



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE AGENDA

Meeting #: 20-004
Date: November 10, 2020
Time: 8:00 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

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

Pages

1. APPROVAL OF AGENDA

(Added Items, if applicable, will be noted with *)

2. DECLARATIONS OF INTEREST

3. APPROVAL OF MINUTES OF PREVIOUS MEETING

3.1. October 13, 2020

3

4. COMMUNICATIONS

5. DELEGATION REQUESTS

6. CONSENT ITEMS

7. PUBLIC HEARINGS / WRITTEN DELEGATIONS / VIRTUAL DELEGATIONS

8. STAFF PRESENTATIONS

- 8.1. Economic Development Update (No copy)
- 8.2. Community Improvement Plan – 5 Year Review Update 11
- 8.3. Economic Development Action Plan 2021-2026 Update 31

9. DISCUSSION ITEMS

- 9.1. Ontario Business Improvement Area Association Conference 2021
- 9.2. Governance Discussion - Payment Processes (Electronic Payments Versus Cheques)

10. MOTIONS

- 10.1. Locke Street Business Improvement Area Expenditure Request 33
- 10.2. Westdale Village Business Improvement Area Expenditure Request 35
- 10.3. Downtown Dundas Business Improvement Area Advisory Committee 37

11. NOTICES OF MOTION**12. GENERAL INFORMATION / OTHER BUSINESS**

- 12.1. Verbal Update from Julia Davis, Business Development & BIA Officer
- 12.2. Statements by Members

13. PRIVATE AND CONFIDENTIAL**14. ADJOURNMENT**



Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE

MINUTES 20-003

8:00 a.m.

Tuesday, October 13, 2020

Virtual Meeting

Hamilton City Hall

71 Main Street West

- Present:** Councillor Esther Pauls (Chair)
 Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA
 Cristina Geissler – Concession Street BIA
 Lisa Anderson – Dundas BIA
 Kerry Jarvi – Downtown Hamilton BIA
 Susan Pennie – Waterdown BIA
 Rachel Braithwaite – Barton Village BIA
 Brendan Wetton – International Village BIA
 Heidi VanderKwaak – Locke Street BIA
 Jennifer Mattern – Ancaster BIA
 Maggie Burns – Ottawa Street BIA
- Absent:** Michal Cybin – King West BIA
 Bender Chug – Main West Esplanade BIA

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

1. Ottawa Street Business Improvement Area Expenditure Request (Item 10.1)

(Burns/R. Braithwaite)

- (a) That the expenditure request from the Ottawa Street Business Improvement Area, in the amount of \$13,110.50 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 \$16,884.50 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. Downtown Hamilton Business Improvement Area Expenditure Request
(Item 10.2)**

(R. Braithwaite/McKinnon)

- (a) That the expenditure request from the Downtown Hamilton Business Improvement Area, in the amount of \$5,638.68 for the purchase of street furniture (umbrellas), 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 \$11,250.33 for Banners, and Christmas Decoration Maintenance, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

**3. International Village Business Improvement Area Expenditure Request
(Item 10.3)**

(S. Braithwaite/R. Braithwaite)

- (a) That the expenditure request from the International Village Business Improvement Area, in the amount of \$6,993.79 for Graffiti Removal, Other Beautification and Maintenance Efforts, and Office Equipment, 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 International Village Business Improvement Area, in the amount of \$12,362.71 for Programming, and Marketing, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

**4. Concession Street Business Improvement Area Expenditure Request (Item
10.4)**

(Geissler/Anderson)

- (a) That the expenditure request from Concession Street Business Improvement Area, in the amount of \$7,915.15 for the purchase of a new BIA Office Laptop (\$2,000), and Decorative Summer Flowers along Concession Street (\$5,915.15), 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 Concession Street Business Improvement Area, in the amount of \$16,431.64 for Christmas Lights (\$3,000), Christmas Light Installation (\$2,000), Decorative Winter Inserts for Sidewalk Planters (\$7,500), and Banner Arm Reinforcement along Concession Street (\$3,931.64), to be funded from the Shared Parking

Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

5. Ancaster Business Improvement Area Expenditure Request (Item 10.5)

(Mattern/VanderKwaak)

- (a) That the expenditure request from the Ancaster Business Improvement Area, in the amount of \$5,550.26 for 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 \$ 5,283.45 for Spring and Summer Flowers, Fall Flowers, and an Office Lap Top, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

6. Waterdown Business Improvement Area Expenditure Request (Item 10.6)

(Pennie/S. Braithwaite)

That the expenditure request from the Waterdown Business Improvement Area, in the amount of \$5,509.72 for the Purchase and Maintenance of 49 Hanging Baskets, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

7. Business Improvement Area Crime Statistics (Item 10.7)

(R. Braithwaite/McKinnon)

WHEREAS, each Business Improvement Area is affected by crime that is happening within their Business Improvement Area boundary;

WHEREAS, currently Crime Statistics are reported by neighbourhood and not by the Business Improvement Area boundary;

WHEREAS, Crime Statistics (grouped by Business Improvement Area) including detailed information on the types of crimes, would be beneficial to increasing preventative measures within each Business Improvement Area;

THEREFORE, BE IT RESOLVED:

- (a) That Hamilton Police Service Staff be requested to compile detailed Crime Statistics using the Business Improvement Area boundaries; and,
- (b) That Hamilton Police Service Staff be requested to report back to the Business Improvement Area Advisory Committee with these statistics on a quarterly basis.

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 1)

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

(S. Braithwaite/R. Braithwaite)

That the agenda for the October 13, 2020 Business Improvement Area Advisory Committee meeting be approved, as presented.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 2)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 3)

(i) February 11, 2020 (Item 3.1)

(McKinnon/Geissler)

That the February 11, 2020 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) STAFF PRESENTATIONS (Item 8)

(i) Emergency Operations Centre Update (Item 8.1)

Paul Johnson, the City's Emergency Operations Centre (EOC) Director, addressed the Committee respecting an update on the Emergency Operations Centre.

(S. Braithwaite/VanderKwaak)

That the staff presentation on the Emergency Operations Centre Update, be received.

CARRIED

(ii) Parking Updates (Item 8.2)

Amanda McIlveen, Manager, Parking Operations and Initiatives, addressed the Committee respecting a Parking Update, with the aid of a presentation.

(Geissler/R. Braithwaite)

That the staff presentation on Parking Updates, 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.

(iii) Hamilton Business Centre - Digital Main Street Program (Item 8.3)

Keith Russell, Business Development Officer, addressed the Committee respecting the Digital Main Street Program, with the aid of a presentation.

(Pennie/S. Braithwaite)

That the staff presentation on the Digital Main Street Program, 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.

(e) DISCUSSION ITEMS (Item 9)

(i) Ontario Business Improvement Area Association (OBIAA) Conference 2021 (Item 9.1)

Julia Davis, Business Development and BIA Officer, addressed the Committee with an update on the Ontario Business Improvement Area Association (OBIAA) Conference 2021, with the aid of a handout.

(R. Braithwaite/McKinnon)

That the discussion respecting OBIAA Conference 2021, 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.

(f) MOTIONS (Item 10)

(i) Waterdown Business Improvement Area Expenditure Request (Item 10.6)

Rachel Braithwaite assumed the Chair as Councillor Pauls lost her internet connection.

(ii) Business Improvement Area Crime Statistics (Item 10.7)

Rachel Braithwaite relinquished the Chair to Lisa Anderson to introduce her motion.

Rachel Braithwaite assumed the Chair.

(g) GENERAL INFORMATION/OTHER BUSINESS (Item 12)

(i) Verbal Update from Julia Davis, Business Development and BIA Officer (Item 12.1)

Julia Davis advised the Committee that all financial expenditure requests should be sent early (more than one week prior) to herself and Angela McRae to be added to future agenda's as a motion. The Shared Parking Revenue funds can be carried over year to year. The Contribution to Operating Budget Program funds that were allocated to 2020, can be carried over to 2021 for this year only.

For the Christmas Grant Program, spending must happen in 2020 and the receipts must be submitted by January 6, 2021.

There is a Community Improvement Plan (CIP) Review in process and the Public Consultation piece is happening on October 29, 2020 at 6:00 pm. Julia advised Committee that they are welcome to participate in the Public Consultation and that an update will be coming forward at the November 10, 2020 BIA Committee Meeting.

Julia advised Committee of the virtual meeting procedures regarding the Annual General Meetings (AGM) that are upcoming. Julia would like to be invited to all AGMs and is happy to speak at the meeting if the BIA would like that.

Outdoor Dining Districts Program has been requested to extend to October 31, 2021. Planning Committee approved this and will be discussed at Council on October 14, 2020. If Council ratifies this decision, approved communication will be sent to all BIAs and program participants to discuss steps to extend.

(McKinnon/Anderson)

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

CARRIED

(ii) Statements by Members (Item 12.2)

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

(S. Braithwaite/McKinnon)

That the updates from Committee Members, be received.

CARRIED

(h) ADJOURNMENT (Item 14)

(Anderson/S. Braithwaite)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 10:10 a.m.

CARRIED

Respectfully submitted,

Councillor Esther Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator

Office of the City Clerk



Hamilton



REVIEW OF THE

DOWNTOWN & COMMUNITY RENEWAL COMMUNITY IMPROVEMENT PLAN & RELATED FINANCIAL INCENTIVE PROGRAMS

VIRTUAL PUBLIC WORKSHOP

OCTOBER 29, 2020

PROJECT TEAM

Phil Caldwell , RPP MCIP

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City Of Hamilton

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DCR CIP FACTS

- CIP first introduced in 1997 (last update was in 2016)
- CIP Comprehensively Reviewed every 5 years
- Originally CIP focused on revitalization of Downtown Hamilton but has since expanded to include other commercial districts
- Consists of 12 different incentive programs
- Programs currently focus on promoting: commercial façade improvements, residential unit creation, heritage retention, redevelopment, office tenancy assistance
- In 2019 these programs generated 149 applications



**GOAL OF
THE
REVIEW**

To identify potential amendments which may be needed to ensure incentive programs continue to be effective and well positioned to attract investment by property owners, commercial tenants and developers that support the continued revitalization of Hamilton's commercial districts.



**MAY BE
PART OF
THIS
REVIEW...**

- **Creation of new programs**
- **Modifying the focus or intent of a program**
- **Adding and/or removing specific improvements (eligible costs) which can be the subject of a grant**
- **Increasing or decreasing the maximum potential grant available under a program**
- **Community Improvement Project Areas**
- **No changes to a program**



**ARE NOT
PART OF
THIS
REVIEW**

- Review does not include incentives offered under other City Community Improvement Plans including the Environmental Remediation and Site Enhancement (ERASE) CIP and the Hamilton LEEDING the Way CIP.
- Review does not include reductions/exemptions of Development Charges such as those provided in the Downtown. (governed by the City's Development Charges Bylaw (2019)).
- Changes that would require additional funding allocation by Council.





**COMMUNITY
IMPROVEMENT
PLANS &
INCENTIVES**

- In Ontario, a municipality may only offer financial incentives to a private landowner if the municipality has first created a CIP.
- CIPs are policy documents, authorized under the *Planning Act*, which are intended to establish:
 - the intent, rationale and desired outcome of providing the incentives
 - how the intent/outcomes align with and support municipal and provincial policies
 - The specific geographic boundary where programs may apply (referred to as Community Improvement Project Areas (CIPA))
 - the purpose of specific programs
- Consideration of a CIP by Council includes a statutory public meeting



A wide-angle photograph of a city skyline at dusk or night. The sky is filled with soft, grey clouds, and the city lights are beginning to glow. In the foreground, a multi-lane highway with several lanes of traffic is visible, with light trails from cars. The city buildings are densely packed, with many windows illuminated, creating a bright, textured appearance. The overall scene is a panoramic view of a major urban center.

CURRENT CIP AND PROGRAMS AND AREAS

DCR CIP AREAS



DOWNTOWN HAMILTON



COMMUNITY DOWNTOWNS



BIAs/COMMERCIAL CORRIDORS



MT. HOPE/AIRPORT GATEWAY



DESIGNATED HERITAGE PROPERTIES

DCR CIP PROGRAMS

Hamilton Tax
Increment Grant

Barton/
Kenilworth Tax
Increment Grant

Commercial
Corridor
Housing Loan
and Grant

Downtown and
B/K Multi-Res
Property
Investment

Office Tenancy
Assistance

BIA Commercial
Property
Improvement
Grant

Commercial
Property
Improvement
Grant

B/K Commercial
Corridor
Building
Improvement

B/K Planning
and Building
Fee Rebate

Hamilton
Community
Heritage Fund
Loan

Hamilton
Heritage Grant

Hamilton
Heritage
Conservation
Grant



REVIEW CONSIDERATIONS AND EMERGING ISSUES

EMERGING ISSUES

Increasing cost of housing pushing people out of Hamilton

People with low incomes are having new struggles amid escalating costs for housing in recent years — and there are signs many are leaving for less expensive communities

NEWS Dec 23, 2019 by [Mark McNeil](#)  [The Hamilton Spectator](#)

Hamilton

45 per cent of Hamilton renters living in unaffordable housing, new report says



Average rent in the downtown core, mountain has risen 40 per cent in 8 years



EMERGING ISSUES

Increasing cost of housing pushing people out of Hamilton

People with low incomes are having more difficulty with increasing costs for housing in recent years — and there are signs they are leaving for less expensive communities.

By [Teviah More](#) | [March 19, 2019](#)

Hamilton declares climate emergency along with dedicated city task force

“I would argue the cost of inaction will cripple us. We are experiencing it now,” said Coun. Maureen Wilson.

NEWS Mar 19, 2019 by [Teviah More](#)  [The Hamilton Spectator](#)



Original article in [The Hamilton Spectator](#) on [March 19, 2019](#). [View original article](#)

EMERGING ISSUES

Increasing cost of housing pushing people out of Hamilton

People with low incomes are having more struggles with meeting costs for housing in recent years — and there are signs they are leaving for less expensive communities.

By [Name] | [Date]

Hamilton declares climate emergency along with dedicated city task force

Mass Bankruptcies and Store Closures Expected in Canada by Early 2021: Experts

August 05, 2020

By Mario Toneguzzi



**PROGRESS
SINCE
2016**

DOWNTOWN PROJECT AREA

RESIDENTIAL UNITS



**~2,500 units approved/
breaking ground**
~9,700 units proposed*

OFFICE VACANCY



2016 = 13.8% (731,534 sq. ft)
July 2020 = 11.8% (666,618 sq. ft)

*** Including Formal Consultations, OP/ZBA and Site Plan Applications since 2017**



Hamilton

Hamilton economic recovery task force hears magnitude of COVID-19 impact at first meeting



A city-run, non-scientific poll surveying businesses reveals 13,000 jobs have been cut during COVID-19

[Bobby Hristova](#) · CBC News · Posted: Jun 04, 2020 6:05 PM ET | Last Updated: June 4

Hamilton launches economic recovery working group and website

MARCH 19 2020

HAMILTON, ON – The City, in partnership with Hamilton’s three Chambers of Commerce, is forming an economic recovery working group and website to assist businesses throughout the COVID-19 pandemic and beyond.





PROJECT TIMELINE

DCR CIP REVIEW TIMELINE

WE ARE HERE →

WILL INCLUDE A
PUBLIC MEETING →

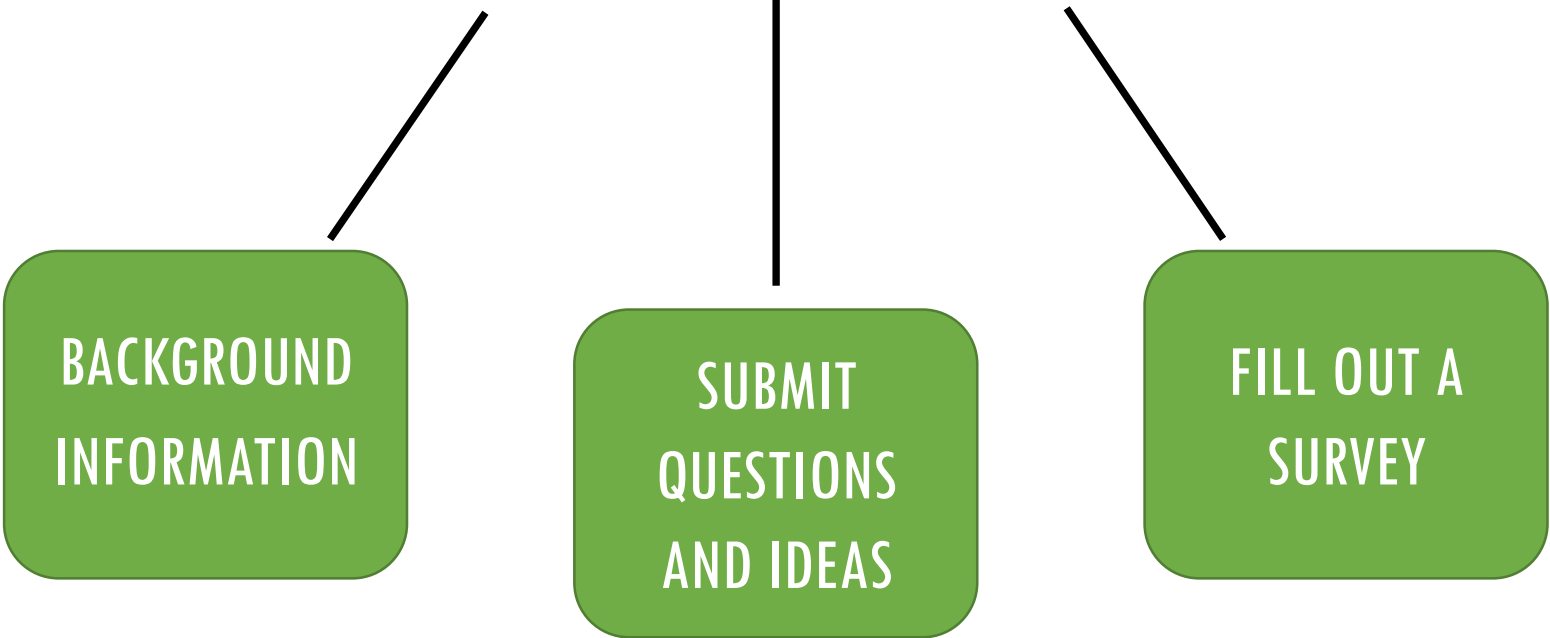
Project Timeline

-  **September 2020**
Start of Review
-  **September/October 2020**
Public and stakeholder engagement
-  **November 2020 to February 2021**
Staff development of proposed amendments
-  **March 2021**
Proposed amendments completed and presented for consideration by City Council
-  **May 2021**
Effective Date of updated incentive programs and Community Improvement Plan

**CONTINUING
ENGAGEMENT**



engage.hamilton.ca



THANK YOU

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Hamilton



City of Hamilton - 2021-2025 Economic Development Action Plan – 1 Page Overview

Overview

The City of Hamilton's Economic Development Division and Tourism & Culture Division are working together to create the City's 2021-2025 Economic Development Action Plan (EDAP), as the current 2016-2020 Economic Development Action Plan is in its last few months.

Key Resources

To inform our efforts to write the next five year plan, we are leveraging existing and emerging thoughts, knowledge, plans and best practices to ensure that the plan is current, connected and representative of the various stakeholders and their capacities, mandates and needs, where it is practical and viable to do so based on economic and other realities. A partial list of some of the existing written resources that will be reviewed for incorporation include:

- Existing approved City of Hamilton strategic documents;
- Existing and approved Planning and Economic Development Department strategic plans;
- The various Mayor's Taskforce for Economic Recovery reports and appendices;
- Policy and Recommendation documents from the various Chambers of Commerce; and
- Stakeholder survey results

Engagement Overview

A key component of this work is the gathering of thoughts, ideas, opinions and priorities of our various stakeholders, including the general public. We have endeavored to do a significant amount of outreach to the greater Hamilton business and not-for-profit community and the general public through a combination of outreach to:

- the various Chambers of Commerce through their newsletters or notification emails;
- the innovation ecosystem organizations;
- the Workforce Planning Hamilton service provider network;
- the Invest in Hamilton newsletter;
- the companies and organizations within the current identified strategic Key Industry Sectors and Areas of Focus as listed in the existing 2016-2020 EDAP through a direct email from City staff;
- the Our Future Hamilton mailing list; and
- the Hamilton Economic Development and City of Hamilton social media accounts.

Next Steps

- Analyze the results of the recently concluded EDAP Engagement Survey
- Write 2021-2025 EDAP and present to council, targeting January 2021.

CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee

Date: November 10, 2020

MOVED BY H. VANDERKWAAK.....

SECONDED BY.....

LOCKE STREET BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

- (a) That the expenditure request from the Locke Street Business Improvement Area, in the amount of \$2,547.66 for Hanging Baskets for the summer 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 Locke Street Business Improvement Area, in the amount of \$3,726.70 for Christmas Hanging Baskets and Christmas holiday decor for a tree, ornaments, and banner maintenance to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee

Date: November 10, 2020

MOVED BY T. MACKINNON.....

SECONDED BY.....

WESTDALE VILLAGE BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

- (a) That the expenditure request from the Westdale Village Business Improvement Area, in the amount of \$11,551.23 for the cost of streetscape tents and tables 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 Westdale Village Business Improvement Area, in the amount of \$16,067.66 for the cost of streetscape flowers and watering to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee

Date: November 10, 2020

MOVED BY L. ANDERSON.....

SECONDED BY.....

DOWNTOWN DUNDAS BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

- (a) That the expenditure request from the Downtown Dundas Business Improvement Area, in the amount of \$14,952.49 for the cost of hiring summer staff to clean and maintain public road allowance by picking up garbage, cleaning graffiti and beautification efforts (\$3,997.49), and the purchase and maintenance of hanging baskets through the BIA (\$10,955) 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 \$24,568.94 for the cost of promoting the Dundas BIA through marketing efforts for social media, television ads, and prints media campaigns in 2020 (\$5,018.94), Christmas decorations and their maintenance, specifically 50 hanging wreaths (\$10,300) and new garlands and greenery (\$9,250) to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.