



# Mayor's Task Force on Economic Recovery

June 4, 2020

# Mission

The Mayor's Task Force on Economic Recovery will provide multi-sectoral leadership and direction to guide Hamilton's economic recovery in the immediate aftermath of the COVID-19 pandemic.

It will formulate an aggressive, ***action driven plan*** to position the City of Hamilton now, for long-term, sustainable and equitable economic recovery.

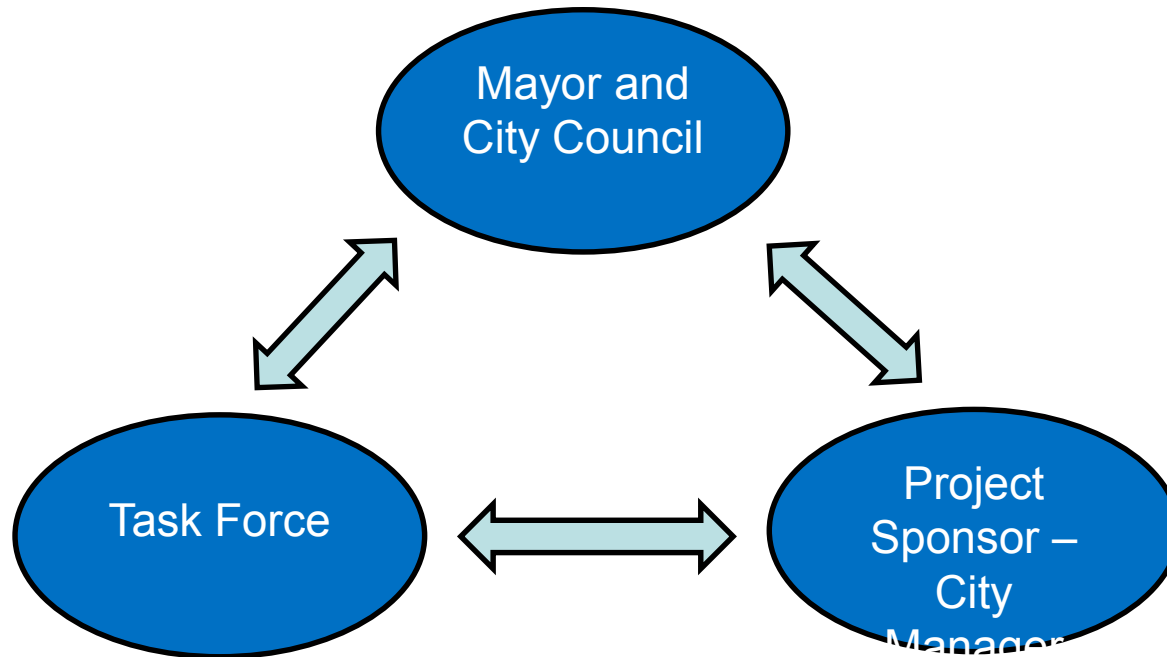
*Source: Terms of Reference*

# Mandate

- Develop an action driven plan to position the City of Hamilton now, for long-term, sustainable and equitable economic recovery.
- Establish defined outcomes with specific deliverables to address the priority economic impacts of the pandemic confronting Hamilton based industry/businesses, employers and employees.
- Identify issues and opportunities to convey to other levels of government.
- Provide advice and assistance in the implementation of the Task Force's plan for economic recovery.
- Provide advice and suggestions to the Mayor, Council and senior staff for specific City of Hamilton actions and responses.

*Source: Terms of Reference*

# Governance Model



*Source: Terms of Reference*

# Moving Hamilton Towards Recovery

## Phase 1: Mobilization

Lockdowns & Social  
Distancing

Medical Mobilization

Economic Mobilization

## Phase 2: Reopening

Prepare to Reopen  
Safely & Secure

## Phase 3: Recovery

Position Economies  
for Longer-Run  
Recovery

*Source: Creative Class Group*



# City of Hamilton Immediate Response Plan

An Immediate Response Plan was developed to support local businesses during the COVID-19 crisis. This plan includes actions in the following key areas:

Communication

Financial Response

Business Continuity

Service Modifications

Seed/Catalyst

Social Engagement



## Communication

To provide centralized, timely and accurate COVID-19 information to the business community

- ✓ Creation of a COVID-19 [Business Continuity and Recovery Microsite](#) in partnership with Hamilton's three Chambers of Commerce.
- ✓ Supporting the creation of [Hometownhub.ca](#), an all-in-one on-line sales site for Hamilton's small businesses.
- ✓ Creation of information and resources for Artists and Musicians  
<https://www.hamilton.ca/hamilton-music-film-office/music-in-hamilton/music-in-hamilton>
- ✓ Hamilton Chamber of Commerce COVID-19 Virtual Open Forums Business video series featuring Senior Leadership Team from Planning and Economic Development.
- ✓ Hamilton Business Centre – Launched Reopening your Business Series with Business Licensing and Public Health Services.
- ✓ Weekly teleconference meetings with local BIAs to provide municipal updates and information sharing.

Promotional support for Hamilton Artists Relief Fund launched April 1 by the Hamilton Arts Council.

- ✓ The Property Tax Assistance program outlines several financial measures to Hamilton property taxpayers and ratepayers dealing with the possible financial hardship caused by the current COVID-19 pandemic. These measures included waiving interest and penalties on late tax bill payments for 60 days starting with the end-of-April instalment. <https://www.hamilton.ca/coronavirus/support-property-tax-payers>
- ✓ Waive late fees on any business license renewals.
- ✓ City Enrichment Fund – flow approved operating grant dollars based on the results of prior adjudicated applications and allow for flexibility regarding events/programs affected by the pandemic.



## Business

To provide services and processes focused on retaining and expanding businesses in Hamilton

- ✓ The Hamilton Business Centre continues to deliver key initiatives such as Digital Main Street, Starter Company and Summer Company and provide training, mentorship and micro-grants to support Hamilton's small business community.
- ✓ Timely processing of payments to City vendors a priority.
- ✓ Continued preparation and development of tenders.
- ✓ Continuing to deliver on development approvals; the review and approval of development applications and Building Permits; and processing of development applications. Timelines for the public to providing comments are extended and access to information on development applications continues.
- ✓ Continuing to process municipal incentives applications (e.g. Brownfield/ERASE, commercial property improvement programs).
- ✓ Distribution of Economic Development Survey to Business Community.
- ✓ Who's Hiring in Hamilton - Workforce Planning Hamilton, with support from the city's Economic Development Office are sharing a new platform for Hamilton businesses and their local employment needs.

## Service Modifications

To modify/amend existing regulations and processes to accommodate short term alternative ways of doing and maintaining business

- ✓ Modify parking regulations to allow for free Pick-up Zones for takeout and deliveries at local businesses.
- ✓ City Council will allow BIAs and others to create "outdoor dining districts" where restaurants and cafes can seat people outside.
- ✓ Arts Awards and BIA Awards will be offered as online experiences.
- ✓ City Council has approved allowing the top level of a downtown parking garage as a temporary, open air performance venue.
- ✓ Musician Conference modified format.

## Seed/Catalyst

To provide initial seed funds for creative initiatives that fuel business continuity and recovery and social

- ✓ Provided start-up support for two streaming of “Hamilton Shows Up”, an on-line platform for local artists and musicians to provide virtual performances.
- ✓ Launched Online musician mentoring program in partnership with Canada’s Music Incubator.

## Social

### Engagement

To connect people with each other and the local community

- ✓ Culture and tourism communications efforts enhanced with online content.
- ✓ Sharing Hamilton Business Stories on Invest in Hamilton social media channels.



# COVID-19 HAMILTON BUSINESS IMPACT SURVEY REPORT (April 15 - April 24, 2020)

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# What does success look like for this Task Force?

# Next Steps

[www.investinhamilton.ca](http://www.investinhamilton.ca)