



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Economic Development Division

AND

CITY MANAGER'S OFFICE
Strategic Partnerships and Communications Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	January 16, 2019
SUBJECT/REPORT NO:	Hamilton Steel Summit Summary (PED19023/CM19001) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
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SUBMITTED BY:	John Hertel Director, Strategic Partnerships and Communications City Manager's Office
SUBMITTED BY:	Glen Norton Director, Economic Development Planning and Economic Development Department

RECOMMENDATION

That the matter respecting the Hamilton Steel Summit be identified as complete and removed from the General Issues Committee Outstanding Business List.

EXECUTIVE SUMMARY

The Hamilton Steel Summit 2018 was held on September 7, 2018 at Hamilton City Hall. The objective of the Hamilton Steel Summit was to raise awareness of the challenges facing the steel industry, especially regarding the 25% tariff on imported steel levied by the United States (U.S.) government, and the impact it is having on Hamilton businesses, workers, pensioners and the broader community.

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The format of the Summit was a mix of keynote speakers, an expert panel, statements from elected officials from various levels of government, industry experts and delegations from the public (individuals and organizations).

As a result of the generous sponsorship of Gowling WLG, the City of Hamilton incurred no costs to deliver the event.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: As a result of the generous sponsorship of Gowling WLG, the City of Hamilton incurred no costs to deliver the event.

Staffing: Wherever possible, in-house, professional resources were utilized to complete work relating to the Hamilton Summit.

Legal: In order to manage security and related legal risks for this event, a full security risk assessment was performed, and a detailed event plan was created and utilized.

HISTORICAL BACKGROUND

On July 13, 2018, Hamilton City Council approved a motion related to the “Hamilton Steel Summit” as follows:

- a) That the City Manager be directed to plan and execute a Hamilton Steel Summit through which members of Council and the public can hear directly from representatives of the steel industry about the challenges being faced in the steel industry, and any efforts that governments of all levels can make to support our steel industry, to be held no later than September 26, 2018;
- b) That staff in the City Manager’s Office, Economic Development Division and Clerks Office work with the Mayor and the Chair of the City’s Steel Committee to finalize the format and agenda for the Summit;
- c) That the Mayor write to Hamilton’s MPs, MPPs, labour unions and Chambers of Commerce to invite them to attend the Summit;
- d) That the Summit be open to members of the public who wish to make delegations;
- e) That the costs associated with the Hamilton Steel Summit be funded from the Tax Stabilization Reserve, up to a maximum of \$5,000;

- f) That staff be directed to report to the General Issues Committee with a summary of the Hamilton Steel Summit, along with recommendations for a longer-term Engagement Strategy with the Federal and Provincial governments, by December 2018.

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POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

Not applicable.

RELEVANT CONSULTATION

- Corporate Services Department - Finance and Administration, City Clerk's Office;
- Planning and Economic Development - Economic Development; and,
- Public Works Department – Energy, Fleet and Facilities Management.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Event Overview

Overall the Hamilton Steel Summit was a successful event that engaged subject matter experts, local MPs, MPPs, City Council, the local steel industry and the public.

The Hamilton Steel Summit team worked hard to obtain high quality panellists and keynote speakers and we sincerely thank the panellists and keynotes for their participation.

The panellists and keynotes included:

- The Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development;
- Mr. Richard Dearden, Senior Litigation Partner, Gowling WLG;
- Mr. Joseph Galimberti, President of the Canadian Steel Producers Association;
- Mr. Brett House, Vice-President and Deputy Chief Economist, Scotiabank Global Banking and Markets;
- Mr. Mark Rowlinson, Assistant to the Canadian National Director of the United Steelworkers; and,
- Dr. Peter Warrian, Distinguished Research Fellow, Munk School of Global Affairs & Public Policy at University of Toronto.

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All panellists participated for no charge without an honorarium.

In addition to securing high quality panellists, the Hamilton Steel Summit team was able to secure Mr. Frank Mastrandrea as the Summit host and moderator. Mr. Mastrandrea is the Chief Executive Officer of Steel City Advisors and previously held senior leadership positions at ArcelorMittal Dofasco and the Giampaolo Group of Companies.

The City of Hamilton would also like to recognize and thank Mayor Christian Provenzano from Sault Ste. Marie, Ontario and County Executive Mark Poloncarz from Erie County, New York for taking the time to attend and speak at Hamilton Steel Summit.

During the event, in addition to the keynote speakers and expert panellists, over 15 industry experts and elected officials made statements; and, for the public delegation portion of the event, two individuals pre-registered and spoke at the event.

Communications Strategy

To make the Hamilton Steel Summit accessible to the Hamilton community, a comprehensive communications strategy was developed and deployed. Key highlights include:

- Event website www.hamilton.ca/hamiltonsteelsummit;
- Two opinion editorial (op-ed) pieces ran in the Hamilton Spectator to promote Hamilton Steel Summit, one to communicate the City's position and one that was written by the Hamilton Chamber of Commerce;
- Hero banner on the www.hamilton.ca homepage;
- The Director of Economic Development promoted the event on radio, CHML (Bill Kelly Show) and KX94.7 New Country FM in the week leading up to the event and there was editorial coverage from the Hamilton Spectator as well;
- Media pick up included all local media in addition to national coverage through the Canadian Press and CBC National News;
- Tweets were sent out from the City's and the Economic Development Twitter Accounts and it was promoted on LinkedIn;
- Hamilton Steel Summit 2018 was available to view as a livestream on the event website and the link was tweeted via the City's Corporate Twitter account. The livestream is currently available for replay;
- Communication with City employees about the Summit; and,
- Opportunity for media to engage with the panel experts, keynotes and summit guests.

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Event Participation

Total participation numbers are estimated to have been between 200-250 participants. It is challenging to obtain exact numbers, as it was an open event that individuals were able to arrive and depart throughout the morning. The event was also made available via a livestream that could be watched after the event on the event webpage. As of October 1, 2018, over 462 views of the Hamilton Steel Summit livestream video occurred. The event video is currently available for viewing at www.hamilton.ca/hamiltonsteelsummit.

Event Follow Up

The Hamilton Steel Summit was a very successful event. Follow-up steps taken after the summit included the monitoring of news outlets for updates on the North American Free Trade Agreement (now the United States-Mexico-Canada Agreement (USMCA)) negotiations and liaising with the steel industry. The Economic Development Division works regularly with the steel industry to understand and support their unique business needs.

The Advanced Manufacturing Sector, which includes the steel industry, has been identified in the Economic Development Action Plan as one of Hamilton's key industry sectors. This focus, which includes the assignment of a staff lead, will enable the City to compete for the attraction and retention of businesses and build knowledge and expertise in this sector.

Following the Steel Summit, Economic Development staff continued to work closely with these companies, monitoring the developments and changes regarding the steel tariffs and providing guidance and support, as needed, to address their concerns.

Staff will also continue initiatives such as the Hamilton Calling Program, where Economic Development staff and management meet regularly with businesses to establish open lines of communication. Staff will continue to support businesses in this industry by connecting them to resources available from our state-of-the-art research institutions and financial incentives, such as the recently announced Advanced Manufacturing Supercluster funding.

Staff continues to implement the recommendations outlined in Deloitte's Report "The Current and Future State of Hamilton's Advanced Manufacturing Sector", which are aimed at growing Hamilton's robust and diversified manufacturing sector.

Staff continues to work closely with our community partners and maintains strong relationships with our Provincial and Federal counterparts in an effort to protect the steel industry and advocate on their behalf.

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Economic Development will support the steel industry by continuing to host roundtable sessions with key steel industry stakeholders, promoting the industry at various business events and keeping steel manufacturing at the forefront of our economy. We will continue to stand up for the manufacturing sector, specifically the steel industry, in order to have the steel tariffs eliminated and thereby protect the thousands of people that rely on the steel industry in our community.

Steel Sector Government Engagement Strategy

Mayor Eisenberger and the City's Economic Development staff hosted and took part in steel industry roundtables including Prime Minister Justin Trudeau, the Honourable Francois-Philippe Champagne, Minister of International Trade and the Honourable Andrew Leslie, Parliamentary Secretary to the Minister of Foreign Affairs. Mayor Fred Eisenberger also worked closely with Sault Ste. Marie Mayor Christian Provenzano.

When the steel tariffs were announced, Mayor Eisenberger reached out to 31 U.S. counterparts negatively affected the tariffs on Canadian steel.

Going forward, Mayor Eisenberger will engage with Hamilton MPs, MPPs as well as Federal and Provincial Ministers with responsibility for trade and economic development.

Effort will be made to link with the Canadian All-Party Steel Caucus which is made up of MPs from steel communities to work with them in a co-ordinated way.

On Sunday, September 30, 2018, news broke that an agreement had been reached in the North American Free Trade Agreement negotiations, known as the USMCA. However, as of late November 2018, the matter of the existing tariffs on steel and aluminium remain unresolved. The new USMCA did not remove the imposed steel and aluminium tariffs enforced in June 2018 by the American government. Canadian steel industry leaders are insisting the removal of the tariffs be a condition of the final deal but that remains to be determined at this time.

ALTERNATIVES FOR CONSIDERATION

Not Applicable.

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement and Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Our People and Performance

Hamiltonians have a high level of trust and confidence in their City government.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A"-The Steel Ecosystem

BM:AP:dt

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