



April 26, 2023

Re: Item 7.4 – Waiving of Street Festival Fees for Use of On-Street Parking Spaces

As President & CEO of the Hamilton Chamber of Commerce, I have the privilege of speaking for our nearly 1,000 member organizations that employ over 75,000 people in our community, from Stoney Creek to Dundas, from Mount Hope to Flamborough. I would like to take this opportunity to express our support for Councillor Kroetsch's Motion, "Waiving of Street Festival Fees for Use of On-Street Parking Spaces," and recommend its endorsement by the Planning Committee.

Recently, City Council has approved various implementations aimed at reducing the financial and regulatory burden on Hamilton businesses related to various permitting and safety requirements of the Temporary Outdoor Patio Program. These creative solutions have resulted in significant savings to affected hospitality businesses across our community, and the Chamber would like to express its support for the subject motion today proposing similarly creative solutions to improve local business conditions.

There is something special about events like Cactus Festival, Sew Hungry, Saturdays UnLocked, and Supercrawl that enable Hamiltonians to roam the streets freely and see their neighbourhood from a new perspective, try a new restaurant, browse local retail offerings and embrace the season thanks to these major festivals. Providing festival organizers the opportunity to execute a superb and memorable event through temporary road closures are a critical piece of the puzzle, however, is a significant financial and logistical undertaking that this motion aims to address.

It is no secret about the significant economic activity that can be generated through major street festival events for adjacent businesses of all types, and there is a strong likelihood that other neighbourhoods in Hamilton would likely explore street festival events were they to be less cost prohibitive. The motion presented today seeks to address this by removing the fees applied to offset revenue losses from on-street metered parking for festival organizers, enabling them to utilize those dollars towards other festival-supporting investments, ultimately resulting in a better experience for festival attendees and vendors.

In closing, the Hamilton Chamber of Commerce would like to express its support for the motion as drafted and believe that this is a productive investment into Hamilton's economy that will generate significant activity and excitement for organizations and neighbourhoods across our community.

Regards,

A handwritten signature in black ink, appearing to read 'G.D.', with a long horizontal stroke extending from the end of the second letter.

Greg Dunnett
President & CEO