



INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	March 2, 2018
SUBJECT/REPORT NO:	2018 Budget Drivers - Creative Industries (PED18068) (City Wide)
WARD(S) AFFECTED:	City Wide
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SIGNATURE:	

Council Direction:

At the General Issues Committee Budget Meeting of February 16, 2018, staff was directed to provide information as to when Creative Industries was identified as a sector for development in Hamilton.

Information:

1998

In 1998, the City of Hamilton hosted “Downtown: A Marketplace for Ideas.” This workshop was facilitated by Gianni Longo, of American Communities Partnership. The ensuing report identified some strategies which involved the cultural sector.

The conclusion was that Hamilton could transform itself into a “Creative City,” using its cultural economy as a tool for economic development. The City was recognized as being positively positioned geographically, historically and culturally to begin the steps necessary to support and grow this emerging cluster.

2005 - 2010

In 2005, City Council adopted an Economic Development Strategy for the City of Hamilton - Hamilton’s Clusters of Innovation 2005 - 2010, which for the first time included a focus on creativity.

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

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

<http://www.investinhamilton.ca/wp-content/uploads/2011/06/EcDevStrategyFinal2005.pdf>

The Strategy acknowledged Film and Cultural Industries as an emerging economic cluster. The strategy recommended that staff, with a view to growing the Cultural Industries in Hamilton, work with other City Departments and community stakeholders to nurture the creative businesses, organizations, and services in this sector.

The 2005 Plan identified a list of Short and Long-Term Deliverables for the **Film and Cultural Industries Cluster**.

2011

December 13, 2011, Council received Report CM11018 – Corporate Organizational Changes and Sustainable Efficiencies creating the new Tourism and Culture Division, reporting to the Planning and Economic Development Department.

In addition to the functions of the former Culture Division, the responsibility for the development of the Creative Industries and Tourism is assigned to the new Division.

2010 - 2015

In 2010, the Hamilton Economic Development Strategy 2010-2015 was received by Council;

<http://www.investinhamilton.ca/wp-content/uploads/2011/06/Hamilton-EcDev-Strategy2010.pdf>.

The Strategy identified the **Hamilton Creative Industries Cluster** as:

- Film/Video/Broadcasting
- Design and Digital Media
- Music
- Festivals and Events
- Performing Arts
- Visual Arts

The Hamilton Economic Development Strategy 2010-2015 identified a list of Short and Long-Term Deliverables.

[As part of the Hamilton Creative Industries Cluster deliverables, Council approved the Hamilton Music Strategy \(PED14001\) and, as part of the actions, directed staff to create a Music Office.](#)

2016 - 2020

In 2016, the Economic Development Action Plan 2016-2020 was received by Council. **Creative/Cultural Industries** is identified as a key industry sector.

<http://www.investinhamilton.ca/wp-content/uploads/2017/05/Hamilton-2016-2020-Ec-Dev-Action-Plan.pdf>

The Action Plan identified six specific actions for the Creative/Cultural Industries Sector. Over the past five years, the primary focus had been on the film and the music sector. The Action Plan acknowledges that a Creative/Cultural Industries sector profile is currently under development and that the results will determine which additional Creative Industries will be in-focus on growth in Hamilton.

Currently the Hamilton Creative Industries Cluster includes:

- Film/Video/Broadcasting
- Design and Digital Media
- Music
- Festivals and Events
- Performing Arts
- Visual Arts
- Fashion

Terminology Changes over the years:

2005 - Film and Cultural Industries Cluster

Focus:

- Film
- Research - Cultural Industries

2010 - Creative Industries Cluster

Focus:

- Film/Video/Broadcasting
- Design and Digital Media
- Music
- Festivals and Events
- Performing Arts
- Visual Arts

2016 - Creative/Cultural Industries

Focus:

- Film/Video/Broadcasting
- Design and Digital Media
- Music
- Festivals and Events
- Performing Arts
- Visual Arts
- Fashion

Budget

2017 Budget for Creative/Cultural Industries Programming in Tourism and Culture:

- \$6,200 annual

NOTE: The Music category under Creative/Cultural Industries had seed funding from Capital of \$50,000 approved in 2014.

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