



THE OTHER BIRD

**3-178 James Street North
Hamilton, ON L8R 2L1**

September 12, 2024

RE: Letter of Support for 2024-2028 Tourism Strategy

The Other Bird is a Hamilton-based hospitality group that offers culinary experiences across various brands and restaurants in Ontario. In Hamilton, we own and operate The Mule on King William Street and Rapsallion on James Street North.

I have had the pleasure of representing our organization over the last 7 years, as a member of Tourism Hamilton's Team Hamilton. We are a proud industry partner who has enjoyed the opportunity to meet with our colleagues in the industry quarterly, to discuss tourism initiatives and hear updates from the Tourism Hamilton team. As part of this ongoing discussion, partners were able to review the proposed 2024-2028 Tourism Strategy. A great amount of attention has been paid to building a holistic approach to the action items, and we are in support of this layered strategy.

We as an organization are committed to the health, culture and sustainability of our entire city. Admittedly, our key areas of focus are currently with the downtown core in which we operate. There are a number of proposed actions that we support, encourage and are working towards in our own way:

2.3.1.1 Actions

Foster local pride in place encouraging residents to explore their own city and invite friends and relatives to visit.

2.3.2.1 Actions

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.'

Establish a Night-Time Economy initiative by the end of 2025 to review City policies and bylaws to remove barriers and encourage operators and community organizations to create a healthy and safe night-time economy.

For identified tourism districts, work with local businesses, BIAs, organizations, and regional partners to co-create curated experiences and authentic itineraries that entice visitors and reflect the district's unique identity.

2.3.2.3 Key Metrics & Desired Outcomes

Night-time economy task force is established, City bylaw and policies are reviewed to encourage night-time economy, downtown business sentiments improve and overall level of downtown vibrancy.

We look forward to working with Team Hamilton to propel and uphold the goals set through the 2024-2028 Tourism Strategy.

Warmest Regards,

Andreana Zerafa,
VP of Brand & Culture, Other Bird