



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE

Meeting #: 19-010
Date: October 8, 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	
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5. COMMUNICATIONS	
6. DELEGATION REQUESTS	
7. CONSENT ITEMS	
8. PUBLIC HEARINGS / DELEGATIONS	
9. STAFF PRESENTATIONS	
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10. DISCUSSION ITEMS

10.1 Shop Small Saturday Event (No copy)

10.2 Small Business Week Events/Workshops (No copy)

11. MOTIONS

11.1 Locke Street Business Improvement Area Expenditure Request

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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 19-009

8:00 a.m.

Tuesday, September 10, 2019

Rooms 192 & 193

Hamilton City Hall

71 Main Street West

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

Absent: Anne Marie Bergen – King West BIA

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

1. Ottawa Street Business Improvement Area Expenditure Request (Item 11.1)

(Terveld/Chug)

- (a) That the expenditure request from the Ottawa Street Business Improvement Area, in the amount of \$13,174.21 for Hanging Baskets (Spring/Summer), and Holiday Decorative Swag, 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 Ottawa Street Business Improvement Area, in the amount of \$19,536.82 for Banners, Banner Maintenance, Media, Special Events, Street Maintenance, and Christmas Hanging Baskets, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

**2. International Village Business Improvement Area Expenditure Request
(Item 11.2)**

(S. Braithwaite/Pennie)

That the expenditure request from the International Village Business Improvement Area, in the amount of \$6,612.03 for Beautification, Banner Maintenance, and Graffiti Removal, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

3. Concession Street Business Improvement Area Expenditure Request (Item 11.3)

(Geissler/R. Braithwaite)

(a) That the expenditure request from the Concession Street Business Improvement Area, in the amount of \$7,942.32 to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905) to be spent as follows:

\$4,600.00 on hanging baskets;

\$3,342.32 on winter inserts for sidewalk planters;

be approved; and,

(b) That the expenditure request from the Concession Street Business Improvement Area, in the amount of \$16,099.45 to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), to be spent as follows:

\$13,000 on murals;

\$3,099.45 on Fallfest entertainment (horse and wagon rides and fall decorations);

be approved.

CARRIED

**4. Downtown Hamilton Business Improvement Area Expenditure Request
(Item 11.4)**

(Jarvi/R. Braithwaite)

(a) That the expenditure request from the Downtown Hamilton Business Improvement Area, in the amount of \$14,594.78 for Bicycle Racks, and the purchase and Maintenance of Christmas Decorations, 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 Downtown Hamilton Business Improvement Area, in the amount of \$13,086.34 for Graffiti Removal Product, Advertising (Hamilton Spectator), Marketing Services (Gel Creative), to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

5. Downtown Dundas Business Improvement Area Expenditure Request (Added Item 11.5)

(Anderson/R. Braithwaite)

- (a) That the expenditure request from the Downtown Dundas Business Improvement Area, in the amount of \$14,594.78 for the cleaning and maintenance of public road allowance, the purchase and maintenance of Christmas Decorations, and the purchase and maintenance of 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 request from the Downtown Dundas Business Improvement Area, in the amount of \$28,183.68 for our marketing and promotions and the costs of our events throughout the year, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

6. Stoney Creek Business Improvement Area Expenditure Request (Added Item 11.6)

(MacKinnon/Pennie)

That the expenditure request from the Stoney Creek Business Improvement Area, in the amount of \$6,722.74 for event expenses related to the Stoney Creek Folk Fest and Jazz in the Creek, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

The Committee Clerk advised of the following changes to the agenda:

1. NOTICES OF MOTION

12.1 Downtown Dundas Business Improvement Area Expenditure Request

12.2 Stoney Creek Business Improvement Area Expenditure Request

(S. Braithwaite/Anderson)

That the agenda for the September 10, 2019 Business Improvement Area Advisory Committee meeting be approved, as amended.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 3)

There were no declarations of interest.

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

(i) August 13, 2019 (Item 4.1)

(Pennie/R. Braithwaite)

That the August 13, 2019 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) STAFF PRESENTATIONS (Item 9)

(i) (Re)envision the HSR Update (Item 9.1)

Conor Flood, Customer Experience and Innovation addressed the Committee respecting an update on (Re)envision the HSR, with the aid of a presentation.

(Geissler/Chug)

That the staff presentation respecting an update on (Re)envision the HSR, be received.

CARRIED

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

(ii) Urban Renewal Financial Incentives Program Update (Item 9.2)

Judy Lam, Manager of Urban Renewal and Phil Caldwell, Senior Project Manager addressed the Committee respecting an update on the Urban Renewal Financial Incentives Program.

(VanderKwaak/Mattern)

That the staff presentation respecting an update on the Urban Renewal Financial Incentives Program, be received.

CARRIED

(e) DISCUSSION ITEMS (Item 10)

(i) Shop Small Saturday Event (Item 10.1)

The Committee discussed the Shop Small Saturday Event scheduled for November 30, 2019. The Spend it Here branding will be used in conjunction with the Shop Small Saturday Event.

(MacKinnon/Mattern)

That the discussion respecting Shop Small Saturday Event, be received.

CARRIED

(ii) Small Business Week Events / Workshops (Item 10.2)

The Committee discussed the Small Business Week Events / Workshops which are scheduled for the week of October 20 – 26, 2019. The City will be having a targeted Small Business Workshop for BIAs on Monday, October 21, 2019 from 6:00 pm – 8:00 pm providing information on multiple topics including marketing, financial incentives and leasing.

(Anderson/Chug)

That the discussion respecting Small Business Week Events / Workshops, be received.

CARRIED

(f) NOTICES OF MOTION (Item 12)

(i) Downtown Dundas Business Improvement Area Expenditure Request (Added Item 12.1)

Lisa Anderson introduced her notice of motion respecting the Downtown Dundas Business Improvement Area Expenditure Request.

(Anderson/R. Braithwaite)

That the rules of order be waived to allow for the introduction of a Motion respecting the Downtown Dundas Business Improvement Area Expenditure Request.

CARRIED

For disposition of this matter, refer to Item 5.

**(ii) Stoney Creek Business Improvement Area Expenditure Request
(Added Item 12.2)**

Tracy MacKinnon introduced her notice of motion respecting the Stoney Creek Business Improvement Area Expenditure Request.

(MacKinnon/Pennie)

That the rules of order be waived to allow for the introduction of a Motion respecting the Stoney Creek Business Improvement Area Expenditure Request.

CARRIED

For disposition of this matter, refer to Item 6.

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

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

Julia requested that the BIA's send her the dates to their Annual General Meetings (AGM) and to invite her as she would like attend and speak. Additionally, Julia reminded Committee that the BIA budget's need to be passed at their Board Meeting prior to the AGM, and then presented at the AGM.

Julia Davis provided an update on the City's liability insurance policy and will return to Committee with further information next meeting.

Julia advised Committee that NOSH week is happening from October 14th – 20th, 2019 and if any BIA's have events happening, please send them to nosh@hamilton.ca.

Julia advised Committee that the City submitted the OBIAA Conference bid on August 30, 2019.

Julia advised Committee that spending requests for their Community Improvement Plan (CIP) Contribution Program need to be submitted in writing to Julia before the December 10, 2019 meeting.

(Pennie/Geissler)

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

CARRIED

(ii) Statements by Members (Item 13.2)

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

(Anderson/Geissler)

That the updates from Committee Members, be received.

CARRIED

(h) ADJOURNMENT (Item 15)

(S. Braithwaite/R. Braithwaite)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:17 a.m.

CARRIED

Respectfully submitted,

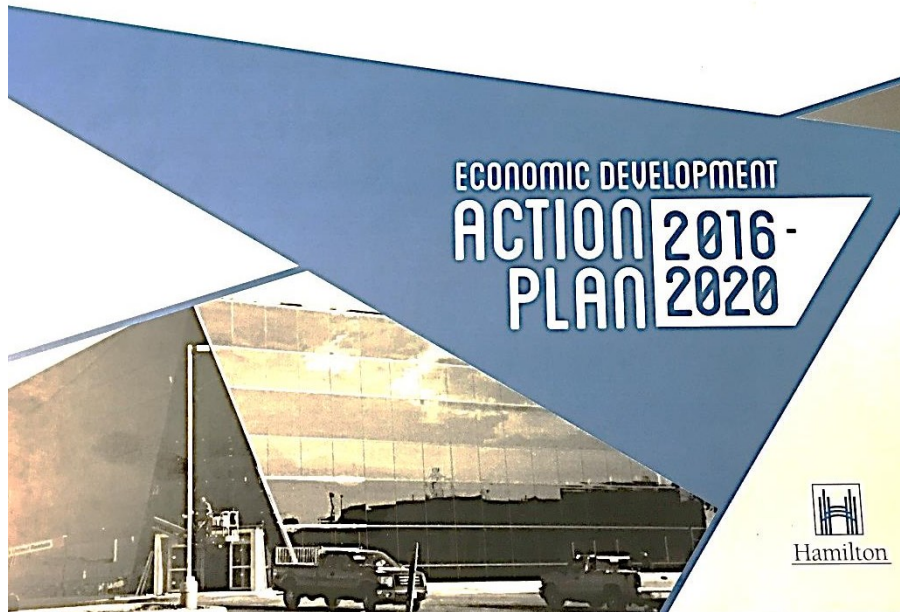
Councillor Esther Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk



CREATIVE INDUSTRIES IN HAMILTON, ONTARIO

Key Sector in Economic Development Action Plan



CREATIVE CULTURAL INDUSTRIES

Creative Cultural Industries includes a wide variety of businesses in areas such as music, film, fashion, writing and publishing, visual and applied arts and graphic design, and live performance and festivals. This sector fosters high-profile creativity and innovation; attracts and supports other key sectors through its impact on quality of life; requires a large number and wide variety of knowledge sets and skills; and enhances Hamilton's image as a vibrant city. Currently, the City supports the Arts through various granting programs, and these programs will continue.

Over the last five years, the City has focused its efforts in this sector on music and film. In 2013, the City approved a Music Strategy and engaged 12 music industry volunteers to champion and implement the 30 actions within the strategy. Over the last three years, Hamilton has seen a significant increase in filming and in 2015, filming generated \$8,449,440 in direct spending within the City. In 2017 a sector profile for the Creative Cultural Industries will be developed to determine the current number of jobs and businesses, opportunities and potential growth areas and trends for this sector.

Currently, Hamilton is well-positioned to attract a large film studio, which would include pre and post-production facilities, as well as greatly support the expansion, retention and attraction of the larger sector and complementary businesses and jobs in areas such as fashion, writing, visual arts, graphic design, etc.

AREAS OF FOCUS

40

MAJOR ACTIONS

TIMELINE

Implement the Music Strategy and launch the City of Music marketing efforts	ongoing
Implement the Cultural Plan	ongoing
Create and implement a Creative Cultural Industries sector strategy	short term
Review zoning and other barriers to the establishment of Creative Cultural Industries	short term
Create a City of Hamilton Animation Strategy targeting the improvement of public space animation	long term
Establish incubative makers' spaces for specialty manufacturing in the creative/cultural industries	long term

Defining Creative Industries



Images (clockwise from left): Blackbird Studios at Darkness Fashion Show, Mother Tareka at Music Mondays, Hamilton Aerial Group at Canada Day, Raising the Barn public art by Dave Hind, Concrete Poetry public art by Simon Frank, Cable 14 at Hamilton Arts Awards.

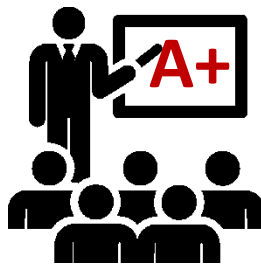
Hamilton's Creative Industries Snapshot



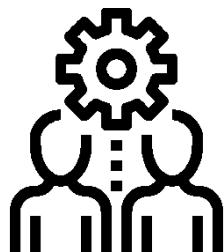
11%

Hamilton's Total
Labour Force

2016 Statistics



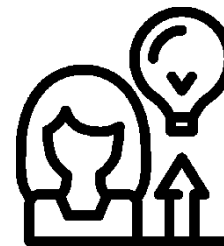
A+ Highly Educated, Younger & Self-Employed 2016 Statistics



Shortage of
Skilled Labour

Median Income of **\$36K**
compared to national **\$34K**

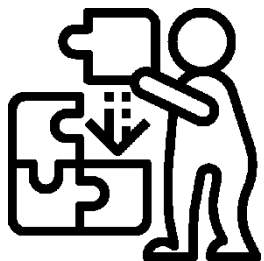
2016 Statistics



64%

Sole proprietorship, 1-4 employees

2017 Statistics



Cross-Sector
Collaboration



6%

Of Hamilton Businesses

2017 Statistics

16 % employment growth from
2011 to '16, compared to provincial
and national rates of 12% and 10%

2011-2016 Statistics

Top Three Areas for Growth

FILM

MUSIC

FASHION



The Butcher Shop



Absinthe

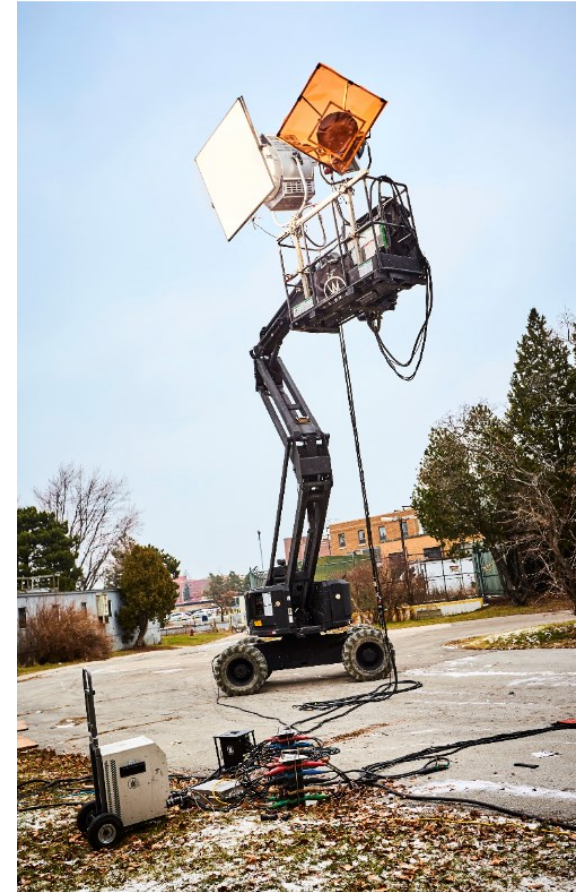
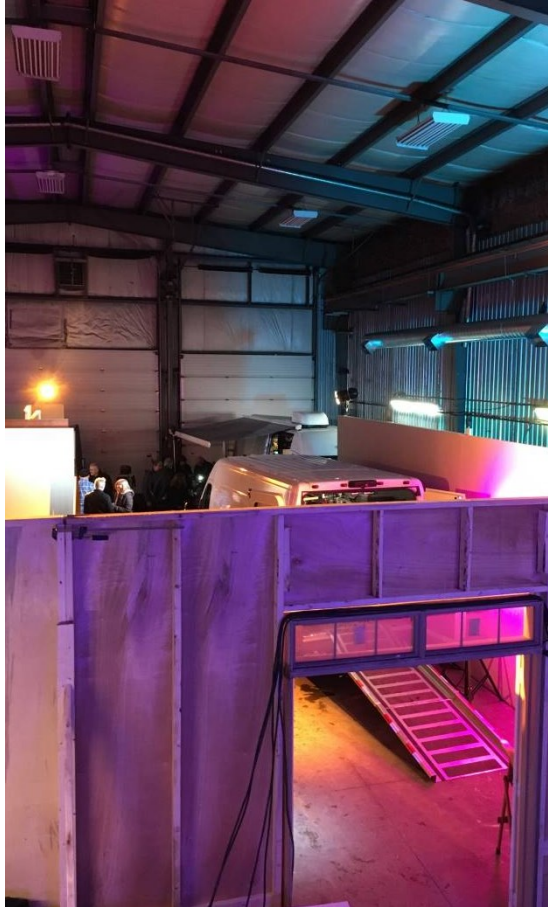


Bra-Makers Supply

Why Film, Music & Fashion

Most potential for continued and expanded economic impact based on:

- # of jobs
- # of businesses
- Growth in businesses
- Local and provincial data and programs/incentives (i.e. size of provincial economy and opportunities to grow locally, Ontario Film Commission and Tax Credit, Music Canada etc.)
- Formal/informal grassroots collaboration and established voice(s) that are ready and organized to move their sector forward
- Gaps (opportunities) in labour force and training identified locally and provincially

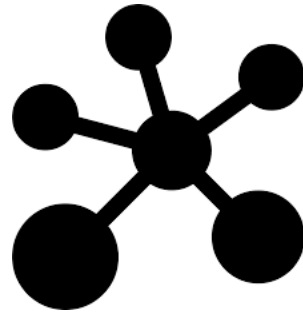


Images (clockwise from left): Hamilton Film Studios, Westdale Theatre, Filming on King William St, Lighting Crane – Shaftesbury, and Base Camp - Shaftesbury

FILM STATS

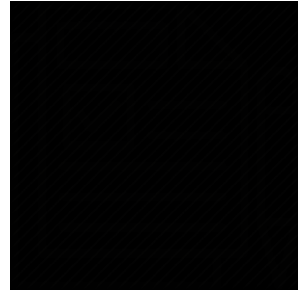


85% of business wanting to move to Hamilton have filmed here

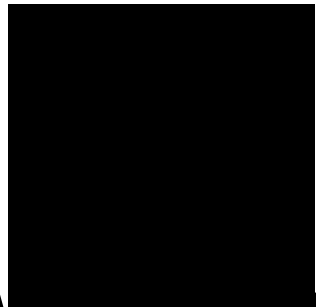


Home to 3rd largest cluster of film businesses in Canada

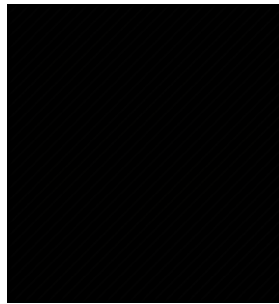
2nd busiest city in Ontario for film permits



901 businesses



Workforce is 9,140



Productions spent \$60B in Hamilton in 2018



3rd largest in employment growth in Canada



Images (from top left): Stardust Records, Catherine North Recording Studio, Musician Loading Zone at This Ain't Hollywood, and Birchway Sound

MUSIC STATS FOR HAMILTON



#1 as a top destination for music related occupations in Canada



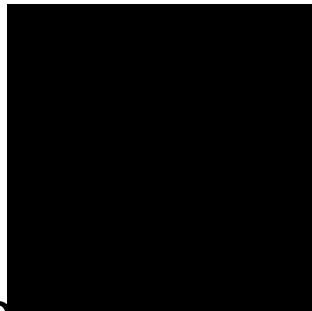
More independent musicians per capita than many top tier cities



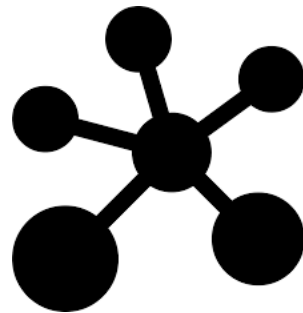
541 businesses



2nd largest growth in employment in Canada



Workforce is 7,725 and 54% are 25-44 years old.



Home to 6th largest cluster of music businesses in Canada

FASHION

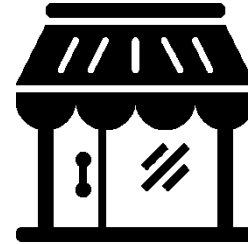


Images (clockwise from left): Model wearing Angela DeMontigny, Bra-Makers Supply's owner Beverly Johnson creating patterns, Model wearing Designs by Mallory, fabric available at Bra-Markers Supply on Ottawa St N

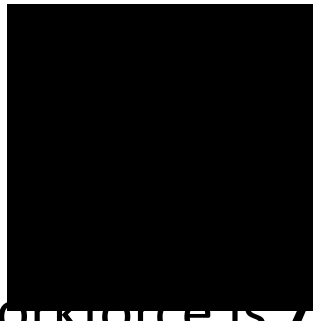
FASHION STATS FOR HAMILTON



Shortages in skilled workers (production/manufacturing)



521 businesses



Workforce is **7,540**



Home to **5th** largest cluster of fashion businesses in Canada



QUESTIONS

Thank you.

CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee

Date: October 8, 2019

MOVED BY H. VANDERKWAAK.....

SECONDED BY.....

LOCKE STREET BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

That the expenditure request from the Locke Street Business Improvement Area, in the amount of \$2,699.36 for a Street Party, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.