



City of Hamilton

HAMILTON TOURISM DEVELOPMENT CORPORATION BOARD OF DIRECTORS AGENDA

Meeting #: HTDB 25-002

Date: May 12, 2025

Time: 2:00 p.m.

Location: Room 264, 2nd Floor, City Hall (hybrid) (RM)
71 Main Street West

1. CALL TO ORDER

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 February 11, 2025

5. ITEMS FOR INFORMATION

5.1 Hamilton Tourism Development Corporation Update for the Board of Directors

This Item includes a Presentation.

6. ITEMS FOR CONSIDERATION

6.1 2025 Operating Budget

6.2 HTDC25001

Tourism Hamilton Project Funding Requests – 2025 Allocation

7. MOTIONS

8. NOTICES OF MOTION
9. PRIVATE AND CONFIDENTIAL
10. BOARD OF DIRECTORS RESOLUTIONS
 - 10.1 Board of Directors Resolutions
2025 Budget, Report HTDC25001, Confirmatory Actions
11. ADJOURNMENT

HAMILTON TOURISM DEVELOPMENT CORPORATION BOARD OF DIRECTORS

MINUTES HTDB 25-001

10:30 a.m.

Tuesday, February 11, 2025

Council Chambers,

2nd Floor

Hamilton City Hall, 71 Main Street West

Present:

Board of Directors:

Councillor M. Spadafora (Chair)

Councillor T. Hwang (virtually)

Councillor C. Cassar (virtually)

Officers:

R. Lalli, Acting President

L. Abbott, Vice-President

S. Hesmer, Treasurer

T. Bates, Acting Secretary

Also Present:

D. McKenna, Solicitor

R. McHugh, Manager of Tourism and Events

P. Mulholland, Senior Project Manager, Tourism and Events

1. CALL TO ORDER

Councillor M. Spadafora, Chair of the Hamilton Tourism Development Corporation Board of Directors called the meeting to order at 10:30 a.m.

2. APPROVAL OF AGENDA

(Cassar/Hwang)

That the Agenda for the February 11, 2025 meeting of the Hamilton Tourism Development Corporation Board of Directors, be approved, as presented.

CARRIED

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. APPROVAL OF MINUTES OF PREVIOUS MEETING

4.1 June 7, 2024

(Hwang/Cassar)

That the Minutes of the June 7, 2024 meeting of the Hamilton Tourism Development Corporation Board of Directors, be approved, as presented.

CARRIED

5. ITEMS FOR INFORMATION

There were no Items for Information.

6. ITEMS FOR CONSIDERATION

6.1 Audited Consolidated Financial Statements for the Year ended December 31, 2023

For disposition of this Item, refer to Item 10.1.

7. MOTIONS

There were no Motions.

8. NOTICES OF MOTION

There were no Notices of Motion.

9. PRIVATE AND CONFIDENTIAL

There were no Private and Confidential Items.

10. SHAREHOLDER RESOLUTIONS

10.1 Resolutions of the Board of Directors

(Cassar/Hwang)

1. AUDITED CONSOLIDATED FINANCIAL STATEMENTS – YEAR ENDED DECEMBER 31, 2023

BE IT RESOLVED that the Audited Consolidated Financial Statements of the Corporation for the year ended December 31, 2023 (attached hereto as Appendix “A”), be received and approved by the Board of Directors of the Corporation.

2. 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 3 to 0, as follows:

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

11. ADJOURNMENT

That there being no further business the Hamilton Tourism Development Corporation Board of Directors meeting, was adjourned at 10:37 a.m.

Respectfully submitted,

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

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



Hamilton Tourism Development Corporation

May 12th 2025 – Update to the Board of Directors

HAMILTON TOURISM DEVELOPMENT CORPORATION

Mandate: The Hamilton Tourism Development Corporation (HTDC) is established to drive tourism growth within Hamilton. It aligns and supports the city's Tourism Strategy, which outlines a vision and priorities for tourism development.

Funding Utilization: The HTDC receives funding from the Municipal Accommodation Tax (MAT), which is utilized to support various tourism-related initiatives.

Accountability Structure: The Province of Ontario requires the City of Hamilton to share 50% of MAT with a non-profit eligible tourism entity. The Hamilton Tourism Development Corporation (HTDC) is the eligible tourism entity that receives this 50% of funds. As a non-profit corporation, the HTDC is accountable to the City of Hamilton, which serves as the sole voting member. The Board of Directors, consisting of council members and appointed officers, oversee the Corporation's operations, ensuring transparent and effective utilization of funds in accordance with approved policies and regulations.

The HTDC will provide an Annual Report with audited financial statements to Council providing full access to records with transparency and accountability.

2024-2028 Tourism Strategy:

The Council approved 2024-2028 Tourism strategy provides a clear roadmap for tourism investment and aligns public, private, and community efforts under a shared vision.

Strategic Priorities:

- Grow Hamilton's Reputation as a Leading Tourism Destination
- Create Vibrant Tourism Districts
- Promote and Support the Sustainability of Natural Assets
- Strengthen Major Festivals and Events

OVERVIEW OF APPROVED 2024 FUNDING REQUESTS

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

- Note:**
- The following funding requests do not represent Tourism & Culture’s entire work plan.
 - The following requests are high-priority, high-impact requests that would not be fully funded without HTDC funds.

KEY UPDATES ON APPROVED FUNDING REQUESTS

Progress on 2024 Projects

- **2026 JUNOS:** Hamilton was officially selected as host city. Staff are now working closely with CARAS to finalize the funding agreement that will support event delivery and community activation.
- **2027 & 2029 Canada-Wide Science Fairs:** A multi-year contribution agreement has been finalized, positioning Hamilton to host Canada's top young STEM talent and their families in both years.
- **Indigenous Tourism Experiences Study:** The project is in the final stages of completion. Insights from this work will inform future partnerships and product development tied to Indigenous tourism priorities.
- **Waterfall Destination Master Plan:** The RFP to procure a consultant has closed. Staff anticipate awarding the contract in Q2 2025, with work beginning shortly thereafter.
- **Placemaking & Safety Initiatives:** Several projects were launched in 2024, with additional investments in public space activation and visitor safety scheduled for 2025 and 2026.

TOURISM EVENT ATTRACTION

Funding Request: \$500,000

Purpose:

- Secure hosting rights for high-impact tourism events across Meetings & Conventions, Sports, and Cultural sectors

Key Benefits:

- Drives hotel occupancy, visitor spending, and tax revenue
- Boosts Hamilton's national reputation as an event destination
- Supports local jobs in tourism, hospitality, and event services
- Encourages extended stays and return visits

Strategy Alignment:

- Grow Hamilton's Reputation
- Strengthen Major Events and Festival Sector



INVESTMENTS

Funding Request: \$300,000

Purpose:

- Deliver targeted marketing campaigns to increase overnight stays and visitor spending; includes sponsorship placement in the Hamilton Arena

Key Benefits:

- Grows Hamilton's brand as a visitor destination
- Supports ticket sales, hotel bookings, and economic recovery
- Strengthens partnerships and cross-promotional opportunities

Strategy Alignment:

- Grow Hamilton's Reputation
- Cultivate Tourism Districts
- Promote Sustainability of Natural Assets
- Support Major Events and Festivals



DOWNTOWN HAMILTON NIGHTTIME ECONOMY STUDY

Funding Request: \$200,000

Purpose:

- Assess and enhance Hamilton's after-hours economy
- Improve safety, services, and support for nighttime businesses and cultural venues

Key Benefits:

- Supports policy and infrastructure improvements
- Expands after-hours tourism offerings
- Engages businesses and institutions in shaping the nighttime experience
- Stimulates economic activity in core areas

Strategy Alignment:

- Grow Hamilton's Reputation
- Cultivate Tourism Districts
- Support Major Events and Festivals



✓ ATTAIN GREENSTEP SUSTAINABLE TOURISM CERTIFICATION

Funding Request: \$50,000

Purpose:

- Achieve GreenStep certification for Tourism Hamilton operations and Visitor Experience Centre
- Signal commitment to responsible, inclusive, and eco-conscious tourism

Key Benefits:

- Enhances Hamilton's appeal to sustainability-minded travelers and investors
- Positions the city as a leader in sustainable tourism practices

Strategy Alignment:

- Grow Hamilton's Reputation as a Sustainable Destination



TOURISM PRODUCT DEVELOPMENT PROGRAM

Funding Request: \$200,000

Purpose:

- Develop and launch new visitor experiences rooted in Hamilton's culinary, cultural, and natural strengths
- Early opportunities include: Donut Trail, Waterfall Tours, and Indigenous Tourism Initiatives
- Call for Interest to engage local creators and businesses

Key Benefits:

- Increases repeat visitation and length of stay
- Elevates Hamilton's market-ready offerings
- Builds a diverse portfolio of nationally competitive experiences

Strategy Alignment:

- Grow Hamilton's Reputation



2025-2030 – PROJECTED CASHFLOW

	Cash Flow:	2025	2026	2027	2028	2029	2030	Total
	Opening Balance	2,356,012	2,000,000	2,343,333	2,731,103	4,066,103	5,396,103	
	Add: Total Revenue	580,000	1,200,000	1,400,000	1,500,000	1,500,000	1,500,000	7,680,000
New Request	Tourism Event Attraction - Meetings and Conventions, Sporting Events, and Culture Events	(125,000)	(125,000)	(125,000)	(125,000)			(500,000)
New Request	Destination Marketing Investments	(150,000)	(150,000)					(300,000)
New Request	Hamilton Nighttime Economy Study	(100,000)	(100,000)					(200,000)
New Request	Attain GreenStep Sustainable Tourism Certification	(25,000)	(25,000)					(50,000)
New Request	Tourism Product Development Program	(66,667)	(66,667)	(66,667)				(200,000)
Previously approved	Montana's Brier (Potential BID)		(300,000)					(300,000)
Previously approved	2026 Junos (Successful BID)	(300,000)						(300,000)
Previously approved	2029 Canada Wide Science Fair (Successful BID)			(125,000)		(130,000)		(255,000)
Previously approved	2027 Canada Wide Science Fair (Successful BID)	(125,000)		(130,000)				(255,000)
Previously approved	2026-2029 Winterfest	(40,000)	(40,000)	(40,000)	(40,000)	(40,000)		(200,000)
Previously approved	Waterfall Master Plan	(250,000)						(250,000)
Previously approved	Indigenous Tourism Exercise	(50,000)						(50,000)
Previously approved	Placemaking/Activation/Safety Initiatives	(130,000)	(50,000)					(180,000)
	Loan Repayment			(525,563)				
	Net Cumulative Balance	2,000,000	2,343,333	2,731,103	4,066,103	5,396,103	6,896,103	
	Line of Credit Amount Required	425,654						

Note: Figures based on previously approved and current requests.

HAMILTON TOURISM DEVELOPMENT CORPORATION
2025 DRAFT OPERATING BUDGET
FISCAL PERIOD: January 1 to December 31, 2025

	2025 Budget
Revenue	
Municipal Accommodation Tax - Hotel	920,338
Municipal Accommodation Tax - Short Term Rental	-
Interest Income	189,675
Total Revenue	1,110,013
Expenses	
Bid Fees and Tourism Projects/Initiatives	1,361,667
Software Subscription	2,000
Professional Fees:	
Consulting	5,000
Audit	9,000
City Staff	31,052
ORHMA Fees	25,000
Insurance	7,218
Financial Charges	29,906
Total Expenses	1,470,843
Net Income (Loss)	(360,830)

QUESTIONS?

Schedule A
HTDC Board of Directors Meeting
May 12, 2025

**HAMILTON TOURISM DEVELOPMENT CORPORATION
2025 DRAFT OPERATING BUDGET
May 12, 2025**

FISCAL PERIOD: January 1 to December 31, 2025

2025 Draft Budget

Revenue

Municipal Accommodation Tax - Hotel	\$ 920,338
Municipal Accommodation Tax - Short Term Rental	-
Interest Income	189,675
Total Revenue	\$ 1,110,013

Expenses

Bid Fees and Tourism Projects/Initiatives	1,361,667
Software Subscription	2,000
Professional Fees:	
Consulting	5,000
Audit	9,000
City Staff	31,052
ORHMA Fees	25,000
Insurance	7,218
Financial Charges	29,906
Total Expenses	\$ 1,470,843

Net Income (Loss)	\$ (360,830)
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Hamilton Tourism Development Corporation Report for Consideration

To: Board of Directors, Hamilton Tourism Development Corporation

Date: May 12, 2025

Report No: HTDC25001

Subject/Title: Tourism Hamilton Project Funding Requests – 2025 Allocation

Ward(s) Affected: City Wide

Recommendations:

- a) That a \$500,000 funding contribution from Hamilton Tourism Development Corporation to the City of Hamilton, to be drawn from the HTDC MAT Reserve Fund, to attract major tourism events, including meetings, conventions, sporting events, and cultural events, based on the information outlined in Appendix A to Report HTDC25001, BE APPROVED;
- b) That a \$200,000 funding contribution from Hamilton Tourism Development Corporation to the City of Hamilton, to be drawn from the HTDC MAT Reserve Fund, to support the development and implementation of a Tourism Product Development Program, based on the information outlined in Appendix B to Report HTDC25001, BE APPROVED;
- c) That, a \$50,000 funding contribution from Hamilton Tourism Development Corporation to the City of Hamilton, to be drawn from the HTDC MAT Reserve Fund, to support the City of Hamilton's application and process to achieve GreenStep Sustainable Tourism Certification, based substantially on the information outlined in Appendix C to Report HTDC25001, BE APPROVED;
- d) That a \$200,000 funding contribution from Hamilton Tourism Development Corporation to the City of Hamilton, to be drawn from the HTDC MAT Reserve Fund, to support the planning and execution of a Downtown Hamilton Nighttime Economy Study, based on the information outlined in Appendix D to Report HTDC25001, BE APPROVED;
- e) That a \$300,000 funding contribution from Hamilton Tourism Development Corporation to the City of Hamilton, to be drawn from the HTDC MAT Reserve Fund, to support destination marketing investments over 2025 and 2026, based on the information outlined in Appendix E to Report HTDC25001, BE APPROVED;

Tourism Hamilton Project Funding Requests – 2025 Allocation (HTDC25001)**Page 2 of 6**

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- f) That the President of Hamilton Tourism Development Corporation, or their designate, BE AUTHORIZED AND DIRECTED to execute, on behalf of Hamilton Tourism Development Corporation, all documents and agreements necessary to implement the foregoing funding contributions, with content acceptable to the Vice-President and Treasurer of the Corporation and in a form satisfactory to Hamilton Tourism Development Corporation's solicitor; and
 - g) That the Treasurer of Hamilton Tourism Development Corporation BE AUTHORIZED AND DIRECTED to utilize funds from the HTDC MAT Reserve Fund in order to fund the foregoing funding contributions.

Key Facts

- This Report seeks approval for five strategic investments that support Hamilton's 2024–2028 Tourism Strategy.
- Each request directly supports tourism attraction, visitor experience, or destination marketing.
- The proposed projects span event bidding, product development, marketing, nighttime economy planning, and sustainability.
- All requests align with Hamilton Tourism Development Corporation's Reserve Fund Policy and are drawn from the Municipal Accommodation Tax.
- Approval enables timely planning and execution ahead of key RFP deadlines and seasonal marketing windows.

Financial Considerations

The total value of funding requested from Hamilton Tourism Development Corporation is \$1.25 million. These investments will be funded from the Hamilton Tourism Development Corporation Municipal Accommodation Tax Reserve Fund in 2025 and 2026. This funding supports short-term implementation needs and long-term growth in tourism visitation and revenue. If not approved, Hamilton risks losing competitive positioning for major events, marketing reach, and tourism development momentum.

Status Update and Financial Outlook

Hamilton Tourism Development Corporation has made significant progress on previously approved initiatives:

- The 2026 JUNO Awards have been secured, with staff currently finalizing a funding agreement with CARAS;

Tourism Hamilton Project Funding Requests – 2025 Allocation (HTDC25001)

Page 3 of 6

- A contribution agreement for the 2027 and 2029 Canada-Wide Science Fairs has been executed, with funding to flow in future years;
- The Indigenous Tourism Experiences Study is now complete and fully expended;
- The RFP for the Waterfall Destination Master Plan has closed, and the project is expected to launch in Q2 2025;
- Hamilton Winterfest 2025 included a Placemaking, Activation, and Safety Initiative and a large-scale, temporary public art lighting installation, located at the Jackson Square Rooftop entrances and stairwells at King and James Streets, King and MacNab Streets and James Street North at King William; and,
- Implementation is underway for additional Placemaking and Safety Initiatives, with additional activations planned for 2025 and 2026.

Background

The Hamilton Tourism Development Corporation Board of Directors approved its Reserve Fund Policy in November 2023, requiring a minimum reserve balance of \$2 million. The approved 2024–2028 Tourism Strategy, identifies priority actions in event attraction, product development, destination sustainability, and marketing. The projects in this Report were identified as early implementation priorities requiring investment beginning in 2025.

Analysis

The five initiatives recommended for funding were developed by the Tourism and Culture Division and are directly aligned with the strategic priorities outlined in the approved 2024–2028 Tourism Hamilton Strategy. Collectively, these initiatives advance Hamilton's competitiveness as a destination, support inclusive economic growth, and respond to evolving tourism trends. Each application includes reporting requirements to Hamilton Tourism Development Corporation and clear outcome metrics.

Alignment with the 2024–2028 Tourism Hamilton Strategy:

1) Grow Hamilton's Reputation as a Leading Tourism Destination

Tourism Event Attraction (Appendix A to Report HTDC250512) and Destination Marketing Investments (Appendix E to Report HTDC250512) aim to enhance Hamilton's profile by attracting major events and implementing targeted marketing campaigns. These efforts support the creation of unique experiences in Hamilton's neighbourhoods and natural spaces, fostering collaboration with strategic partners and sustainable tourism practices;

Tourism Hamilton Project Funding Requests – 2025 Allocation (HTDC25001)**Page 4 of 6****2) Cultivate Vibrant Tourism Districts**

The Downtown Nighttime Economy Study (Appendix D to Report HTDC250512) seeks to assess and enhance Hamilton's after-hours economy, identifying opportunities to improve nightlife, public safety, and late-night services. This initiative supports placemaking, programming, and business investment attraction to enhance the vibrancy of key districts;

3) Promote and Support the Sustainability of Natural Assets

The GreenStep Sustainable Tourism Certification project (Appendix C to Report HTDC250512) demonstrates Tourism Hamilton's commitment to creating a safe, inclusive, and environmentally responsible destination. Achieving certification will enhance Hamilton's appeal to eco-conscious travellers and support the sustainability of the city's natural assets; and,

4) Strengthen Hamilton's Major Events and Festival Sector

Tourism Event Attraction (Appendix A to Report HTDC250512) and Destination Marketing Investments (Appendix E to Report HTDC250512) also contribute to strengthening Hamilton's major events and festival sector by supporting event bidding, licensing, marketing, and operational support. These efforts aim to increase attendance at existing venues, drive ticket sales, and boost tourism revenue.

By aligning these initiatives with the strategic priorities of the 2024–2028 Tourism Hamilton Strategy, the City aims to position Hamilton as a dynamic and sustainable tourism destination that drives economic growth and fosters the city's unique identity.

Coordination with City MAT Reserve Requests

In addition to the funding requests presented in this Report, Tourism Hamilton is coordinating several initiatives supported through the City of Hamilton's portion of the Municipal Accommodation Tax (MAT) Reserve (Policy No: FPAP-RE-004). These investments are complementary to Hamilton Tourism Development Corporation-funded projects and align with the 2024–2028 Tourism Strategy.

City MAT Reserve requests will include:

- Support for cultural initiatives and Indigenous programming;
- Funding for streetscape enhancements and banners in advance of Hamilton's Year of Music Campaign;
- Funding for recreational event hosting (e.g., International and Ontario Summer Games); and,
- Tourism staffing, including the Senior Project Manager, Major Events position (already approved through City of Hamilton's 2025 budget).

Aligning Hamilton Tourism Development Corporation and City MAT investments ensures a unified approach to implementation, maximizes tourism impact, and

Tourism Hamilton Project Funding Requests – 2025 Allocation (HTDC25001)

Page 5 of 6

reinforces long-term sustainability. For information, a summary of proposed and forecasted City MAT-funded initiatives is included as Appendix F to Report HTDC250512.

Alternatives

Not Applicable.

Relationship to Council Strategic Priorities

Sustainable Economic & Ecological Development

- Facilitates growth of key sectors and supports a resilient, year-round visitor economy.
- Positions Hamilton as a sustainable, high-quality destination for domestic and international travellers.

Safe & Thriving Neighbourhoods

- Enhances vibrancy in downtown and cultural districts through nighttime economy activation and placemaking.

Responsiveness & Transparency

- Projects are supported by sector engagement, reporting requirements, and alignment with Hamilton's strategic tourism goals.

Previous Reports Submitted

- Report HTDC240607 – Tourism Hamilton Project Funding Requests (June 7, 2024)

Consultation

The initiatives recommended in this Report are informed by the extensive consultation undertaken as part of the development of the 2024–2028 Tourism Hamilton Strategy. Input was gathered through interviews, workshops, and engagement with tourism operators, cultural organizations, Indigenous partners, residents, and internal City departments.

This cross-sector engagement helped shape the Strategy's priorities, which these initiatives are designed to implement. Ongoing collaboration with the Tourism Investment Advisory Group and sector partners continues to guide project development and delivery.

Appendices and Schedules Attached

Appendix A – Tourism Event Attraction

Appendix B – Tourism Product Development Program

Tourism Hamilton Project Funding Requests – 2025 Allocation (HTDC25001)**Page 6 of 6**

Appendix C – GreenStep Sustainable Tourism Certification

Appendix D – Downtown Nighttime Economy Study

Appendix E – Destination Marketing Investments

Appendix F – City of Hamilton MAT Requests

Prepared by: Ryan McHugh, Manager, Tourism and Events
Planning and Economic Development, Tourism and Culture

Submitted and recommended by: Lisa Abbott, Director, Tourism and Culture
Planning and Economic Development, Tourism and Culture

Appendix A to Report HTDC25001**Page 1 of 3****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	Tourism Event Attraction - Meetings and Conventions, Sporting Events, and Culture Events
Dates	2025
Description (max 300 words)	<ul style="list-style-type: none"> • Tourism Hamilton requests funds to support competitive bids for Meetings and Conventions, Sporting Events, and Cultural Events. These funds are essential to positioning Hamilton as a desirable host city when competing for tourism business with other municipalities and to generating measurable economic, cultural, and reputational benefits. • Funds will be used for bid fees, a crucial financial component that Tourism Hamilton (DMO) pays event organizers to secure the hosting rights for tourism events in the city. These fees are typically a requirement when responding to event Requests for Proposals and can range from a few thousand dollars to hundreds of thousands, depending on the tourism event's economic impact, brand exposure, and legacy benefits to the destination. • Bid fees pay for hosting rights, licensing, marketing, and/or operational or production support. • Funding for bid fees need to be in place when responding to RFPs, but fees are only payable once Hamilton is selected as the event host city. <p>Examples of current and potential hosting opportunities include, but are not limited to:</p> <ul style="list-style-type: none"> • Canadian Society of Association Executives (CAAE)

Appendix A to Report HTDC25001**Page 2 of 3**

	<ul style="list-style-type: none"> • Association of Municipalities of Ontario (AMO) • Little Native Hockey League (Little NHL) • Various confidential sport and music events at Tim Hortons Field • International Children's Games
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Tourism Strategy Alignment

Priority Alignment	Grow Hamilton's Reputation as a Leading Tourism Destination; and Strengthen Hamilton's Major Events and Festival Sector
Related Action (if applicable)	<ul style="list-style-type: none"> • Utilize a portion of the Municipal Accommodation Tax and other non levy funding sources for bid fees for securing and executing major events. • Secure international, national, and provincial meetings and conventions that provide year-round activity for tourism industry partners.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • Increase event attraction success by securing more major conventions, sports, concerts for Hamilton. • Strengthen Hamilton's reputation as a premier event-hosting destination. • Support job creation and industry partnerships in tourism, hospitality, and events. • Increased tourism revenue for hotels, restaurants, shops, and transportation services benefitting from the influx of visitors. • Higher tax revenue from increased sales, licensed accommodations, and services. • Major tourism events, most notably those that are televised, put Hamilton in the spotlight, potentially attracting future tourism and business. • Extended Stays & Return Visits: Tourists who visit for an event often explore beyond the event and return in the future. Visitors share positive experiences, bringing more attention to the city. • Local and national groups participating in events connect across arts, sports, music, and business sectors. Events often highlight multicultural elements in programming, promoting inclusivity.

Funding Request

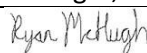
Total Project Budget	\$500,000 – plus other 3 rd party sources where applicable
HTDC Funding Request	\$500,000
Other Funding Sources, Please Describe	Tourism Hamilton leverages private sector contributions and funding opportunities from the Provincial and Federal governments when appropriate and available.
Single/Multi-Year Funding	Multiple

Appendix A to Report HTDC25001**Page 3 of 3**

If Multi-Year, please detail what funding is required per year.	Depending on the event and if the City of Hamilton's bid is successful, funds will be accessed on a case by case basis over the course of the 2024-2028 Tourism Strategy.
Deadline for Organization to know if this application is successful?	To fund various bids as required.
If successful, what date is funding due to the Organization?	To fund various bids as required.

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	April 4, 2025

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).

Appendix B to Report HTDC25001

Page 1 of 3

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
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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	Tourism Product Development Program
Dates	2025 – 2028
Description (max 300 words)	<p>This program will build on Hamilton's culinary, natural, and cultural strengths to develop distinctive, experience-based tourism offerings. Examples of early opportunities include:</p> <ul style="list-style-type: none"> • Hamilton Donut Trail: A self-guided trail highlighting local donut shops and bakeries, paired with storytelling and seasonal promotions. • Waterfall Tour Experiences: Guided hikes and shuttle-based routes aligned with the Waterfall Destination Master Plan, featuring interactive storytelling tools. • Indigenous Tourism Experiences: Initiatives informed by the Indigenous Tourism Experiences Study, developed in partnership with Indigenous communities to share stories, culture, and place through meaningful visitor experiences. <p>To ensure broad participation, transparency and innovation, Tourism Hamilton will issue a call for interest to engage local businesses, artists, and community partners in co-developing new tourism products. These funds will help bring those opportunities to life, supporting concept development, experience design, and market readiness.</p>

Tourism Strategy Alignment

Priority Alignment	Grow Hamilton's Reputation as a Leading Tourism Destination
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Appendix B to Report HTDC25001**Page 2 of 3**

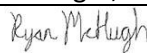
Related Action (if applicable)	Develop and implement a Tourism Product Development Program, cultivating authentic experiences to showcase the city's diverse cultural, heritage, music, culinary, and natural assets.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • A Tourism Product Development Program will strengthen Hamilton's position as a dynamic, year-round destination by enhancing visitor experiences and creating new ways for travelers to explore the city. • By expanding and improving tourism offerings, the program will drive repeat visitation, encourage longer stays, and generate greater economic impact for the city. Strengthening market-ready experiences will also support local businesses and tourism operators, helping them attract new customers and grow their offerings. • Developing high-quality tourism products that can compete on a national level will increase Hamilton's appeal to both domestic and international travelers. Additionally, uniquely Canadian and authentic Hamilton experiences may qualify for international promotion and distribution through tourism partners like Destination Canada. • By enhancing existing visitor experiences, supporting local tourism operators, and positioning Hamilton as a year-round destination, this program will contribute to the city's long-term success in the competitive tourism landscape.

Funding Request

Total Project Budget	\$200,000
HTDC Funding Request	\$200,000
Other Funding Sources, Please Describe	Staff will seek private sector collaboration and provincial/federal funding opportunities to expand program impact where available.
Single/Multi-Year Funding	Multi-year
If Multi-Year, please detail what funding is required per year.	Support the development and initial roll out of the Product Development Program as outlined in the Tourism Strategy. 2025-2027
Deadline for Organization to know if this application is successful?	May 2025
If successful, what date is funding due to the Organization?	May 2025

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	April 4, 2025

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).

Appendix C to Report HTDC25001

Page 1 of 3

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	Attain GreenStep Sustainable Tourism Certification
Dates	2025 - 2026
Description (max 300 words)	<ul style="list-style-type: none"> GreenStep's Sustainable Tourism Certification is an assessment-based program that provides guidance and support to tourism businesses as they strive to operate more sustainably. It is the only Canadian-based sustainable tourism certification provider covering all types of tourism businesses and destinations. GreenStep's Sustainable Tourism Destination Standard was created in alignment with the 17 United Nations Sustainable Development Goals and has been globally recognized by the Global Sustainable Tourism Council. The GreenStep certification process requires an in-depth assessment that takes into consideration sustainability management systems, compliance with applicable laws, employee and guest engagement in sustainability efforts, availability of sustainable and accessible buildings and infrastructure, energy and water conservation, waste and emissions, community engagement, cultural heritage preservation, IDEA, and more.

Tourism Strategy Alignment

Priority Alignment	Grow Hamilton's Reputation as a Leading Tourism Destination
Related Action (if applicable)	To lead by example, Tourism Hamilton will obtain a GreenStep Sustainable Tourism Certification, which encompasses efforts in responsible tourism, environmental stewardship, accessibility, diversity, and equity.

Appendix C to Report HTDC25001**Page 2 of 3**

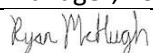
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • Achieving GreenStep Sustainable Tourism Certification will demonstrate Tourism Hamilton's commitment to creating a safe, inclusive, and environmentally responsible destination. This certification will enhance Hamilton's appeal to eco-conscious travelers, meeting the growing demand for sustainable experiences. • By using the Visitor Experience Centre as a physical asset within the destination, Tourism Hamilton can lead by example, providing valuable insights and best practices to support local businesses and events in adopting sustainable tourism practices. This process will create a slipstream effect, making it easier for partners to pursue their own certifications and elevate sustainability across the city's tourism sector. • Sustainability is a key factor in attracting tourism investment and major events. Certification will strengthen Hamilton's competitiveness, positioning the city as a forward-thinking destination for event organizers and investors who prioritize environmental responsibility. Additionally, aligning with federal and provincial sustainability goals will open doors to future funding opportunities. • By prioritizing sustainability, Hamilton will not only be a responsible steward of its destination but also strengthen its global reputation, ensuring long-term growth and resilience in the tourism industry.
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Funding Request

Total Project Budget	\$50,000
HTDC Funding Request	\$50,000
Other Funding Sources, Please Describe	Tourism Hamilton will explore partnerships and grants to support sustainability initiatives where applicable.
Single/Multi-Year Funding	Multi-Year
If Multi-Year, please detail what funding is required per year.	\$50k to be spend over 2025/2026
Deadline for Organization to know if this application is successful?	May 2025
If successful, what date is funding due to the Organization?	May 2025

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	April 4, 2025

Appendix C to Report HTDC25001**Page 3 of 3**

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).

Appendix D to Report HTDC25001

Page 1 of 2

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	Hamilton Nighttime Economy Study
Dates	2025-2026
Description (max 300 words)	<ul style="list-style-type: none"> Tourism Hamilton requests funds to support the Downtown Nighttime Economy Study, a key initiative outlined in the 2024-2028 Tourism Strategy. This study will assess Hamilton's after-hours economy, identify opportunities to enhance nightlife, improve public safety, and late-night services, to develop strategies to support businesses, cultural venues, and tourism growth.

Tourism Strategy Alignment

Priority Alignment	Cultivate Vibrant Tourism Districts; Grow Hamilton's Reputation as a Leading Tourism Destination; and Strengthen Hamilton's Major Events and Festival Sector.
Related Action (if applicable)	<ul style="list-style-type: none"> Establish a Night-Time Economy initiative by the end of 2025 to review City policies and bylaws to remove barriers and encourage operators and community organizations to create a healthy and safe night-time economy.
Benefits the Project will deliver to Hamilton	The Study, and the implementation of its recommendations, will: <ul style="list-style-type: none"> Assess gaps and opportunities in Hamilton's nighttime economy. Support the development of policies, infrastructure, and business incentives for late-night activities. Leverage strategic partnerships by engaging businesses, cultural institutions, and stakeholders to shape policy and programming. Enhance visitor and resident experiences through improved safety, transit, and programming.

Appendix D to Report HTDC25001

Page 2 of 2

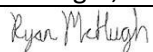
	<ul style="list-style-type: none"> Stimulate economic growth by expanding after-hours business and entertainment options.
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Funding Request

Total Project Budget	\$200,000
HTDC Funding Request	\$200,000
Other Funding Sources, Please Describe	Tourism Hamilton will explore public-private partnerships and government funding programs to support implementation efforts.
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?	Project to commence in 2025 and conclude in 2026
If successful, what date is funding due to the Organization?	Project to commence in 2025 and conclude in 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	April 4, 2025

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).

Appendix E to Report HTDC25001

Page 1 of 3

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

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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	Destination Marketing Investments
Dates	2025-2026
Description (max 300 words)	<ul style="list-style-type: none"> • Drive Overnight Stays and Visitor Spending: Targeted marketing campaigns focused on key travel markets to increase hotel bookings, visitor length of stay, and local economic impact. • Promote Major Events and Cultural Attractions: Leverage Hamilton's growing roster of high-profile events—such as the JUNOS, Canadian Open, and festival calendar—to build awareness and attendance. • Enhance Hamilton's Tourism Brand: Expand digital and content marketing efforts that highlight Hamilton's distinct offerings across nature, music, culinary, and culture, aligned with the city's brand identity. • Support Seasonal and Geographic Dispersion: Launch campaigns that encourage off-peak travel and promote attractions across all areas of the city, supporting tourism recovery and resilience. • Strengthen Partnerships and Cross-Promotion: Collaborate with local tourism operators, regional partners, and sector organizations to maximize reach and return on investment for all marketing initiatives.

Appendix E to Report HTDC25001

Page 2 of 3

Tourism Strategy Alignment

Priority Alignment	<p>Enhancing Hamilton's Tourism Appeal: The proposed investment aims to bolster Hamilton's position as a premier Canadian destination by promoting its vibrant tourism districts, rich natural assets, and authentic experiences, thereby attracting more visitors and stimulating economic growth.</p> <p>Alignment with the 2024–2028 Tourism Strategy: The investment aligns with the following strategic priorities and actions outlined in the City of Hamilton's 2024–2028 Tourism Strategy:</p> <p>Strategic Priority 1: Grow Hamilton's Reputation as a Leading Tourism Destination Action: Implement targeted marketing campaigns to raise awareness of Hamilton's unique offerings and attract diverse visitor segments.</p> <p>Strategic Priority 2: Cultivate Vibrant Tourism Districts Action: Develop and promote key tourism districts by highlighting local attractions, events, and businesses to enhance visitor experiences.</p> <p>Strategic Priority 3: Promote and Support the Sustainability of Natural Assets Action: Market Hamilton's natural attractions responsibly to encourage eco-friendly tourism and preserve environmental integrity.</p> <p>Strategic Priority 4: Strengthen Hamilton's Major Events and Festival Sector Action: Support and promote major events and festivals that draw visitors, celebrate local culture, and contribute to the city's economic vitality.</p>
Related Action (if applicable)	<ul style="list-style-type: none"> • Actions listed directly above.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • Attract new visitors through targeted marketing initiatives. • Increase attendance at existing venues, driving ticket sales and out-of-town visitor spending including through a marketing sponsorship with Oak View Group in support of Hamilton Arena's major concerts, the 2026 JUNO Awards, and downtown revitalization. • Strengthen local pride by promoting Hamilton's unique experiences. • Boost tourism revenue by enhancing awareness of Hamilton's sports, entertainment, and cultural assets.

Funding Request

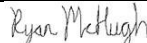
Total Project Budget	\$300,000
HTDC Funding Request	\$300,000

Appendix E to Report HTDC25001**Page 3 of 3**

Other Funding Sources, Please Describe	Tourism Hamilton will seek co-op marketing partnerships with venues, tourism operators, and event promoters to amplify campaign impact.
Single/Multi-Year Funding	N/A
If Multi-Year, please detail what funding is required per year.	Multi-Year 2025 - \$150,000 – estimate 2026 - \$150,000 – estimate
Deadline for Organization to know if this application is successful?	May 2025
If successful, what date is funding due to the Organization?	As required over 2025-2026

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	April 4, 2025

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.
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 - 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).

Appendix F to Report HTDC25001**Page 1 of 1****Appendix F: Summary of City of Hamilton MAT Reserve Requests (2024–2028)**

The following initiatives are being proposed or forecasted for funding through the City of Hamilton's portion of the Municipal Accommodation Tax (MAT) Reserve. These requests are separate from HTDC allocations and are subject to Council approval.

Approved or Pending (2024–2025)

Initiative	2024	2025	Notes
FTE Position (Sr. Project Manager, Major Events, Tourism and Culture Division)	–	\$70,000	Approved
National Indigenous People's Day	–	\$50,000	Pending
Support for Cultural Initiatives	–	\$250,000	Pending
Support for Recreational Events (e.g., ICG, OSG)	–	\$500,000	Pending
Total	–	\$870,000	

Forecasted (2026–2028)

Initiative	2026	2027	2028	Total
Wayfinding Review/Execution	\$100,000	\$500,000	\$250,000	\$850,000
Review of Hamilton Event Infrastructure	–	\$100,000	\$250,000	\$350,000
Waterfront Review & Infrastructure	–	\$250,000	\$250,000	\$500,000
FTE Position (Sr. Project Manager, Major Events, Tourism and Culture Division) continued funding	\$120,000	\$120,000	\$120,000	\$360,000
National Indigenous People's Day (ongoing)	\$50,000	\$50,000	\$50,000	\$150,000
Support for Cultural Initiatives	\$250,000	\$250,000	\$250,000	\$750,000
Support for Recreational Events	–	\$500,000	–	\$500,000
Total	\$520,000	\$1,770,000	\$1,170,000	\$3,460,000

HAMILTON TOURISM DEVELOPMENT CORPORATION
(the "Corporation")

RESOLUTIONS OF THE BOARD OF DIRECTORS OF THE CORPORATION

1. BUDGET 2025

BE IT RESOLVED that the 2025 budget (attached hereto as Schedule "A") be approved and adopted.

2. REPORT #25001

BE IT RESOLVED that Corporation Report #HTDC25001 ("Report #25001", attached hereto as Schedule "B") be received and the recommendations contained therein be approved, namely that:

- (i) the Board of Directors of the Corporation hereby approves a funding contribution in the amount of \$500,000 from the Corporation to the City of Hamilton to support its efforts to attract major tourism events, including meetings, conventions, sporting events, and cultural events, based substantially on the information outlined in Appendix "A" of Report #25001;
- (ii) the Board of Directors of the Corporation hereby approves a \$200,000 funding contribution from the Corporation to the City of Hamilton to support the development and implementation of a Tourism Product Development Program, based substantially on the information outlined in Appendix "B" of Report #25001;
- (iii) the Board of Directors of the Corporation hereby approves a \$50,000 funding contribution from the Corporation to the City of Hamilton to support the City's application and process to achieve GreenStep Sustainable Tourism Certification, based substantially on the information outlined in Appendix "C" of Report #25001;
- (iv) the Board of Directors of the Corporation hereby approves a \$200,000 funding contribution from the Corporation to the City of Hamilton to support the planning and execution of a Downtown Hamilton Nighttime Economy Study, based substantially on the information outlined in Appendix "D" of Report #25001;
- (v) the Board of Directors of the Corporation hereby approves a \$300,000 funding contribution from the Corporation to the City of Hamilton to support destination marketing investments over 2025 and 2026, based substantially on the information outlined in Appendix "E" of Report #25001;
- (vi) 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 the foregoing funding contributions, with content acceptable to the Vice-President and Treasurer of the Corporation and in a form satisfactory to the Corporation's solicitor; and

- (vii) the Treasurer of the Corporation be hereby authorized and directed to utilize funds from the Corporation's Municipal Accommodation Tax Reserve Fund in order to fund the foregoing funding contributions.

3. 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).

DATED the 12th day of May 2025.

CITY OF HAMILTON

Tammy Hwang

Craig Cassar

Mike Spadafora