

## Hamilton Tourism Development Corporation Funding Application

## Applicant

<b>Name of Organization</b>	City of Hamilton
<b>Requesting Funding As</b>	<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
<b>Address</b>	28 James Street North, 2nd Floor, Hamilton, ON, L8R 2K1
<b>Canada Revenue Agency Business Number</b>	88932 3218

## Organization/City of Hamilton Staff Contact

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

## Project/Event Details

<b>Name</b>	<b>Hamilton Winterfest</b>
<b>Dates</b>	3 weeks each February, 2025 to 2030 inclusive
<b>Description (max 300 words)</b>	<ul style="list-style-type: none"> <li>• Increase budget for this event to bring in line with industry standards.</li> <li>• Issue an RFP to secure a producer for 5 years to grow the event to provide funding that will build the capacity of the event.</li> <li>• Background: <ul style="list-style-type: none"> <li>○ Hamilton Winterfest is a 19-day, city-wide, series of events that take place each February in Hamilton, concluding with Family Day programming. Winterfest boasts more than 70 community-led events, a centralized downtown event known as the Winterfest HUB that engages professional artists in installation art, music, dance and theatre, and a collective marketing campaign that reaches more than 14 million impressions throughout the region. In 2023, Winterfest events attracted more than 40,000 visitors to Hamilton and was supported by more than 200 volunteers.</li> <li>○ Hamilton Winterfest has been operating since 1978, and since 2019 has been a co-production between the City of Hamilton and arts non-profit Cobalt Connects, successful proponent of the City of Hamilton RFP (2019-2024).</li> <li>○ Staff will be issuing an RFP to select a producer of Hamilton Winterfest for the following period: 2026-2030.</li> </ul> </li> </ul>

	Currently, the City of Hamilton only provides Hamilton Winterfest \$39,000 a year in funding. Although the existing vendor secures significant funding from other levels of government and corporate sponsors, if funding is not in line with comparable events (Festival of Friends receives approximately \$80,000 in funding from the City Enrichment Fund), it is doubtful capable proponents will bid.
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### Tourism Strategy Alignment

<b>Priority Alignment</b>	Create Vibrant Tourism Districts
<b>Related Action (if applicable)</b>	Activate key tourism locations like the West Harbour and Downtown Entertainment Precinct through placemaking, programming, and public art.
<b>Benefits the Project will deliver to Hamilton</b>	<ul style="list-style-type: none"> <li>• Develop Winterfest into a signature winter attraction, drawing visitors from both local and regional markets.</li> <li>• Enhance the liveliness and attractiveness of the downtown area during the typically quieter winter season, animating Jackson Square December to March.</li> <li>• Encouraging residents and visitors to explore and enjoy the city's urban core.</li> <li>• Engagement of 230+ local artists across all Winterfest Events</li> <li>• Assist in producing/marketing 70+ community events.</li> <li>• Attract 40,000+ in-person attendees.</li> <li>• Grow the Family Day Event with partners Art Gallery of Hamilton and Hamilton Public Library.</li> </ul>

### Funding Request

<b>Total Project Budget</b>	\$79,000 annually (\$395,000 over 5 years)
<b>HTDC Funding Request</b>	\$40,000 each year (\$200,000 over 5 years)
<b>Other Funding Sources, Please Describe</b>	Funding through Tourism and Culture Operating Budget \$39,000 annually (\$195,000 over 5 years)
<b>Single/Multi-Year Funding</b>	Multi-year, 2025-2030
<b>If Multi-Year, please detail what funding is required per year.</b>	\$40,000 each year
<b>Deadline for Organization to know if this application is successful?</b>	September 2024
<b>If successful, what date is funding due to the Organization?</b>	Funding is due on September 1st of the previous Winterfest program year, as follows: September 2025 for 2026 Winterfest; September 2026 for 2027 Winterfest, September 2027 for 2028

	Winterfest, September 2028 for 2029 Winterfest, and September 2029 for 2030 Winterfest.
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**Declaration and Signature**

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

<b>Name</b>	Ryan McHugh
<b>Job Title</b>	Manager, Tourism & Events
<b>Signature</b>	<i>Ryan McHugh</i>
<b>Date</b>	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).