



City of Hamilton
BUSINESS IMPROVEMENT AREA SUB-COMMITTEE
AGENDA

Meeting #: 24-002
Date: February 13, 2024
Time: 10:30 a.m.
Location: Room 264, 2nd Floor, City Hall (hybrid) (RM)
71 Main Street West

Tamara Bates, Legislative Coordinator (905) 546-2424 ext. 4102

	Pages
1. CEREMONIAL ACTIVITIES	
2. APPROVAL OF AGENDA (Added Items, if applicable, will be noted with *)	
3. DECLARATIONS OF INTEREST	
4. APPROVAL OF MINUTES OF PREVIOUS MEETING	
4.1 January 9, 2024	3
5. COMMUNICATIONS	
6. DELEGATION REQUESTS	
7. DELEGATIONS	
8. STAFF PRESENTATIONS	
8.1 2024 Hamilton Business Centre Services and Grants Updates	7
8.2 2024 Hamilton Chamber of Commerce Updates for the Hamilton Business Improvement Areas	25
9. CONSENT ITEMS	
10. DISCUSSION ITEMS	

11. MOTIONS

12. NOTICES OF MOTION

13. GENERAL INFORMATION / OTHER BUSINESS

13.1 Updates from Business Development Office (no copy)

13.2 Statements by Members (no copy)

14. PRIVATE AND CONFIDENTIAL

15. ADJOURNMENT



Hamilton

BUSINESS IMPROVEMENT AREA SUB-COMMITTEE MINUTES 24-001

10:30 a.m.

Tuesday, January 9, 2024

Hamilton City Hall

71 Main Street West

Room 264

Present: S. Pennie (Vice-Chair) – Waterdown BIA
Councillor T. Hwang
Councillor E. Pauls
T. MacKinnon – Westdale Village BIA and Stoney Creek BIA
K. Nydam – Dundas BIA
H. Peter – Ancaster BIA
E. Walsh – Downtown Hamilton BIA
B. Wetton – International Village BIA
N. Ubl – Barton Village BIA

**Absent with
Regrets:** Councillor M. Wilson – Personal
A. Chavez – Concession Street BIA
C. Braley – Ottawa Street BIA
S. Braithwaite (Chair) – International Village BIA
B. Schormann – Locke Street BIA

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

1. Appointment of Chair and Vice-Chair for 2024 (Item 1)

(i) **Appointment of Chair
(Walsh/Pennie)**

That Susie Braithwaite be appointed Chair of the Business Improvement Area (BIA) Sub-Committee for 2024.

CARRIED

(i) **Appointment of Vice-Chair
(MacKinnon/Pauls)**

That Susan Pennie be appointed Vice-Chair of the Business Improvement Area (BIA) Sub-Committee for 2024.

CARRIED

FOR INFORMATION:**(a) CHANGES TO THE AGENDA (Item 2)**

The Committee Clerk advised the following change to the agenda:

13. GENERAL INFORMATION / OTHER BUSINESS**13.3 Statements by Members****(Hwang/Pauls)**

That the agenda for the January 9, 2024 Business Improvement Area Sub-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) November 14, 2023 (Item 4.1)****(Walsh/Pauls)**

That the November 14, 2023 Minutes of the Business Improvement Area Sub-Committee be approved, as presented.

CARRIED**(d) PRESENTATIONS (Item 8)****(i) 2023 Audit Guidelines for Business Improvement Areas (Item 8.1)**

Rajdeep Dhillon, KPMG, addressed Committee respecting the 2023 Audit Guidelines for Business Improvement Areas.

(Peter/Hwang)

That the presentation from Rajdeep Dhillon, KPMG, respecting the 2023 Audit Guidelines for Business Improvement Areas, be received.

CARRIED**(ii) Community Clean Ups – Tools and Resources (Item 8.2)**

Whit Chesney, Clean & Green Coordinator, addressed the Committee respecting Community Clean Ups – Tools and Resources.

(Ubl/Nydam)

That the presentation from Whit Chesney, Clean & Green Coordinator, respecting Community Clean Ups – Tools and Resources, be received.

CARRIED

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

(i) Updates from Business Development Office (Item 13.1)

Judy Lam, Manager, Commercial Districts and Small Business, addressed the Committee respecting Updates from the Business Development Office.

(Peter/MacKinnon)

That the verbal update from Judy Lam, Commercial Districts and Small Business, respecting Updates from the Business Development Office, be received.

CARRIED

(ii) Statements by Members (Added Item 13.2)

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

(Nydam/Peter)

That the updates from Committee Members, be received.

CARRIED

(f) ADJOURNMENT (Item 15)

(Pauls/Nydam)

That there being no further business, the Business Improvement Area Sub-Committee be adjourned at 11:31 a.m.

CARRIED

Respectfully submitted,

Susan Pennie
Vice-Chair,
Business Improvement Area Sub-
Committee

Tamara Bates
Legislative Coordinator
Office of the City Clerk

HAMILTON
BUSINESS
CENTRE.

Small Business = Big Business In Hamilton

Helping Hamilton's Entrepreneurs Succeed!

HAMILTONBUSINESSCENTRE.CA





Background:

Through a broad based business, professional and community network, the Hamilton Business Centre provides the information and tools entrepreneurs need to start and develop their business. We offer personalized information and guidance for those looking to start, develop and run a successful business.



Location Highlights:

- ✓ 2,500 sq ft. - 1st floor City Hall
- ✓ Typically handle more than 40k inquiries per year
- ✓ **Only in-person kiosk for business registrations in Hamilton resulting in an average of 780 registrations per year**
- ✓ Host 100+ in-person workshops annually in the HBC conference room

Our Partners:



SMALL
BUSINESS
CENTRES
ONTARIO



Ministry of
Economic Development,
Job Creation &
Trade

**Plus private sector partnerships across Hamilton
and the Province of Ontario.**

Our Team:



Kristin Huigenbos
Coordinator



Patrizia Milligan
Business Development
Officer



Mark Lupton-Grenon
Business Development
Officer



Keith Russell
Business Development
Officer



Dragica Lebo
Business Development
Officer



Kevin Dunphy
Business Development
Officer



Danielle Fenton
Business Development
Officer



Katie Hixon
Business Development
Officer

+37 volunteers and mentors

By The Numbers:



22K+

Inquiries facilitated



422

New jobs created



157

Sustained jobs



1157

One-to-one consultations
conducted



216

New businesses started



53

Workshops delivered

Services:





Expert Business Advisory

Experienced Advisors, many with entrepreneurial backgrounds, provide one-on-one confidential small business advisory services including:

- ✓ Business Planning
- ✓ Strategy Planning
- ✓ Brainstorming Sessions
- ✓ Planning for Growth
- ✓ Systems Automation
- ✓ Process Automation
- ✓ Digital Marketing Plans
- ✓ Social Media Plans



Customized Services & Resources

Custom services, resources, online events, and webinars that support entrepreneurs in the Hamilton region with a focus on making learning convenient, accessible, and inclusive including:

- ✓ Access to Professionals
- ✓ Google 360's
- ✓ Digital Resource Hub (Online)
- ✓ Ten Steps to Starting a Business (Online Guide)
- ✓ Workshops & Seminars
- ✓ Business Referrals
- ✓ Opening a Restaurant (Online Guide)

“

I took part in programming at the Hamilton Business Centre years ago and to this day I am thankful that I did. This program is invaluable to any new entrepreneur looking to fast track their success. From the one-to-one meetings to the assistance with writing a business plan, each step is designed to push you forward in the right direction.

Steve Toma, Toma Accounting

”



Specialized Programs & Support

Programming and supports that meet the needs of the local business community while providing help navigating and solving regulatory concerns including:

- ✓ Launch Local
- ✓ She Means Business
- ✓ Food Forge
- ✓ Business Navigator
- ✓ New Business on the Block

Incentive Programs:

1.8 Million

**in funding awarded and distributed
to 710+ Hamilton businesses.**

In addition, 800+ 1-1 digital marketing related business consultation
were conducted since program start date.



600,000

**in funding awarded and distributed
to 60 Hamilton businesses.**

Plus detailed community and industry specific market research
was provided to better inform business investment decisions.

**MY MAIN STREET
MA RUE PRINCIPALE**

130,000

in funding annually awarded and distributed to Hamilton businesses less than 2 years in age.

Equal to 26 individual grants of \$5,000 to local businesses.



3,000

**grants awarded and distributed
to help students start and run their
own summer business.**

In addition to 1-1 mentoship and business coaching provided throughout
the summer months.

Summer Company



What's Next For The HBC?

New and innovated programming ideas as well as Provincially and Federally funded programming upcoming for the Hamilton Business Centre include:

- ✓ My Main Street V2
- ✓ Community Connecting
- ✓ Incubation Space
- ✓ Self Employment Benefit Programs

Contact Us:

Hamilton Business Centre

71 Main Street West, 1st Floor (City Hall)

Hamilton, Ontario L8R 4Y5

Phone: 905-540-6400

Fax: 905-540-6411

Email: mail@hamiltonsmallbusiness.ca

2024 UPDATE

presented by:

GREG DUNNETT
PRESIDENT & CEO

hamilton
chamber of commerce
your voice in business

MISSION, VISION & VALUES

OUR VISION FOR HAMILTON

We will elevate Hamilton to Canada's foremost business community for innovation, investment, and quality of life.

OUR VISION

To be the unified voice of Hamilton's thriving business community.

OUR MISSION

We connect and advance Hamilton's business community to drive economic and social prosperity for all.

THE CHAMBER'S OBJECTIVES

1. Effectively express the views of the Hamilton business community on matters of local, provincial and national interest
2. Represent the Hamilton business community
3. Encourage improvement of commercial and industrial activity in Hamilton and Ontario
4. Advance the business interests of the Chamber's Members
5. Promote advancement of quality of life, both professional and personal, in Hamilton
6. Advocate appreciation for Canada's economic system and national unity

STRATEGIC PILLARS

WHAT WE DO:

We promote economic growth, support local businesses, and enhance our community.

HOW WE ACHIEVE IT:



SIGNATURE EVENTS – COMMUNITY LEADERSHIP



MAYOR'S BREAKFAST

Hosted annually, our **Mayor's Breakfast** presents an exciting opportunity for political engagement with our city's leadership.

This highly-anticipated annual gathering brings together influential business and civic leaders, fostering dynamic connections and dialogue that shape the collective future of Hamilton.



CITY MANAGER'S BREAKFAST

Our 2024 **City Manager's Breakfast** is set to introduce Marnie Cluckie, our new city manager to our local business community. This event is a platform for engaging in high-level discussions on key city-building initiatives.

This event brings together over 500 influential business and civic leaders and fosters crucial connections and dialogue across our community.



BAY AREA ECONOMIC SUMMIT

The **Bay Area Economic Summit** is a dynamic half-day event that checks in on our region's pulse, offering a strategic platform for local leaders to foster growth, innovation, and diverse economic opportunities.

The event is hosted in partnership with the Burlington Chamber of Commerce, the City of Hamilton and the City of Burlington.

SIGNATURE EVENTS – CELEBRATING HAMILTON



OUTSTANDING BUSINESS ACHIEVEMENT AWARDS

Elevate your brand, network with industry leaders, and celebrate excellence with our **Outstanding Business Achievement Awards!**

An annual sell-out, come together with over 600 local business leaders and industry professionals to celebrate the best and brightest off Hamilton’s business community at our **Outstanding Business Achievement Awards.**



HAMILTON GIVES AWARDS GALA

Hamilton Gives is a new initiative that celebrates the collective energy of Hamilton businesses to build a thriving, healthy and prosperous Hamilton.

The **Hamilton Gives Awards** will recognize our community leaders, across the profit and not-for-profit sectors, who are working tirelessly to strengthen our community. Together, we will contribute up to \$50,000 to local charities.



HAMILTON DAY

Hamilton Day is our award-winning celebration of Hamilton’s local business community – designed to ignite community pride, drive local and regional tourism, and showcase the best of our city and diverse business community.

1000+	\$6.8 M	54,000
PARTICIPATING BUSINESSES	LOCAL & REGIONAL SPEND	LOCAL VISITORS

SIGNATURE EVENTS – SHAPING OUR FUTURE



SPORTS TOURISM SUMMIT

Our Sports Tourism Summit uncovers the remarkable economic influence, impact, and everlasting legacy of sports events. Plus, we dive into the dynamic connection between music, arts, and culture in sports tourism.

From ground-breaking strategies to key success stories, this event is an opportunity to connect with industry leaders and discover the power of sports tourism in your community.



NIGHT-TIME ECONOMY

This half-day gathering will bring together industry leaders, policymakers, entrepreneurs, and creative minds to explore, celebrate, and shape the future of Hamilton's nighttime economy.

The event aims to uncover the untapped potential of nighttime activities, foster collaboration among stakeholders, and create vibrant, safe, inclusive, and sustainable urban nightlife experiences in Hamilton.



DOWNTOWN ROUNDTABLE

We convened 50 members of our downtown business community to discuss the present- and future-state of our downtown as we prepare for a transformational period of growth.

THE HISTORY OF HAMILTON DAY

- Originally held during the Great Depression to boost spirits and the local economy, Hamilton Day was revived by the Hamilton Chamber in 2021 to support small businesses through the COVID-19 pandemic.
- Today, Hamilton Day is an award-winning celebration of Hamilton and local business - encompassing hospitality, retailers, markets, and programming across the city. Annually held on the first weekend in November, Hamilton Day 2023 saw substantial growth as it expanded its programming from one to four days!
- Hamilton Day 2023 is estimated to have drawn over 8,600 tourists, 54,000 local visitors, and generated over \$6 million in local and regional spending. It also expanded job opportunities in the tourism, culture, and entertainment sectors by directly supporting over 45 artists and 23 production staff.

HAMILTON DAY 2023 WAS BIGGER & BETTER THAN EVER

✦ ENGAGEMENT HIGHLIGHTS ✦

22
SPONSORS

7
MEDIA PARTNERS

11
BIAS

14
MARKETS

8
TOURS

5
CONCERTS

*Hannah Georgas
Dwayne Gretzky
Westmount Secondary
Tommy Youngstein
Kasador*

25
POP-UP PERFORMANCES

*20 via Pop-Up Performances section on website
The Side Hustle Market - Live Music
Melanin Night Market - DopeChief Live Painting
Melanin Night Market - DJ
Sonic Runway - DJ ASide Bside
Sonic Runway - Donna Lovejoy*

28
FEATURED PROGRAMS

*Live Art Installation at Jackson Square (Fri)
Sonic Runway Kick-Off Party (Fri)
Fun Home (Fri)
22 via Programming Section on website
3 via Sunday Programming Section on website*



2
INFORMATION HUBS

14
GIVEAWAYS



ADVOCACY & GOVERNMENT RELATIONS

We advocate for growth and prosperity



We work collaboratively with all levels of government as well as our counterparts at the OCC & CCC to advocate for issues that matter to your business



We advocate for policy that creates short-term business supports, transformative projects, and long-term growth opportunities



We support members in navigating advocacy issues and connect you with the right resources

MEMBERSHIP BENEFITS

Become a Chamber of Commerce member for as little as \$400 per year and improve your business through our Members Benefits, Networking Opportunities, Promotional Products, Advocacy, and more!:

- Elevate the **recognition** of your company by becoming a member
- Develop new business by attending **exclusive events**, having your **company listed** on our website and in our Annual Business Directory
- Get a better understanding of **Hamilton's business landscape** through emails, mailings, media releases and seminars
- **Money-saving affinity programs** to help your business

AFFINITY PROGRAMS



Big savings are available on group insurance for chamber members with as little as one employee and up to 100 employees



Members can reduce their retail costs of fuel by 3.5 cents per litre at any Esso station in Canada. All employees can apply!



Elavon helps businesses meet their needs with solutions to help attract and keep customers, process payments, and simplify operations



Members can save up to 85% on office supplies through our office products buying program



Transfer your banking to receive a \$200 welcome bonus, no-fee daily banking, and 30% off service fees*



Receive preferential pricing with discounts ranging from 25%-45% on Express and Ground suite of services

CHAMBERS PLAN OVERVIEW

- Provides small businesses with access to “big business” group plan features
- Exclusive agency distribution system
- Not a package – fully customized plan designs
- Fully pooled benefits
- History of price stability
- Reputation for exceptional service
- Continuous plan innovation
- Provides access to non-traditional benefits such as Business Assistance Service, Employee Assistance Program, Healthy Business Bookmark and Best Doctors



THANK YOU!

hamilton
chamber of commerce
your voice in business