

Summary of Staff’s Draft Action Plan for Creative Industries Business Development Efforts

1. Business Retention and Investment Attraction

- Focus business development efforts to attract and retain film, music, fashion, and digital media businesses to advance the broader creative industries sector in Hamilton.

Film

- Explore the feasibility of creating an arms-length ‘Hamilton Film Industry Team’.
- Continue efforts to attract a major film studio.

Music

- Identify and attract new music businesses.
- Identify changes to city policies and by-laws (noise by-law, zoning, licensing) and loans and grants that will better support small or pop-up/temporary music venues.

Fashion

- Identify gaps in the supply chain and corresponding business targets list.
- Identify tradeshow/event opportunities that enhance fashion designers’ and businesses’ outreach to clients and opportunities to work with other sectors.

Sector-Wide

- Host a creative industries forum event to advance cross-sectoral priorities and assist with sector wide collaboration and business opportunities.
- Explore potential partnerships to facilitate and support the development of a sector-wide creative incubator, hubs or collaborative spaces with a focus on core creatives.

2. Talent and Skills Development

- Address immediate labour and skills gaps for the film sub-sector by working with and facilitating partnerships with post-secondary institutions and trainers (unions) to help develop, attract and retain talent (i.e. explore potential involvement in local high school co-op program).
- Identify projects or partnerships to assist in addressing labour and skills gaps for the fashion sub-sector by working with local fashion designers and manufacturers, post-secondary institutions and trainers to develop and retain local talent and increase awareness and opportunities for youth to engage with these careers.
- Continue to support the professional development of local musicians.

3. Local Industry Engagement

- Work with emerging and existing associations or business groups who are creating networks to strengthen and promote sub-sector businesses and their corresponding labour pool.

4. Marketing and Branding

- Recognize Hamilton’s creative industries sector by sharing success stories and sector data via existing promotion and marketing channels, campaigns and platforms.

5. Research

- Undertake an economic impact research study on Hamilton’s music sector.
- Develop a Digital Media Sector Strategy utilizing the Creative Industries Sector Profile Report findings.