


## Hamilton Tourism Development Corporation

<b>TO:</b>	Board of Directors, Hamilton Tourism Development Corporation
<b>MEETING DATE:</b>	June 7, 2024
<b>SUBJECT/REPORT NO:</b>	Tourism Hamilton Project Funding Requests (Report #24001)
<b>PREPARED BY:</b>	Ryan McHugh (905) 546-2424 Ext. 4132 Pam Mulholland (905) 546-2424 Ext. 4514
<b>SUBMITTED BY:</b>	Lisa Abbott Acting Director, Tourism and Culture Division, City of Hamilton
<b>SIGNATURE:</b>	

### RECOMMENDATIONS

- (a) That a funding contribution to the City of Hamilton to host the 2026 or 2027 JUNO Awards, based substantially on the information outlined in Appendix "A" attached to Report #24001, and contingent on Hamilton being selected as the host city, be approved by the Board of Directors of the Corporation;
- (b) That a funding contribution to the City of Hamilton to host the 2026 Brier Canadian Men's Curling Championship, based substantially on the information outlined in Appendix "B" attached to Report #24001, and contingent on Hamilton being selected as the host city, be approved by the Board of Directors of the Corporation;
- (c) That a funding contribution to the City of Hamilton to host the 2027 and 2029 Canada Wide Science Fairs, based substantially on the information outlined in Appendix "C" attached to Report #24001, be approved by the Board of Directors of the Corporation;
- (d) That a funding contribution to the City of Hamilton to support the planning and implementation of the Hamilton Winterfest Program 2026 through 2030 inclusive, based substantially on the information outlined in Appendix "D" attached to Report #24001, be approved by the Board of Directors of the Corporation;
- (e) That a funding contribution to the City of Hamilton to support the development and implementation of its Waterfall Destination Master Plan, based substantially on the information outlined in Appendix "E" attached to Report #24001, be approved by the Board of Directors of the Corporation;

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- (f) That a funding contribution to the City of Hamilton to support the development of its Indigenous Tourism Experiences Study, based substantially on the information outlined in Appendix "F" attached to Report #24001, be approved by the Board of Directors of the Corporation;
- (g) That a funding contribution to the City of Hamilton to support the implementation of safety, cleanliness, and activation initiatives in the Downtown and West Harbourfront areas of Hamilton, based substantially on the information outlined in Appendix "G" attached to Report #24001, be approved by the Board of Directors of the Corporation;
- (h) That the President of the Corporation, or their designate, be hereby authorized and directed to execute, on behalf of the Corporation, all documents and agreements necessary to implement Recommendations (a) through (g) inclusive hereof, with content acceptable to the Vice-President and Treasurer of the Corporation and in a form satisfactory to the Corporation's solicitor; and
- (i) That the Treasurer of the Corporation be hereby authorized and directed to utilize funds from the Corporation's Line of Credit for Business Operations and/or the Corporation's Municipal Accommodation Tax Reserve Fund, as the case may be, in order to fund the contributions set out in Recommendations (a) through (g) inclusive hereof.

## **EXECUTIVE SUMMARY**

The Hamilton Tourism Development Corporation (hereinafter referred to as "the Corporation") was established to drive tourism growth within Hamilton. The Corporation's mandate and related annual Business Plan align with the City of Hamilton's Tourism Strategy ("Tourism Strategy"), which outlines priorities and actions for tourism development.

The new Tourism Strategy (2024-2028), currently being updated by City of Hamilton Tourism & Culture staff, adopts a regenerative 'whole city' approach to tourism, emphasizing inclusion, diversity, equity, and accessibility. The Tourism Strategy, which is presently scheduled to go to City Council for consideration in Fall 2024, envisions Hamilton as a top Canadian destination renowned for vibrant tourism districts, captivating nature-based activities, and authentic experiences.

The funding requests set out in this Report, as further detailed in Appendices' "A" through "G" hereto, are for the following seven Tourism Hamilton projects:

- 2026 or 2027 JUNO Awards;

- 2026 Brier, Canadian Men's Curling Championship;
- 2027 and 2029 Canada Wide Science Fairs;
- 2026-2030 Hamilton Winterfest Program;
- Waterfall Destination Master Plan;
- Indigenous Tourism Experiences Study; and
- 2024-2026 Placemaking, Activation, and Safety Initiatives in key tourism locations.

Appendices "A" through "G" have pertinent information related to each project's objectives, budget, benefits for Hamilton, and how each project aligns with one or more of the Tourism Strategy Priorities, as follows:

- **Strengthen Hamilton's Reputation as a Leading Destination: Enhancing Tourism**  
Hamilton's role to support stakeholders, welcome visitors, and co-create unique experiences, with a focus on collaboration, sustainability, and Indigenous tourism;
- **Create Vibrant Tourism Districts: Fostering authentic 'sense of place'**  
experiences through placemaking, programming, and investment attraction, aligned with City efforts for neighbourhood revitalization;
- **Promoting and Supporting the Sustainability of Natural Assets: Thoughtful**  
planning and infrastructure improvements to enhance visitor experiences while preserving the environment, in alignment with broader City greenspace protection and waterfront access plans; and
- **Strengthening Major Festivals and Events: Securing investments in event**  
infrastructure, leveraging new funding sources, and managing event impacts, integrating with city priorities for cultural vibrancy and economic growth.

## **HISTORICAL BACKGROUND**

Please refer to the Corporation's 2024 Business Plan, which contains information about the Corporation's mandate, funding sources, funding utilization, and accountability structure.

## **FINANCIAL IMPLICATIONS**

In November 2023, the Corporation's Board of Directors approved its Municipal Accommodation Tax Reserve Fund Policy ("Reserve), which outlines that a minimum of \$2,000,000 must always be available in the Reserve. It will take until early 2025 for the

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Reserve to reach this requisite balance, after which the Municipal Accommodation Tax will fully fund the Corporation’s operations.

For the Corporation to support tourism growth within Hamilton in the interim, City Council approved the following:

- a Line of Credit for financial support to an upset limit of \$2,000,000 to be used for financial commitments toward business operations, including support of tourism events and initiatives; and
- a Line of Credit for financial support to an upset limit of \$250,000 to be used for administrative expenses, including bookkeeping, fees (e.g., banking, audit, insurance) and computer software.

Table 1 below tracks the proposed timing of cash flow should the Corporation’s Board of Directors approve the funding requests set out in this Report. Depending on the year funding is due to the project, funds will be accessed from either the Corporation’s Business Operations Line of Credit or the Reserve.

Table 1

HTDC Funding Requests - Estimated Timing of Cashflows							
Funding Request:	2024	2025	2026	2027	2028	2029	Total
2026 Brier* (BID)	\$ -	\$ -	\$ 300,000	\$ -	\$ -	\$ -	\$ 300,000
2026/2027 JUNOS* (BID)	\$ -	\$ -	\$ 300,000	\$ -	\$ -	\$ -	\$ 300,000
2029 Canada Wide Science Fair** (BID)	\$ 50,000	\$ -	\$ -	\$ 205,000	\$ -	\$ -	\$ 255,000
2027 Canada Wide Science Fair** (BID)	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ 205,000	\$ 255,000
2026-2029 Winterfest	\$ -	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 200,000
Waterfall Master Plan	\$ 50,000	\$ 200,000	\$ -	\$ -	\$ -	\$ -	\$ 250,000
Indigenous Tourism Exercise	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000
Placemaking/Activation/Safety Initiatives	\$ 50,000	\$ 100,000	\$ 50,000	\$ -	\$ -	\$ -	\$ 200,000
<b>Total</b>	<b>\$ 250,000</b>	<b>\$ 340,000</b>	<b>\$ 690,000</b>	<b>\$ 245,000</b>	<b>\$ 40,000</b>	<b>\$ 245,000</b>	<b>\$ 1,810,000</b>

**Notes:**  
\* Payable only if we are successful in securing the event  
\*\* Venue deposits required in 2024, remaining funds applied to eligible expenses in 2027 & 2029  
Indicates, year when event would take place

**RELEVANT CONSULTATION**

- Officers, Hamilton Tourism Development Corporation;
- Legal Services, Corporate Services Department, City of Hamilton;
- Downtown West Harbourfront Coordinating Committee, City of Hamilton;
- Canadian Academy of Recording Arts and Sciences;
- Curling Canada;
- Youth Science Canada;

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- Hamilton Tourism Development Investment Group;
- Hamilton Halton Brant Regional Tourism Association.

## **ANALYSIS AND RATIONALE FOR RECOMMENDATIONS**

Refer to Appendices “A” through “G” attached to this Report for project funding analysis and rationale.

The Corporation’s Officers will report back to the Board of Directors concerning all funded projects as follows:

- Verbal interim progress reports at the Corporation’s Board meetings, as applicable.
- Delivery of a Final Project Report at a scheduled Corporation Board meeting. For Multiple - Year Projects, a Project Report is due for each year of funding.
- Project Reports must be delivered in written format and include details on how the project successfully met its objectives and the outcomes of the benefits the project delivered to Hamilton.

## **APPENDICES ATTACHED**

Appendix “A” to Report #24001 - 2026 or 2027 JUNO Awards Project Funding Application

Appendix “B” to Report #24001 - 2026 Brier, Canadian Men’s Curling Championship Funding Application

Appendix “C” to Report #24001 - 2027 & 2029 Canada Wide Science Fair Funding Application

Appendix “D” to Report #24001 - 2026-2030 Hamilton Winterfest Funding Application

Appendix “E” to Report #24001 - Waterfall Destination Master Plan Funding Application

Appendix “F” to Report #24001 - Indigenous Tourism Experiences Study Funding Application

Appendix "G" to Report #24001 - Placemaking, Activation, and Safety Initiatives (2024-2026) Funding Application