



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Economic Development Division
and
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	January 12, 2022
SUBJECT/REPORT NO:	Mayor's Task Force on Economic Recovery – Update (PED22005) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Karol Murillo (905) 546-2424 Ext. 7859
SUBMITTED BY:	Norm Schleeahn Director, Economic Development Planning and Economic Development Department
SIGNATURE:	
SUBMITTED BY:	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That the matter respecting the Final Report for the Mayor's Task Force on Economic Recovery continue to be updated and presented in a summary report to the General Issues Committee in Spring 2022.

EXECUTIVE SUMMARY

At the December 16, 2020 City Council meeting, the Final Report for the Mayor's Task Force on Economic Recovery, which included 103 recommendations, was received and staff directed to review the Final Report and identify actions within the Report that can be brought forward to Council for consideration either as standalone initiatives, or through other City initiatives such as the Economic Development Action Plan.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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An update of the status of the Recommendations is attached as Appendix “A” to Report PED22005.

The document highlights the results from the multi-disciplinary approach taken together by representatives from government, academia, institutional, private sector and non-profit. To date, over 2/3 or 74% of the Recommendations have been implemented or brought forward through the 2021-2025 Economic Development Action Plan. In addition, various actions are ongoing with recent community collaborations and partnerships highlighting new and innovative ways to support local businesses and position Hamilton for the long-term recovery.

Alternatives for Consideration – Not applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

Beginning in May 2020, the Mayor’s Task Force for Economic Recovery worked quickly to address immediate needs and put together a vast community effort to help business navigate the pandemic and plan for the eventual recovery. Led by the Mayor and composed of representatives of local business and economic sectors, the Task Force worked to identify the pressures on the local economy during COVID-19 and suggest actions to assist Hamilton businesses. In addition, recommendations were informed by the three guiding principles of Climate Change, Labour and Equity, Diversity, and Inclusion (EDI).

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

The work of the Task Force informed the recent 2021-2025 Economic Development Action Plan, Tourism Strategy, and several City planning documents and initiatives.

RELEVANT CONSULTATION

- City Manager
- General Manager, Planning and Economic Development Department

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Following the receipt of the Final Report of the Mayor’s Task Force for Economic Recovery multiple actions were implemented by staff and key policy initiatives supported and championed to upper levels of government.

The following highlights notable progress made in several areas and sectors since the Task Force’s final meeting in April 2021:

- Hamilton Chamber of Commerce “Hamilton Day” campaign in support of shop local was held November 20, 2021;
- The Fair Wages for Musicians Policy was awarded the 2021 Music Cities Awards as Best Initiative to Directly Support Musicians;
- Tourism Hamilton was awarded a Marketing Innovation Award by the Tourism Industry Association of Ontario (TIAO) for film tourism promotion;
- Hometown Hub – online sales portal for Hamilton businesses awarded international Economic Development Award;
- City of Hamilton Awarded 2023 Grey Cup; and,
- Economic Development Action Plan presented to the General Issues Committee on October 20, 2021.

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.

Healthy and Safe Communities

Hamilton is a safe and supportive City where people are active, healthy, and have a high quality of life.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

Our People and Performance

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

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APPENDICES AND SCHEDULES ATTACHED

Appendix "A" - Mayor's Task Force for Economic Recovery Recommendations Update

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