



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE AGENDA

Meeting #: 21-004

Date: April 13, 2021

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 YouTube Channel:

<https://www.youtube.com/user/InsideCityofHamilton>

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

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1. CEREMONIAL ACTIVITIES	
2. APPROVAL OF AGENDA	
(Added Items, if applicable, will be noted with *)	
3. DECLARATIONS OF INTEREST	
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10. DISCUSSION ITEMS

10.1. Ontario Business Improvement Area Association (OBIAA) Conference Update (No Copy)

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 21-003

8:00 a.m.

Tuesday, March 23, 2021

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
Susie Braithwaite – International Village BIA
Jennifer Mattern – Ancaster BIA

Absent: Michal Cybin – King West BIA
Bender Chug – Main West Esplanade BIA
Emily Burton – Ottawa Street BIA
Heidi VanderKwaak – Locke Street BIA

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

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

(Anderson/S. Braithwaite)

That the agenda for the March 23, 2021 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) February 9, 2021 (Item 4.1)

(Pennie/MacKinnon)

That the February 9, 2021 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) STAFF PRESENTATIONS (Item 9)

(i) Film Office Update (Item 9.1)

(Mattern/Anderson)

That the Film Office Update be deferred until after Item 9.2, to allow a presenting staff member to resolve their technical issues.

CARRIED

(ii) Infection Prevention and Control Update (Item 9.2)

Dr. Doug Sider, Public Health Physician and Latchman Nandu, Manager of Infection Prevention and Control addressed the Committee with an update on Infection Prevention and Control.

(R. Braithwaite/MacKinnon)

That the staff presentation on Infection Prevention and Control, be received.

CARRIED

(iii) Film Office Update (Item 9.1 - Continued)

Kimberley Adrovez, Senior Project Manager of Film, and Sarah Rock, Business Development Officer, Creative Industries, addressed the Committee with an update on the Film Office.

(R. Braithwaite/S. Braithwaite)

That the staff presentation on the Film Office Update, be received.

CARRIED

(e) DISCUSSION ITEMS (Item 10)

**(i) Ontario Business Improvement Area Association (OBIAA)
Conference 2021 (Item 10.1)**

Kerry Jarvi addressed the Committee respecting the Ontario Business Improvement Area Association (OBIAA) Conference 2021 and confirmed that the Conference will be held September 26 – 29, 2021. Kerry advised that most of the planning will begin in May 2021.

BIA members can expect to receive an email shortly respecting the OBIAA virtual sessions, which will be happening between April 21 – May 12.

(Anderson/Pennie)

That the discussion respecting Ontario Business Improvement Area Association Conference 2021, be received.

CARRIED

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

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

Julia Davis advised the Committee that the Shop Local Grant funding of \$10,000 is available to each BIA. The BIA's will need to submit a written proposal with a budget. Julia advised that she is available to provide guidance with this.

Julia advised that an email was sent to each BIA with the 2021 Levy List and requested that members review the list and let Julia or Maria Di Santo know by April 16, 2021 if there are any discrepancies.

Julia shared with Committee that the Outdoor Dining District Program is now open and that they have received at least one application from each BIA.

Julia advised Committee that the deadline for the Placemaking Grant is April 9, 2021 at 4:30 pm.

Julia reminded Committee that the COVID Concierge is available for the business community and is manned daily from 8:30 am – 4:30 pm by staff dedicated to answering their questions.

Julia advised Committee about an upcoming Webinar called Destination Bike: Welcoming Cyclists in Hamilton and that the date is April 27, 2021.

(Geissler/R. Braithwaite)

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.

Councillor Pauls relinquished the Chair to Rachel Braithwaite as she had another meeting to attend.

(MacKinnon/R. Braithwaite)

That the updates from Committee Members, be received.

CARRIED

(g) ADJOURNMENT (Item 15)

(Geissler/Mattern)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:32 a.m.

CARRIED

Respectfully submitted,

Councillor Esther Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk



TOURISM HAMILTON

Leisure Market Overview

It's in our **character**



BUSINESS MARKET

- Economic impact – new money - leverage overnights
- **Attract and repeat** tourism sales
- Promote Hamilton as place for meetings, conventions, sports and cultural events
- Focus :
 - National market
 - Repeat business & Multi year sales (sole source and bid)
 - Business travelers
 - Digital marketing (Linked In, paid content, trade shows, fam tours)

LEISURE MARKET

- **Lure** visitors >40km
- Promote the Hamilton experience
- Focus :
 - Regional
 - Digital marketing vs print
 - Website, Blogs, Social media channels (IG, FB, Twitter), eNewsletter
 - Daytrippers
 - Adults and Families

COVID & TOURISM

The grim reality for tourism businesses is that the combination of last week's shutdown order and today's state of emergency declaration and accompanying stay-at-home order will be catastrophic. In recent days, tourism and hospitality businesses have been forced to close and have endured the loss of millions of dollars.

- April 7, 2021 Statement from TIAO

TOURISM IN A COVID ENVIRONMENT

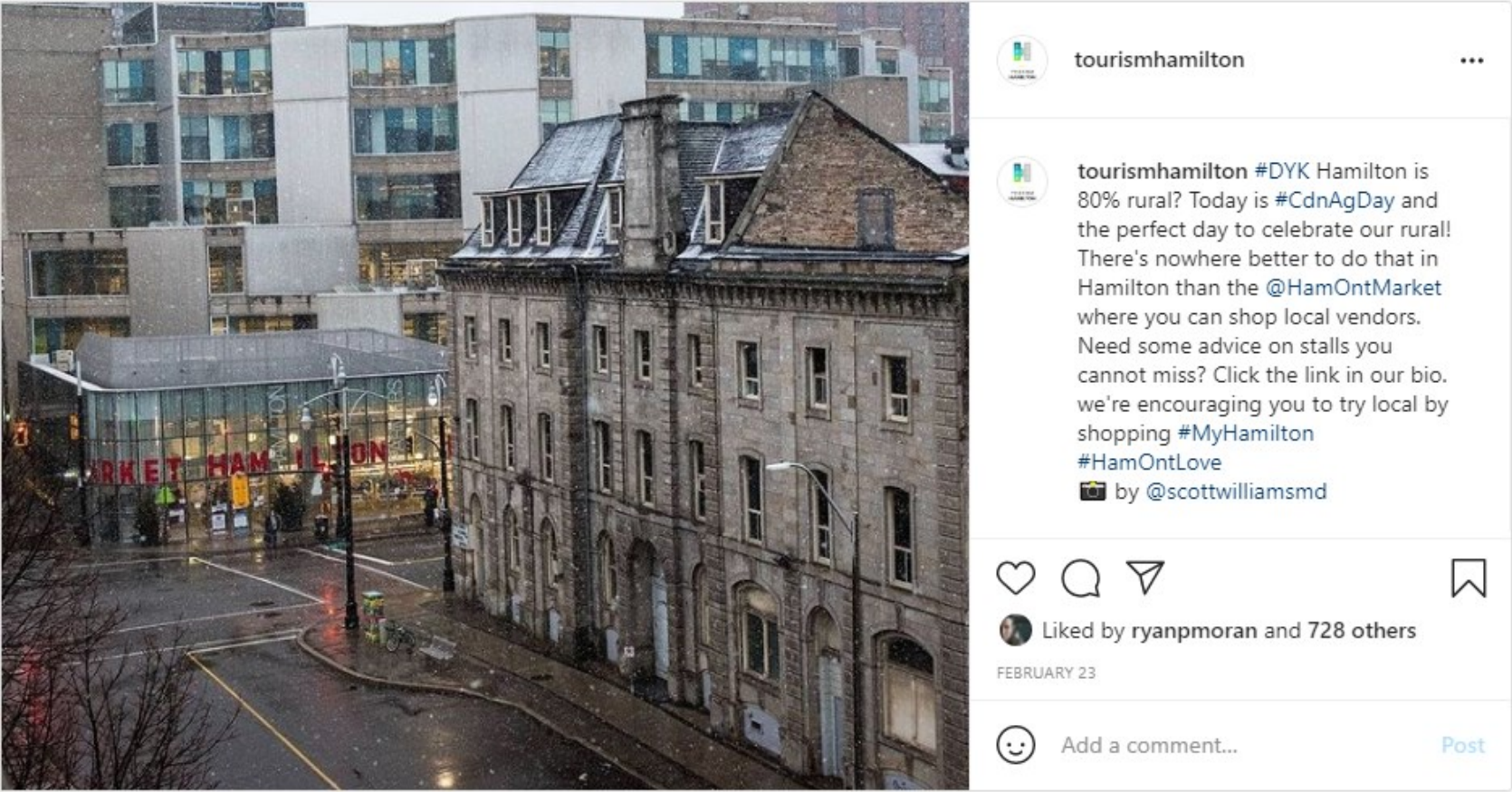


COVID-19 Advisory

Welcome! Please enjoy our visitor information for future travel planning but note that unnecessary travel into Hamilton is not allowed under the current 'emergency brake' zone in Ontario's [COVID-19 framework](#). Locals should check with attractions listed for current availability and closures. Visit [City of Hamilton](#) for latest safety updates. .

FURTHERING SUPPORT OF SMALL BUSINESS

Local love campaign #hamontlove/#locallove launched in Oct 2020



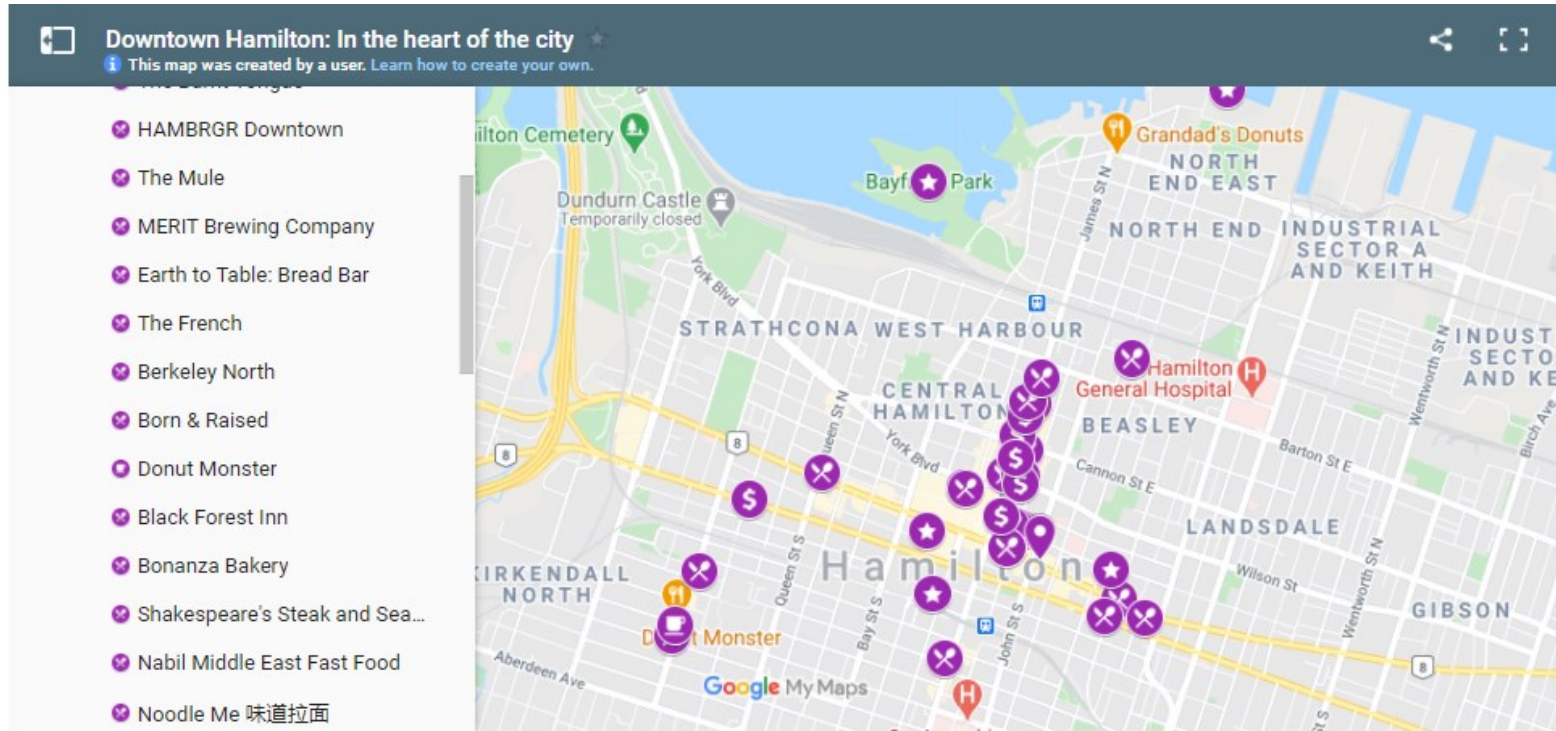
FURTHERING SUPPORT OF SMALL BUSINESS

Video series to increase consumer confidence in shopping local was developed by Tourism Hamilton in partnership with Economic Development and Public Health



FURTHERING SUPPORT OF SMALL BUSINESS

Eight Neighbourhood Guides



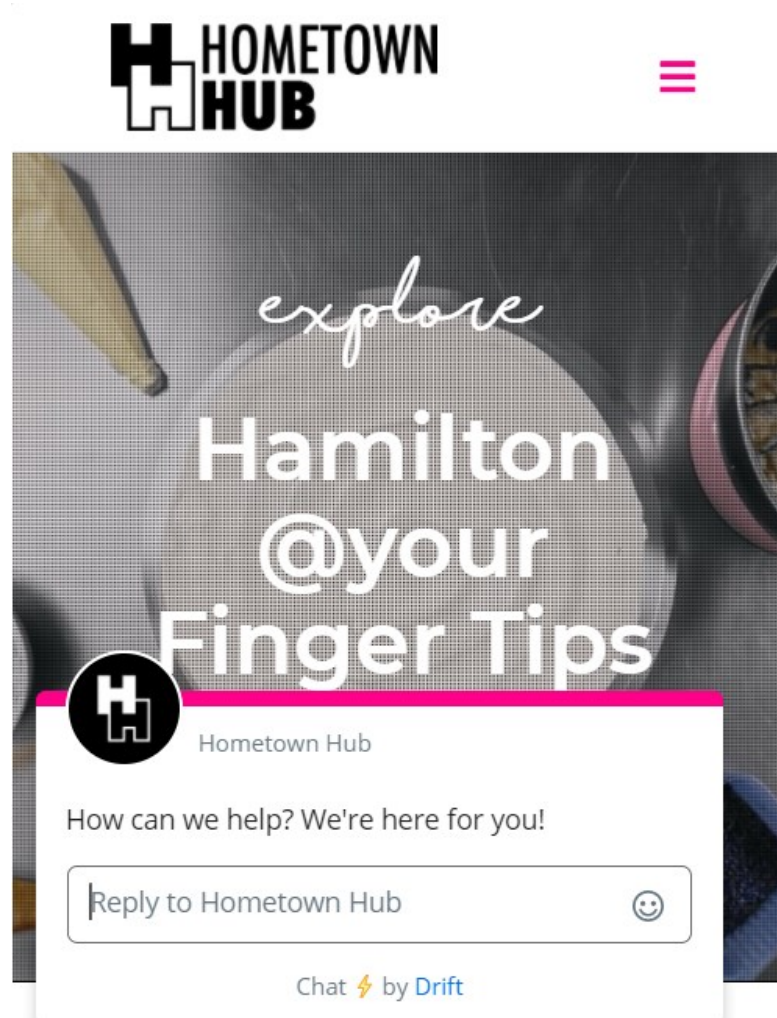
FURTHERING SUPPORT OF SMALL BUSINESS

E-Newsletter launched in 2019

E-Welcomes for sales business and film



FURTHERING SUPPORT OF SMALL BUSINESS



FURTHERING SUPPORT OF SMALL BUSINESS



FURTHERING SUPPORT OF SMALL BUSINESS



FURTHERING SUPPORT OF SMALL BUSINESS

ENGAGEMENT AND REFERRALS

- Awareness day/theme days promotion and connection to local businesses ie National Pizza Day
- Hometown Hub promotion to support online retail
- Trivia series to promote the story of Hamilton and foster engagement
- Promotion of virtual events such as Winterfest, Supercrawl series, HPO series
- Fake March Break- Family friendly restaurants blog update
- Update film blogs
- Update Mothers Day blog
- Outdoor activity content e.g. family hiking, cycling guides (updated)

WHAT DO THE WEBSITE ANALYTICS TELL US?

- Top location: GTA
- Source: Google, Direct
- Age: averaging over 65% <44
- Gender: female
- Mobile user
- Top page views/searches: outdoor activities (waterfalls, hiking), food
- Top Favourited pages: waterfall guide, hiking guide, neighbourhood guides
- Top referrals – outdoor activities, restaurants, attractions

2020 KEY PERFORMANCE INDICATORS

Tourism Hamilton (TH) Marketing had record results in 2020 :

- Total Website visitors: 84,578 to 247,779 **(+66%)**
- External Referrals to Partners: 19,086 to 62,023 **(+ 69%)**
- New eSubscribers: 976 **(+51%)**

(Q3 2019 to Q3 2020)

WHAT DO THE SOCIAL MEDIA ANALYTICS TELL US?

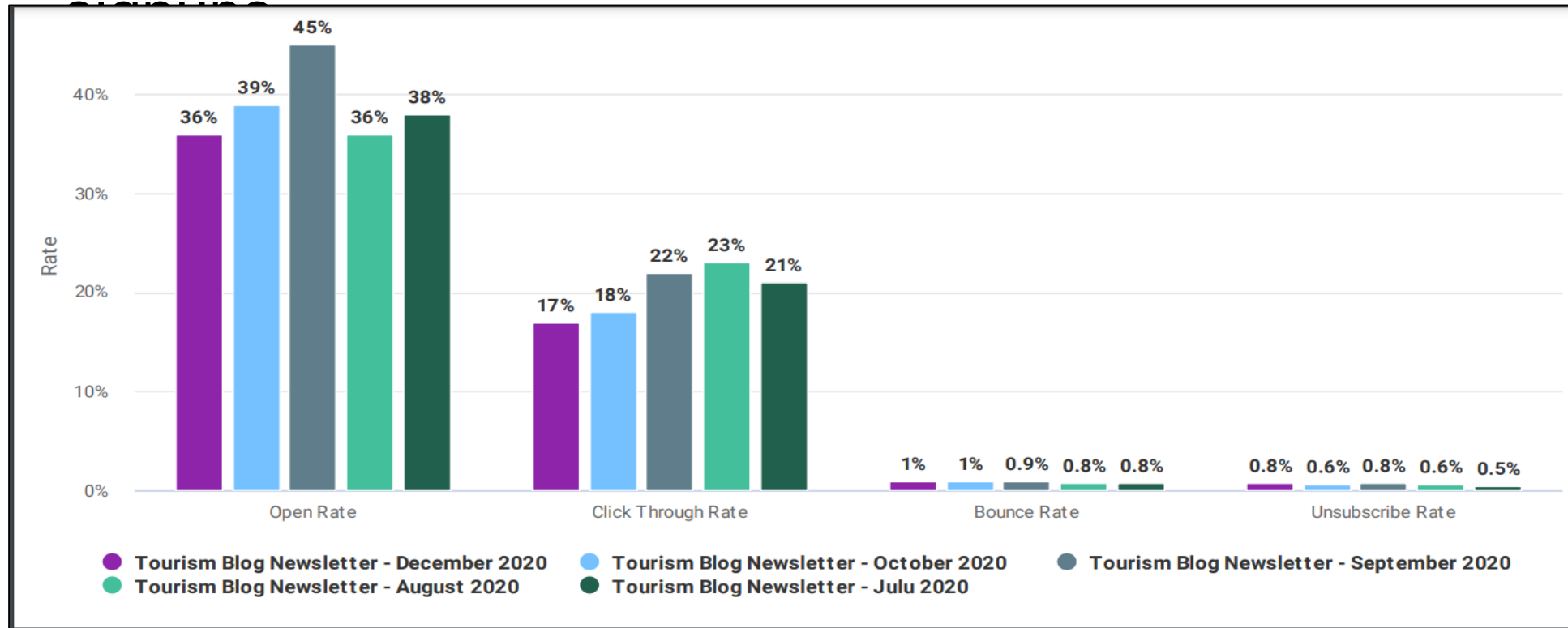
Current state (March 2021):

Facebook	Instagram
Followers 23,515	Followers 23,417
67% female	66% female
Age 35-44	Age 25-34
Canadian followers 21,642	Canadian followers 17,514
Hamilton followers 9,515 (40%)	Hamilton followers 10,811 (46%)
GTA 5,073+ (22%)	GTA 2,000+ (9%)

- Total social media followers 64,167 to 68,131 **(+6%)*** 2019 vs 2020
- Growth is encouraged normally through paid and targeted ads
- TH has no control over who follows our accounts

WHAT DO THE E-NEWSLETTER ANALYTICS TELL US?

- 7,143 subscribers (as of March 1st, 2021)
- Growth is encouraged through paid campaigns and website



CONSIDERATIONS FOR 2021 HIGH SEASON

- Will regional travel be permitted?
- What will consumer confidence be in travelling, gathering, use of public space....
- Will attractions reopen? To what capacity?
- How to promote outdoor activities and encourage spending - agri-tourism, cycling, hiking, etc.
- Will there be a provincial tax credit to encourage staycations - how do we leverage for Hamilton?
- How to maximize return of virtual /downscaled festivals and events

UPCOMING

- Spring Winterfest
- Grey Cup Nov 2021
- World Synchro Skating Championships 2022
- Canadian Country Music Week 2023
- RBG Canadian Open
- And more.....

ENGAGE WITH TOURISM HAMILTON

- Leverage local love campaign
- Tag us on social media
- Upload photos
- Follow us on social media
- Link to our website – (supports SEO)
- Tell us your story
- Inform us of new offerings

Digital Main Street Program Update

Free Social Media Content Strategy (this is a game changer)

What do I even talk about when I'm trying to promote my business on social? What is my unique positioning statement?

If this sounds like you and you're looking to:

- bring clarity to your social content strategy (I mean crystal clear)
- hone in your voice and message
- create social content pillars that you can create content around for years to come
- create a solid plan to follow day by day, week by week
- build authority in the niche you serve

we can help with our FREE, in-depth social media content strategy planning session.

This is an in-depth, two part session that involves answering specific question about your businesses audience, yourself, and your product/service.

Get started today by booking a FREE consultation using the link below or email us at digitalmainstreet@hamilton.ca.

<https://investinhamilton.ca/hamilton-business-centre/digital-main-street/>

Free 16-Point Social Media Audit

Are your social media profiles set up properly? Are you utilizing all the options available? Are you posting regularly? What about the branding of your profiles? Are they consistent with your website and other online properties?

Find the answers to these questions and more with our FREE 16-point audit for your Facebook and Instagram profiles.

To get started simply email us your social handles and we'll do the rest. Please allow 3-5 business days to complete.

digitalmainstreet@hamilton.ca.

Additional Resource

Digital Resource Hub (curated by the Hamilton DSS Team)

<https://investinhamilton.ca/hamilton-business-centre/2021/01/18/digital-resource-hub-2021/>