

Hamilton Tourism Development Corporation Project Funding Application

Applicant

Name of Organization	City of Hamilton
Requesting Funding As	<input type="checkbox"/> Non-profit organization (with defined tourism focus) <input type="checkbox"/> For-profit business (with defined tourism focus) <input checked="" type="checkbox"/> City of Hamilton division/department
Address	28 James Street North, 2nd Floor, Hamilton, ON, L8R 2K1
Canada Revenue Agency Business Number	88932 3218

Organization/City of Hamilton Staff Contact

Name of Contact	Ryan McHugh
Job Title	Manager, Tourism and Events
City of Hamilton Division/ Department	Tourism and Culture/Planning and Economic Development
Email	ryan.mchugh@hamilton.ca
Phone	905-546-2424 ext. 4123

Project/Event Details

Name	2026 or 2027 JUNO Awards (March 2026 or 2027)
Dates	March 25 - March 29, 2026
Description (max 300 words)	<ul style="list-style-type: none"> • The JUNO Awards is Canada's largest music and culture property, with a reach of over 16 million fans. • 5-day series of music events across all genres of music, presented by the Canadian Academy of Recording Arts and Sciences (CARAS). • Culminates in a live Canada-wide broadcast (CBC) of the Awards recognizing outstanding achievements in Canada's music industry.

Tourism Strategy Alignment

Priority Alignment	Strengthen Hamilton's Major Events & Festival Sector
Related Action (if applicable)	Utilize a portion of the Municipal Accommodation Tax and other non-levy funding sources for bid fees for securing and executing major events, in collaboration with industry MAT Advisory Group
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • 5 days of music and cultural JUNO events with average attendance of 20,000 unique attendees throughout the 5 days. • 4,302+ room nights required over 10 days for production crews, musicians/bands, music industry professionals, media, and CARAS staff (does not include rooms booked by fans). • Economic Impact approximately \$12 Million.

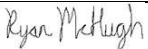
	<ul style="list-style-type: none"> • Boosts tourism, benefiting local businesses and hospitality sectors, leading to economic uplift within the city. • Continues to build Hamilton's reputation as a leading cultural city in Canada. • Fosters a sense of pride among residents, contributing to the city's overall livability. • Builds capacity in the music sector, advancing music strategies and cultural plans.
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Funding Request

Total Project Budget	\$2 to \$2.25 million
HTDC Funding Request	\$300,000 (only payable if bid secured)
Other Funding Sources, Please Describe	\$1 to \$1.25 million from Province \$150,000 from Hamilton Tourism Development Investment Group (HTDIG) \$500,000 from City of Hamilton Tourism Reserve (Proposed in Council Report (PED23129(b)) on the GIC agenda June 19, 2024)
Single/Multi-Year Funding	Single
If Multi-Year, please detail what funding is required per year.	N/A
Deadline for Organization to know if this application is successful?	June 2024, Partnership proposal due to the Canadian Academy of Recording Arts and Sciences August 2024.
If successful, what date is funding due to the Organization?	January 2026

Declaration and Signature

The applicant certifies that the above information is true to the best of the applicant's knowledge.

Name	Ryan McHugh
Job Title	Manager, Tourism & Events
Signature	
Date	May 22, 2024

HTDC - For Office Use Only

HTDC Officer Comments:

HTDC Officers' Reporting Requirements to the Board of Directors:

- Verbal interim progress reports at HTDC meetings, as applicable.
- Deliver a Final Project Report at the next scheduled HTDC meeting. For Multiple - Year Projects, a Project Report is due for each year of funding.
- Project Reports must be delivered in a written format and include:
 - how the Project successfully met its objectives (as described in the funding application question #8); and
 - the outcomes of the benefits the Project delivered to Hamilton (as described in the funding application question #10).