



Subject: Tourism Hamilton Tourism Strategy

Dear Mayor and Members of Hamilton City Council,

As the owner of Sonic Unyon Records and the producer of the Supercrawl festival, I would like to offer my full support for the City of Hamilton's 2024-2028 Tourism Strategy. I appreciate being consulted during the development of this important document, and I am encouraged by its focus on supporting and growing events and festivals in our city.

The strategy's recommendations to foster a vibrant downtown through enhanced event infrastructure and increased support for festivals like Supercrawl are essential for ensuring Hamilton continues to be a dynamic cultural hub. These initiatives will help create a more lively and engaging atmosphere in the downtown core, benefiting both residents and visitors alike.

I look forward to seeing this strategy implemented and am confident that it will further strengthen Hamilton's reputation as a leading destination for arts, culture, and major events. Thank you for your continued commitment to growing Hamilton's tourism sector and creating a vibrant downtown.

Sincerely,

Tim Potocic
Owner, Sonic Unyon Records
Producer, Supercrawl Festival