

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	Placemaking, Activation, and Safety Initiatives
Dates	Funded initiatives will take place between 2024 and 2026
Description (max 300 words)	<ul style="list-style-type: none"> • Through the Downtown West Harbourfront Coordinating Committee, implement safety, cleanliness, and activation initiatives in the Downtown and West Harbourfront areas, focusing on programming, placemaking, and strategic investments to enhance vibrancy and co-create an authentic 'sense of place.' • Activate key tourism locations like the West Harbour and Downtown Entertainment Precinct through placemaking, programming, and public art. • Create and implement a program to use the Visitor Experience Centre as a year-round central hub through, for example, community pop-ups, activation in line with major hosted events, or a summer patio program. • Utilize Municipal Accommodation Tax to develop and implement micro-grant program to incentivize the activation of tourism and business districts during LRT construction and the renovation of the downtown entertainment assets.

Tourism Strategy Alignment

Priority Alignment	Create Vibrant Tourism Districts
Related Action (if applicable)	Activate key tourism locations like the West Harbour and Downtown Entertainment Precinct through placemaking, programming, and public art.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • Increased foot traffic and visitor spending in downtown businesses, leading to economic growth and vitality. • Attraction of new businesses and investments due to improved perceptions of safety and vibrancy. • Creation of vibrant and engaging public spaces that attract residents, workers, and visitors, fostering a sense of community and belonging. • Creation of a safe and welcoming environment through improved security measures, and pedestrian infrastructure, encouraging residents and visitors to explore the downtown and West Harbour.

Funding Request

Total Project Budget	\$600,000 over 3 years (2024-2026)
HTDC Funding Request	\$200,000
Other Funding Sources, Please Describe	The \$200,000 in funding would complement the \$400,000 approved through the Downtown Hamilton Office Report (PED23081) for the development and implementation of placemaking and animation projects and programs in the Downtown Core.
Single/Multi-Year Funding	Multi-Year
If Multi-Year, please detail what funding is required per year.	2024 - \$50,000 2025 - \$100,000 2026 - \$50,000
Deadline for Organization to know if this application is successful?	June 2024
If successful, what date is funding due to the Organization?	2024 funding is due in July 2024 2025 funding is due January 2025 2026 funding is due 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	<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).