

CITY OF HAMILTON

MOTION

General Issues Committee: December 9, 2020

MOVED BY COUNCILLOR E. PAULS

SECONDED BY COUNCILLOR

Supporting “Shop Local”

WHEREAS, the Report of the Mayor’s Task Force on Economic Recovery includes a number of recommendations related to supporting economic recovery by encouraging people to shop local, explore local, visit local business areas, and support local businesses;

WHEREAS, the City of Hamilton is committed to supporting local businesses as one component of its broader economic recovery planning;

WHEREAS, there are currently 13 Business Improvement Areas (BIAs) in the City of Hamilton;

WHEREAS, the BIAs are established through the coordination and request of the local business community, legislated through the *Ontario Municipal Act*, 2001, as amended, and are governed through a Board of Management, which is a Local Board;

WHEREAS, the BIAs are primarily funded through a levy placed on each commercial property owner;

WHEREAS, the City currently supports the 13 BIAs with funding enhancements by providing an annual Contribution to Operating Grant Program (\$89,100 per year total), a share of parking revenues (10% of Hamilton Municipal Parking System operating surplus to a maximum of \$167,280 per year), and an annual grant for holiday programming (\$1,000 per BIA); and,

WHEREAS, the City’s annual Winterfest festival, which has a 2021 budget of approximately \$65,000 to curate outdoor activities primarily in parks across the City, presents an opportunity for an immediate impact by extending its scope to include outdoor activities in the City’s BIA areas;

THEREFORE, BE IT RESOLVED:

- (a) That each of the City's existing thirteen Business Improvement Areas be provided a one-time enhancement grant of \$10,000 each to support special programming in 2021 to help to support local businesses, subject to the submission and approval of a plan and budget to the City's Economic Development Division, to be funded from the Economic Development Initiatives capital account (3621708900);
- (b) That the budget for the February 2021 Hamilton Winterfest be increased by \$25,000, to add additional programming in each of the City's 13 Business Improvement Areas, to be funded from the Economic Development Initiatives capital account (3621708900); and,
- (c) That the Commercial Districts and Small Business Section of the Economic Development Division and Tourism Hamilton be directed to include an enhanced focus on supporting local tourism and support for local businesses in their 2021 programming, using their existing budgets.