



September 16th, 2024

Mayor and Members of Hamilton City Council:

Cobalt Connects has been a partner of the City of Hamilton in developing local culture since its inception 20 years ago. We're honoured to have been selected to co-produce Hamilton Winterfest for the past 5 years, to work with artists like Angela DeMontigny on All Our Relations for our waterfront, and countless other projects.

The new Tourism Strategy builds on the amazing work being brought to life by dozens of organizations throughout our community and proudly presents a **“whole city”** approach that unifies these efforts. I'm extremely pleased to see commitments to **collaboration, co-creation and transparency** throughout the plan, and a greater understanding of how empowering **Indigenous and Equity-Seeking communities** must be a priority.

With **one in ten jobs in Hamilton being connected to the tourism sector** we cannot be timid in our approach. Ryan McHugh and his team have been taking a far more direct approach to developing tourism partnerships as we exit the pandemic, which the tourism sector has yet to truly recover from, and its proving fruitful.

I feel the renewed Tourism Strategy will provide staff, community partners and the events, assets and talent that we are all courting to our community a clear vision of a City that understands the power of tourism.

Sincerely

Jeremy Freiburger
Cobalt Connects Creativity
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