



## City of Hamilton

# MAYOR'S TASK FORCE ON ECONOMIC RECOVERY REVISED

**Meeting #:** 20-001

**Date:** June 4, 2020

**Time:** 8:30 a.m.

**Location:** Due to the COVID-19 and the Closure of City Hall

All electronic meetings can be viewed at:

City's Website:

<https://www.hamilton.ca/council-committee/council-committee-meetings/meetings-and-agendas>

City's YouTube Channel:

<https://www.youtube.com/user/InsideCityofHamilton> or Cable 14

Loren Kolar, Legislative Coordinator (905) 546-2424 ext. 2604

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1. WELCOME FROM MAYOR FRED EISENBERGER
2. APPOINTMENT OF CHAIR AND VICE CHAIR
3. APPROVAL OF AGENDA  
(Added Items, if applicable, will be noted with \*)
4. DECLARATIONS OF INTEREST
5. APPROVAL OF MINUTES OF PREVIOUS MEETING
6. COMMUNICATIONS
7. CONSENT ITEMS
8. STAFF PRESENTATIONS
  - 8.1 Mayor's Task Force on Economic Recovery Overview
    - \*8.1.a Presentation

8.2 Economic Development Initiatives and COVID-19 Hamilton Business Impact Survey Results

\*8.2.a Presentation

9. DISCUSSION ITEMS

10. MOTIONS

11. NOTICES OF MOTION

12. GENERAL INFORMATION / OTHER BUSINESS

13. PRIVATE AND CONFIDENTIAL

14. ADJOURNMENT



# Mayor's Task Force on Economic Recovery

June 4, 2020

# Mission

The Mayor's Task Force on Economic Recovery will provide multi-sectoral leadership and direction to guide Hamilton's economic recovery in the immediate aftermath of the COVID-19 pandemic.

It will formulate an aggressive, ***action driven plan*** to position the City of Hamilton now, for long-term, sustainable and equitable economic recovery.

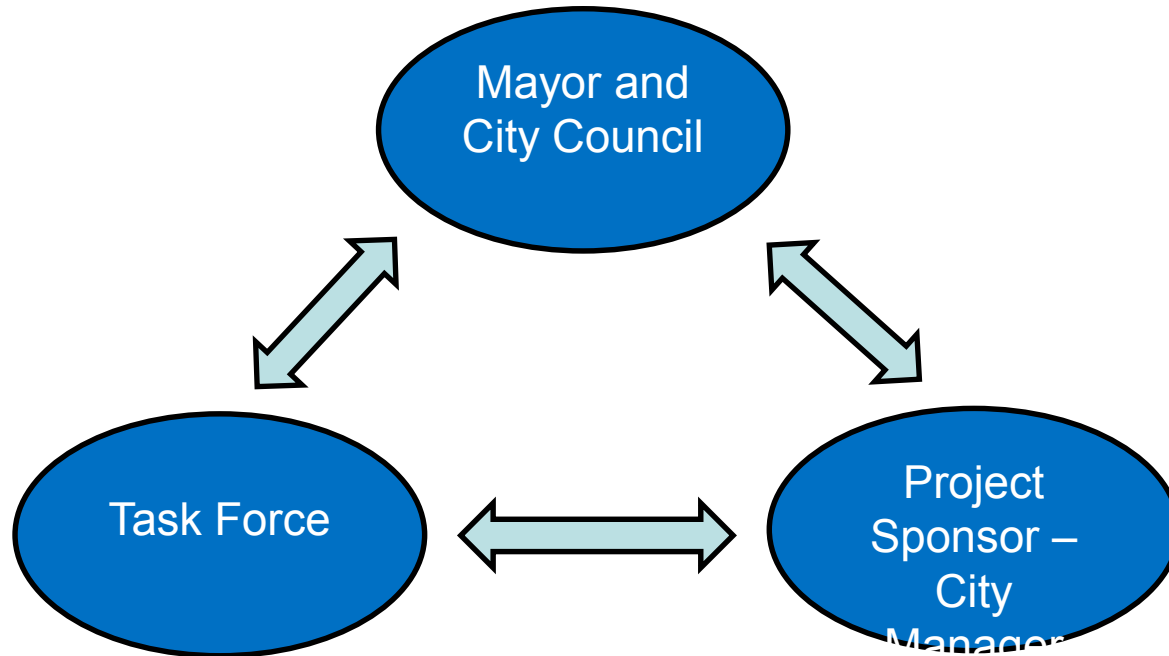
*Source: Terms of Reference*

# Mandate

- Develop an action driven plan to position the City of Hamilton now, for long-term, sustainable and equitable economic recovery.
- Establish defined outcomes with specific deliverables to address the priority economic impacts of the pandemic confronting Hamilton based industry/businesses, employers and employees.
- Identify issues and opportunities to convey to other levels of government.
- Provide advice and assistance in the implementation of the Task Force's plan for economic recovery.
- Provide advice and suggestions to the Mayor, Council and senior staff for specific City of Hamilton actions and responses.

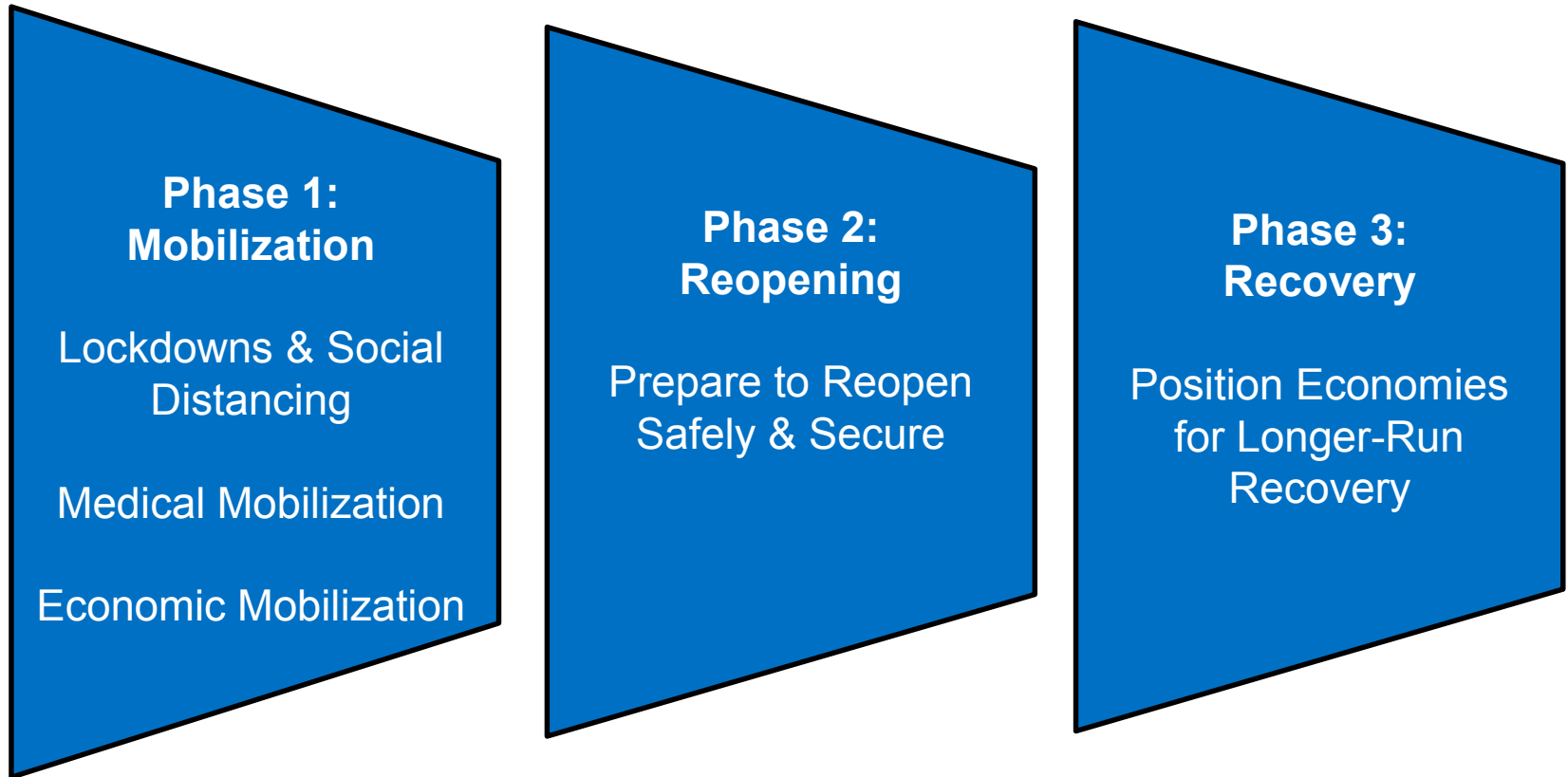
*Source: Terms of Reference*

# Governance Model



*Source: Terms of Reference*

# Moving Hamilton Towards Recovery



*Source: Creative Class Group*



# City of Hamilton Immediate Response Plan

An Immediate Response Plan was developed to support local businesses during the COVID-19 crisis. This plan includes actions in the following key areas:

Communication

Financial Response

Business Continuity

Service Modifications

Seed/Catalyst

Social Engagement





## Communication

To provide centralized, timely and accurate COVID-19 information to the business community

- ✓ Creation of a COVID-19 [Business Continuity and Recovery Microsite](#) in partnership with Hamilton's three Chambers of Commerce.
- ✓ Supporting the creation of [Hometownhub.ca](#), an all-in-one on-line sales site for Hamilton's small businesses.
- ✓ Creation of information and resources for Artists and Musicians  
<https://www.hamilton.ca/hamilton-music-film-office/music-in-hamilton/music-in-hamilton>
- ✓ Hamilton Chamber of Commerce COVID-19 Virtual Open Forums Business video series featuring Senior Leadership Team from Planning and Economic Development.
- ✓ Hamilton Business Centre – Launched Reopening your Business Series with Business Licensing and Public Health Services.
- ✓ Weekly teleconference meetings with local BIAs to provide municipal updates and information sharing.

Promotional support for Hamilton Artists Relief Fund launched April 1 by the Hamilton Arts Council.

## Financial Response

To support financial stability of businesses

- ✓ The Property Tax Assistance program outlines several financial measures to Hamilton property taxpayers and ratepayers dealing with the possible financial hardship caused by the current COVID-19 pandemic. These measures included waiving interest and penalties on late tax bill payments for 60 days starting with the end-of-April instalment. <https://www.hamilton.ca/coronavirus/support-property-tax-payers>
- ✓ Waive late fees on any business license renewals.
- ✓ City Enrichment Fund – flow approved operating grant dollars based on the results of prior adjudicated applications and allow for flexibility regarding events/programs affected by the pandemic.

## Business

To provide services and processes focused on retaining and expanding businesses in Hamilton

- ✓ The Hamilton Business Centre continues to deliver key initiatives such as Digital Main Street, Starter Company and Summer Company and provide training, mentorship and micro-grants to support Hamilton's small business community.
- ✓ Timely processing of payments to City vendors a priority.
- ✓ Continued preparation and development of tenders.
- ✓ Continuing to deliver on development approvals; the review and approval of development applications and Building Permits; and processing of development applications. Timelines for the public to providing comments are extended and access to information on development applications continues.
- ✓ Continuing to process municipal incentives applications (e.g. Brownfield/ERASE, commercial property improvement programs).
- ✓ Distribution of Economic Development Survey to Business Community.
- ✓ Who's Hiring in Hamilton - Workforce Planning Hamilton, with support from the city's Economic Development Office are sharing a new platform for Hamilton businesses and their local employment needs.

## Service Modifications

To modify/amend existing regulations and processes to accommodate short term alternative ways of doing and maintaining business

- ✓ Modify parking regulations to allow for free Pick-up Zones for takeout and deliveries at local businesses.
- ✓ City Council will allow BIAs and others to create "outdoor dining districts" where restaurants and cafes can seat people outside.
- ✓ Arts Awards and BIA Awards will be offered as online experiences.
- ✓ City Council has approved allowing the top level of a downtown parking garage as a temporary, open air performance venue.
- ✓ Musician Conference modified format.

## Seed/Catalyst

To provide initial seed funds for creative initiatives that fuel business continuity and recovery and social

- ✓ Provided start-up support for two streaming of “Hamilton Shows Up”, an on-line platform for local artists and musicians to provide virtual performances.
- ✓ Launched Online musician mentoring program in partnership with Canada’s Music Incubator.

## Social Engagement

To connect people with each other and the local community

- ✓ Culture and tourism communications efforts enhanced with online content.
- ✓ Sharing Hamilton Business Stories on Invest in Hamilton social media channels.



## COVID-19 HAMILTON BUSINESS IMPACT SURVEY REPORT (April 15 - April 24, 2020)

PRESENTED BY:  
NORM SCHLEEHAHN - DIRECTOR, ECONOMIC DEVELOPMENT, CITY OF HAMILTON



What does success look like  
for this Task Force?

# Next Steps

[www.investinhamilton.ca](http://www.investinhamilton.ca)



Hamilton



# COVID-19 HAMILTON BUSINESS IMPACT SURVEY REPORT (April 15 - April 24, 2020)

PRESENTED BY:  
NORM SCHLEEHAHN - DIRECTOR, ECONOMIC DEVELOPMENT, CITY OF HAMILTON



# SURVEY SUMMARY

The City of Hamilton's Business Impact Survey #1 launched on April 15th and closed on April 24th

In collaboration with the City of Hamilton's Economic Development Division, three Chambers of Commerce (Hamilton, Stoney Creek and Flamborough), Workforce Planning Hamilton and 13 Hamilton Business Improvement Areas

# SURVEY SUMMARY

Over nine days 1,040 respondents contributed qualified responses.

Qualified responses met the following conditions:

- The respondent accepted the terms and conditions of the survey;
- The respondent completed the questions requesting that they identify their Industry and the revenue impact on their business;
- Only one response would be permitted for each individual local business.

# SURVEY SUMMARY

- A concerted effort was undertaken by the Business Impact Survey partners and other individuals through various social media channels encourage and enable any Hamilton based business owner to participate in the Business Impact Survey, and while the outcome of those efforts appear to have produced a fairly representative group of respondents, the Business Impact Survey did not pursue academic standards and methodologies to enable the results to be considered scientifically representative (such as random sampling, etc.).

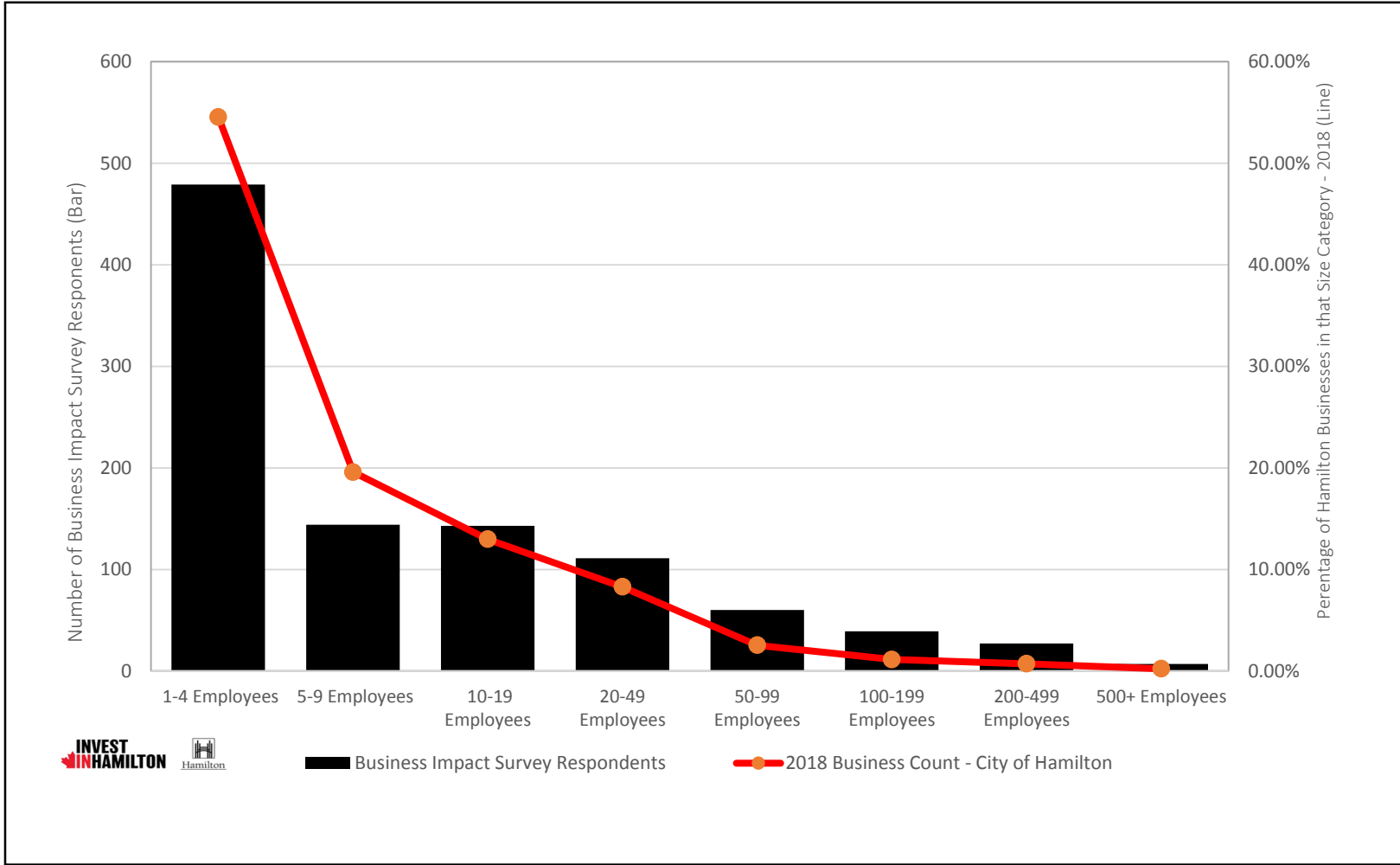


# KEY FINDINGS

- Businesses across all industry sectors, and across every business size category, have been significantly impacted by the COVID-19 pandemic and the resulting actions taken by governments around the world to mitigate the associated health impacts.
- The aggregated employment impact from all respondents who participated in the survey (who collectively represent approximately 35,000 employees) communicates an employment decrease of almost 13,000 jobs, which represents a city-wide decrease of 35.8%.
- Over 90% of respondents reported a decrease in revenue because of COVID-19, with over 50% of respondents indicating that the decrease in revenue was greater than 50% when compared to the month prior.
- Approximately 65% of respondents indicated that they have reduced their employment levels, with over 20% businesses reporting they have zero employees at the time they responded.

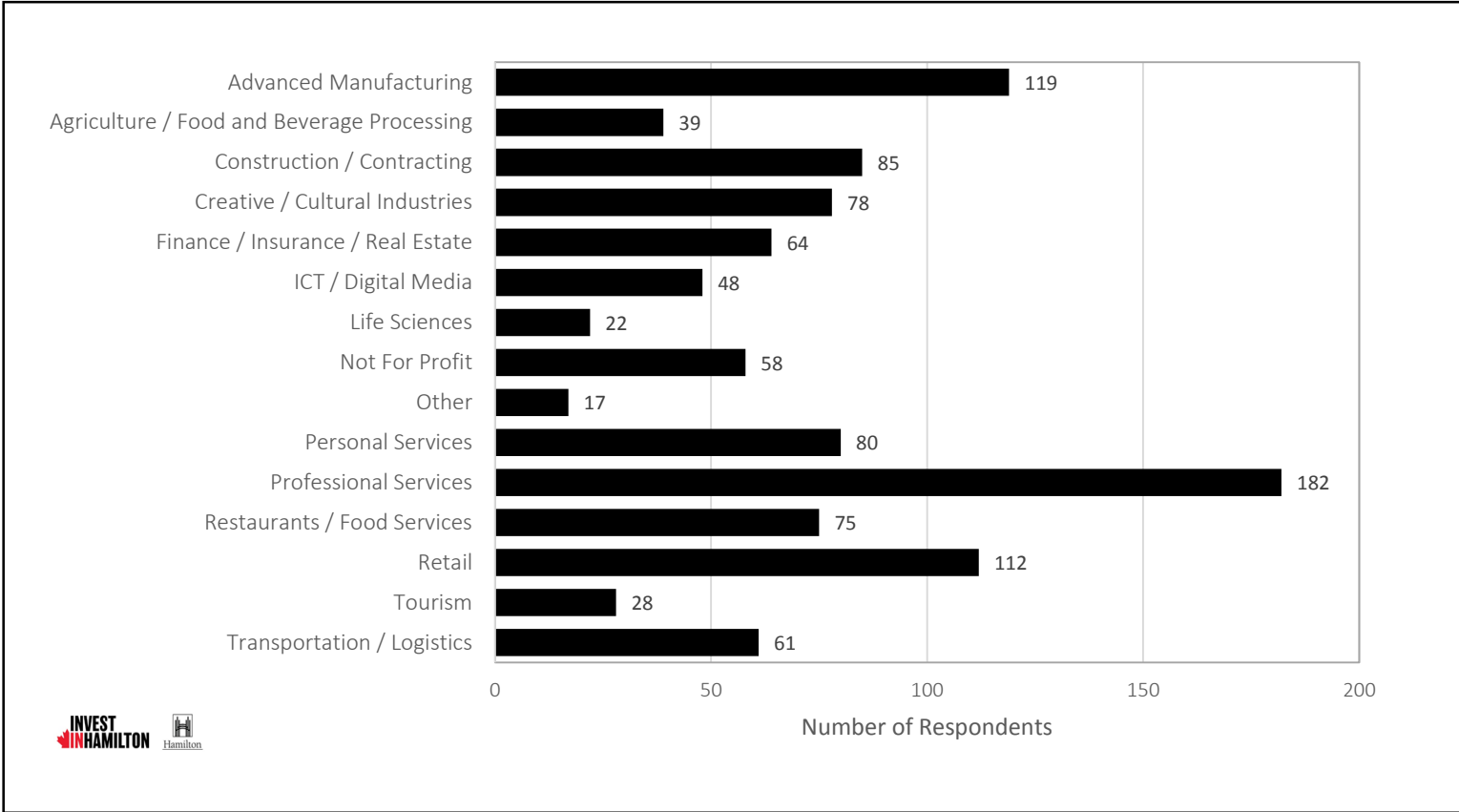
# DISTRIBUTION OF BUSINESS RESPONDENTS BY BUSINESS SIZE

RESPONDENT  
DEMOGRAPHICS



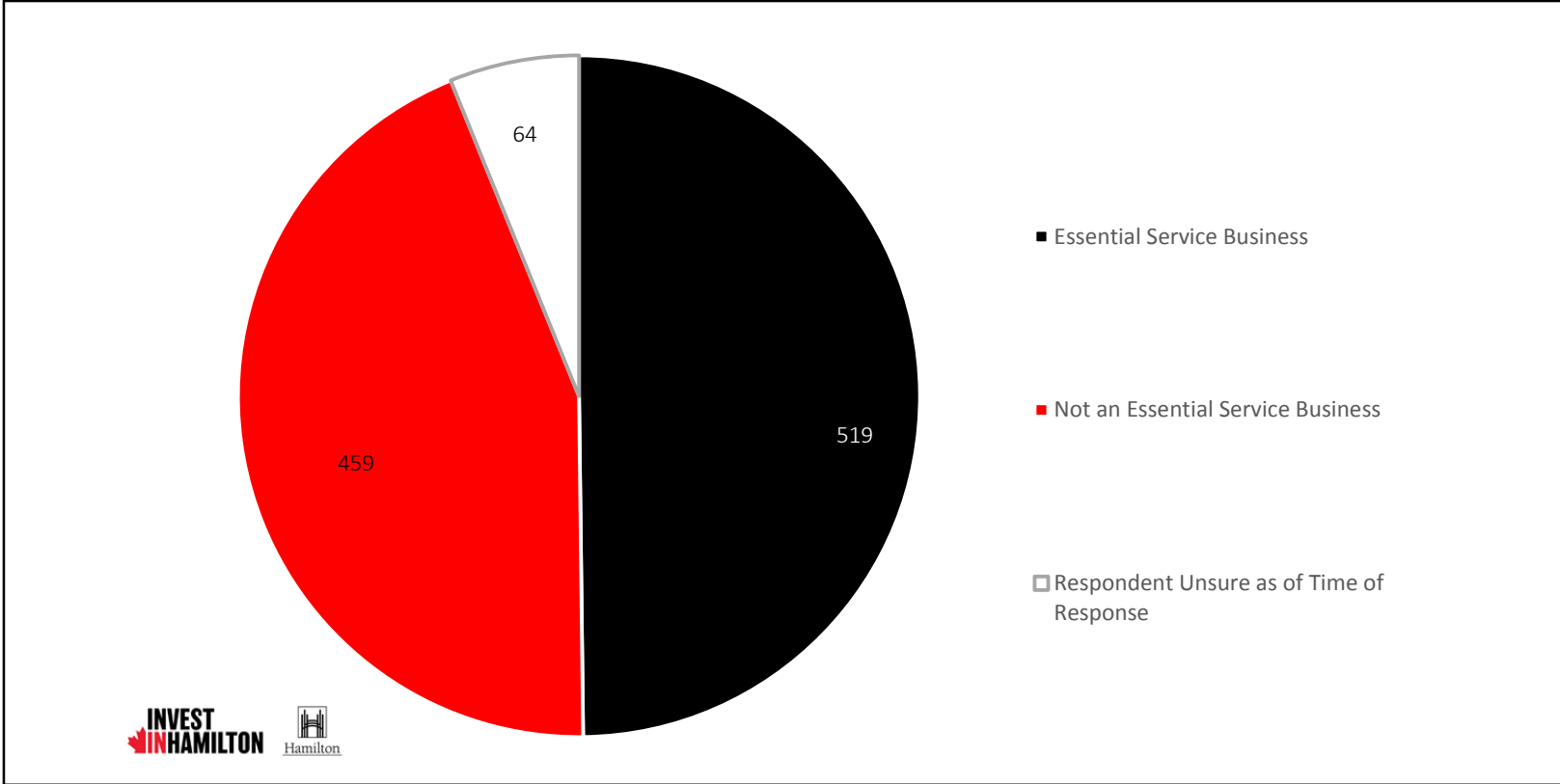
# DISTRIBUTION OF BUSINESS RESPONDENTS BY SECTOR

RESPONDENT  
DEMOGRAPHICS

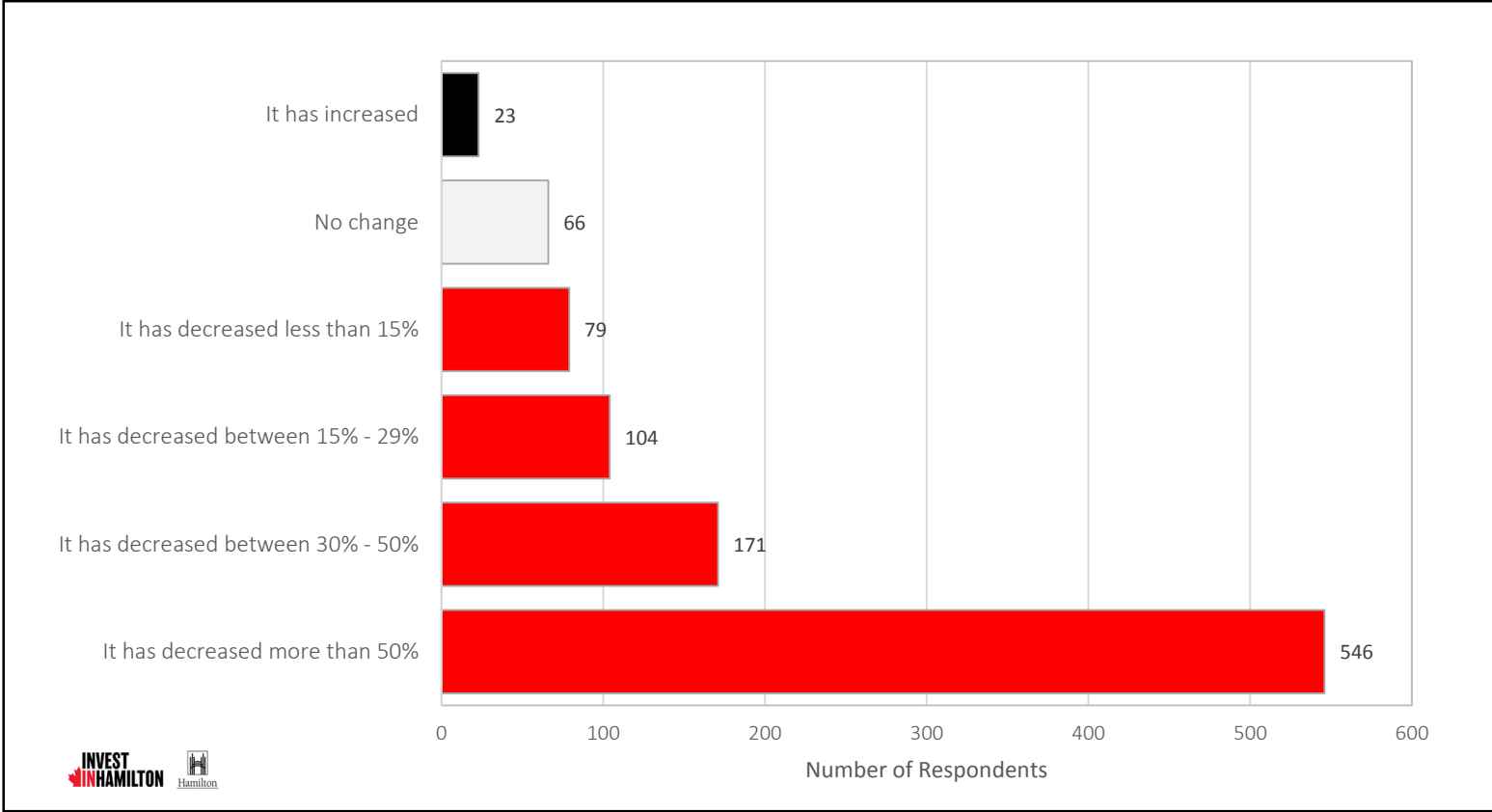


# REPORTED NUMBER OF ESSENTIAL SERVICE BUSINESS (as of April 10, 2020)

RESPONDENT  
DEMOGRAPHI  
CS



# REPORTED IMPACT ON REVENUE (compared to previous month)



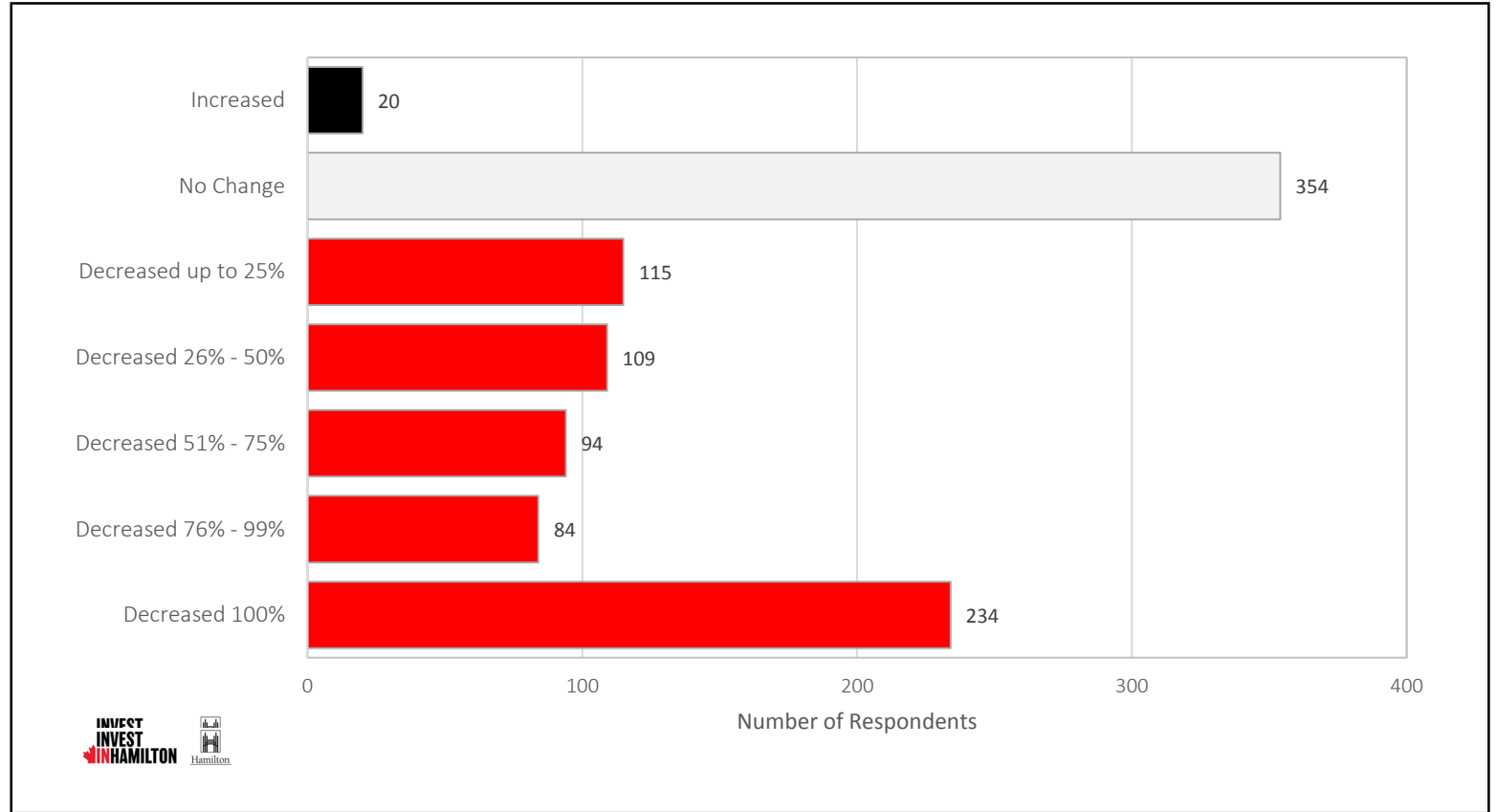
## REPORTED IMPACT ON REVENUE COMPARED TO MARCH 1, 2020 BY INDUSTRY CATEGORY

### IMPACT ON REVENUE

Industry Category	It has decreased more than 50%	It has decreased between 30% - 50%	It has decreased between 15% - 29%	It has decreased less than 15%	No change	It has increased	Total Population Size
Personal Services	85.7%	7.8%	3.9%	1.3%	1.3%	0.0%	77
Tourism	84.0%	12.0%	0.0%	0.0%	4.0%	0.0%	25
Restaurants / Food Services	81.8%	12.1%	3.0%	1.5%	0.0%	1.5%	66
Retail	77.8%	9.3%	6.5%	1.9%	1.9%	2.8%	108
Creative / Cultural Industries	71.6%	16.2%	4.1%	5.4%	1.4%	1.4%	74
Other	70.0%	0.0%	0.0%	10.0%	20.0%	0.0%	10
Life Sciences	60.0%	10.0%	10.0%	5.0%	15.0%	0.0%	20
Professional Services	58.0%	15.4%	13.6%	7.1%	5.9%	0.0%	169
<b>Total</b>	<b>55.2%</b>	<b>17.3%</b>	<b>10.5%</b>	<b>8.0%</b>	<b>6.7%</b>	<b>2.3%</b>	<b>989</b>
ICT / Digital Media	46.7%	31.1%	6.7%	2.2%	8.9%	4.4%	45
Construction / Contracting	40.2%	28.0%	9.8%	12.2%	6.1%	3.7%	82
Transportation / Logistics	34.5%	25.9%	15.5%	8.6%	12.1%	3.4%	58
Advanced Manufacturing	33.0%	22.9%	17.4%	14.7%	10.1%	1.8%	109
Agriculture / Food and Beverage Processing	29.4%	26.5%	8.8%	5.9%	5.9%	23.5%	34
Not For Profit	29.1%	16.4%	16.4%	16.4%	21.8%	0.0%	55
Finance / Insurance / Real Estate	26.3%	15.8%	22.8%	24.6%	8.8%	1.8%	57



## REPORTED IMPACT ON EMPLOYMENT (compared to previous month)



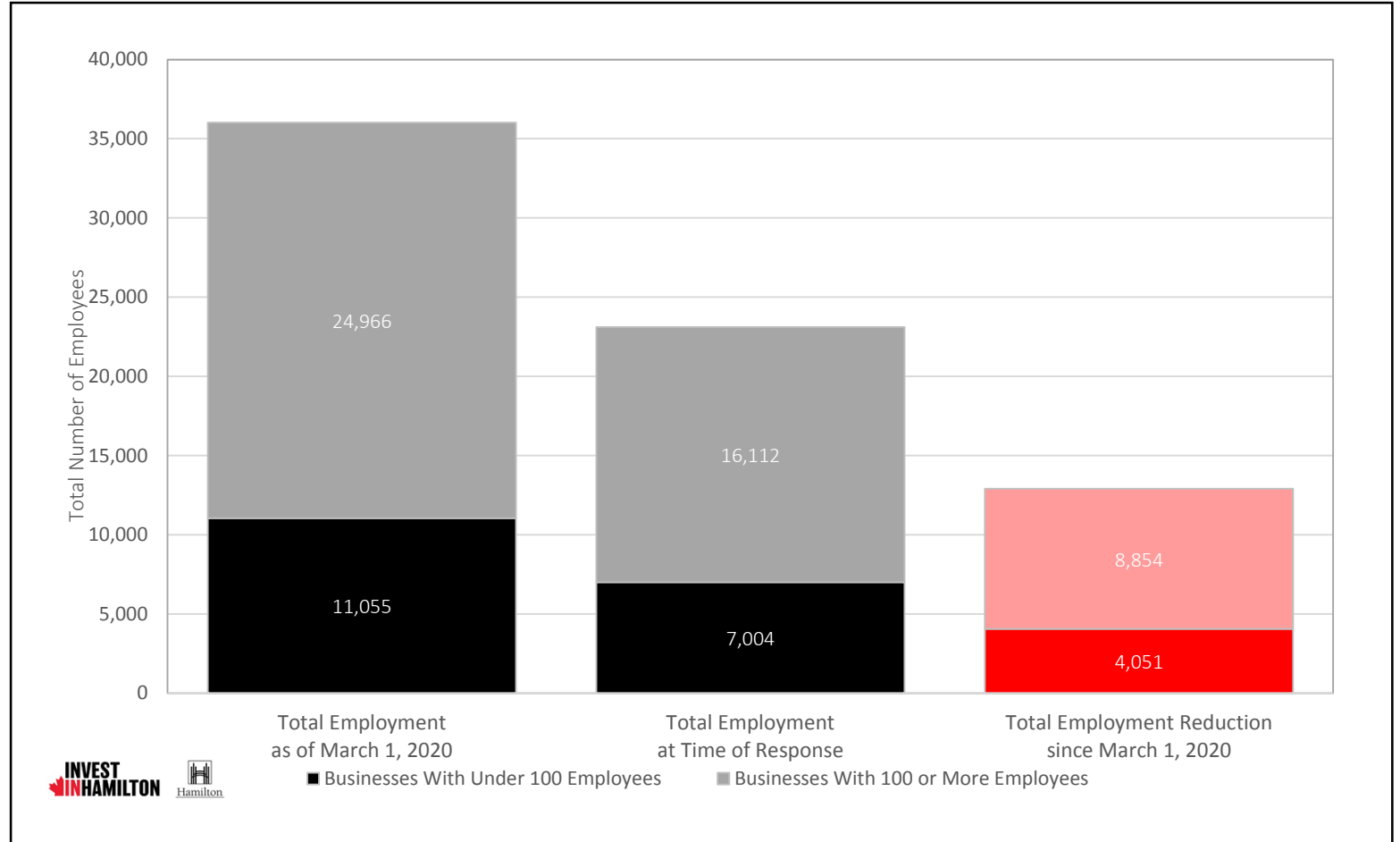
## REPORTED IMPACT ON EMPLOYMENT COMPARED TO MARCH 1, 2020 BY INDUSTRY CATEGORY

IMPACT ON  
EMPLOYMENT

Industry Category	It has decreased 100%	It has decreased 76% - 99%	It has decreased 51% - 75%	It has decreased 26% - 50%	Decreased up to 25%	No Change	It has increased	Total Population Size
Personal Services	57.1%	5.2%	5.2%	3.9%	1.3%	27.3%	0.0%	77
Other	44.4%	0.0%	0.0%	0.0%	0.0%	55.6%	0.0%	9
Retail	40.2%	12.1%	7.5%	10.3%	4.7%	23.4%	1.9%	107
Creative / Cultural Industries	36.0%	10.7%	2.7%	9.3%	2.7%	37.3%	1.3%	75
Restaurants / Food Services	29.7%	28.4%	17.6%	4.1%	2.7%	17.6%	0.0%	74
Professional Services	24.1%	2.9%	5.7%	8.0%	8.0%	49.4%	1.7%	174
<b>Total</b>	<b>23.2%</b>	<b>8.3%</b>	<b>9.3%</b>	<b>10.8%</b>	<b>11.4%</b>	<b>35.0%</b>	<b>2.0%</b>	<b>1010</b>
Finance / Insurance / Real Estate	18.6%	3.4%	8.5%	6.8%	6.8%	55.9%	0.0%	59
Tourism	16.7%	25.0%	12.5%	4.2%	8.3%	33.3%	0.0%	24
ICT / Digital Media	15.2%	2.2%	10.9%	26.1%	4.3%	32.6%	8.7%	46
Life Sciences	13.6%	13.6%	13.6%	9.1%	4.5%	45.5%	0.0%	22
Construction / Contracting	12.2%	3.7%	18.3%	23.2%	17.1%	23.2%	2.4%	82
Agriculture / Food and Beverage Processing	10.8%	8.1%	10.8%	5.4%	13.5%	32.4%	18.9%	37
Not For Profit	7.4%	11.1%	9.3%	9.3%	18.5%	42.6%	1.9%	54
Advanced Manufacturing	6.2%	6.2%	10.6%	12.4%	32.7%	31.9%	0.0%	113
Transportation / Logistics	3.5%	3.5%	8.8%	21.1%	28.1%	35.1%	0.0%	57

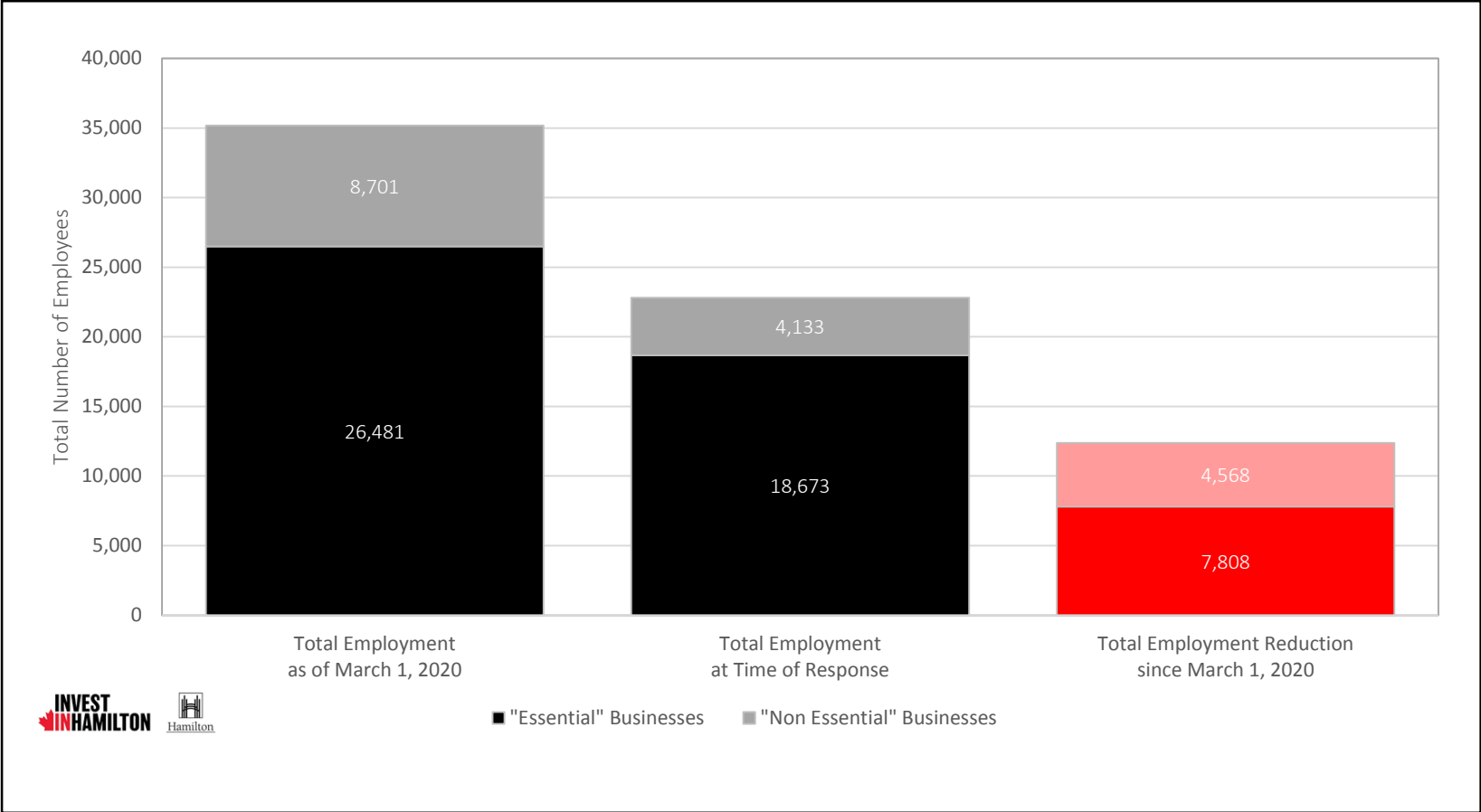
# IMPACT ON TOTAL EMPLOYMENT LEVELS OF RESPONDENTS BUSINESS SIZE COMPARISON

IMPACT ON  
EMPLOYMENT



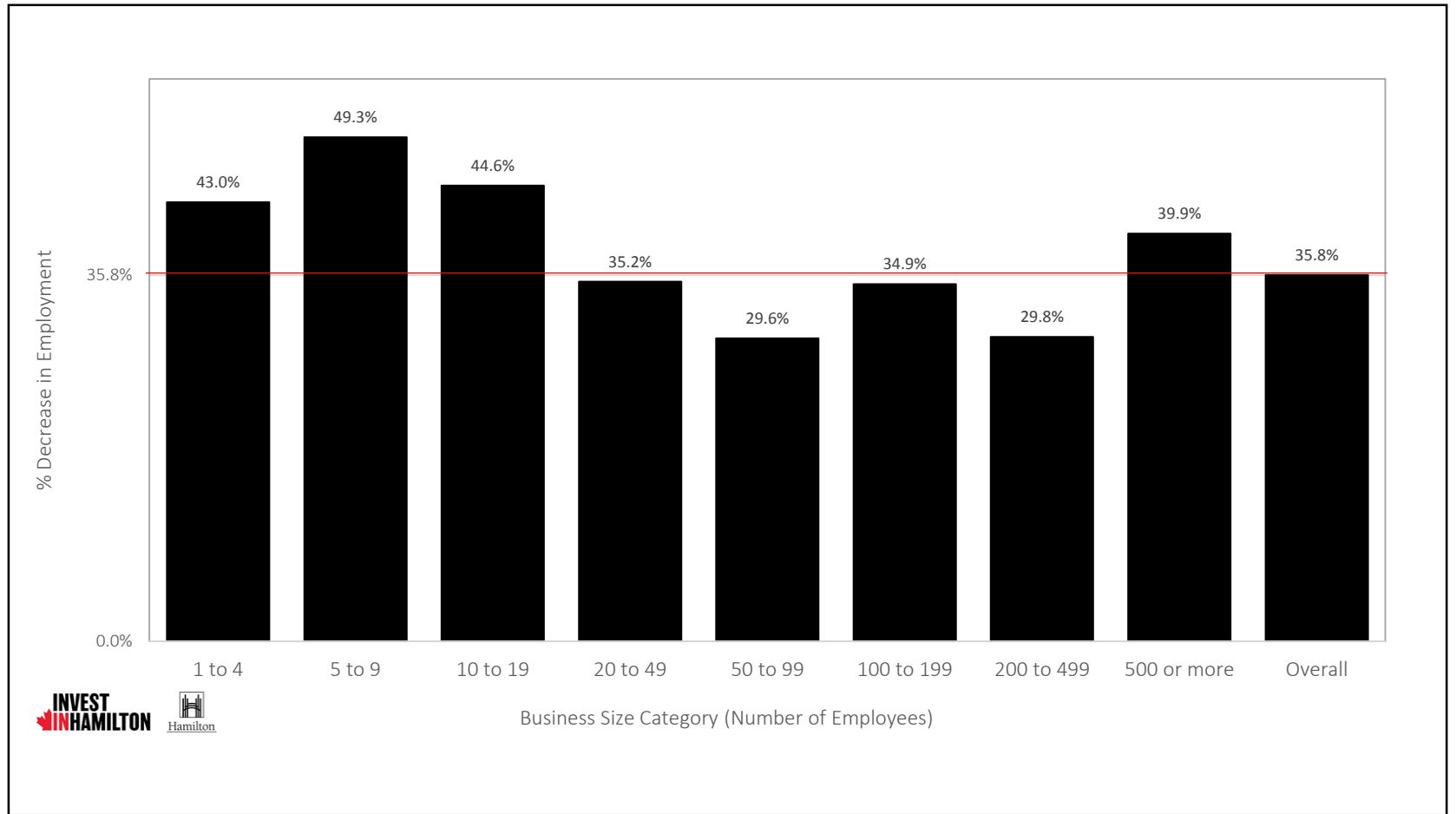
# IMPACT ON TOTAL EMPLOYMENT LEVELS OF "ESSENTIAL SERVICE" SIZE COMPARISON

IMPACT ON EMPLOYMENT



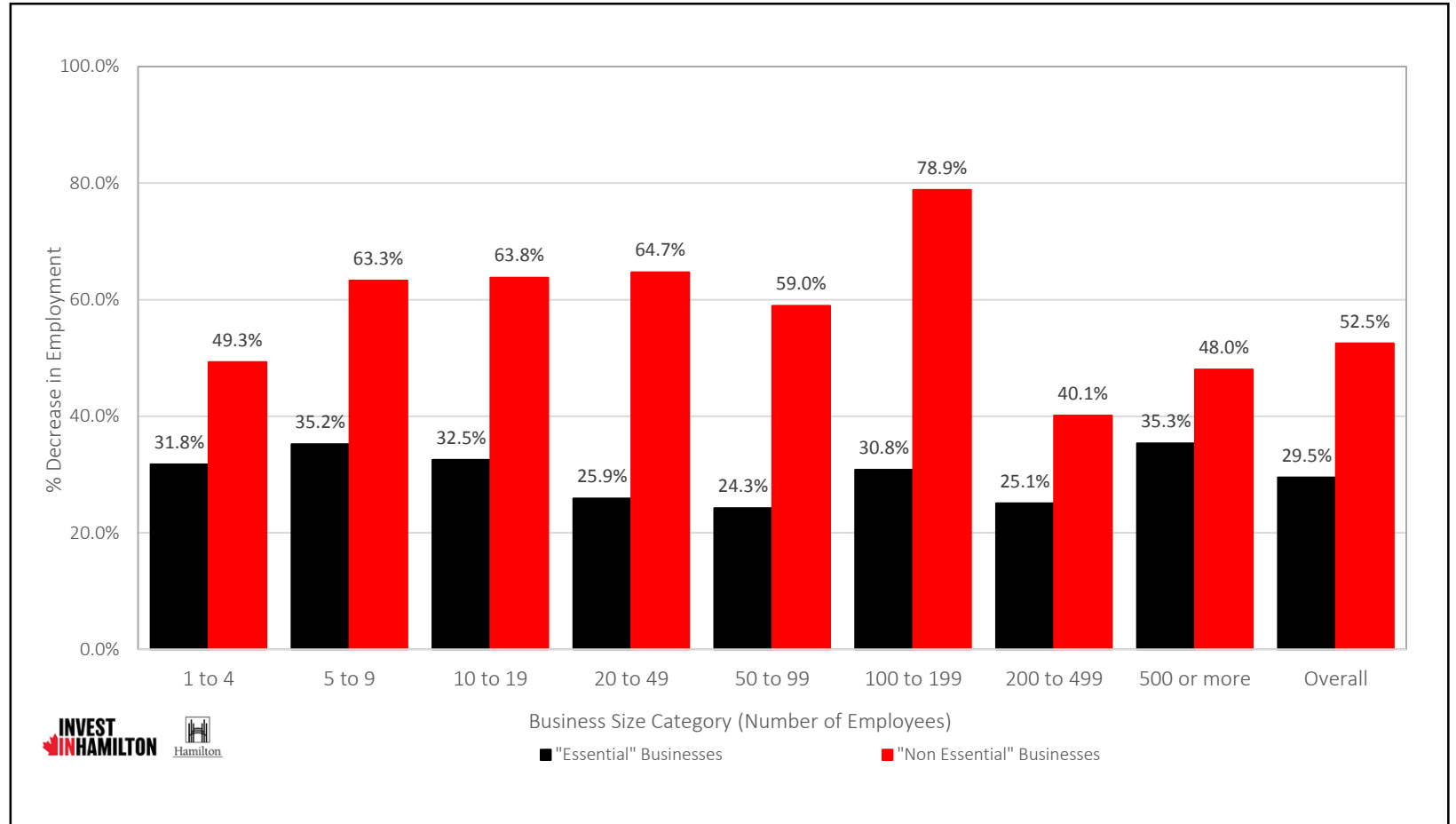
# REPORTED DECREASE IN EMPLOYMENT LEVELS BY BUSINESS SIZE CATEGORY

IMPACT ON  
EMPLOYMENT



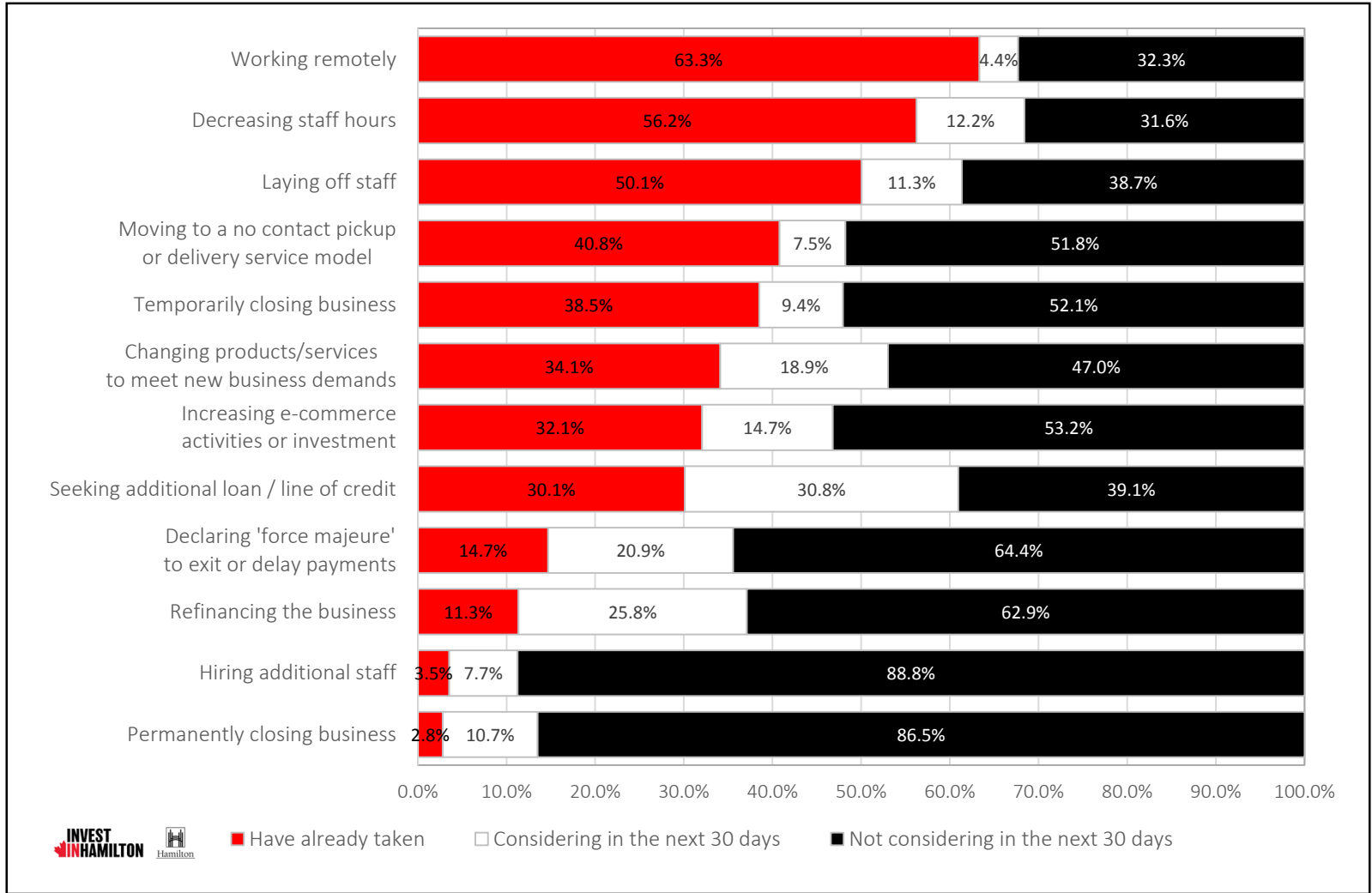
# REPORTED DECREASES IN EMPLOYMENT LEVELS (by business size category and “essential service” classification)

IMPACT ON  
EMPLOYMENT



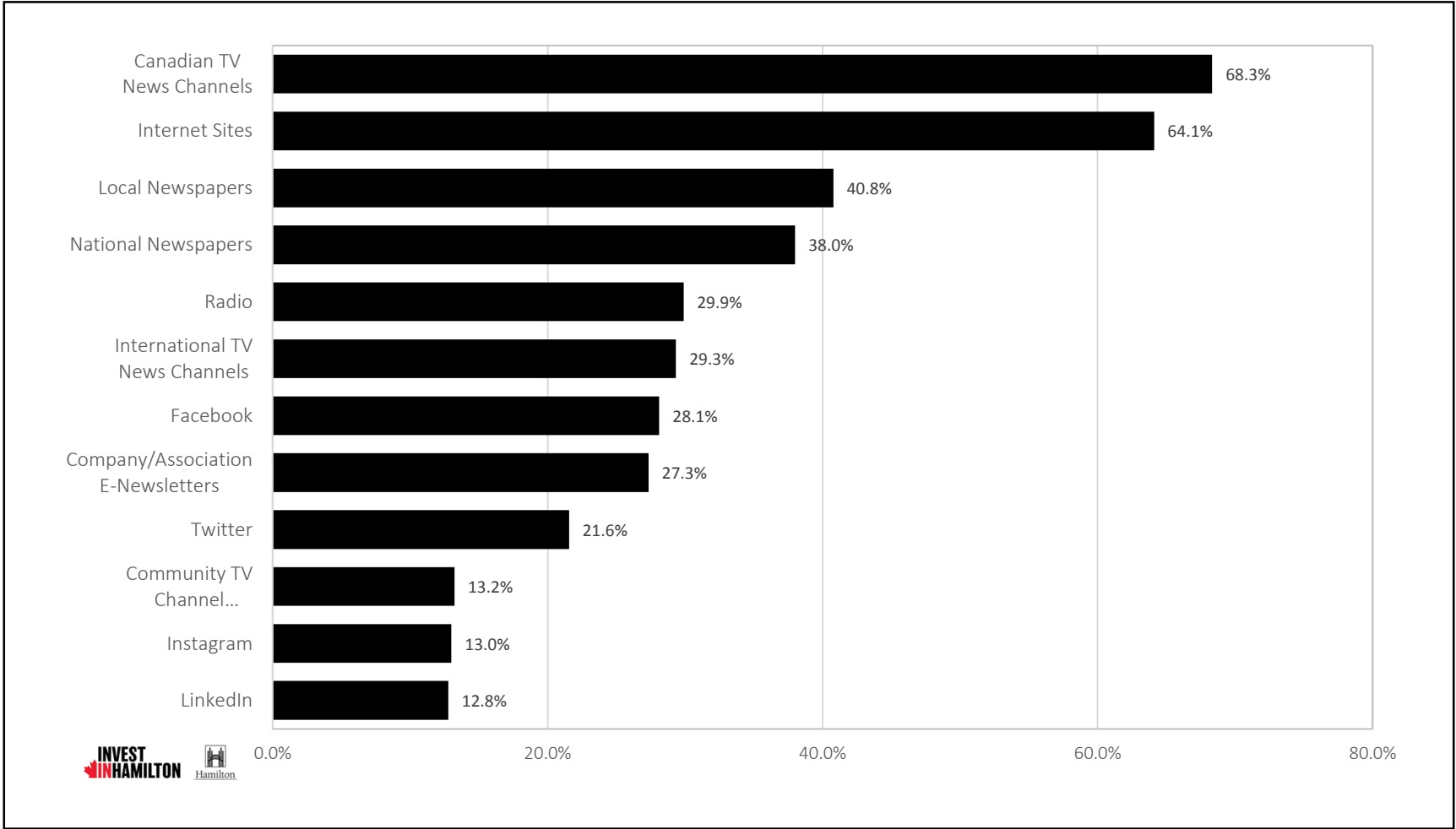
# REPORTED MEASURES RESPONDENTS ARE TAKING TO MITIGATE IMPACTS OF THE COVID-19

**IMPACT ON BUSINESS BEHAVIOR**



# REPORTED CHANNELS RESPONDENTS ARE USING TO GATHER COVID-19 RELATED INFORMATION

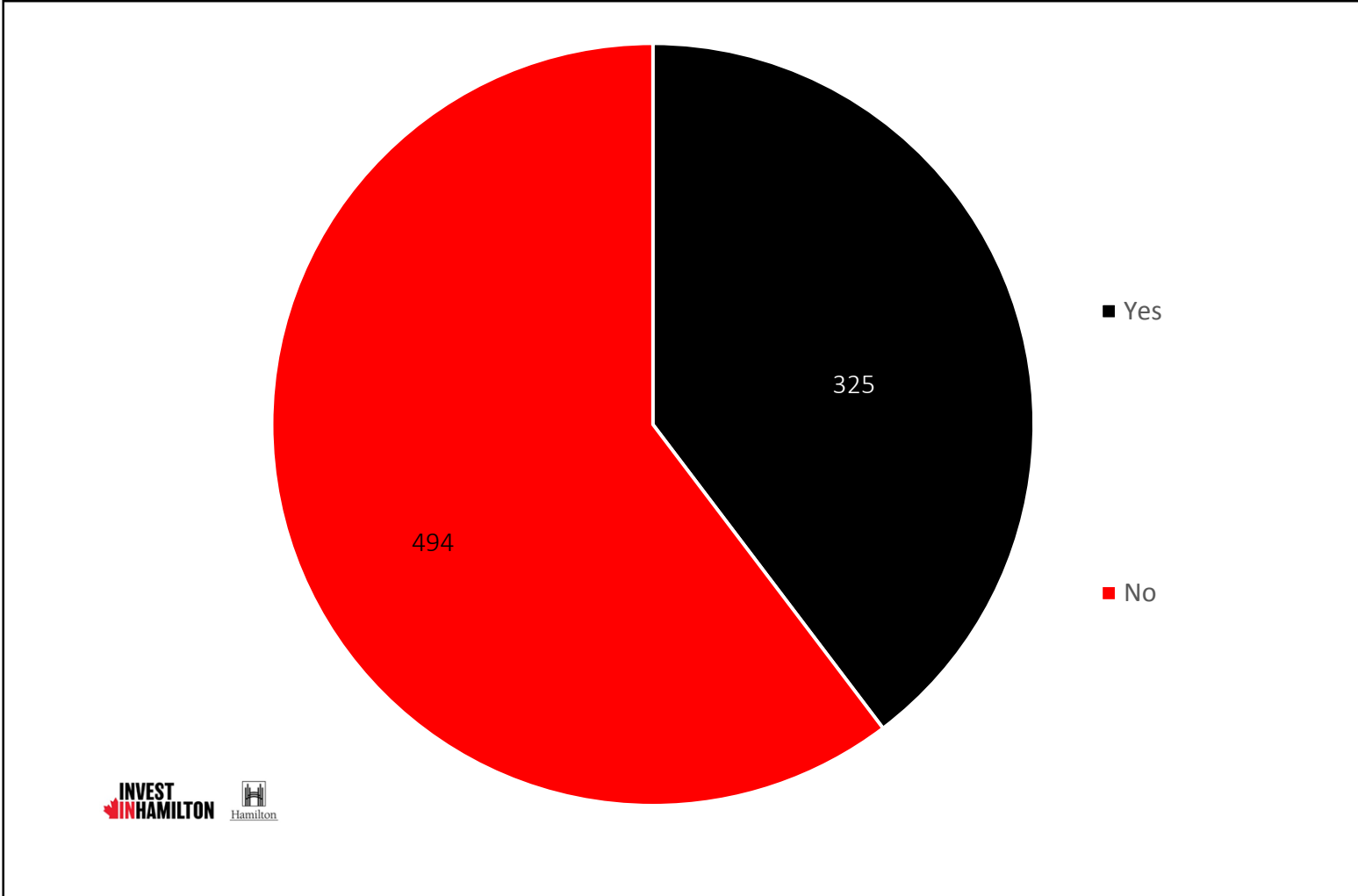
LEADING INFORMATION CHANNELS





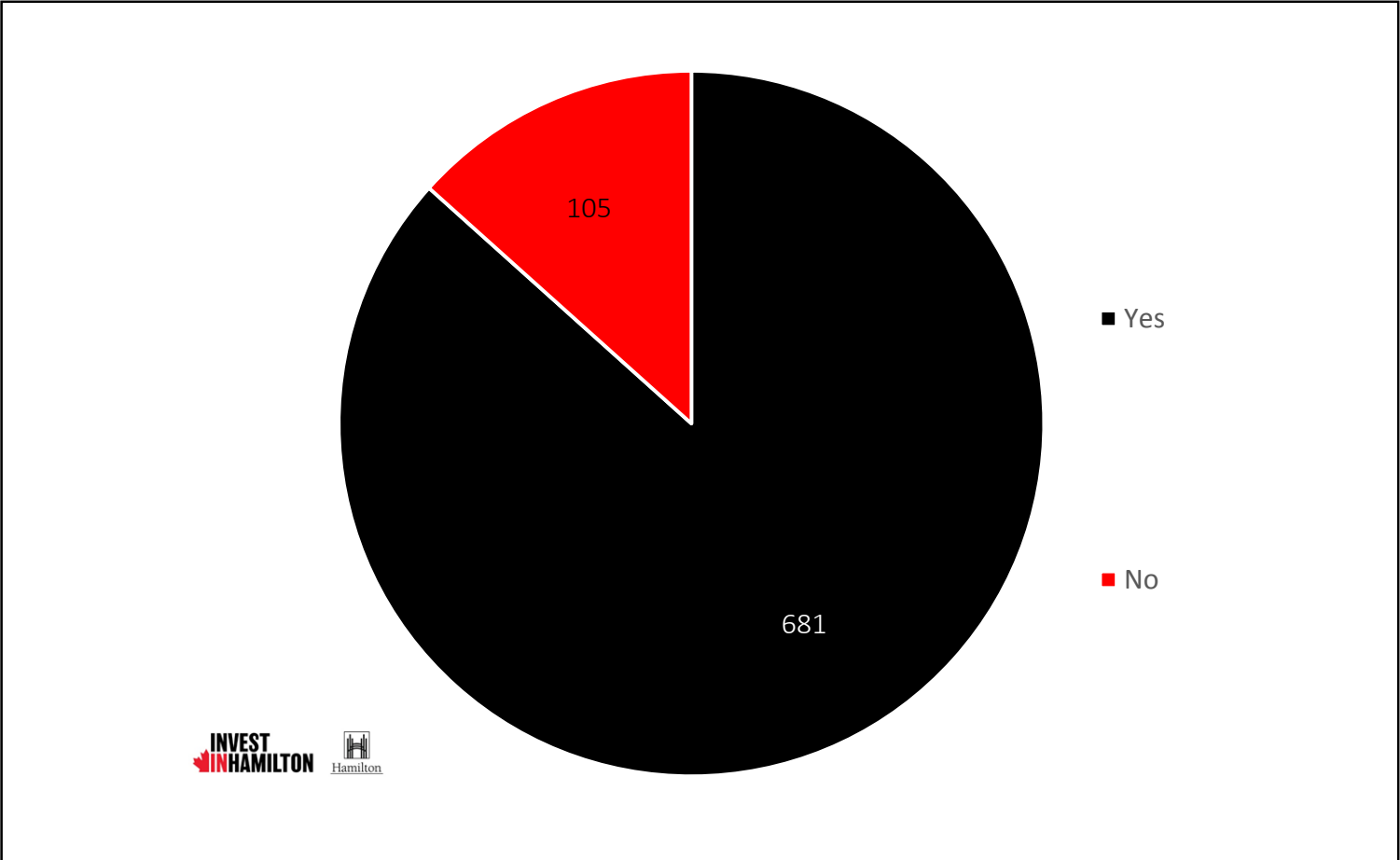
# REPORTED AWARENESS OF THE PROPERTY TAX ASSISTANCE PROGRAM (at the time of completion)

AWARENESS  
OF TAX  
ASSISTANCE



# REPORTED WILLINGNESS TO PARTICIPATE IN FUTURE SURVEYS

FUTURE  
SURVEY  
PARTICIPATIO  
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# THANK YOU NORM SCHLEEHAHN

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[WWW.HAMILTON.CA](http://WWW.HAMILTON.CA)

