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To: Mayor Eisenberger & Council
From: Susie Braithwaite
RE: Hamilton Tourism Strategy & Funding

Mayor Eisenberger & City of Hamilton Council,

As vice-chair of the tourism advisory committee as well as executive director of International Village BIA, I wish to address my support for the new Hamilton Tourism Strategy. I have read the strategy and believe it is a good starting point for Hamilton Tourism to get back on track and will once again allow them the means to promote and highlight Hamilton as a top destination in Canada for visitors and residents. I took part in the tourism discussions last fall as part of the consultation portion leading up to the completed strategy and felt there was a huge opportunity for growth in the tourism division of the city of Hamilton.

I would highly recommend that council take into consideration the suggestions put forward in the strategy as well as address and support the funding requirements. Hamilton is becoming a place where people wish to visit, however we are missing a large part of the puzzle. Due to a lack in funds, the city is not able to market Hamilton the way it deserves. Through this strategy and funding plan, hopefully Tourism Hamilton will be able to work again on putting Hamilton 'back on the map' as well as get into the minds of potential visitors that Hamilton has so much to offer to them.

As executive director of International Village BIA, a large portion of our BIA levy goes to promoting the area. It would be extremely helpful if we could work/partner with the tourism department to help share the message that Hamilton is the place to visit. Doing it on our own is costly and it is sometimes difficult to get our message out to potential visitors. Through this strategy, there are possibilities for partnerships and this is something the BIA would be very interested in learning more about.

In closing, I ask that council be proactive with the new Hamilton Tourism Strategy and support its plan. For those of us who have been 'going alone' for the last few years, having the support and presence of a strong tourism organization would be an asset to stakeholders and visitors alike.

If you have any questions or concerns about anything I've said in this letter, please feel free to contact me anytime.

Sincerely,

A handwritten signature in blue ink that reads "Susie Braithwaite".

Susie Braithwaite
Executive Director

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International Village BIA