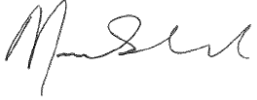





CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Economic Development Division
and
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	September 21, 2022
SUBJECT/REPORT NO:	Mayor's Task Force on Economic Recovery - Update (PED22124) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Karol Murillo (905) 546-2424 Ext. 7859
SUBMITTED BY: SIGNATURE:	Norm Schleeahn Director, Economic Development Planning and Economic Development Department 
SUBMITTED BY: SIGNATURE:	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department 

RECOMMENDATION

That the matter respecting the Final Report of the Mayor's Task Force on Economic Recovery be identified as complete and removed from the General Issues Committee Outstanding Business List.

EXECUTIVE SUMMARY

At the December 16, 2020, City Council meeting, the Final Report of the Mayor's Task Force on Economic Recovery which included 103 recommendations was received. Staff were directed to review the Final Report of the Mayor's Task Force on Economic Recovery and identify actions within the Report that can be brought forward to Council for consideration, either as standalone initiatives or through other City initiatives. The most recent update to these recommendations was presented in January 2022 and

highlighted that 74% of the Recommendations had been implemented or brought forward through the 2021-2025 Economic Development Action Plan. A final update on the status of the remaining 28 Recommendations are attached as Appendix "A" to Report PED22134.

The document highlights the results from the multi-disciplinary approach taken together by representatives from government, academia, institutional, private sector and non-profit over the last eighteen months since the Task Force was dissolved in April 2021.

To date, 84% or 87 recommendations have been implemented or brought forward through the 2021-2025 Economic Development Action Plan. The remaining outstanding recommendations remain in progress as staff continues to address these key actions to support local businesses and position Hamilton for the long-term recovery.

Alternatives for Consideration – See Page 5

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

Beginning in May 2020, the Mayor's Task Force on 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 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).

This Report illustrates the many actions taken by the City and industry where examples of new community collaborations and partnerships have highlighted the level of engagement and commitment shown by all Task Force representatives. It is expected any outstanding actions have been referred to the appropriate departments and/or organizations who will continue this important work.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

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

RELEVANT CONSULTATION

- City Manager; and,
- 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 on Economic Recovery multiple actions were implemented by staff and key policy initiatives supported and championed to upper levels of government. The following highlights the notable progress in several areas since the last update in January 2022:

- Extension of Starter Company Plus Program – secured new agreement and expanded Starter Company Plus, investing 30 grants of \$5k to Hamilton's business community;
- Business Navigator Program – developed a new program focused on strategic planning for businesses who are starting, growing and expanding in Hamilton;
- Digital Main Street – a program focused on assisting small businesses with their online marketing, sales and back-office operations. Through a partnership with the Government of Ontario, opportunities Digital Transformation Grant are available to this digital transformation program;
- The City of Hamilton has partnered with the My Main Street, Local Business Accelerator Program. This program included a dedicated main street Ambassador who will deliver hands-on wrap-around business support, customized market research, community-wide market research, data analysis, and the opportunity for non-repayable funding contributions of up to \$10k to support local businesses;
- Hosting of 2022 Concrete Canvas, a multi-day visual arts festival in July which brought local and internationally acclaimed artists together in Hamilton to paint murals live across the City, to elevate the visual landscape of the City and inspire a new generation of artists;

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- Approval for Open Streets Temporary Linear Urban Park planned for implementation in 2023. This pilot project will close a portion of King Street East to vehicular traffic between Gage and Gore parks for a one-day festival;
- Council approved a Municipal Accommodation Tax (MAT) on transient accommodation to provide a new non-levy revenue stream to support local tourism development. The MAT program will come into effect in January 2023;
- The Summer Concert Series is a new live music series that encourages people to visit local commercial areas, utilize public spaces, and supports the City's arts community by providing opportunities for local musicians to perform. Running from June through August 2022, each concert features performances by two local bands with music ranging from reggae to indie-alternative to jazz. Concerts are outdoors and free to attend. Partners include the Business Improvement Area (BIA) Advisory Committee and the Hamilton Music Advisory Team;
- The Placemaking Grant Pilot Program was approved by Council on July 17, 2020 with the purpose of funding temporary projects that animated public spaces across the City. Applications were accepted from groups of residents and non-profit organizations in April 2021 and December 2021 and implemented into 2022. In total, the Placemaking Grant Pilot Program has awarded \$100K in funding to 23 community-led projects with 13 projects funded in 2021 and 10 projects funded in 2022. The Placemaking Grant Pilot Program was made possible through a donation from the Patrick J. McNally Charitable Foundation;
- FIFA World Cup Qualifier was held on January 30th, 2022 to a sold-out crowd of 12,000 at Tim Hortons Field (capped at 50% capacity due to COVID). The Canadian men's national soccer team secured its fifth consecutive World Cup qualifying victory in the first-ever international men's contest held in Hamilton and viewed by millions on the national broadcasts in both Canada and the United States;
- The 2022 Tim Hortons National Hockey League (NHL) Heritage Classic was played outdoors at Tim Hortons Field in Hamilton on March 13, 2022. The Heritage Classic was among the early large-scale pandemic recovery events in the Province and Hamilton as Ontario lifted COVID-19 restrictions on March 8, 2022, including capacity limits on large venues and proof of vaccination for indoor spaces. A sold-out crowd of 26,119 attended the marquee hockey game and brought a significant boost to tourism visitation and local spending (majority of game attendees were from Toronto and Buffalo) with a realized local economic impact of \$5 million to \$5.5 million;
- Waiving of Street Festival Fees approved in May 2022 to support broader economic recovery. The fees typically applied to offset revenue losses from metered parking

being removed from service be waived for street festivals qualifying under the Special Event Advisory Team (SEAT) process be waived for the 2022 season;

- Programs and activities that engage local artists, including but not limited to, artistic performances, artistic programming and arts installations that draw the public to the commercial areas will allow for partial offsetting of road closure costs to support street fairs and street festivals in BIAs; and,
- The City of Hamilton was awarded two grants from My Main Street Community Activator program which is administered by the Canadian Urban Institute and funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario). The first grant was for the "Anything is possible on Barton" Storefront Activation will activate a series of vacant storefronts along Barton Street. The second grant was for new vinyl wraps for traffic boxes within specific Business Improvement Areas in the City of Hamilton.

ALTERNATIVES FOR CONSIDERATION

N/A

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.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to Report PED22134 - Mayor's Task Force on Economic Recovery
Recommendations Update

KM/rb/jrb