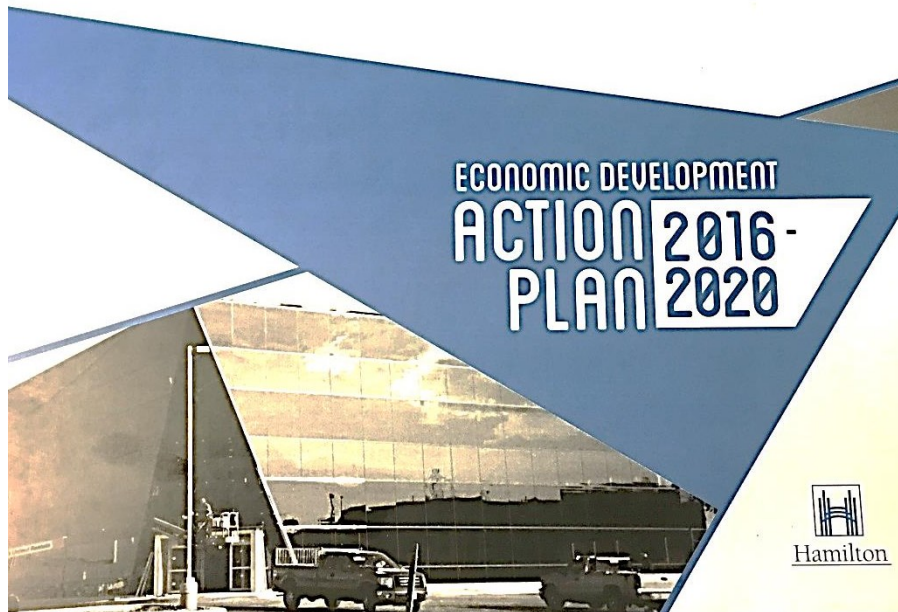


# CREATIVE INDUSTRIES IN HAMILTON, ONTARIO

# Key Sector in Economic Development Action Plan



## CREATIVE CULTURAL INDUSTRIES

Creative Cultural Industries includes a wide variety of businesses in areas such as music, film, fashion, writing and publishing, visual and applied arts and graphic design, and live performance and festivals. This sector fosters high-profile creativity and innovation; attracts and supports other key sectors through its impact on quality of life; requires a large number and wide variety of knowledge sets and skills; and enhances Hamilton's image as a vibrant city. Currently, the City supports the Arts through various granting programs, and these programs will continue.

Over the last five years, the City has focused its efforts in this sector on music and film. In 2013, the City approved a Music Strategy and engaged 12 music industry volunteers to champion and implement the 30 actions within the strategy. Over the last three years, Hamilton has seen a significant increase in filming and in 2015, filming generated \$8,449,440 in direct spending within the City. In 2017 a sector profile for the Creative Cultural Industries will be developed to determine the current number of jobs and businesses, opportunities and potential growth areas and trends for this sector.

Currently, Hamilton is well-positioned to attract a large film studio, which would include pre and post-production facilities, as well as greatly support the expansion, retention and attraction of the larger sector and complementary businesses and jobs in areas such as fashion, writing, visual arts, graphic design, etc.

AREAS OF FOCUS

40

### MAJOR ACTIONS

### TIMELINE

Implement the Music Strategy and launch the City of Music marketing efforts	ongoing
Implement the Cultural Plan	ongoing
Create and implement a Creative Cultural Industries sector strategy	short term
Review zoning and other barriers to the establishment of Creative Cultural Industries	short term
Create a City of Hamilton Animation Strategy targeting the improvement of public space animation	long term
Establish incubative makers' spaces for specialty manufacturing in the creative/cultural industries	long term

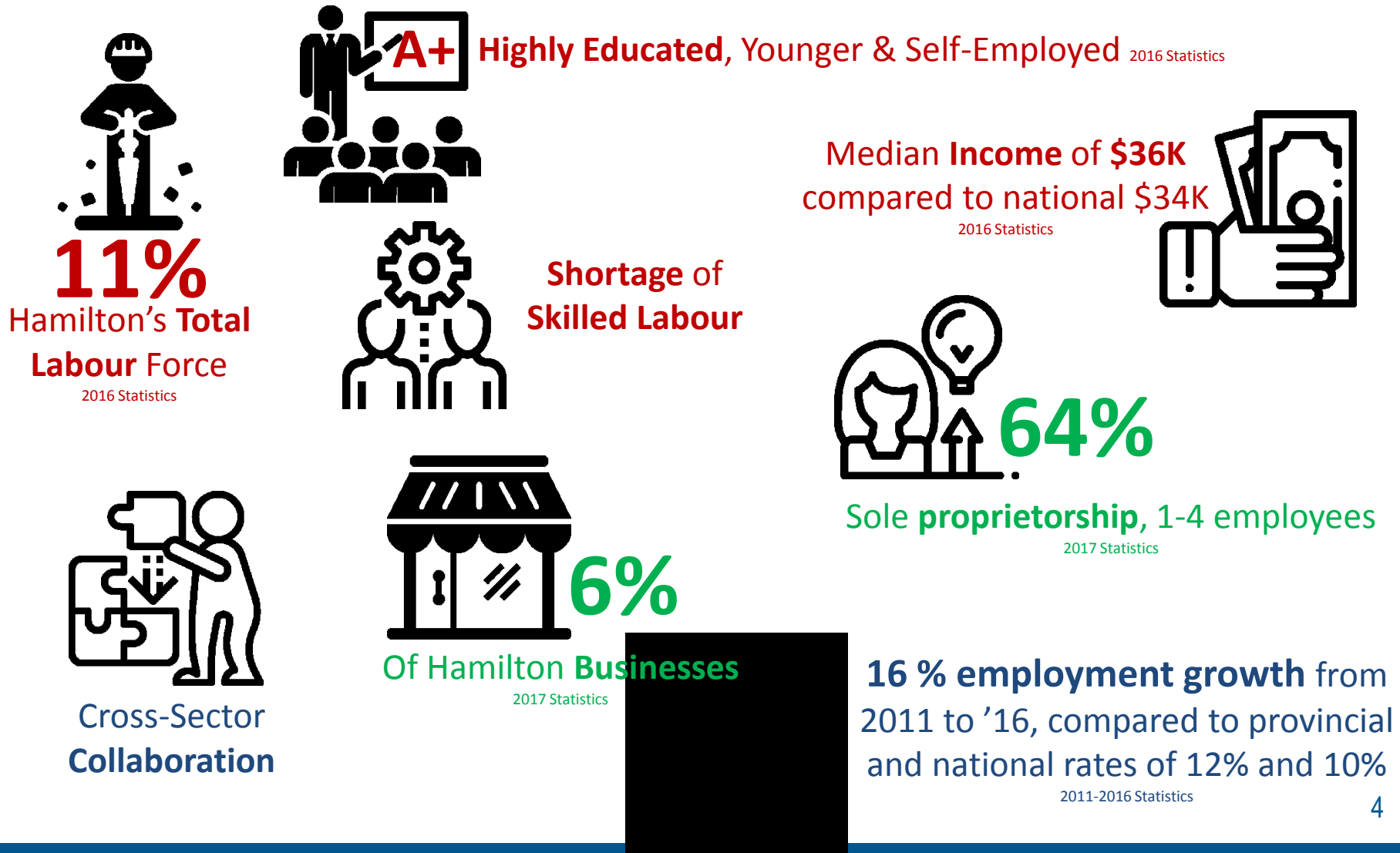
# Defining Creative Industries



Images (clockwise from left): Blackbird Studios at Darkness Fashion Show, Mother Tareka at Music Mondays, Hamilton Aerial Group at Canada Day, Raising the Barn public art by Dave Hind, Concrete Poetry public art by Simon Frank, Cable 14 at Hamilton Arts Awards.



# Hamilton's Creative Industries Snap Shot



# Top Three Areas for Growth

## FILM



*The Butcher Shop*

## MUSIC



*Absinthe*

## FASHION



*Bra-Makers Supply*

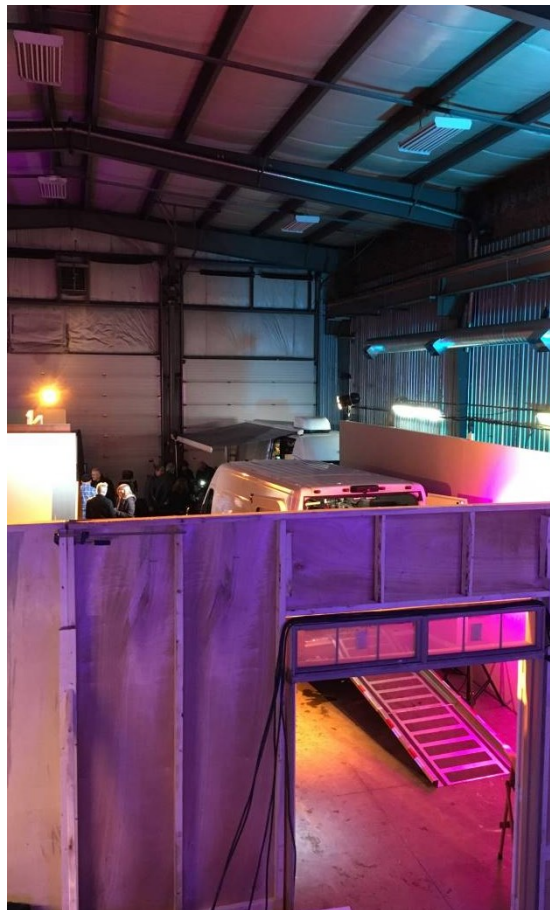
# Why Film, Music & Fashion

Most potential for continued and expanded economic impact based on:

- ☐ # of jobs
- ☐ # of businesses
- ☐ Growth in businesses
- ☐ Local and provincial data and programs/incentives (i.e. size of provincial economy and opportunities to grow locally, Ontario Film Commission and Tax Credit, Music Canada etc.)
- ☐ Formal/informal grassroots collaboration and established voice(s) that are ready and organized to move their sector forward
- ☐ Gaps (opportunities) in labour force and training identified locally and provincially



# FILM

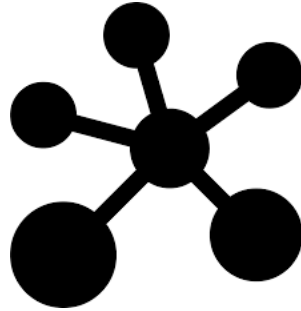


Images (clockwise from left): Hamilton Film Studios, Westdale Theatre, Filming on King William St, Lighting Crane – Shaftesbury, and Base Camp - Shaftesbury

# FILM STATS

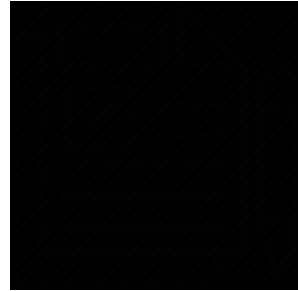


**85% of  
business  
wanting  
to move  
to  
Hamilton  
have  
filmed  
here**

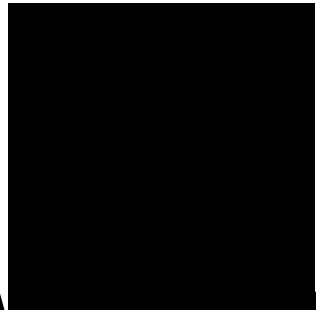


**Home to 3<sup>rd</sup>  
largest  
cluster of  
film  
businesses  
in Canada**

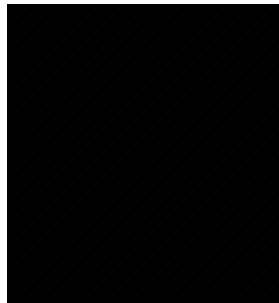
**2<sup>nd</sup> busiest  
city in  
Ontario for  
film permits**



**901 businesses**



**Workforce is 9,140**



**Productions  
spent \$60B  
in Hamilton  
in 2018**



**3<sup>rd</sup> largest in  
employment  
growth in  
Canada**



# MUSIC



Images (from top left): Stardust Records, Catherine North Recording Studio, Musician Loading Zone at This Ain't Hollywood, and Birchway Sound

# MUSIC STATS FOR HAMILTON



**#1 as a top destination for music related occupations in Canada**



**More independent musicians per capita than many top tier cities**

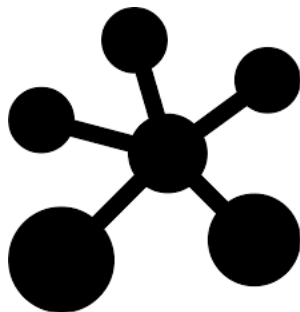


**541 businesses**



**2<sup>nd</sup> largest growth in employment in Canada**

**Workforce is 7,725 and 54% are 25-44 years old.**



**Home to 6<sup>th</sup> largest cluster of music businesses in Canada**



# FASHION



Images (clockwise from left): Model wearing Angela DeMontigny, Bra-Makers Supply's owner Beverly Johnson creating patterns, Model wearing Designs by Mallory, fabric available at Bra-Markers Supply on Ottawa St N



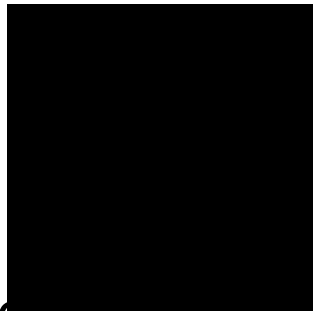
# FASHION STATS FOR HAMILTON



Shortages in  
skilled workers  
(production/m  
anufacturing)



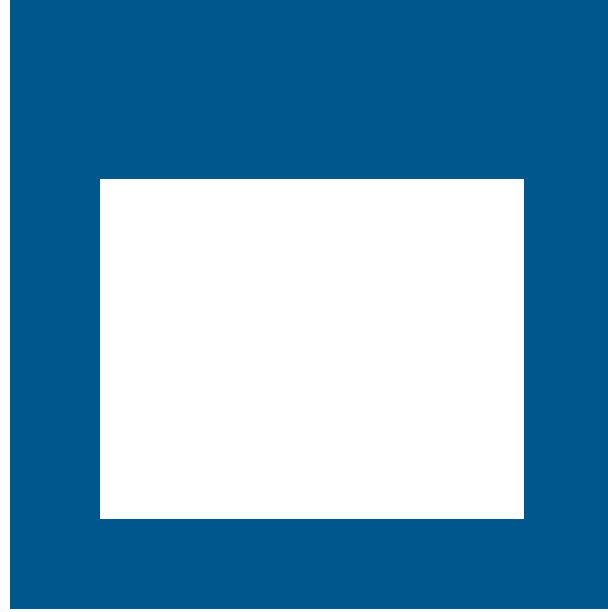
**521**  
businesses



Workforce is **7,540**



Home to **5<sup>th</sup>**  
**largest**  
**cluster of**  
**fashion**  
**businesses**  
in Canada



# QUESTIONS

Thank you.