

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	Waterfall Destination Master Plan
Dates	June 2024 - March 2026
Description (max 300 words)	<ul style="list-style-type: none"> • Tourism & Culture Division seeks to undertake a Waterfall Destination Master Plan to improve visitor experience, enhance safety, increase capacity, and address enforcement issues around present and higher levels of visitation. • The Master Plan will be completed by a third-party consultant and the development of the Master Plan will involve extensive stakeholder engagement with (but not limited to) residents, the Hamilton Conservation Authority, community and environmental groups, and City departments.

Tourism Strategy Alignment

Priority Alignment	Promote and support the sustainability of Natural assets
Related Action (if applicable)	Complete a Waterfall Destination Master Plan to improve the visitor experience, enhance safety, increase capacity, create clear and consistent communication, and address enforcement issues around present and higher visitation levels.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • A regenerative tourism strategy to manage increased visitor numbers at waterfalls responsibly, ensuring positive outcomes for residents and the environment.

	<ul style="list-style-type: none"> • Capital plan to improve visitor experience, safety, and capacity at waterfalls, addressing enforcement issues and ensuring sustainable management. • Recommendations to enhance accessibility and trail usage for all user groups, promoting inclusivity and enjoyment of Hamilton's waterfalls. • Cohesive branding, wayfinding, and signage plans to enhance the visitor experience and navigation at Hamilton's waterfalls; • A risk management strategy to prioritize visitor safety at waterfalls, focusing on those with the capacity to accommodate visitors safely. • Tourism Hamilton has completed a high-level economic impact assessment using the Ontario Ministry of Tourism, Culture and Sport TREIM model for outdoor activities. Based on projections of additional visitors and new product development experiences: <ul style="list-style-type: none"> ○ Estimated 112,348 new visitors and \$14,441,717 in new visitor spending, ○ The new waterfall tourism products would sustain 81 direct jobs and a further 20 indirect and induced jobs in Hamilton.
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Funding Request

Total Project Budget	\$500,000
HTDC Funding Request	\$250,000
Other Funding Sources, Please Describe	\$250,000 application for matching funding submitted to the Tourism Growth Fund, a federal program administered through FedDev
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
If successful, what date is funding due to the Organization?	June 2024

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	<i>Ryan McHugh</i>
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).