



Tourism and Culture Division
Reorganization
December 5, 2012

**Aligning
Resources
for Success**

Tourism and Culture Division
Planning and Economic Development Department



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Introduction

*“Action is the foundational key
to all success.”*

Pablo Picasso

Spanish Painter, Sculptor, Printmaker

One of the most influential artists of the 20th century



Introduction

- Background
- Purpose of Report
- Responsible Management Approach
- Consultation
- FTE & Budget Impact

Context

*“This is not the Hamilton you remember;
this is not the Hamilton that your grandparents reminisce about;
this is not the Hamilton that the rest of the country just doesn’t get.”*

*“This is a new Hamilton; a city with momentum; a city with
opportunities where the cool kids want to work and play;
this is your Hamilton; build it, promote it, love it.”*

Hamilton Hive

“The home for Hamilton’s growing young professional class; a class with greater skills and education; a class in tune with technology; and a class with a growing appreciation for innovative and culturally significant ideas.”



Context

Here and Now

- Council Support & Direction
- Provincial Funding Reductions
- Regional Tourism Model
- Creative Industries Cluster
- Quality of Life & Quality of Place



Context

Momentum

- Cultural Policy, Plan, Indicators
- 1812 Bicentennial Programming
- Heritage Capital Projects
- Innovative Tourism Services
- Business Development of Hamilton's Creative Industries



Context

Appetite

- *Spectator's* "State of the Arts" series
- *The Grid's* "Catch ya later Toronto" article
- Renew Hamilton Project
- Hamilton Hive X 2012
- Various blog sites that showcase Hamilton's cultural scene



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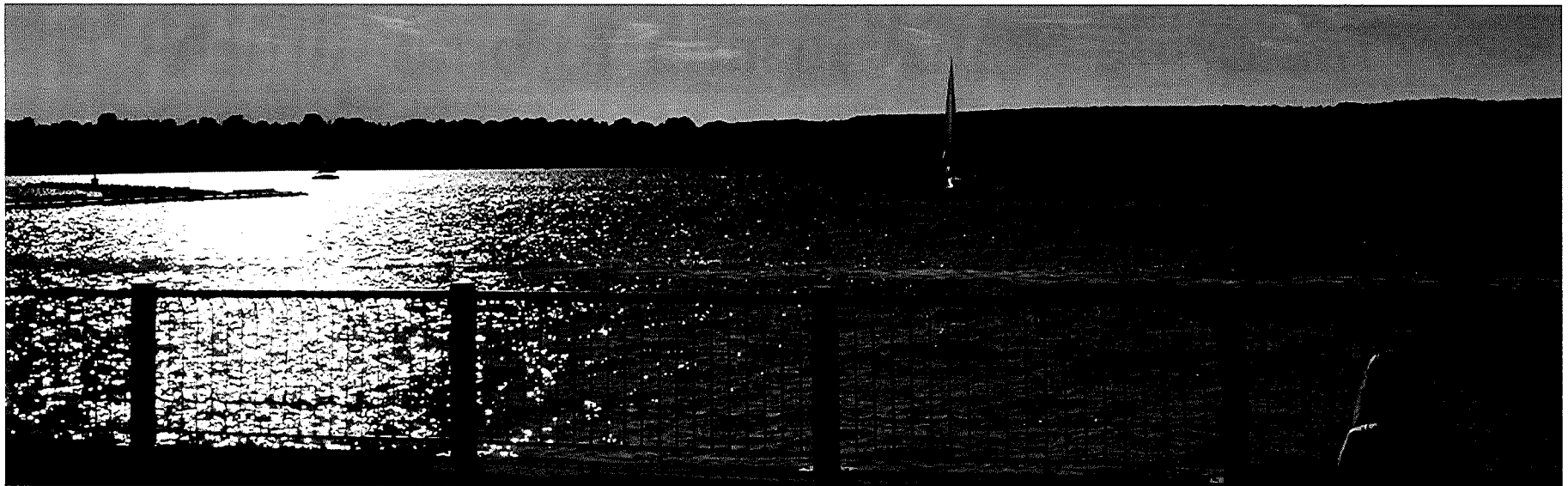
Transformation

“My Hamilton is a beautiful picture of possibility.”

Jessica Rose Smith

Photographer

Rebranding Hamilton's Image Workshop – Hive X 2012



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Transforming Hamilton Through Culture

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Attachment

LOVE CITY

Cultural Vibrancy puts culture on the map. This helps to attract people to Hamilton. It also nurtures people's attachment to, and love of, their city.

* Knight Foundation's Soul of the Community (SOTC) Gallup Poll Study 2010

A GREAT CITY

Great cities work hard to attract and retain high-demand talent which includes skilled immigrants, youth and creative workers.

City Building

Culture is one of the tools that is used to build a great city.

Cultural Vibrancy

Culture is a powerful agent of change that can transform cities and create a sense of Cultural Vibrancy.

Transformation & Innovation

Culture as an Economic Engine

- Culture attracts new businesses, investment, jobs and talent.

Downtown Renewal

- Culture is core to downtown renewal.

Neighbourhood Revitalization

- Culture supports neighbourhood transition and vitality.

Build Community Identity, Pride & Image

- Culture gives the community vitality and a sense of identity.

Encourage Welcoming Communities

- Cultural activities create and strengthen social connections by drawing citizens together.

Creativity For All

- Creative expression helps people to grow, prosper and innovate.

Quality of Life / Quality of Place

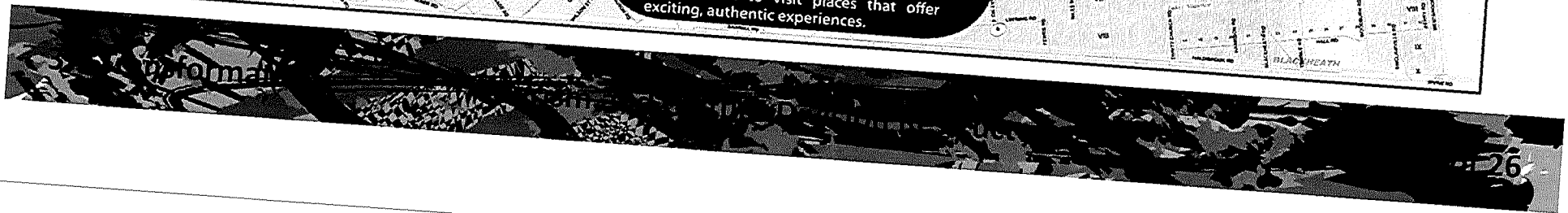
- Culture is the cornerstone in vibrant, competitive and unique communities.

Build Tourism & Attractiveness

- People want to visit places that offer exciting, authentic experiences.

Cultural Development

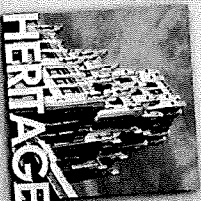
The City of Hamilton is working to support culture's growth and sustainability. We achieve this through cultural development.



Transformation

Culture's Role

What is Culture?

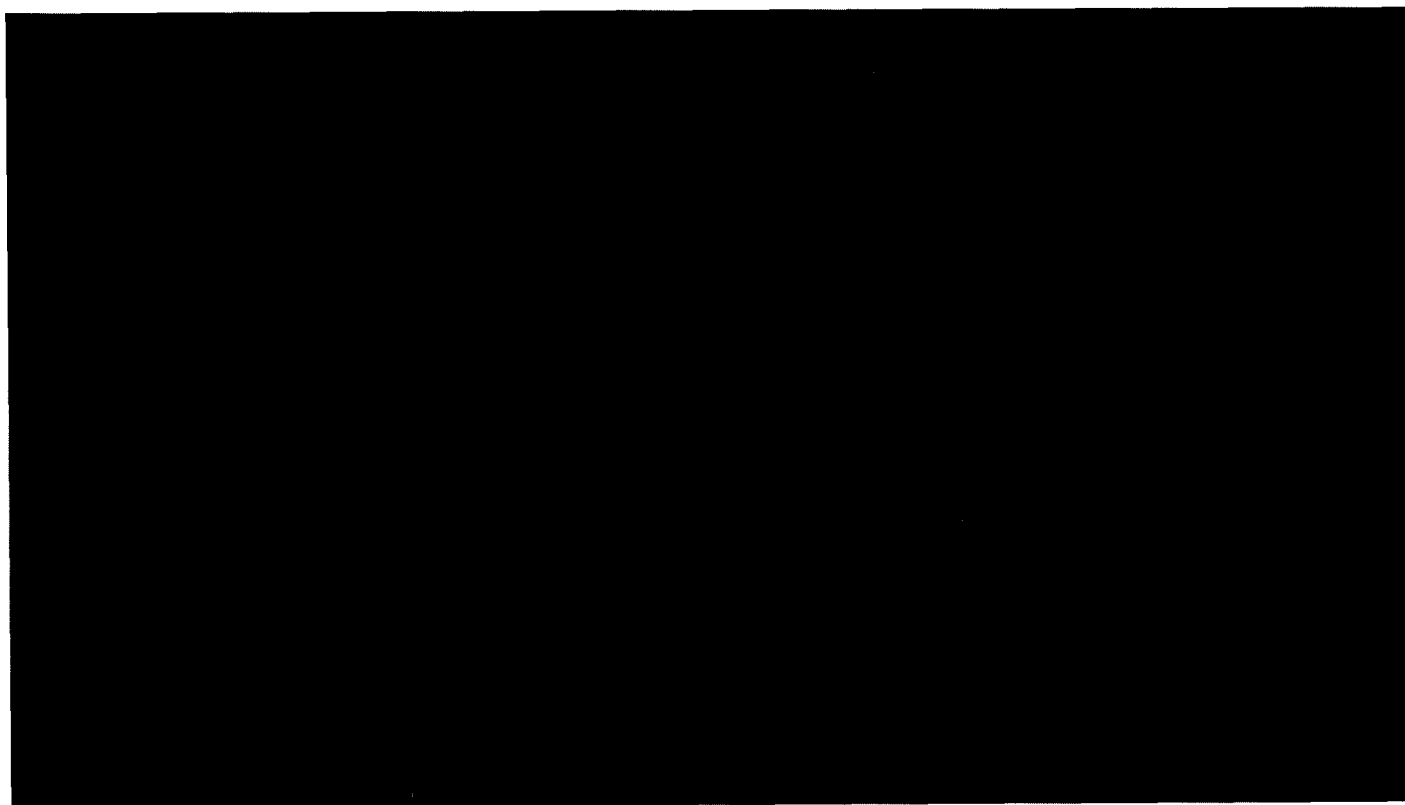


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Transformation



Objectives

*“The most effective way to do it,
is to do it.”*

Amelia Earhart

Aviation Pioneer and Author

First aviator to fly solo across the Atlantic Ocean



Objectives

Seize Opportunities

- Enhance service integration
- Leverage existing expertise
- Encourage Collaboration
- Develop Synergies
- Grow the Economy



Objectives

Develop Synergies

- Creative Industries
- Film Attraction and Servicing
- Technology
- Management of Tourism
- Heritage Policy and assistance with Heritage Designations



Objectives

Effectiveness

- Doing the Right Thing
- Equipped and Prepared for Action
- Über Teams
 - Specialize
 - Mobilize
 - Deliver



Objectives

New Sections

- Four Sections
 - Cultural Planning & Marketing
 - Creative Industries
 - Tourism & Visitor Services
 - Heritage Resource Management



Objectives

New Sections / New Alignment

Cultural Planning & Marketing

- Focus on developing, implementing and integrating culture as a tool for city-building in Hamilton.
- Actively develop synergies among staff and teams by providing centralized communications and strategic project management to the whole division.



Objectives

New Sections / New Alignment

Creative Industries

- Focus on Hamilton's existing strengths – leveraging these to attract and retain creative industries and talent.
- Build the Creative Industries sector to become a cornerstone in the development of a vibrant, attractive, resilient and creative community.



Objectives

New Sections / New Alignment

Tourism & Visitor Services

- Function as Hamilton's DMO with a focus on working with, and representing, Hamilton-based tourism businesses and organizations.
- Provide a conduit to Hamilton's visitors through visitor service functions.
- Promote Hamilton as a place of destination – attracting visitation and investment.



Objectives

New Sections / New Alignment

Heritage Resource Management

- Focus on preserving and interpreting Hamilton's Heritage resources – enhancing Quality of Life and Place.
- Ensure that Hamilton's heritage is showcased – increasing the level of interest, improving accessibility and attracting more visitors.



Objectives

Alignment – Corporate Strategic Plan

Strategic Priority #1 – A Prosperous & Health Community

- We enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work and play.

Strategic Priority #2 – Valued & Sustained Services

- We deliver high-quality services that meet citizen needs and expectations, in a cost effective manner.

Strategic Priority #3 – Leadership & Governance

- We work together to ensure we are a government that is respectful towards each other and that the community has confidence and trust in.



Objectives

Alignment – Economic Development Strategy

Quality of life and economic prosperity go hand in hand. Culture lies at the heart of successful places, successful economies and successful communities.

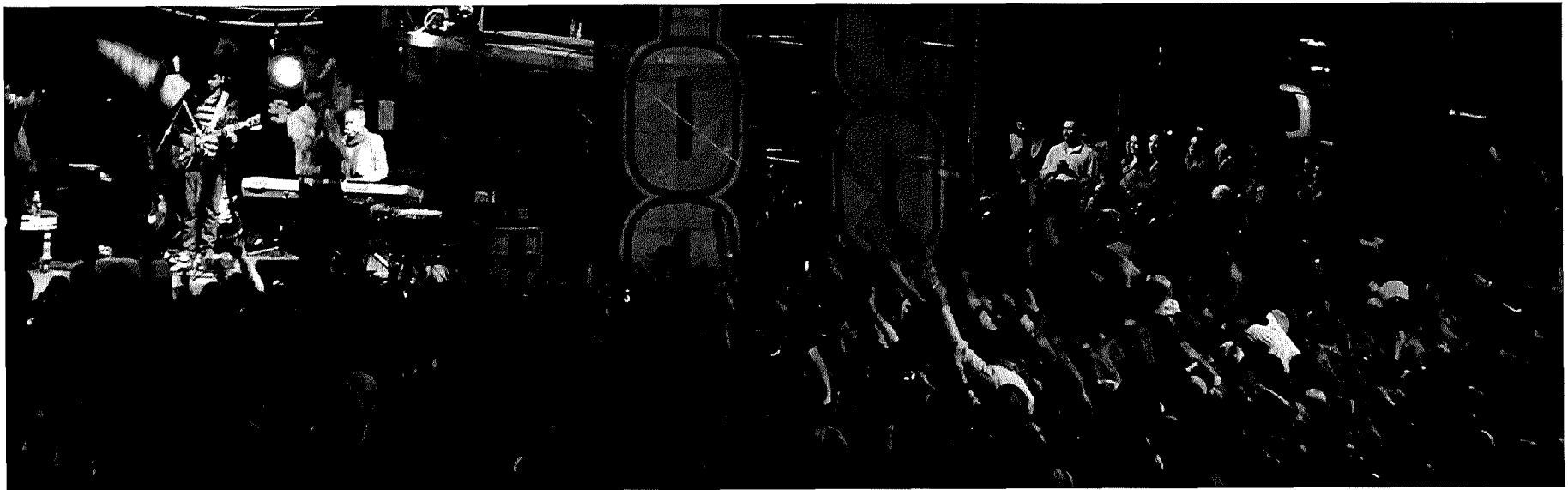
Outcomes

*“Innovation distinguishes between
a leader and a follower.”*

Steve Jobs

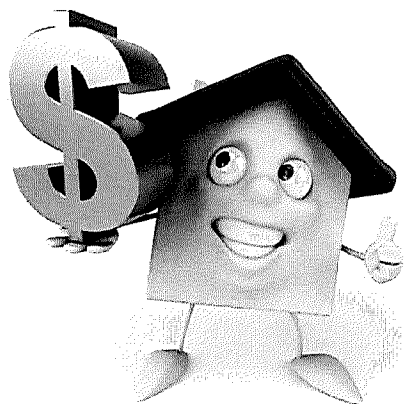
American Entrepreneur

Co-founder, Chairman and CEO of Apple Inc.

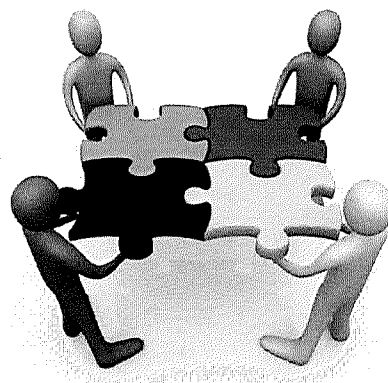


Outcomes

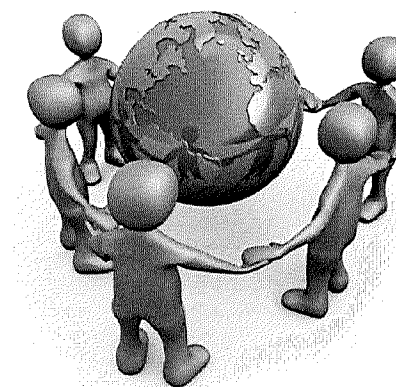
Impacts to Hamilton



**Vibrant Economies and
Neighbourhoods**



**A More Connected
Community**



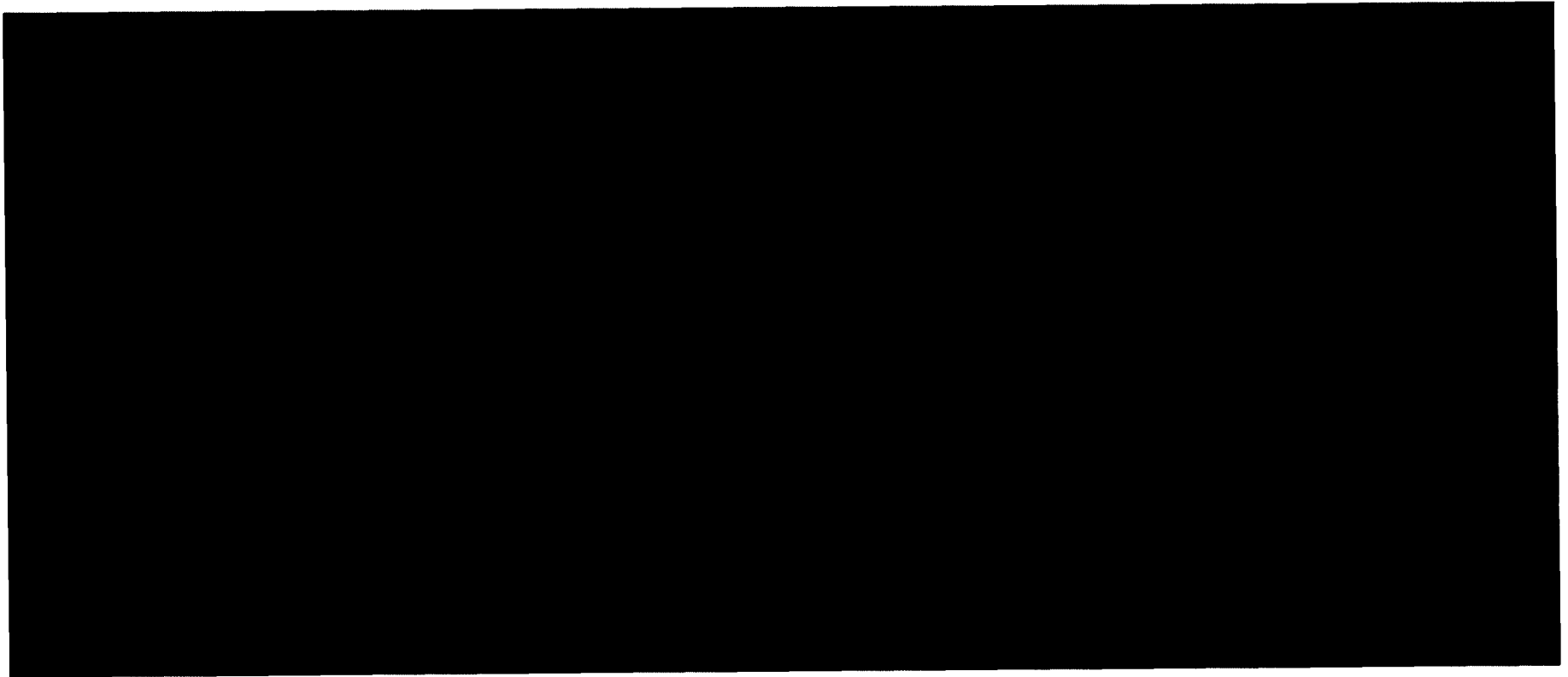
**Increased Quality of Life
and Quality of Place**

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Passion



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LOVE
your
CITY
OM

