

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	Indigenous Tourism Experiences Study
Dates	April-October 2024
Description (max 300 words)	<ul style="list-style-type: none"> • In June 2019, Hamilton City Council endorsed the City of Hamilton's Urban Indigenous Strategy (UIS). The UIS identifies specific actions that the City of Hamilton needs to take to ensure Indigenous contributions and experiences are honoured and commemorated. To continue reconciliation and support sustainable Indigenous businesses in Hamilton, Tourism Hamilton and the Indigenous Relations Team are looking to create several authentic Indigenous tourism experiences. • The Indigenous Tourism Experiences Study objectives are to establish innovative Indigenous tourism products and experiences in Hamilton. These experiences would create Indigenous jobs, increase domestic and/or foreign private-sector tourism investment; attract and support new tourism investments; and bring visitors to the Hamilton region for these experiences. • Study phases will include consultation with Indigenous communities, product-market match assessment, and best practice research.

Tourism Strategy Alignment

Priority Alignment	Strengthen Reputation as a Leading Tourism Destination
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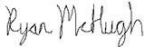
Related Action (if applicable)	Complete and implement the Indigenous Tourism Experiences study and support Indigenous tourism operators in developing authentic Indigenous tourism experiences.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> Indigenous tourism experiences in Canada have seen exponential growth and have outpaced pre-pandemic levels, ahead of many other tourism products (Source: Destination Canada and ITAC). There is high consumer demand for Indigenous tourism experiences (Source: Destination Canada, ITAC, the Conference Board of Canada, and Insignia Marketing Research). There are currently no market-ready Indigenous tourism experiences in Hamilton; 5 available within a three-hour drive of Hamilton (3 in Toronto, 1 in Brantford, 1 in Ohsweken) (Source: Destination Indigenous).

Funding Request

Total Project Budget	\$75,000
HTDC Funding Request	\$50,000
Other Funding Sources, Please Describe	Secured \$25,000 through the Province's Tourism Development Fund
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?	October 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	
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).