



City of Hamilton
AIRPORT SUB-COMMITTEE
AGENDA

Meeting #: 23-001
Date: April 27, 2023
Time: 9:30 a.m.
Location: Room 264, 2nd Floor, City Hall (hybrid) (RM)
71 Main Street West

Matt Gauthier, Legislative Coordinator (905) 546-2424 ext. 6437

	Pages
1. APPOINTMENT OF CHAIR AND VICE-CHAIR	
2. APPROVAL OF AGENDA	
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5. COMMUNICATIONS	
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7. DELEGATIONS	
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8.1 Cole Horncastle, Executive Managing Director, John C. Munro Hamilton International Airport – Overview and 2022 Year in Review	6
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10. DISCUSSION ITEMS	

- 10.1 2023-2024 John C. Munro Hamilton International Airport - City of Hamilton Joint Marketing Incentives (PED23121) (City Wide)

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11. MOTIONS

12. NOTICES OF MOTION

13. GENERAL INFORMATION / OTHER BUSINESS

14. PRIVATE AND CONFIDENTIAL

- 14.1 Airport Lease - Status Update (PED19084(g)) (City Wide)

Pursuant to Section 9.3, Sub-sections (c), (j) and (k) of the City's Procedural By-law 21-021; and, Section 239(2), Sub-sections (c), (j), and (k) of the *Ontario Municipal Act, 2001*, as amended, as the subject matter pertains to a proposed or pending acquisition or disposition of land for City or a local board purposes; a trade secret or scientific, technical, commercial or financial information that belongs to the City or a local board and has monetary value or potential monetary value; and, a position, plan, procedure, criteria or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the City or a local board.

15. ADJOURNMENT



AIRPORT SUB-COMMITTEE MINUTES 22-003

1:30 p.m.
July 27, 2022
Council Chambers
Hamilton City Hall
71 Main Street West

Present: Councillors B. Johnson (Co-Chair), J.P. Danko, J. Partridge, and R. Powers

Regrets: Councillors L. Ferguson (Co-Chair), M. Pearson, E. Pauls, T. Whitehead - Personal

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

1. Potential Development and Expansion at John C. Munro Hamilton International Airport (CYHM, YHM) (PED22180) (Ward 11) (Item 10.1)

(Powers/Danko)

- (a) That staff be directed to author and provide letters of acknowledgment, as may be requested, from the City of Hamilton, as Head Landlord, towards any considered Sublease Agreement to be entered into by Hamilton International Airport Limited (Landlord), as a wholly owned subsidiary of TradePort International Corporation established to enter into such agreements, and a proposed tenant, respecting any contemplated construction and/or expansion to facilities located on John C. Munro Hamilton International Airport lands as leased by the City of Hamilton to TradePort International Corporation, as deemed appropriate and signed by the General Manager of Planning and Economic Development Department or designate;
- (b) That staff be directed to negotiate and enter into any requisite Non-Disturbance Agreement between the City of Hamilton, Hamilton International Airport Limited and any proposed tenant towards facilitating the construction and/or expansion of any new and existing facility located on John C. Munro Hamilton International Airport lands, based substantially on such contemplated Sublease to be entered into between Hamilton International Airport Limited, as a wholly owned subsidiary of TradePort International Corporation established to enter into such agreements, and a potential tenant, and on such terms and conditions deemed appropriate by the General Manager of Planning and Economic Development Department;

- (c) That staff be directed to recover all costs related to any requested Non-Disturbance Agreement, including real estate and legal costs of \$2,500 plus applicable HST from Hamilton International Airport Limited and credited to Dept. ID Account No. 45408-812036 (Real Estate – Admin Recovery);
- (d) That the City Solicitor be authorized and directed to complete any requisite agreements including Non-Disturbance Agreements arising from a provided letter of acknowledgement that may be issued by the City of Hamilton towards any considered Sublease Agreement between Hamilton International Airport Limited and proposed tenant, on behalf of the City of Hamilton in order to facilitate the construction and/or expansion of any new or existing facility located on the John C. Munro International Airport lands, including paying any necessary expenses, amending the dates, due diligence and amending and waiving such other terms and conditions as deemed reasonable; and,
- (e) That the General Manager, Planning and Economic Development be authorized and directed to execute any requisite Non-Disturbance Agreement and all associated and necessary documents respecting a contemplated Sublease between Hamilton International Airport Limited and proposed tenancy, and all such documents to be in a form satisfactory to the City Solicitor.

Result: Motion CARRIED by a vote of 4 to 0, as follows:

YES - Ward 5 Councillor Russ Powers
NOT PRESENT - Ward 7 Councillor Esther Pauls
YES - Ward 8 Councillor John-Paul Danko
YES - Ward 15 Councillor Judi Partridge
NOT PRESENT - Ward 14 Councillor Terry Whitehead
NOT PRESENT - Ward 12 Councillor Lloyd Ferguson
YES - Ward 11 Councillor Brenda Johnson
NOT PRESENT - Ward 10 Councillor Maria Pearson

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

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

(Powers/Partridge)

That the agenda for the July 27, 2022 Airport Sub-Committee meeting be approved, as presented.

Result: Motion CARRIED by a vote of 4 to 0, as follows:

YES - Ward 5 Councillor Russ Powers
NOT PRESENT - Ward 7 Councillor Esther Pauls
YES - Ward 8 Councillor John-Paul Danko
YES - Ward 15 Councillor Judi Partridge
NOT PRESENT - Ward 14 Councillor Terry Whitehead

NOT PRESENT - Ward 12 Councillor Lloyd Ferguson
YES - Ward 11 Councillor Brenda Johnson
NOT PRESENT - Ward 10 Councillor Maria Pearson

(b) DECLARATIONS OF INTEREST (Item 3)

There were no declarations of interest.

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

(i) June 28, 2022 Minutes (Item 4.1)

(Danko/Partridge)

That the Minutes of the June 28, 2022 meeting of the Airport Sub-Committee be approved, as presented.

Result: Motion CARRIED by a vote of 4 to 0, as follows:

YES - Ward 5 Councillor Russ Powers
NOT PRESENT - Ward 7 Councillor Esther Pauls
YES - Ward 8 Councillor John-Paul Danko
YES - Ward 15 Councillor Judi Partridge
NOT PRESENT - Ward 14 Councillor Terry Whitehead
NOT PRESENT - Ward 12 Councillor Lloyd Ferguson
YES - Ward 11 Councillor Brenda Johnson
NOT PRESENT - Ward 10 Councillor Maria Pearson

(d) ADJOURNMENT (Item 15)

(Powers/Partridge)

That, there being no further business, the Airport Sub-Committee, be adjourned at 1:38 p.m.

Result: Motion CARRIED by a vote of 4 to 0, as follows:

YES - Ward 5 Councillor Russ Powers
NOT PRESENT - Ward 7 Councillor Esther Pauls
YES - Ward 8 Councillor John-Paul Danko
YES - Ward 15 Councillor Judi Partridge
NOT PRESENT - Ward 14 Councillor Terry Whitehead
NOT PRESENT - Ward 12 Councillor Lloyd Ferguson
YES - Ward 11 Councillor Brenda Johnson
NOT PRESENT - Ward 10 Councillor Maria Pearson

Respectfully submitted,

Councillor B. Johnson, Co-Chair
Airport Sub-Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk

Airport Sub-Committee Meeting

April 2023



WHO WE ARE AND THE VALUE WE PROVIDE OUR STAKEHOLDERS



9500

YHM at a Glance

Hamilton International + TradePort = History of Delivering Results



John C. Munro Hamilton International Airport is operated by TradePort International Corporation, a wholly owned subsidiary of Vantage Airport Group



Original lease agreement between TradePort and the City of Hamilton signed in 1996, allowing for TradePort to operate, manage and invest in the Airport while providing the City with return through several forms of payment, including rent. Since 1996, TradePort has generated \$422M in infrastructure investments, translating to \$1.5B in economic value to Hamiltonians.



Negotiations are underway to extend to a 49-year term, with the current 42-year lease expiring in March 2038.



John Carr Munro

1945 - 1995	1996 - 2001	2002-2007	2008-2015	2016-2019	2020 – Present
<p>Transitioned from military establishment to a public facility</p> <p>City of Hamilton assumed responsibility for maintenance and operations</p> <p>\$55m federal investment to expand and develop YHM; completed in 1986</p>	<p>TradePort (a consortium led by a local businessman and builder) was awarded a long-term lease to operate and manage YHM on behalf of the City of Hamilton</p>	<p>Vantage acquired a controlling interest in 2002</p> <p>YHM became a wholly owned subsidiary of Vantage in 2007</p>	<p>\$12m jointly funded, multi-modal Cargo Centre facility construction completed in 2015</p> <p>Hamilton International celebrated 75 years</p>	<p>YHM became hub for LCC's w/ New Leaf (2016) and Swoop (2018)</p> <p>Recognized as Fastest Growing Airport by ACI (2017) and OAG (2019)</p> <p>KF Aerospace Expansion and \$18.5m NTCF award</p> <p>Lease extension discussions began in 2016 to extend our partnership</p>	<p>Record cargo growth as the fastest growing and third largest cargo airport in Canada, DHL invests +\$100m</p> <p>\$23.4m NTCF award toward \$46.9m Gateway Expansion and Sustainability Project</p> <p>Recovery from the pandemic continues with YHM well positioned in the LCC market</p>

Vantage is an Industry Leader

For over 20 years, Vantage Airport Group has invested in, developed and managed Hamilton International – making it more efficient, more profitable, more sustainable and more connected, while *Making Our Community Better*.

Vantage saw Hamilton International's potential and has invested heavily to ensure its success, receiving recognition as the fastest growing airport while continuing to increase its market presence.

Our Network Experience Around the Globe

Making Airports Better for 26 Years



Vantage Office
 Existing Airport | Project
 Completed Airport | Project

(1) As of Dec. 2018, number of passengers represents the aggregate of full year 2018 traffic for all network airports

Hamilton International's Competitive Advantage

Efficient and reliable operations and infrastructure

10,000 ft & 6,000 ft runways capable of handling narrow and wide-body aircraft



Uncongested airfield w/ sufficient apron space, several de-icing options, 30 mins less block time per turn and Maintenance, Repair and Overhaul (MRO) facilities on-site

Common-use Cargo Facility featuring:

- airside access
- sort facility
- truck docking
- bonded handling
- cold storage



Instrument Landing System for CATII low visibility approach



Capital investment toward critical airfield infrastructure w/ access to government funding with 32,000 m2 Apron expansion planned in 2023

24/7 operations w/ no curfews on runway 12/30, slot constraints or night flight restrictions



24/7 integrated Canada Customs on-site w/ expedited electronic clearance available for both passenger and cargo operations

Foreign Trade Zone designation gives businesses access to relief programs, exemptions and exclusive services



Strategically located in the centre of North America's trade corridor near key markets w/easy access to a multi-modal transportation network, including close proximity to U.S. border and serves as main eastern hub for several cargo operators

Our Passenger Facilities

Flexible, robust services to get passengers to/from Hamilton quickly & stress-free



16 expandable check-in counters to support YHM's growing passenger airline and route network

8 primary inspection line (PIL) counters for US/International arrivals



3 baggage carousels to reunite passengers with their luggage as soon as possible

~1900 parking spaces located adjacent to and within walking distance of the terminal building



Multiple ground transportation options including:

- 4 onsite car rental companies
- Rideshare services
- Taxi services
- Public transit/bus
- Shuttle/Limo
- Coach Bus Services



High-quality food, beverage & retail service

offered via Tim Hortons, Detour YHM (includes bar service in lounge), Duty Free and Departures Retail Shop and vending services for snacks, PPE, technology needs

8 boarding gates

to accommodate multiple flights simultaneously



4 security screening lanes

managed by CATSA/GARDA, recently expanded to process up to 480 passengers/hour

Free Wi-Fi

throughout terminal



SUPPORTING THE CITY'S ECONOMIC DEVELOPMENT PLAN



City of Hamilton 2021-2025 Priorities

Hamilton International supports the City's achievements of its objectives



Facilitating A Skilled/Adaptable Workforce

YHM is responsible for **4,700+ direct jobs** in Hamilton, with Mohawk College located onsite, providing students opportunities & employers local talent.



Growing Business and Investments

TradePort and its partners have invested **\$422.2M** to date, with TradePort providing payments to the City of **\$5.3M** over the past five years, **generating \$1.5B** in economic activity.



Revitalizing Priority Areas and Placemaking

The Airport's location is driving significant growth in AEGD lands, and **contributed \$100K real & in-kind resources to community partners in 2023**, with Vantage supporting local BIA's.



Enhancing Digital Infrastructure & Services

Vantage and YHM's stakeholders are **investing in technology** to create efficiencies, from how we service our stakeholders to improving back-office tasks.



Moving Goods and People

Ranked as the **Fastest Growing Passenger Airport** in North America in 2019, & is **Canada's third largest cargo airport**, moving over 12% of the nation's goods.



Building Transformational Projects

DHL's recent **\$110M investment** is already overperforming expectations in terms of goods moved and employment, while driving future growth.

OUR 2022 RESULTS



9500

2022 YEAR IN REVIEW

Key Accomplishments

645,789

passengers flying to and from Hamilton International, home to Canada's first ultra low-cost carrier serving leisure travellers



\$1.5b in economic activity generated for the City of Hamilton at Hamilton International



877m kg

in total landed cargo aircraft billable weight at Canada's largest overnight express cargo airport



\$100k+ of in-kind support and sponsorships to community partners and events



\$11.1m

Investment in infrastructure made by TradePort and its partners



4,700+ jobs

generated through Airport activity and growth in cargo and passenger segments

Meeting customer expectations with **~90%** of passengers reported a positive Airport experience



Health & safety measures & carbon management practices recognized with **global accreditations**

Airport Volunteers celebrated 15 years of smiles and contributed over 3,300 hours of service



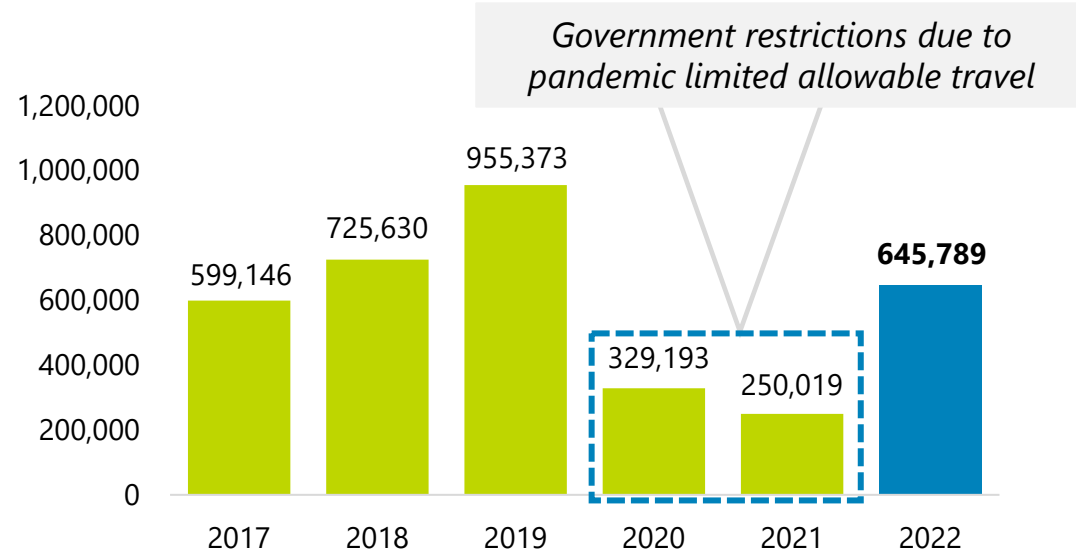
PASSENGER OPERATIONS

Recovery in the second half of 2022 boosted by a triumphant comeback in passenger travel



645,789

passengers flying to/from Hamilton International in 2022



+158%
compared to 2021

68%
of 2019 volumes

- Low-cost carriers (LCCs) began their entry into the Canadian market in 2016, with Hamilton International an incubator for several brands due to our competitive advantages in the marketplace, strategic location and customer service
- The LCC market is highly competitive, with southern Ontario one of the most sought-after locations for carriers as it has the largest population base with several airports to choose from
- Leisure traffic, including visiting family and friends, is Hamilton International's niche, and, with Canadians' desire to travel combined with our strong team leading YHM recovery efforts, it is clear that carriers and passengers choose YHM

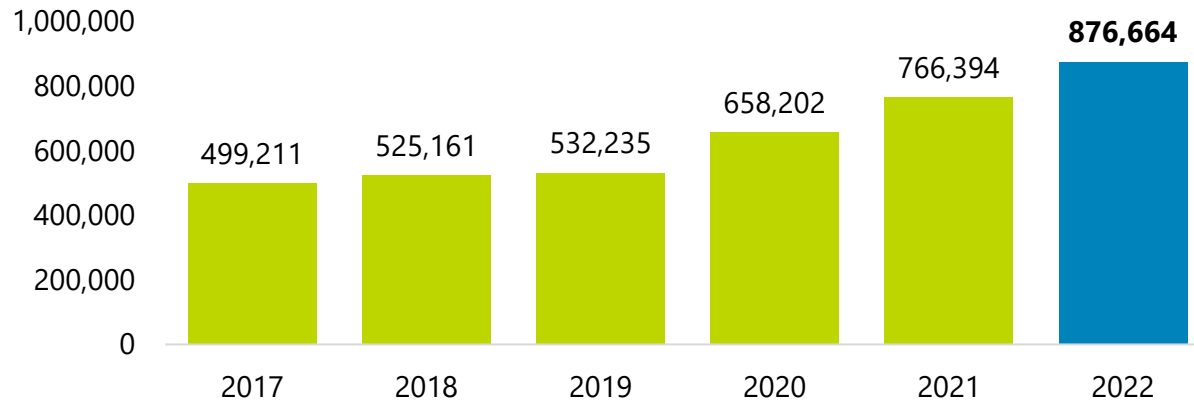


CARGO OPERATIONS

YHM is the fastest growing cargo airport in Canada. Cargo operators invest here, creating more skilled jobs in our community



877m kg
in total landed cargo
aircraft billable weight



+14%
compared to 2021

+65%
compared to 2019

- Hamilton International serves as a global gateway for facilitating the movement of goods across the country and around the world. It is the **largest domestic overnight express cargo airport** the **third largest cargo freight airport** in Canada
- Our partners have chosen to invest here, with over **\$192.2M invested by cargo stakeholders since 1996**, creating eastern operating hubs that has led to the airport generating over **2,700 cargo jobs in Hamilton**
- Double-digit cargo growth can be attributed to a surge in e-commerce activity and supporting several commercial activities related to the transportation of high-value, time-sensitive goods, such as pharmaceuticals, automotive parts and perishables



WHERE WE FLY



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2023 DESTINATIONS MAP

Hamilton International attracts primarily leisure travellers with vacation plans across Canada, the U.S., Mexico and the Caribbean, plus new connections to Europe



— Year-round route

— Seasonal route

Map is not to scale and show approximate locations only.

CANADA

- Abbotsford, BC
- Vancouver, BC
- Calgary, AB
- Edmonton, AB
- Winnipeg, MB
- Halifax, NS
- Moncton, NB
- St. John's, NL
- Deer Lake, NL
- Charlottetown, PEI

UNITED STATES

- Orlando (Sanford), FL
- St. Pete-Clearwater, FL
- Fort Lauderdale, FL
- Orlando, FL
- Las Vegas, NV

CARIBBEAN & MEXICO

- Cancun, Mexico
- Puerto Vallarta, Mexico
- Punta Cana, Dominican
- Puerto Plata, Dominican
- Varadero, Cuba
- Cayo Coco, Cuba
- Holguin, Cuba

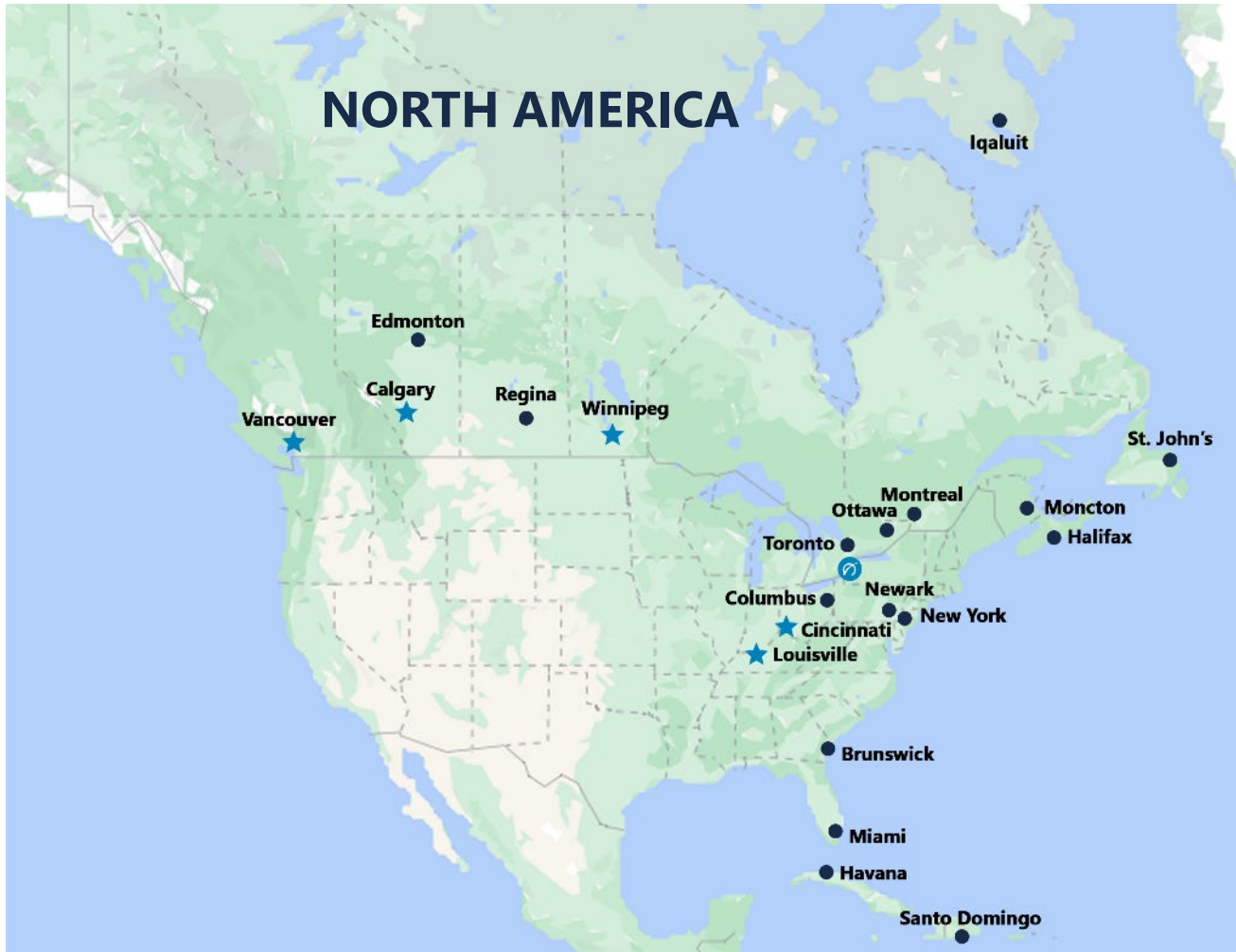
EUROPE

- Reykjavík, Iceland –
- Connecting to 26 European Destinations



Top Cargo Routes

2022 Top 25 Cargo Routes by Movements



Top 5 Routes	
City	Annual Movements
★ Vancouver, BC	1,876
★ Calgary, AB	1,754
★ Cincinnati, KY	1,054
★ Winnipeg, MB	807
★ Louisville, KY	726

Maps are not to scale and show approximate locations only.

ENHANCING OUR COMMUNITY



9500

Our ESG Commitments

Hamilton International's 5-Year ESG Plan focuses on meaningful deliverables that will positively impact our community and local environment

2022 ESG ACCOMPLISHMENTS



ACCESSIBILITY

- Hidden Disability Sunflower Program
- Canadian Hard of Hearing Association – Hearing Loop
- Rick Hansen Foundation Accessibility Certification (*In Progress*)



ENVIRONMENTAL MANAGEMENT

- Airports Carbon Accreditation Program – Phase 1 Recognition
- Annual Tree Planting Program – Planting 60 trees in Ward 11



COMMUNITY IMPACT

- \$100K+ real & in-kind support provided to community partners, including CityKidz, Liberty for Youth, YWCA Hamilton, RCAF Foundation and others in 2022
- Supported workforce development via co-op placements and scholarship/bursaries for students in aviation education

Building a Vibrant Future Together

A shared vision the will continue to bring growth and economic prosperity to Hamilton

Master Plan Update

Comprehensive update with a **20-year vision** to support Management in making informed, strategic decisions when business needs dictate. Key items completed to date include:

- Aeronautical forecast
- Stakeholder sessions, including a day and a half session with City of Hamilton staff
- Needs assessment

Digital YHM Master Plan Update portal that enables public input, with an **in-person community engagement session** scheduled early May.

Expected completion of June 2023.

Capital Investment

In January 2023, the Federal Government announced Hamilton International’s **successful funding for a two-year \$46.9M Gateway Expansion and Sustainability Project.**

This Project will:

- Add apron and de-icing capacity
- Treating trace glycol in stormwater that will be diverted from City processing
- Expand taxiways for B777 traffic
- New equipment road parallel to taxiway Delta
- Rehabilitating several taxiways

This funding enables YHM to advance projects not planned for several years in the future and preserve our low-cost structure.

Lease Term

The existing agreements provide an opportunity to extend the term for an additional **49-years.**

In 2016, we began discussions.

Airports require long-term leases due to significant capital investment requirements and ability to attract financing.

TradePort is looking forward to finalizing lease discussions and continuing to **provide significant economic value** to the City and our Community.

60-year leases with a 20-year renewal are standard for most airports in Canada, **with longer terms creating certainty for investors.**

John C. Munro

HAMILTON

INTERNATIONAL AIRPORT

JOHN C. MUNRO HAMILTON INTERNATIONAL AIRPORT

9300 Airport Road, Suite 2206

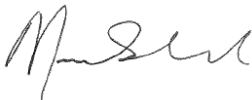
Mount Hope ON L0R 1W0

www.flyhamilton.ca





CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Economic Development Division

TO:	Chair and Members Airport Sub-Committee
COMMITTEE DATE:	April 27, 2023
SUBJECT/REPORT NO:	2023 - 2024 John C. Munro Hamilton International Airport - City of Hamilton Joint Marketing Incentives (PED23121) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Norm Schleeahn (905) 546-2424 Ext. 2669
SUBMITTED BY:	Norm Schleeahn Director, Economic Development Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That the City of Hamilton approve and allocate \$100K, from the Airport Joint Marketing Reserve Fund No. 112217 as the City's contribution to the 2023-2024 John C. Munro Hamilton International Airport – City of Hamilton Joint Marketing Initiatives outlined in Report PED23121.

EXECUTIVE SUMMARY

In accordance with Section 34 of the John C. Munro Hamilton International Airport (HIA) Lease Agreement between the City of Hamilton and TradePort International Corporation (TIC), the City is obliged to allocate monies to the HIA Joint Marketing Initiatives on an annual basis or as necessary. TIC has requested funding for one project for the 2023-2024 project year.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The Airport Joint Marketing Reserve Fund No. 112217 has a current balance of \$276,220.11. There are sufficient funds to allocate the \$100K

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: 2023 – 2024 John C. Munro Hamilton International Airport - City of Hamilton Joint Marketing Incentives (PED23121) (City Wide) - Page 2 of 4

recommended for the 2023-2024 Joint Marketing Initiatives in this Report.

Staffing: N/A

Legal: Approval of the Joint Marketing Initiatives fulfils one of the City's obligations under the Head Lease Agreement with TIC for the HIA.

HISTORICAL BACKGROUND

The Regional Municipality of Hamilton-Wentworth (Region) leased the HIA from Transport Canada in 1987. On July 19, 1996, the Region entered into a 40-year Sub-Lease Agreement with TIC (to be converted to Lease upon transfer) to operate the HIA on its behalf. In December 1996, ownership of the HIA was transferred from Transport Canada to the Region.

Section 4.04 of the Lease Agreement provides for revenue sharing amongst the City and TIC which commenced in 2006. Pursuant to Sections 34.01, 34.02, 34.03 of the Agreement, the City agrees on an annual basis to dedicate no less than 25% of all Percentage Rent received by the City to match but not exceed marketing expenditures of the HIA in the immediately preceding year. In addition, the City agrees on an annual basis to dedicate a further 25% of all Percentage Rent received by the City to fund Capital expenditures for municipal services in, on and around the HIA.

To comply with the HIA Lease Agreement, enable efficient use of HIA revenues, and maintain effective review procedures, staff recommended the establishment of separate HIA reserves for the revenues generated by the HIA Lease Agreement, Report PED07077 approved by Council February 28, 2007.

Staff was advised by Finance that there is a current balance of \$276,220.11 in the Airport Joint Marketing Reserve Fund No. 112217. Therefore, staff is requesting approval for financial support of the proposed 2023-2024 joint marketing initiatives from same.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

John C. Munro Hamilton International Airport Head Lease Agreement

RELEVANT CONSULTATION

Planning and Economic Development Department, Economic Development Division
Corporate Services Department, Finance and Administration Section

SUBJECT: 2023 – 2024 John C. Munro Hamilton International Airport - City of Hamilton Joint Marketing Incentives (PED23121) (City Wide) - Page 3 of 4

TradePort International Corporation (TIC)

ANALYSIS AND RATIONALE FOR RECOMMENDATION

There are two campaigns core to the promotion of two distinct periods for promoting the summer season and the fall/winter season which would require \$100K, for the City's consideration as joint marketing initiatives as defined in Section 34 of the Head Lease Agreement to promote economic growth and development for the HIA. TIC has advised that should the total cost of any project increase beyond the estimated cost, the City contribution would not be affected.

General Marketing and Awareness Campaign

Airport Marketing Awareness Campaigns supporting commercial passenger service by promoting destinations for travel to and from the Hamilton International Airport (HIA). In 2023, two overall campaigns will be executed, one focused on the summer travel program that runs from April through July, and the winter program that runs from September through November. The HIA works with a local advertising agency to develop creative campaigns and execute those campaigns across a variety of marketing mediums, including but not limited to digital ads, radio programming, website, social media, onsite activations, and outdoor placements. The 2023 campaign will continue to target audiences in the central Hamilton area and surrounding region for outbound travel, while also leveraging the capabilities of digital and online assets to promote in-bound travel from across Canada, including BC, AB, NS, along with other provincial jurisdictions based on route availabilities.

Timing

Summer Campaign (dates approximate)

- Campaign Development: March/April 2023
- Campaign Execution: April to July 2023

Winter Campaign (dates approximate)

- Campaign Development: August 2023
- Campaign Execution: September to November 2023

Estimate Cost*

Summer Campaign Total Cost: \$127,314

- Airport Contribution: \$77,314
- City Contribution: \$50,000

SUBJECT: 2023 – 2024 John C. Munro Hamilton International Airport - City of Hamilton Joint Marketing Incentives (PED23121) (City Wide) - Page 4 of 4

Winter Campaign Total Cost: \$128,110

- Airport Contribution: \$78,110
- City Contribution: \$50,000

**Should total costs increase, City contribution level would not be affected.*

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Built Environment and Infrastructure

Hamilton is supported by state-of-the-art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

APPENDICES AND SCHEDULES ATTACHED

N/A