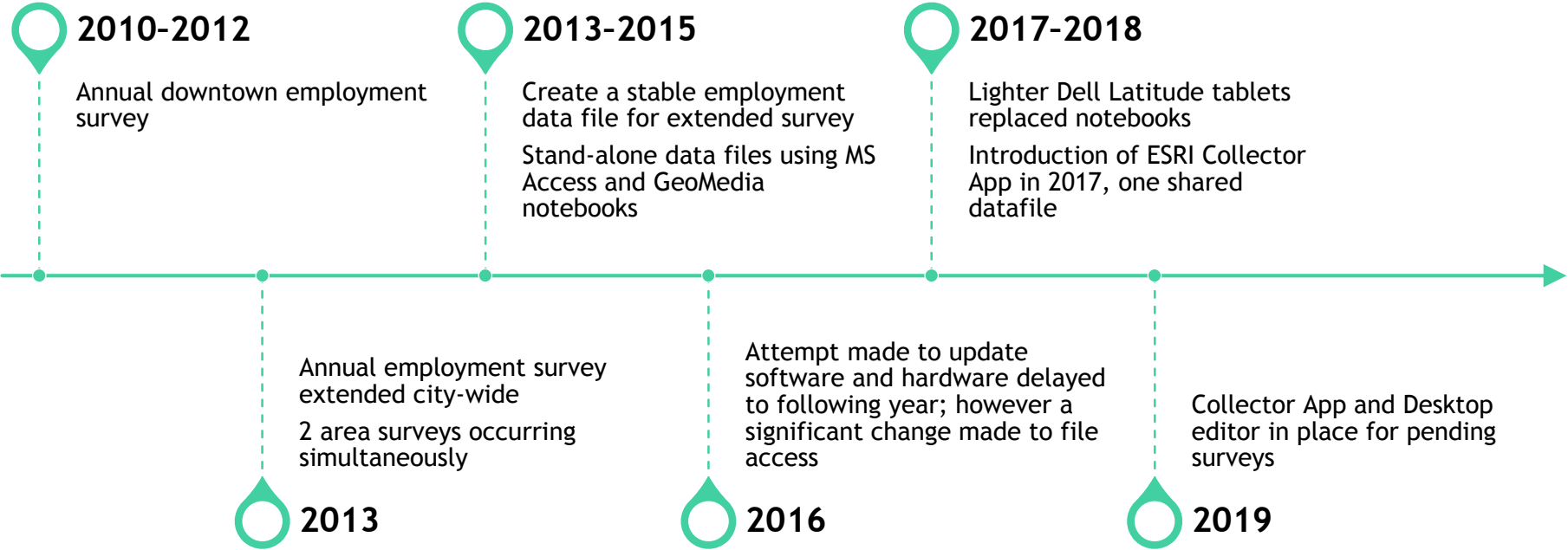
City of Hamilton Annual Employment Survey Update

Presentation to BIA Advisory Committee Meeting

PED GIS Planning - Angela Monaco

June 11, 2019

Project History Timelines



Project Preparation Highlights, 2019

- ▶ February
 - Request potential summer student applicants from HR
 - Request IT to place phones and tablets online
- ▶ March
 - Screen and interview applicants
 - Create current employment file for IT to load
 - Run Windows and software updates on phones and tablets
 - Complete student interviews and hire candidates
- ▶ April
 - Obtain all necessary student paperwork and forward to HR
 - Process and test usernames, ID photos and access cards
 - Test employment file and commence User Manual updates
- ▶ April 29th
 - Students' first week includes orientation and training
- ▶ May 6th
 - Employment Survey Launch Date

Questionnaire

Location and Structure

Business Name

Description and Activity of the Business

Employment Values

Employment Indicators

Contact information

Comments

Methods to Complete Survey

Drop Off Form

Please take a few minutes to provide your business information. Your individual business employment information will be published and reported in aggregated format only. The information provided is used for internal planning and municipal related purposes only.

City of Hamilton Annual Employment and Business Counts 2019

BUSINESS INFORMATION

Business Name: _____

Street Number, Street Name: _____ Unit No.: _____ Community: _____

Postal Code: _____ Business Phone Number: _____ Website: _____

Building or Plaza Name: (if applicable) _____ No. Storeys: _____

Business Activity: (Describe the nature of the business at this location)

CONTACT INFORMATION

Name: _____ Title: _____

Phone Number: _____ Ext: _____ Email: _____

BUSINESS COUNTS

Number of Employees that work at this location: On-Site Off-Site

Full Time Employees (30 hours or more per week):

Part Time Employees (Less than 30 hours per week):

Seasonal/Temporary/Contract Employees (4 weeks to 6 months):

Total:

Volunteers:

Are you planning on hiring in the next 6 to 12 months? Yes No

PLEASE TURN OVER →

Page 1 of 2

Please return completed form to City of Hamilton Planning & Economic Development Department
 Email: COH_employment_survey@hamilton.ca Fax: 905-943-7200 Phone: 905-546-2424 Ext. 1202
 For more information visit our website at: www.hamilton.ca/employment-survey

THANK YOU FOR PARTICIPATING

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Email



Mail



Call

905-546-2424

ext. 1202



Student Surveyor Site Visit



Online



Corporate Calls



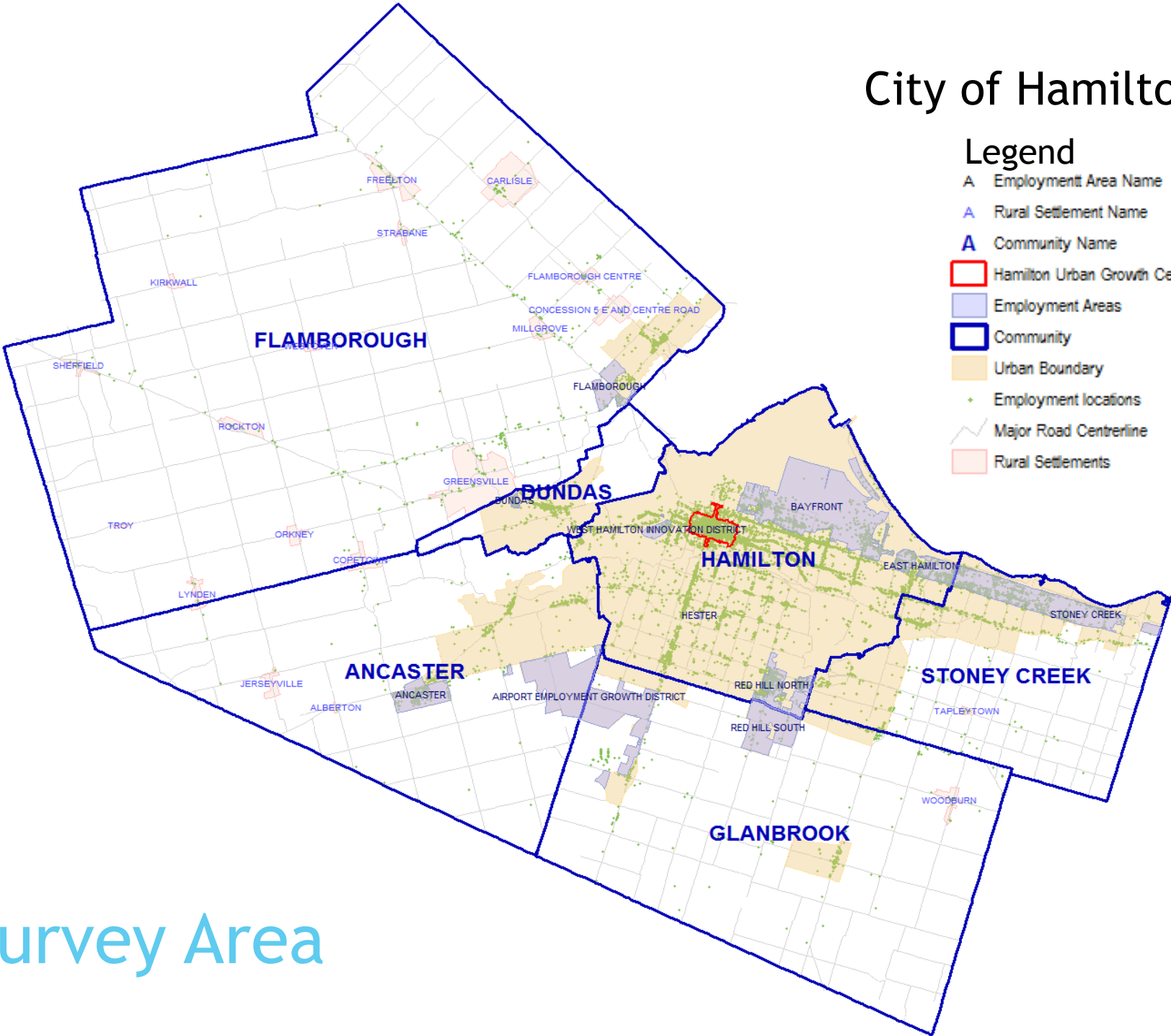
Fax



City of Hamilton

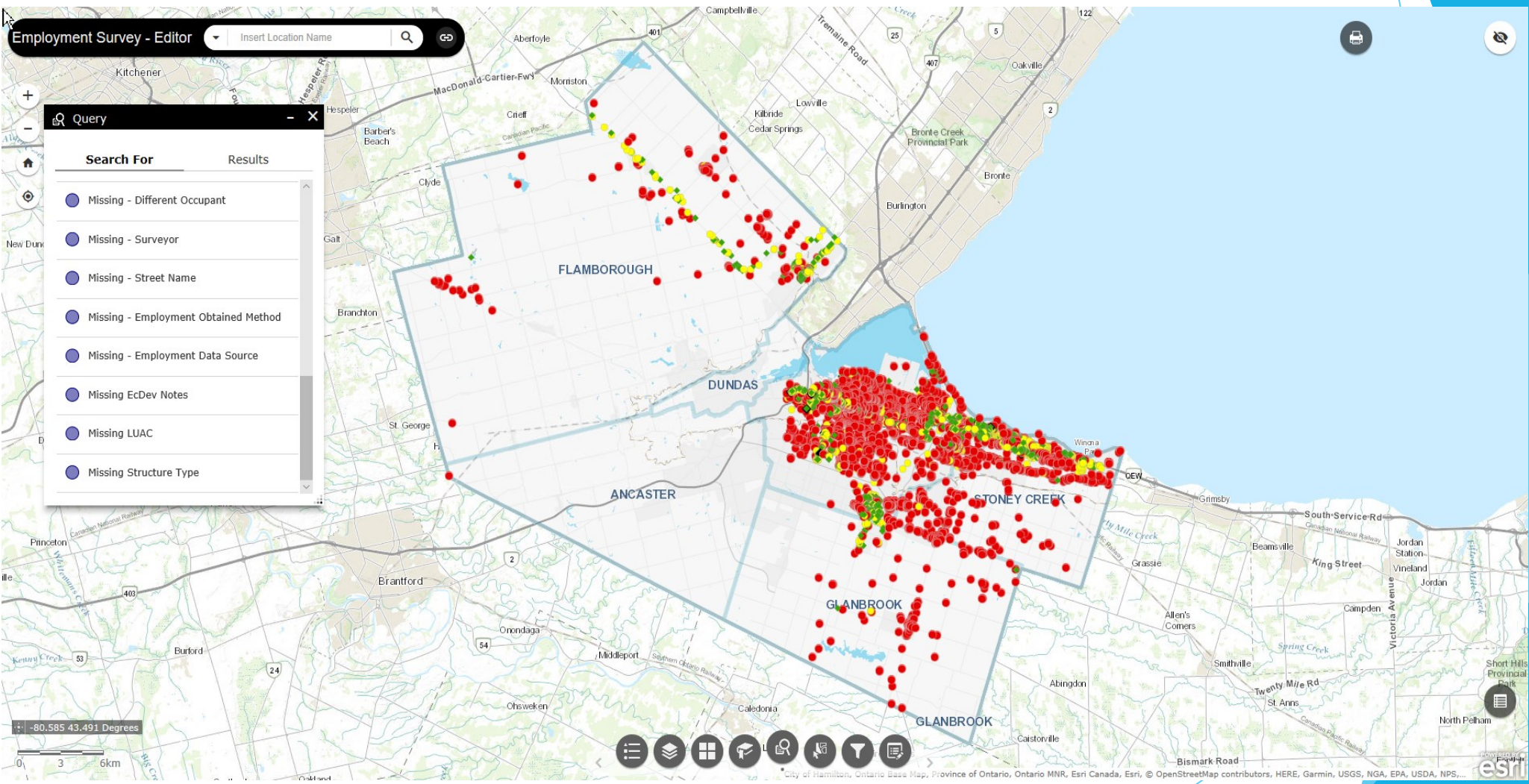
Legend

- A Employment Area Name
- A Rural Settlement Name
- A Community Name
- Hamilton Urban Growth Centre
- Employment Areas
- Community
- Urban Boundary
- Employment locations
- Major Road Centreline
- Rural Settlements

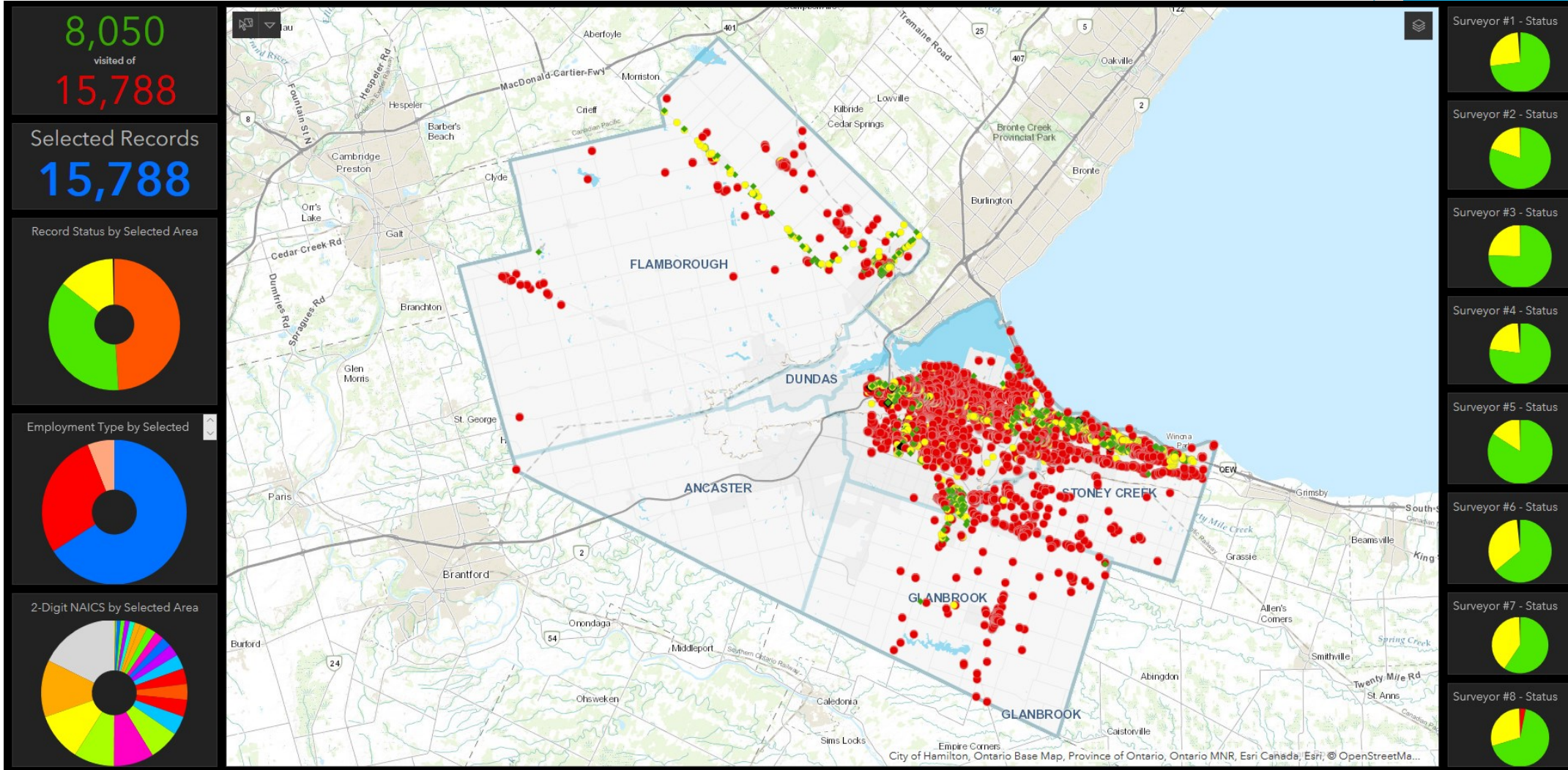


Survey Area

Surveyor Desktop Editor App



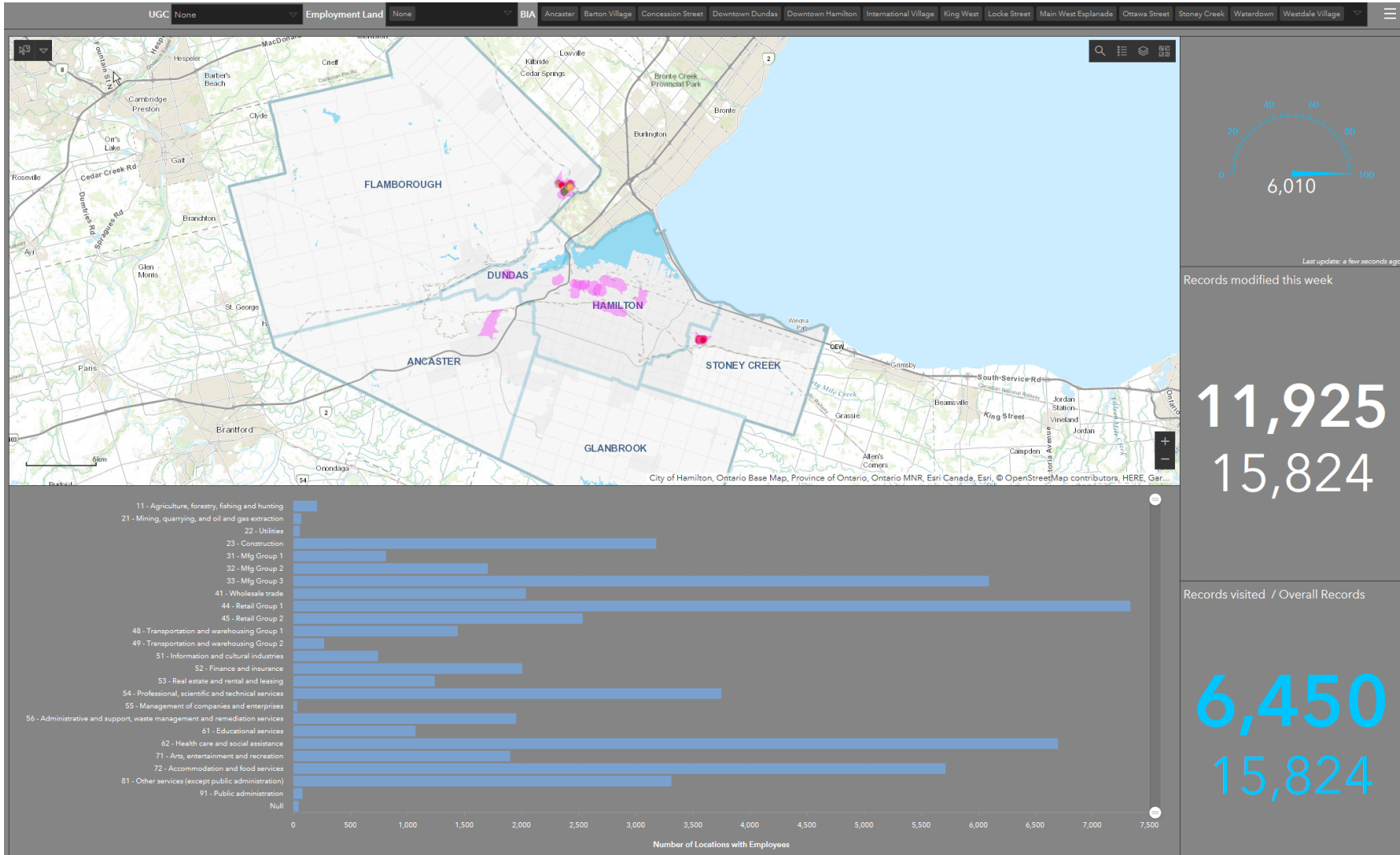
Employment Data Records by Surveyor



Premature Employment 2019 Totals

Employment and Employment Percentage by Industry, City of Hamilton, 2016 -								
	2016	%	2017	%	2018	%	To Date 2019	GAP
Agriculture, forestry, fishing and hunting	245	0.1%	250	0.1%	335	0.2%	191	-144
Mining, quarrying, and oil and gas extraction	230	0.1%	215	0.1%	220	0.1%	71	-149
Utilities	605	0.3%	570	0.3%	580	0.3%	184	-396
Construction	6,530	3.1%	6,395	3.0%	6,660	3.1%	3,226	-3,434
Manufacturing	27,250	12.8%	26,895	12.5%	26,960	12.5%	9,008	-17,952
Wholesale trade	5,300	2.5%	5,100	2.4%	5,700	2.6%	2,431	-3,269
Retail trade	26,890	12.7%	28,365	13.1%	27,075	12.5%	10,087	-16,988
Transportation and warehousing	6,440	3.0%	7,370	3.4%	7,680	3.6%	2,959	-4,721
Information and cultural industries	3,095	1.5%	2,825	1.3%	2,930	1.4%	1,155	-1,775
Finance and insurance	5,810	2.7%	5,420	2.5%	5,720	2.6%	2,029	-3,691
Real estate and rental and leasing	4,525	2.1%	3,605	1.7%	3,815	1.8%	1,191	-2,624
Professional, scientific and technical services	9,525	4.5%	10,275	4.8%	10,725	5.0%	3,925	-6,800
Management of companies and enterprises	1,240	0.6%	860	0.4%	540	0.2%	28	-512
Administrative and support, waste management and remediation services	7,270	3.4%	6,100	2.8%	6,620	3.1%	1,954	-4,666
Educational services	27,290	12.8%	28,430	13.2%	23,705	11.0%	1,067	-22,638
Health care and social assistance	38,790	18.3%	38,355	17.8%	41,975	19.4%	24,317	-17,658
Arts, entertainment and recreation	5,940	2.8%	6,025	2.8%	6,160	2.9%	2,610	-3,550
Accommodation and food services	16,860	7.9%	19,285	8.9%	18,305	8.5%	5,714	-12,591
Other services (except public administration)	9,490	4.5%	9,905	4.6%	10,285	4.8%	3,500	-6,785
Public administration	9,220	4.3%	9,640	4.5%	10,065	4.7%	4,680	-5,385
Total	212,545	100.0%	215,880	100.0%	216,050	100.0%	80,327	-135,723

Business Improvement Area Dashboard



Metrics

New Business

Closures

Square Footage

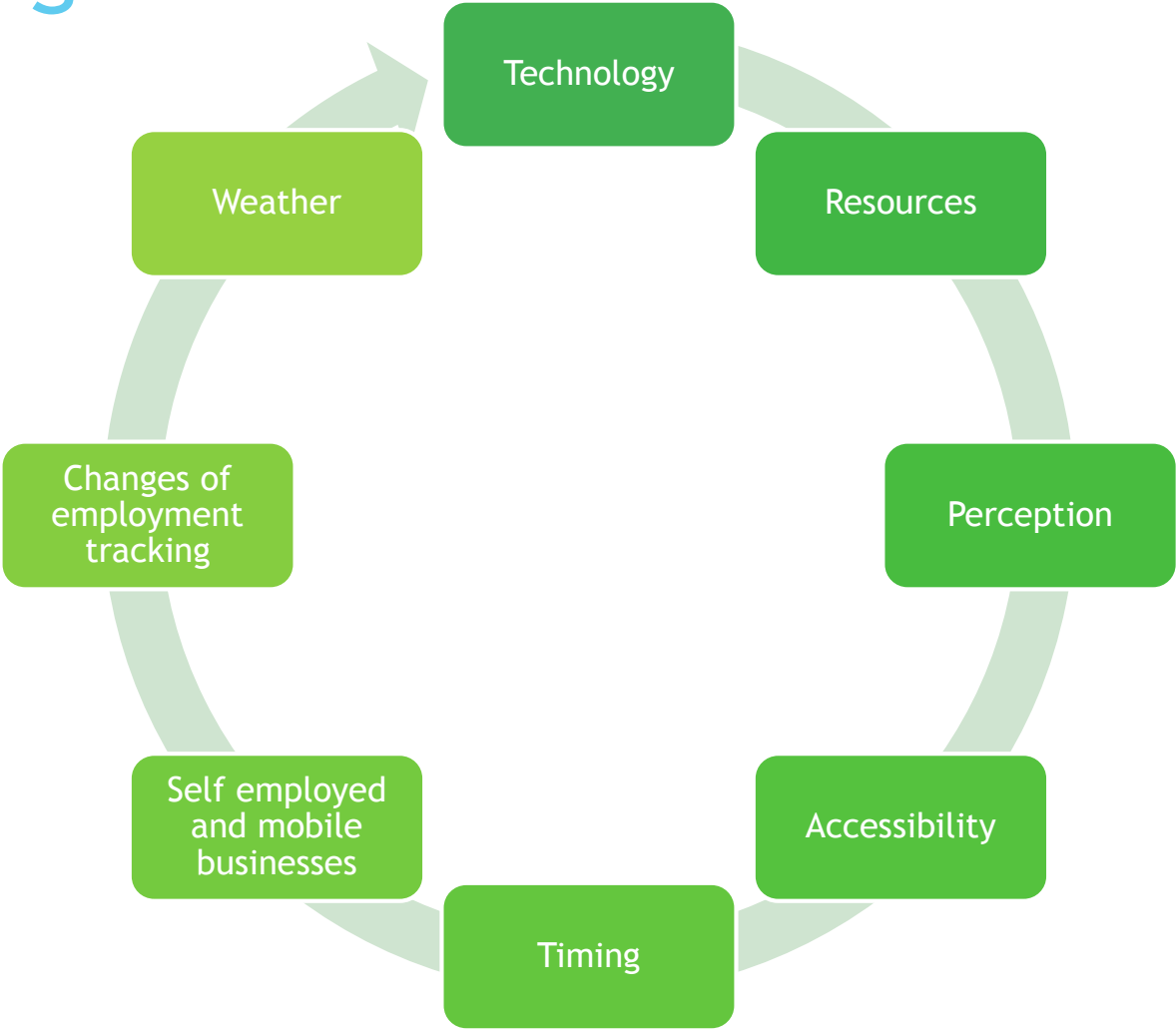
Space Usage

Since Duration

Progress To-Date

- ▶ Working in Employment Land areas and Urban Growth Centre
- ▶ 40% of all locations have been visited, many pending follow-ups
- ▶ On-going attribute checks in place
- ▶ Blanchard office towers
- ▶ Estimate 1/3 of corporate employment has been obtained
 - ▶ Jackson Square visits begin today
 - ▶ Limeridge Mall visits begin June 17th
 - ▶ Eastgate Square pending
 - ▶ Hamilton Airport pending
 - ▶ Hamilton Port Authority pending

Challenges



Questions and/or Comments



Thank You