



City of Hamilton

HAMILTON TOURISM DEVELOPMENT CORPORATION BOARD OF DIRECTORS AGENDA

Meeting #: 24-001
Date: June 7, 2024
Time: 12:00 p.m.
Location: Room 264, 2nd Floor, City Hall (hybrid) (RM)
71 Main Street West

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 November 30, 2023

5. STAFF PRESENTATIONS

5.1 Hamilton Tourism Development Corporation Business Plan 2024-2028

6. DISCUSSION ITEMS

6.1 Tourism Hamilton Project Funding Requests (Report 24001)

7. BOARD RESOLUTIONS

7.1 2024 Budget, 2024-2028 Business Plan, Tourism Hamilton Project Funding Requests (Report 24001), Confirmatory Actions

8. MOTIONS

9. NOTICES OF MOTION
10. GENERAL INFORMATION / OTHER BUSINESS
11. PRIVATE AND CONFIDENTIAL
12. ADJOURNMENT

**HAMILTON TOURISM DEVELOPMENT CORPORATION BOARD
OF DIRECTORS
MINUTES 23-001**

12:30 p.m.

Thursday, November 30, 2023

Room 192, 1st Floor

Hamilton City Hall, 71 Main Street West

Present: **Board of Directors:**
Councillor M. Spadafora (Chair)
Councillor T. Hwang (Vice-Chair)

Officers:
J. Summers, Vice-President
S. Hesmer, Treasurer
T. Bates, Acting Secretary

Absent: Councillor C. Cassar
J. Thorne, President

Also Present: G. Mater, Acting City Manager
D. McKenna, Solicitor
R. McHugh, Manager of Tourism and Events
P. Mulholland, Senior Project Manager, Tourism and Events
S. Salamone, Legislative Assistant

**THE FOLLOWING ITEMS WERE REFERRED THE SOLE VOTING MEMBER OF THE
HAMILTON TOURISM DEVELOPMENT CORPORATION FOR CONSIDERATION:**

1. APPOINTMENT OF CHAIR AND VICE-CHAIR (Item 1)

(a) (Hwang/Spadafora)

That Councillor Spadafora be appointed Chair of the Hamilton Tourism Development Corporation Board of Directors for the 2022-2026 term of Council.

Result: Motion CARRIED by a vote of 2 to 0, as follows:

ABSENT - Ward 12 Councillor Craig Cassar
YES - Ward 4 Councillor Tammy Hwang
YES – Chair - Ward 14 Councillor Mike Spadafora

(b) (Spadafora/Hwang)

That Councillor Hwang be appointed Vice-Chair of the Hamilton Tourism Development Corporation Board of Directors for the 2022-2026 term of Council.

Result: Motion CARRIED by a vote of 2 to 0, as follows:

ABSENT - Ward 12 Councillor Craig Cassar
YES - Ward 4 Councillor Tammy Hwang
YES – Chair - Ward 14 Councillor Mike Spadafora

2. Shareholder Resolutions (Item 7.1)

(Hwang/Spadafora)

1. APPOINTMENT OF OFFICERS

BE IT RESOLVED that the following individuals, having consented to act as officers of the Corporation, are hereby appointed to the offices indicated next to their names, commencing on the date hereof and continuing thereafter until their successors are duly appointed:

- (i) Jason Thorne – President;
- (ii) John Summers – Vice-President; and
- (iii) Shelley Hesmer – Treasurer.

2. APPROVAL OF CORPORATE BY-LAW

BE IT RESOLVED that By-Law No. 1 of the Corporation, a copy of which is attached hereto, is hereby approved and enacted, as of the date hereof, as the sole by-law of the Corporation and continuing thereafter until amended or replaced by the Board of Directors of the Corporation.

3. APPROVAL OF THE 2023 BUDGET

BE IT RESOLVED that the 2023 Budget, a copy of which is attached hereto, be approved and adopted as of the date hereof.

4. SIGNING AUTHORITY RE: CERTAIN AGREEMENTS

BE IT RESOLVED that the President of the Corporation is hereby authorized and directed to execute, on behalf of the Corporation:

- (i) an Operating Agreement between the Corporation and the City of Hamilton, a copy of which is attached hereto, together with any necessary ancillary documents and/or agreements;
- (ii) a Line of Credit Agreement with the City of Hamilton, a copy of which is attached hereto, for financial support to an upset limit of Two Million Dollars (\$2,000,000) to be used for certain business operation expenses, together with any necessary ancillary documents and/or agreements; and
- (iii) a Line of Credit Agreement with the City of Hamilton, a copy of which is attached hereto, for financial support to an upset limit of Two Hundred Fifty Thousand Dollars (\$250,000) to be used for certain business administration expenses, together with any necessary ancillary documents and/or agreements.

5. MUNICIPAL ACCOMMODATION TAX RESERVE FUND POLICY

BE IT RESOLVED that the Corporation's Municipal Accommodation Tax Reserve Fund Policy, a copy of which is attached hereto, be approved and adopted as of the date hereof.

6. CONFIRMATORY ACTIONS

BE IT RESOLVED that the officers of the Corporation are, and each acting alone is, hereby authorized to do and perform any and all such acts, including execution of any and all documents and certificates, as such officers shall deem necessary or advisable, to carry out the purposes and intent of the foregoing resolutions.

THE FOREGOING RESOLUTIONS are hereby consented to by the Board of Directors of the Corporation pursuant to the provisions of the *Not-for-Profit Corporations Act* (Ontario).

Result: Motion CARRIED by a vote of 2 to 0, as follows:

ABSENT - Ward 12 Councillor Craig Cassar
YES - Ward 4 Councillor Tammy Hwang
YES – Chair - Ward 14 Councillor Mike Spadafora

FOR INFORMATION:

(a) APPROVAL OF AGENDA (Item 1)

The Committee Clerk advised there were no changes to the agenda:

(Hwang/Spadafora)

That the Agenda for the November 30, 2023 meeting of the Hamilton Tourism Development Corporation Board of Directors, be approved, as presented.

(b) DECLARATIONS OF INTEREST (Item 2)

There were no declarations of interest.

(c) STAFF PRESENTATIONS (Item 8)

(i) Hamilton Tourism Development Corporation and Municipal Accommodation Tax Overview (Item 8.1)

Ryan McHugh, Manager of Tourism and Events, City of Hamilton, addressed Committee respecting Hamilton Tourism Development Corporation and Municipal Accommodation Tax Overview, with the aid of a presentation.

(Hwang/Spadafora)

That the Presentation from Ryan McHugh, Manager of Tourism and Events, City of Hamilton, be received and referred to the Sole Voting Member of the Hamilton Tourism Development Corporation for information.

Result: Motion CARRIED by a vote of 2 to 0, as follows:

ABSENT - Ward 12 Councillor Craig Cassar
YES - Ward 4 Councillor Tammy Hwang
YES – Chair - Ward 14 Councillor Mike Spadafora

(d) DISCUSSION ITEMS (Item 10)

(i) Hamilton Tourism Development Corporation By-Law No. 1 (Item 10.1)

For further disposition of this matter, refer to Item 2(2).

(ii) Approval of the 2023 Budget (Item 10.2)

For further disposition of this matter, refer to Item 2(3).

(iii) Signing Authority for Certain Agreements (Item 10.3)

- (1) Operating Agreement (Item 10.3(a))**
- (2) Line of Credit - Business Operations (Item 10.3(b))**
- (3) Line of Credit – Administrative (Item 10.3(c))**

For further disposition of this matter, refer to Item 2(4).

(iv) Municipal Accommodation Tax Reserve Fund Policy (Item 10.4)

For further disposition of this matter, refer to Item 2(5).

(e) GENERAL INFORMATION AND OTHER BUSINESS (Item 15)

(Hwang/Spadafora)

That staff be directed to include in the Business Plan for the Hamilton Tourism Development Corporation a clear delineation between the realm of influence and the work of the Hamilton Tourism Development Corporation and those of Tourism Hamilton, along with a list of upcoming activities and how each entity is involved in the activities.

Result: Motion CARRIED by a vote of 2 to 0, as follows:

ABSENT - Ward 12 Councillor Craig Cassar
YES - Ward 4 Councillor Tammy Hwang
YES – Chair - Ward 14 Councillor Mike Spadafora

(f) ADJOURNMENT (Item 15)

(Hwang/Spadafora)

That there being no further business the Hamilton Tourism Development Corporation Board of Directors meeting be adjourned at 1:04 p.m.

Result: Motion CARRIED by a vote of 2 to 0, as follows:


ABSENT - Ward 12 Councillor Craig Cassar
YES - Ward 4 Councillor Tammy Hwang
YES – Chair - Ward 14 Councillor Mike Spadafora

Respectfully submitted,

Councillor M. Spadafora
Chair, Hamilton Tourism Development
Corporation Board of Directors

Tamara Bates, Legislative Coordinator
Acting Secretary to Hamilton Tourism
Development Corporation Board of Directors

Hamilton Tourism Development Corporation

TO:	Board of Directors, Hamilton Tourism Development Corporation
MEETING DATE:	June 7, 2024
SUBJECT/REPORT NO:	Tourism Hamilton Project Funding Requests (Report #24001)
PREPARED BY:	Ryan McHugh (905) 546-2424 Ext. 4132 Pam Mulholland (905) 546-2424 Ext. 4514
SUBMITTED BY:	Lisa Abbott Acting Director, Tourism and Culture Division, City of Hamilton
SIGNATURE:	

RECOMMENDATIONS

- (a) That a funding contribution to the City of Hamilton to host the 2026 or 2027 JUNO Awards, based substantially on the information outlined in Appendix "A" attached to Report #24001, and contingent on Hamilton being selected as the host city, be approved by the Board of Directors of the Corporation;
- (b) That a funding contribution to the City of Hamilton to host the 2026 Brier Canadian Men's Curling Championship, based substantially on the information outlined in Appendix "B" attached to Report #24001, and contingent on Hamilton being selected as the host city, be approved by the Board of Directors of the Corporation;
- (c) That a funding contribution to the City of Hamilton to host the 2027 and 2029 Canada Wide Science Fairs, based substantially on the information outlined in Appendix "C" attached to Report #24001, be approved by the Board of Directors of the Corporation;
- (d) That a funding contribution to the City of Hamilton to support the planning and implementation of the Hamilton Winterfest Program 2026 through 2030 inclusive, based substantially on the information outlined in Appendix "D" attached to Report #24001, be approved by the Board of Directors of the Corporation;
- (e) That a funding contribution to the City of Hamilton to support the development and implementation of its Waterfall Destination Master Plan, based substantially on the information outlined in Appendix "E" attached to Report #24001, be approved by the Board of Directors of the Corporation;

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

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- (f) That a funding contribution to the City of Hamilton to support the development of its Indigenous Tourism Experiences Study, based substantially on the information outlined in Appendix "F" attached to Report #24001, be approved by the Board of Directors of the Corporation;
- (g) That a funding contribution to the City of Hamilton to support the implementation of safety, cleanliness, and activation initiatives in the Downtown and West Harbourfront areas of Hamilton, based substantially on the information outlined in Appendix "G" attached to Report #24001, be approved by the Board of Directors of the Corporation;
- (h) That the President of the Corporation, or their designate, be hereby authorized and directed to execute, on behalf of the Corporation, all documents and agreements necessary to implement Recommendations (a) through (g) inclusive hereof, with content acceptable to the Vice-President and Treasurer of the Corporation and in a form satisfactory to the Corporation's solicitor; and
- (i) That the Treasurer of the Corporation be hereby authorized and directed to utilize funds from the Corporation's Line of Credit for Business Operations and/or the Corporation's Municipal Accommodation Tax Reserve Fund, as the case may be, in order to fund the contributions set out in Recommendations (a) through (g) inclusive hereof.

EXECUTIVE SUMMARY

The Hamilton Tourism Development Corporation (hereinafter referred to as "the Corporation") was established to drive tourism growth within Hamilton. The Corporation's mandate and related annual Business Plan align with the City of Hamilton's Tourism Strategy ("Tourism Strategy"), which outlines priorities and actions for tourism development.

The new Tourism Strategy (2024-2028), currently being updated by City of Hamilton Tourism & Culture staff, adopts a regenerative 'whole city' approach to tourism, emphasizing inclusion, diversity, equity, and accessibility. The Tourism Strategy, which is presently scheduled to go to City Council for consideration in Fall 2024, envisions Hamilton as a top Canadian destination renowned for vibrant tourism districts, captivating nature-based activities, and authentic experiences.

The funding requests set out in this Report, as further detailed in Appendices' "A" through "G" hereto, are for the following seven Tourism Hamilton projects:

- 2026 or 2027 JUNO Awards;

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- 2026 Brier, Canadian Men's Curling Championship;
- 2027 and 2029 Canada Wide Science Fairs;
- 2026-2030 Hamilton Winterfest Program;
- Waterfall Destination Master Plan;
- Indigenous Tourism Experiences Study; and
- 2024-2026 Placemaking, Activation, and Safety Initiatives in key tourism locations.

Appendices "A" through "G" have pertinent information related to each project's objectives, budget, benefits for Hamilton, and how each project aligns with one or more of the Tourism Strategy Priorities, as follows:

- **Strengthen Hamilton's Reputation as a Leading Destination: Enhancing Tourism**
Hamilton's role to support stakeholders, welcome visitors, and co-create unique experiences, with a focus on collaboration, sustainability, and Indigenous tourism;
- **Create Vibrant Tourism Districts: Fostering authentic 'sense of place'**
experiences through placemaking, programming, and investment attraction, aligned with City efforts for neighbourhood revitalization;
- **Promoting and Supporting the Sustainability of Natural Assets: Thoughtful**
planning and infrastructure improvements to enhance visitor experiences while preserving the environment, in alignment with broader City greenspace protection and waterfront access plans; and
- **Strengthening Major Festivals and Events: Securing investments in event**
infrastructure, leveraging new funding sources, and managing event impacts, integrating with city priorities for cultural vibrancy and economic growth.

HISTORICAL BACKGROUND

Please refer to the Corporation's 2024 Business Plan, which contains information about the Corporation's mandate, funding sources, funding utilization, and accountability structure.

FINANCIAL IMPLICATIONS

In November 2023, the Corporation's Board of Directors approved its Municipal Accommodation Tax Reserve Fund Policy ("Reserve), which outlines that a minimum of \$2,000,000 must always be available in the Reserve. It will take until early 2025 for the

SUBJECT: Tourism Hamilton Project Funding Requests (Report #24001)
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Reserve to reach this requisite balance, after which the Municipal Accommodation Tax will fully fund the Corporation's operations.

For the Corporation to support tourism growth within Hamilton in the interim, City Council approved the following:

- a Line of Credit for financial support to an upset limit of \$2,000,000 to be used for financial commitments toward business operations, including support of tourism events and initiatives; and
- a Line of Credit for financial support to an upset limit of \$250,000 to be used for administrative expenses, including bookkeeping, fees (e.g., banking, audit, insurance) and computer software.

Table 1 below tracks the proposed timing of cash flow should the Corporation's Board of Directors approve the funding requests set out in this Report. Depending on the year funding is due to the project, funds will be accessed from either the Corporation's Business Operations Line of Credit or the Reserve.

Table 1

HTDC Funding Requests - Estimated Timing of Cashflows							
Funding Request:	2024	2025	2026	2027	2028	2029	Total
2026 Brier* (BID)	\$ -	\$ -	\$ 300,000	\$ -	\$ -	\$ -	\$ 300,000
2026/2027 JUNOS* (BID)	\$ -	\$ -	\$ 300,000	\$ -	\$ -	\$ -	\$ 300,000
2029 Canada Wide Science Fair** (BID)	\$ 50,000	\$ -	\$ -	\$ 205,000	\$ -	\$ -	\$ 255,000
2027 Canada Wide Science Fair** (BID)	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ 205,000	\$ 255,000
2026-2029 Winterfest	\$ -	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 200,000
Waterfall Master Plan	\$ 50,000	\$ 200,000	\$ -	\$ -	\$ -	\$ -	\$ 250,000
Indigenous Tourism Exercise	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000
Placemaking/Activation/Safety Initiatives	\$ 50,000	\$ 100,000	\$ 50,000	\$ -	\$ -	\$ -	\$ 200,000
Total	\$ 250,000	\$ 340,000	\$ 690,000	\$ 245,000	\$ 40,000	\$ 245,000	\$ 1,810,000

Notes:
* Payable only if we are successful in securing the event
** Venue deposits required in 2024, remaining funds applied to eligible expenses in 2027 & 2029
Indicates, year when event would take place

RELEVANT CONSULTATION

- Officers, Hamilton Tourism Development Corporation;
- Legal Services, Corporate Services Department, City of Hamilton;
- Downtown West Harbourfront Coordinating Committee, City of Hamilton;
- Canadian Academy of Recording Arts and Sciences;
- Curling Canada;
- Youth Science Canada;

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- Hamilton Tourism Development Investment Group;
- Hamilton Halton Brant Regional Tourism Association.

ANALYSIS AND RATIONALE FOR RECOMMENDATIONS

Refer to Appendices “A” through “G” attached to this Report for project funding analysis and rationale.

The Corporation’s Officers will report back to the Board of Directors concerning all funded projects as follows:

- Verbal interim progress reports at the Corporation’s Board meetings, as applicable.
- Delivery of a Final Project Report at a scheduled Corporation Board meeting. For Multiple - Year Projects, a Project Report is due for each year of funding.
- Project Reports must be delivered in written format and include details on how the project successfully met its objectives and the outcomes of the benefits the project delivered to Hamilton.

APPENDICES ATTACHED

Appendix “A” to Report #24001 - 2026 or 2027 JUNO Awards Project Funding Application

Appendix “B” to Report #24001 - 2026 Brier, Canadian Men’s Curling Championship Funding Application

Appendix “C” to Report #24001 - 2027 & 2029 Canada Wide Science Fair Funding Application

Appendix “D” to Report #24001 - 2026-2030 Hamilton Winterfest Funding Application

Appendix “E” to Report #24001 - Waterfall Destination Master Plan Funding Application

Appendix “F” to Report #24001 - Indigenous Tourism Experiences Study Funding Application

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Appendix "G" to Report #24001 - Placemaking, Activation, and Safety Initiatives (2024-2026) Funding Application

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Hamilton Tourism Development Corporation Project Funding Application

Applicant

Name of Organization	City of Hamilton
Requesting Funding As	<input type="checkbox"/> Non-profit organization (with defined tourism focus) <input type="checkbox"/> For-profit business (with defined tourism focus) <input checked="" type="checkbox"/> City of Hamilton division/department
Address	28 James Street North, 2nd Floor, Hamilton, ON, L8R 2K1
Canada Revenue Agency Business Number	88932 3218

Organization/City of Hamilton Staff Contact

Name of Contact	Ryan McHugh
Job Title	Manager, Tourism and Events
City of Hamilton Division/ Department	Tourism and Culture/Planning and Economic Development
Email	ryan.mchugh@hamilton.ca
Phone	905-546-2424 ext. 4123

Project/Event Details

Name	2026 or 2027 JUNO Awards (March 2026 or 2027)
Dates	March 25 - March 29, 2026
Description (max 300 words)	<ul style="list-style-type: none"> • The JUNO Awards is Canada's largest music and culture property, with a reach of over 16 million fans. • 5-day series of music events across all genres of music, presented by the Canadian Academy of Recording Arts and Sciences (CARAS). • Culminates in a live Canada-wide broadcast (CBC) of the Awards recognizing outstanding achievements in Canada's music industry.

Tourism Strategy Alignment

Priority Alignment	Strengthen Hamilton's Major Events & Festival Sector
Related Action (if applicable)	Utilize a portion of the Municipal Accommodation Tax and other non-levy funding sources for bid fees for securing and executing major events, in collaboration with industry MAT Advisory Group
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • 5 days of music and cultural JUNO events with average attendance of 20,000 unique attendees throughout the 5 days. • 4,302+ room nights required over 10 days for production crews, musicians/bands, music industry professionals, media, and CARAS staff (does not include rooms booked by fans). • Economic Impact approximately \$12 Million.

Appendix "A" to Report #24001

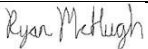
	<ul style="list-style-type: none"> • Boosts tourism, benefiting local businesses and hospitality sectors, leading to economic uplift within the city. • Continues to build Hamilton's reputation as a leading cultural city in Canada. • Fosters a sense of pride among residents, contributing to the city's overall livability. • Builds capacity in the music sector, advancing music strategies and cultural plans.
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Funding Request

Total Project Budget	\$2 to \$2.25 million
HTDC Funding Request	\$300,000 (only payable if bid secured)
Other Funding Sources, Please Describe	\$1 to \$1.25 million from Province \$150,000 from Hamilton Tourism Development Investment Group (HTDIG) \$500,000 from City of Hamilton Tourism Reserve (Proposed in Council Report (PED23129(b)) on the GIC agenda June 19, 2024)
Single/Multi-Year Funding	Single
If Multi-Year, please detail what funding is required per year.	N/A
Deadline for Organization to know if this application is successful?	June 2024, Partnership proposal due to the Canadian Academy of Recording Arts and Sciences August 2024.
If successful, what date is funding due to the Organization?	January 2026

Declaration and Signature

The applicant certifies that the above information is true to the best of the applicant's knowledge.

Name	Ryan McHugh
Job Title	Manager, Tourism & Events
Signature	
Date	May 22, 2024

HTDC - For Office Use Only

HTDC Officer Comments:

HTDC Officers' Reporting Requirements to the Board of Directors:

- Verbal interim progress reports at HTDC meetings, as applicable.
- Deliver a Final Project Report at the next scheduled HTDC meeting. For Multiple - Year Projects, a Project Report is due for each year of funding.
- Project Reports must be delivered in a written format and include:
 - how the Project successfully met its objectives (as described in the funding application question #8); and
 - the outcomes of the benefits the Project delivered to Hamilton (as described in the funding application question #10).

Hamilton Tourism Development Corporation Project Funding Application

Applicant

Name of Organization	City of Hamilton
Requesting Funding As	<input type="checkbox"/> Non-profit organization (with defined tourism focus) <input type="checkbox"/> For-profit business (with defined tourism focus) <input checked="" type="checkbox"/> City of Hamilton division/department
Address	28 James Street North, 2nd Floor, Hamilton, ON, L8R 2K1
Canada Revenue Agency Business Number	88932 3218

Organization/City of Hamilton Staff Contact

Name of Contact	Ryan McHugh
Job Title	Manager, Tourism and Events
City of Hamilton Division/ Department	Tourism and Culture/Planning and Economic Development
Email	ryan.mchugh@hamilton.ca
Phone	905-546-2424 ext. 4123

Project/Event Details

Name	2026 Brier, Canadian Men's Curling Championship
Dates	February 27 - March 8, 2026, 10 days of competition
Description (max 300 words)	<ul style="list-style-type: none"> • The Brier is the annual curling championship sanctioned by Curling Canada. The winner of the Brier goes on to represent Canada at the World Curling Championships. • The Brier is among the best attended curling competitions, often attracting crowds larger than the World Curling Championships. • It is estimated the Brier attendance in Hamilton will be 75,000-120,000 throughout the 10-day event, including 108 athletes and coaches, and 25 officials.

Tourism Strategy Alignment

Priority Alignment	Strengthen Hamilton's Major Events & Festival Sector
Related Action (if applicable)	Utilize a portion of the Municipal Accommodation Tax and other non-levy funding sources for bid fees for securing and executing major events, in collaboration with industry MAT Advisory Group
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • 200+ room nights required per day (11-12 days) for television crew, athletes, and staff (does not include fans/supporters). • Estimated attendance of 100,000-120,000 throughout the 10-day event. • Economic Impact approximately \$10 million.

Appendix "B" to Report #24001

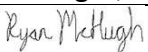
	<ul style="list-style-type: none"> • Boosts tourism, benefiting local businesses and hospitality sectors, leading to economic uplift within the city. • Reinforces Hamilton's reputation as a premier sporting destination in Canada through 70+ hours of live television coverage.
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Funding Request

Total Project Budget	\$1,000,000
HTDC Funding Request	\$300,000
Other Funding Sources, Please Describe	\$200,000 from Hamilton Tourism Development Investment Group (HTDIG), \$500,000 from CoH Tourism Reserve (Proposed in Council Report (PED23129(b)) on the GIC agenda June 19, 2024)
Single/Multi-Year Funding	Single
If Multi-Year, please detail what funding is required per year.	N/A
Deadline for Organization to know if this application is successful?	September 2024, Request for Proposal submission due to Curling Canada
If successful, what date is funding due to the Organization?	January 2026

Declaration and Signature

The applicant certifies that the above information is true to the best of the applicant's knowledge.

Name	Ryan McHugh
Job Title	Manager, Tourism & Events
Signature	
Date	May 22, 2024

HTDC - For Office Use Only**HTDC Officer Comments:****HTDC Officers' Reporting Requirements to the Board of Directors:**

- Verbal interim progress reports at HTDC meetings, as applicable.
- Deliver a Final Project Report at the next scheduled HTDC meeting. For Multiple - Year Projects, a Project Report is due for each year of funding.

- Project Reports must be delivered in a written format and include:
 - how the Project successfully met its objectives (as described in the funding application question #8); and
 - the outcomes of the benefits the Project delivered to Hamilton (as described in the funding application question #10).

Hamilton Tourism Development Corporation Project Funding Application

Applicant

Name of Organization	City of Hamilton
Requesting Funding As	<input type="checkbox"/> Non-profit organization (with defined tourism focus) <input type="checkbox"/> For-profit business (with defined tourism focus) <input checked="" type="checkbox"/> City of Hamilton division/department
Address	28 James Street North, 2nd Floor, Hamilton, ON, L8R 2K1
Canada Revenue Agency Business Number	88932 3218

Organization/City of Hamilton Staff Contact

Name of Contact	Ryan McHugh
Job Title	Manager, Tourism and Events
City of Hamilton Division/ Department	Tourism and Culture/Planning and Economic Development
Email	ryan.mchugh@hamilton.ca
Phone	905-546-2424 ext. 4123

Project/Event Details

Name	2027 and 2029 Canada Wide Science Fair
Dates	May 29 - June 6, 2027 May 26 - June 2, 2029
Description (max 300 words)	<ul style="list-style-type: none"> The City of Hamilton has successfully secured commitments for the 2027 and 2029. Hosted annually by Youth Science Canada, this 7-day will bring together our nation's brightest students (grades 7-12), celebrating their passion for science, technology, engineering, mathematics (STEM) and innovation. The fair is a vibrant display of presentations, engaging demonstrations, and thought-provoking discussions. It is estimated the fair will have 11,000 unique attendees throughout the 7 days, including 3,600 student participants from across the country.

Tourism Strategy Alignment

Priority Alignment	Strengthen Hamilton's Major Events & Festival Sector
Related Action (if applicable)	Utilize a portion of the Municipal Accommodation Tax and other non-levy funding sources for bid fees for securing and executing major events, in collaboration with industry MAT Advisory Group.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> Boosts tourism, benefiting local businesses and hospitality sectors, leading to economic uplift within the city

Appendix C to Report #24001

	<ul style="list-style-type: none"> • Reinforces Hamilton's reputation as an educational center and one of the most diversified economies in Canada • Promoting interest and participation in science, technology, engineering, and mathematics (STEM) among students across Canada. • 548 Overnight attendees • 3,836 Estimated room nights • 3,595 Day Attendees • Estimated Economic Impact of \$ 3.8 M (based on City of Edmonton's economic impact reporting)
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Funding Request

Total Project Budget	\$255,000 each year (\$510,000 for 2 events)
HTDC Funding Request	\$255,000 each year (\$510,000 for 2 events)
Other Funding Sources, Please Describe	N/A
Single/Multi-Year Funding	Multi-Year
If Multi-Year, please detail what funding is required per year.	\$255,000 each year in 2027 and 2029
Deadline for Organization to know if this application is successful?	June 2024
If successful, what date is funding due to the Organization?	\$100,000 in 2024 \$205,000 in 2027 \$205,000 in 2029

Declaration and Signature

The applicant certifies that the above information is true to the best of the applicant's knowledge.

Name	Ryan McHugh
Job Title	Manager, Tourism & Events
Signature	<i>Ryan McHugh</i>
Date	May 22, 2024

HTDC - For Office Use Only

HTDC Officer Comments:

HTDC Officers' Reporting Requirements to the Board of Directors:

- Verbal interim progress reports at HTDC meetings, as applicable.
- Deliver a Final Project Report at the next scheduled HTDC meeting. For Multiple - Year Projects, a Project Report is due for each year of funding.
- Project Reports must be delivered in a written format and include:
 - how the Project successfully met its objectives (as described in the funding application question #8); and
 - the outcomes of the benefits the Project delivered to Hamilton (as described in the funding application question #10).

Hamilton Tourism Development Corporation Funding Application

Applicant

Name of Organization	City of Hamilton
Requesting Funding As	<input type="checkbox"/> Non-profit organization (with defined tourism focus) <input type="checkbox"/> For-profit business (with defined tourism focus) <input checked="" type="checkbox"/> City of Hamilton division/department
Address	28 James Street North, 2nd Floor, Hamilton, ON, L8R 2K1
Canada Revenue Agency Business Number	88932 3218

Organization/City of Hamilton Staff Contact

Name of Contact	Ryan McHugh
Job Title	Manager, Tourism and Events
City of Hamilton Division/ Department	Tourism and Culture/Planning and Economic Development
Email	ryan.mchugh@hamilton.ca
Phone	905-546-2424 ext. 4123

Project/Event Details

Name	Hamilton Winterfest
Dates	3 weeks each February, 2025 to 2030 inclusive
Description (max 300 words)	<ul style="list-style-type: none"> • Increase budget for this event to bring in line with industry standards. • Issue an RFP to secure a producer for 5 years to grow the event to provide funding that will build the capacity of the event. • Background: <ul style="list-style-type: none"> ○ Hamilton Winterfest is a 19-day, city-wide, series of events that take place each February in Hamilton, concluding with Family Day programming. Winterfest boasts more than 70 community-led events, a centralized downtown event known as the Winterfest HUB that engages professional artists in installation art, music, dance and theatre, and a collective marketing campaign that reaches more than 14 million impressions throughout the region. In 2023, Winterfest events attracted more than 40,000 visitors to Hamilton and was supported by more than 200 volunteers. ○ Hamilton Winterfest has been operating since 1978, and since 2019 has been a co-production between the City of Hamilton and arts non-profit Cobalt Connects, successful proponent of the City of Hamilton RFP (2019-2024). ○ Staff will be issuing an RFP to select a producer of Hamilton Winterfest for the following period: 2026-2030.

Appendix D to Report #24001

	Currently, the City of Hamilton only provides Hamilton Winterfest \$39,000 a year in funding. Although the existing vendor secures significant funding from other levels of government and corporate sponsors, if funding is not in line with comparable events (Festival of Friends receives approximately \$80,000 in funding from the City Enrichment Fund), it is doubtful capable proponents will bid.
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Tourism Strategy Alignment

Priority Alignment	Create Vibrant Tourism Districts
Related Action (if applicable)	Activate key tourism locations like the West Harbour and Downtown Entertainment Precinct through placemaking, programming, and public art.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • Develop Winterfest into a signature winter attraction, drawing visitors from both local and regional markets. • Enhance the liveliness and attractiveness of the downtown area during the typically quieter winter season, animating Jackson Square December to March. • Encouraging residents and visitors to explore and enjoy the city's urban core. • Engagement of 230+ local artists across all Winterfest Events • Assist in producing/marketing 70+ community events. • Attract 40,000+ in-person attendees. • Grow the Family Day Event with partners Art Gallery of Hamilton and Hamilton Public Library.

Funding Request

Total Project Budget	\$79,000 annually (\$395,000 over 5 years)
HTDC Funding Request	\$40,000 each year (\$200,000 over 5 years)
Other Funding Sources, Please Describe	Funding through Tourism and Culture Operating Budget \$39,000 annually (\$195,000 over 5 years)
Single/Multi-Year Funding	Multi-year, 2025-2030
If Multi-Year, please detail what funding is required per year.	\$40,000 each year
Deadline for Organization to know if this application is successful?	September 2024
If successful, what date is funding due to the Organization?	Funding is due on September 1st of the previous Winterfest program year, as follows: September 2025 for 2026 Winterfest; September 2026 for 2027 Winterfest, September 2027 for 2028

Appendix D to Report #24001

	Winterfest, September 2028 for 2029 Winterfest, and September 2029 for 2030 Winterfest.
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Declaration and Signature

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Job Title	Manager, Tourism & Events
Signature	<i>Ryan McHugh</i>
Date	May 22, 2024

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Hamilton Tourism Development Corporation Project Funding Application

Applicant

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Phone	905-546-2424 ext. 4123

Project/Event Details

Name	Waterfall Destination Master Plan
Dates	June 2024 - March 2026
Description (max 300 words)	<ul style="list-style-type: none"> • Tourism & Culture Division seeks to undertake a Waterfall Destination Master Plan to improve visitor experience, enhance safety, increase capacity, and address enforcement issues around present and higher levels of visitation. • The Master Plan will be completed by a third-party consultant and the development of the Master Plan will involve extensive stakeholder engagement with (but not limited to) residents, the Hamilton Conservation Authority, community and environmental groups, and City departments.

Tourism Strategy Alignment

Priority Alignment	Promote and support the sustainability of Natural assets
Related Action (if applicable)	Complete a Waterfall Destination Master Plan to improve the visitor experience, enhance safety, increase capacity, create clear and consistent communication, and address enforcement issues around present and higher visitation levels.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • A regenerative tourism strategy to manage increased visitor numbers at waterfalls responsibly, ensuring positive outcomes for residents and the environment.

Appendix E to Report #24001

	<ul style="list-style-type: none"> • Capital plan to improve visitor experience, safety, and capacity at waterfalls, addressing enforcement issues and ensuring sustainable management. • Recommendations to enhance accessibility and trail usage for all user groups, promoting inclusivity and enjoyment of Hamilton's waterfalls. • Cohesive branding, wayfinding, and signage plans to enhance the visitor experience and navigation at Hamilton's waterfalls; • A risk management strategy to prioritize visitor safety at waterfalls, focusing on those with the capacity to accommodate visitors safely. • Tourism Hamilton has completed a high-level economic impact assessment using the Ontario Ministry of Tourism, Culture and Sport TREIM model for outdoor activities. Based on projections of additional visitors and new product development experiences: <ul style="list-style-type: none"> ○ Estimated 112,348 new visitors and \$14,441,717 in new visitor spending, ○ The new waterfall tourism products would sustain 81 direct jobs and a further 20 indirect and induced jobs in Hamilton.
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Funding Request

Total Project Budget	\$500,000
HTDC Funding Request	\$250,000
Other Funding Sources, Please Describe	\$250,000 application for matching funding submitted to the Tourism Growth Fund, a federal program administered through FedDev
Single/Multi-Year Funding	Single
If Multi-Year, please detail what funding is required per year.	N/A
Deadline for Organization to know if this application is successful?	June 2024
If successful, what date is funding due to the Organization?	June 2024

Declaration and Signature

The applicant certifies that the above information is true to the best of the applicant's knowledge.

Name	Ryan McHugh
Job Title	Manager, Tourism & Events
Signature	<i>Ryan McHugh</i>
Date	May 22, 2024

HTDC - For Office Use Only**HTDC Officer Comments:****HTDC Officers' Reporting Requirements to the Board of Directors:**

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Hamilton Tourism Development Corporation Project Funding Application

Applicant

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City of Hamilton Division/ Department	Tourism and Culture/Planning and Economic Development
Email	ryan.mchugh@hamilton.ca
Phone	905-546-2424 ext. 4123

Project/Event Details

Name	Indigenous Tourism Experiences Study
Dates	April-October 2024
Description (max 300 words)	<ul style="list-style-type: none"> In June 2019, Hamilton City Council endorsed the City of Hamilton's Urban Indigenous Strategy (UIS). The UIS identifies specific actions that the City of Hamilton needs to take to ensure Indigenous contributions and experiences are honoured and commemorated. To continue reconciliation and support sustainable Indigenous businesses in Hamilton, Tourism Hamilton and the Indigenous Relations Team are looking to create several authentic Indigenous tourism experiences. The Indigenous Tourism Experiences Study objectives are to establish innovative Indigenous tourism products and experiences in Hamilton. These experiences would create Indigenous jobs, increase domestic and/or foreign private-sector tourism investment; attract and support new tourism investments; and bring visitors to the Hamilton region for these experiences. Study phases will include consultation with Indigenous communities, product-market match assessment, and best practice research.

Tourism Strategy Alignment

Priority Alignment	Strengthen Reputation as a Leading Tourism Destination
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Appendix F to Report #24001

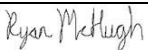
Related Action (if applicable)	Complete and implement the Indigenous Tourism Experiences study and support Indigenous tourism operators in developing authentic Indigenous tourism experiences.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> Indigenous tourism experiences in Canada have seen exponential growth and have outpaced pre-pandemic levels, ahead of many other tourism products (Source: Destination Canada and ITAC). There is high consumer demand for Indigenous tourism experiences (Source: Destination Canada, ITAC, the Conference Board of Canada, and Insignia Marketing Research). There are currently no market-ready Indigenous tourism experiences in Hamilton; 5 available within a three-hour drive of Hamilton (3 in Toronto, 1 in Brantford, 1 in Ohsweken) (Source: Destination Indigenous).

Funding Request

Total Project Budget	\$75,000
HTDC Funding Request	\$50,000
Other Funding Sources, Please Describe	Secured \$25,000 through the Province's Tourism Development Fund
Single/Multi-Year Funding	Single
If Multi-Year, please detail what funding is required per year.	N/A
Deadline for Organization to know if this application is successful?	June 2024
If successful, what date is funding due to the Organization?	October 2024

Declaration and Signature

The applicant certifies that the above information is true to the best of the applicant's knowledge.

Name	Ryan McHugh
Job Title	Manager, Tourism & Events
Signature	
Date	May 22, 2024

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Hamilton Tourism Development Corporation Project Funding Application

Applicant

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Project/Event Details

Name	Placemaking, Activation, and Safety Initiatives
Dates	Funded initiatives will take place between 2024 and 2026
Description (max 300 words)	<ul style="list-style-type: none"> • Through the Downtown West Harbourfront Coordinating Committee, implement safety, cleanliness, and activation initiatives in the Downtown and West Harbourfront areas, focusing on programming, placemaking, and strategic investments to enhance vibrancy and co-create an authentic 'sense of place.' • Activate key tourism locations like the West Harbour and Downtown Entertainment Precinct through placemaking, programming, and public art. • Create and implement a program to use the Visitor Experience Centre as a year-round central hub through, for example, community pop-ups, activation in line with major hosted events, or a summer patio program. • Utilize Municipal Accommodation Tax to develop and implement micro-grant program to incentivize the activation of tourism and business districts during LRT construction and the renovation of the downtown entertainment assets.

Tourism Strategy Alignment

Priority Alignment	Create Vibrant Tourism Districts
Related Action (if applicable)	Activate key tourism locations like the West Harbour and Downtown Entertainment Precinct through placemaking, programming, and public art.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • Increased foot traffic and visitor spending in downtown businesses, leading to economic growth and vitality. • Attraction of new businesses and investments due to improved perceptions of safety and vibrancy. • Creation of vibrant and engaging public spaces that attract residents, workers, and visitors, fostering a sense of community and belonging. • Creation of a safe and welcoming environment through improved security measures, and pedestrian infrastructure, encouraging residents and visitors to explore the downtown and West Harbour.

Funding Request

Total Project Budget	\$600,000 over 3 years (2024-2026)
HTDC Funding Request	\$200,000
Other Funding Sources, Please Describe	The \$200,000 in funding would complement the \$400,000 approved through the Downtown Hamilton Office Report (PED23081) for the development and implementation of placemaking and animation projects and programs in the Downtown Core.
Single/Multi-Year Funding	Multi-Year
If Multi-Year, please detail what funding is required per year.	2024 - \$50,000 2025 - \$100,000 2026 - \$50,000
Deadline for Organization to know if this application is successful?	June 2024
If successful, what date is funding due to the Organization?	2024 funding is due in July 2024 2025 funding is due January 2025 2026 funding is due January 2026

Declaration and Signature

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Date	May 22, 2024

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