



**INVEST
IN HAMILTON**

○ ○ ○ ○

**Business
Improvement Area
(BIA) Sub-Committee**

Judy Lam

Manager, Commercial Districts and Small Business

November 12, 2024

WELCOME

Lessons Learned

International Downtown Association Conference

- IDA is a membership organization for professional place management leaders worldwide
- IDA connects and empowers place management leaders with knowledge, research and public policies for creating prosperous city centers, commercial neighborhoods and livable urban places for all.



Membership at IDA provides resources and solutions through access to best practices, industry trends, innovative ideas, professional expertise, research and career development.

IDA CONFERENCE OVERVIEW



International Downtown Association Conference

- Format:
 - Day 1 – Pre-Conference Day Trips
 - Urban Evolution in a selected area of the city
 - Embracing Post-Secondary as an Economic and Cultural Engine
 - Celebration of Culture in Urban Placemaking
 - Not Your Grandpa Industrial Neighbourhood
 - Day 2
 - Options for more Pre-Conference Tours
 - Opening Session late afternoon with evening opening reception
 - Day 3 – Sessions
 - General Session and Awards Presentation
 - Breakout Sessions
 - Facilitated Forum: IDA Canada
 - Day 4 – Final Day Sessions
 - Breakout Sessions
 - Closing Reception

On September, the 7th Anniversary IDA conference was held in Seattle

It was a gathering of inspired leaders who are shape cities around the globe. The event is for urban place management professionals to discuss industry trends, share best practices and learn the latest tips of the trade.

IDA CONFERENCE OVERVIEW

Selection of BIA Topics:

➤ **BIA Clean Streets Partnership:**

- Job readiness skills
- Social Impact and Support lifting underserved neighbours and homeless
- Beautification and clean streets and sidewalks and open for business
- Tracking clean street metrics
- Communicating these benefits to BIA Board
- BIA Clean Streets Partnership

➤ **Economic Development**

- Learn effective strategies and real-life examples utilizing statistics, stories and social to illustrate the impact of your operations program. Whether maintaining cleanliness and safety or enhancing hospitality and outreach efforts, numerous districts allocate a considerable portion of their budget to operations
- Use the data in your recruitment of businesses for your BIA



Value of Investing in Canadian Downtowns

The Canadian Urban Institute (CUI) was engaged by the International Downtown Association – Canadian Issues Task Force to carry out one of the most significant reviews of Canadian downtowns to date.

Hamilton participated in the study and publication.

IDA CONFERENCE OVERVIEW

Selection of BIA Topics:

- **Beyond Pop-Up – Addressing Large Vacancies**
 - Office to Residential Conversions
 - Envision increased vibrancy and diversity in the downtown moving from a 9 to 5 central business district to a 24/7 community with services and amenities for a variety of demographics – Adaptive reuse
- **Creating & Connecting Your Digital Content**
 - Making content creation and management work for you
 - How to create engaging social media posts for your BIA with a budget of any size
 - Learn to measure success with analytics and ROI
- **Using Events as Catalysts – Transformative Strategies to Support Businesses**
 - Learn how to design and execute events that transform
 - Ways to create meaningful connections between individuals and locations to foster a sense of belonging and harness power of collaboration



IDA members receive instant access to more than 2,200 online resources including presentations, award-winning projects, toolkits, reports and more.

Attend a webinar and instantly gain best practices and actionable insights from experts.

IDA CONFERENCE OVERVIEW

Selection of BIA Topics:

- **Safety Programs and Police Bureau Partnerships**
 - Learn effective strategies and real-life examples utilizing statistics, stories and social to illustrate the impact of your operations program. Whether maintaining cleanliness and safety or enhancing hospitality and outreach efforts, numerous districts allocate a considerable portion of their budget to operations
 - Example of the Portland BID (BIA) and the Portland Police that worked together to provide a presence of public safety, improve livability and reduce crime
- **Ambassadors – Downtown’s Lifeblood**
 - Understand roles, value and significance of Ambassadors and consider their input and perspective when devising solutions for challenges.
 - Their roles and responsibilities will morph in the next three to five years.

Webinars are free for IDA members or nominal cost (usually about \$40) for non-members.

IDA CONFERENCE OVERVIEW

Excerpts:

- **Building Successful ESD/BID Safety Programs and Police Bureau Partnerships**
 - Growing houseless population, many with substance use or undiagnosed mental health conditions, setting up of structures in public right of way laws, racial justice movement, increased office vacancy, less people downtown , decriminalization for possession and increase in public use of drugs
 - Downtown Portland Clean & Safe is a BID (BIA) focused on 213 blocks to provide enhanced safety, cleaning, retail support, and economic development and manage the holiday lighting district

**THE IMPORTANCE OF COMMUNITY EDUCATION:
WHEN TO CALL 911 ~ WHEN TO CALL CLEAN & SAFE 503-388-3888**

911

- CRIME IN PROGRESS
- VIOLENT INCIDENT
- WEAPON INVOLVED
- IF EVER YOU FEEL UNSAFE WITH THE SITUATION

**LOW LEVEL TRESPASS*



**DOWN TOWN
PORTLAND
CLEAN&SAFE**

- WELFARE CHECK
- UNWANTED PERSON / LOITERING
- DISORDERLY CONDUCT
- SOMETHING LOOKS UNUSUAL
- ASSIST WITH GETTING TO/FROM
- CRIME IN PROGRESS AND 911 HAS BEEN CALLED
- LOW LEVEL TRESPASS

CALLS FOR SERVICE	
ACTIVITY	FY23
Loitering/Unwanted Person	7818
Welfare Check	1411
Drug Activity	1287
Vandalism	924
Business Assist	9132
Citizen Assist	3939
Extra Patrol - Events	5471

IDA CONFERENCE OVERVIEW

Excerpts:

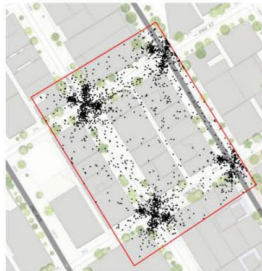
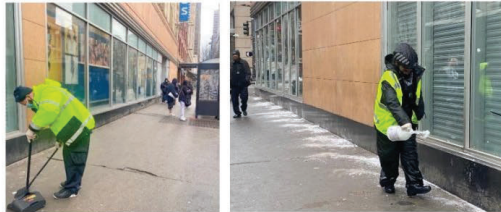
- **Using Ambassador Collected Data to Drive Business Decisions**
 - Evaluate programs to *help* determine effectiveness and return on investment
 - Supports what I already know, stakeholder feedback or to support change
 - Example of stats: pedestrian hourly visits, pedestrian daily visits, tracking trends

Property Reports

Clean Team Sidewalk / Graffiti Cleaning



Biohazard Cleanup



Sidewalk and Graffiti Cleanup
November 2022 - January 2023

Gallons of Trash Removed	Graffiti Tags Removed	Syringes Disposed of
22416	1435	38



Biohazard Cleanup
November 2022 - January 2023

Human Feces Removal	Animal Feces Removal	Urine Removal
265	127	232
Blood Removal	Food waste / Vomit	Alley Flushes
10	358	83

Contracted Pressure Washing
(in addition to standard cleaning)
November 2022 - January 2023

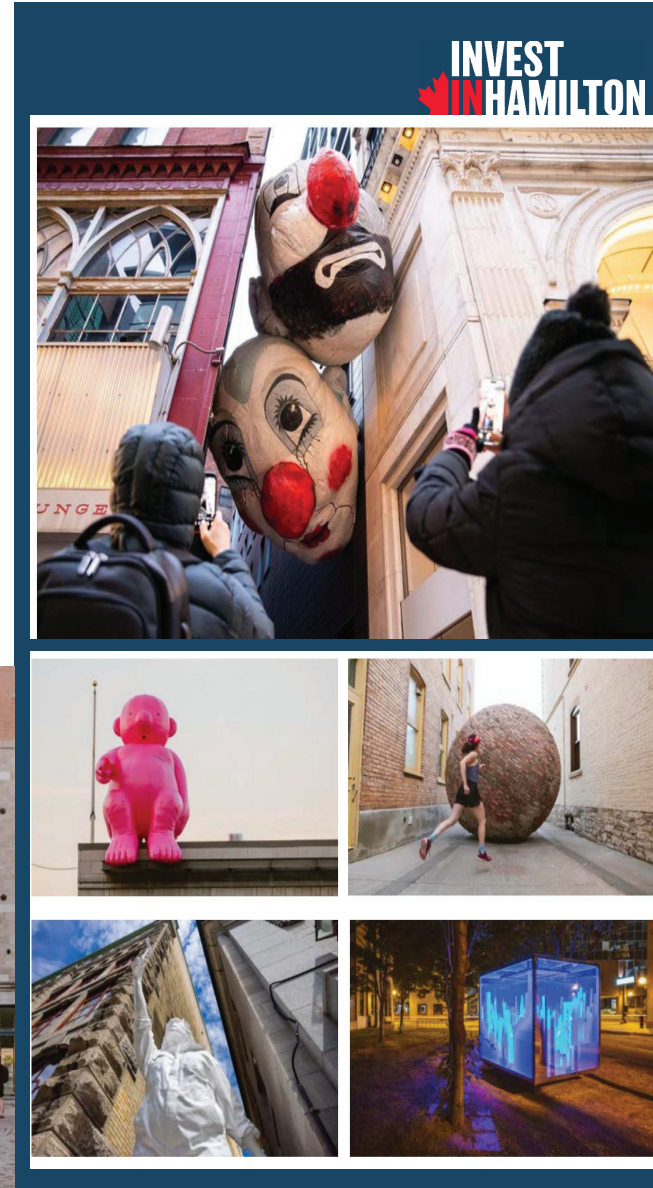
Alley Pressure Washes	Bags of Trash Removed	Bio-waste Removals
55	68	104

- Percentage of Hours Filled vs Budgeted Hours
- Pedestrian Counts
- Homeless counts
- Retail Vacancy
- Ambassador Productivity, (but be careful using it!)
- To justify your project or a legacy project that you inherited
- Prior to a meeting with a neighborhood or stakeholder group
- Meeting with a prospective retailer
- Annual Performance review(s)
- Justification for greater headcount/budget

IDA CONFERENCE OVERVIEW

Excerpts:

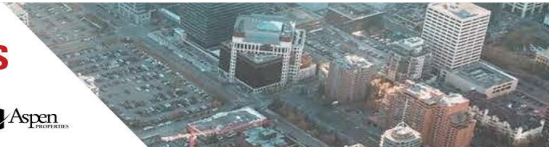
- **Temporary public art in downtown cities and public spaces**
 - Art beyond walls



IDA CONFERENCE OVERVIEW

Excerpts:

THE CASE FOR OFFICE CONVERSIONS



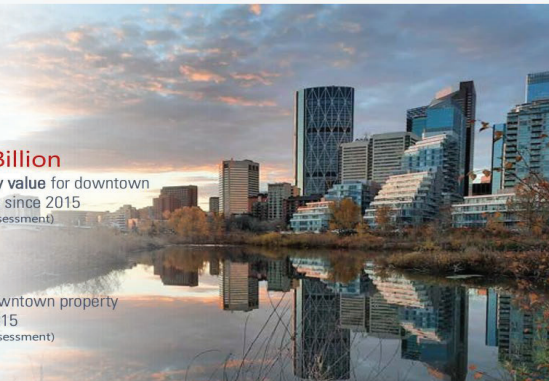
THE CHALLENGE (2021)

14 Million sq. ft.
Total vacant office space
Downtown (2021)

\$16.6 Billion
Loss in property value for downtown
office buildings since 2015
(City of Calgary Assessment)

32.9%
Downtown office vacancy
rate (2021)

68%
Decrease in downtown property
values since 2015
(City of Calgary Assessment)

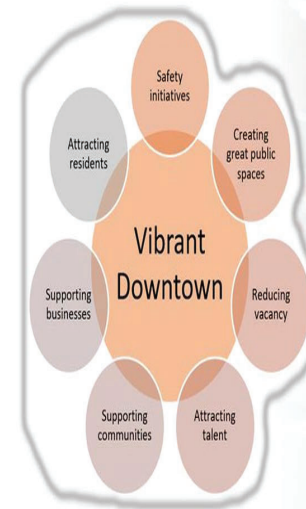


IMPLEMENTATION PLAN: THE DOWNTOWN STRATEGY

Investment Categories	\$ Allocation
Incentives for office to residential conversion	153 M
Incentives for office to post-secondary conversion	9 M
Incentives for office demolition	3M
Incentives to offset +15 Fund contribution for residential development	2M
Downtown vibrancy capital program	163 M
Programming & Safety	16 M
Dedicated downtown team	10 M
Arts Commons Transformation Phase 1 (Program 639-010)	80 M
Housing Accelerator Fund federal grant – office to residential conversion	52.5 M
Total	488.5 M

**INVEST
IN HAMILTON**

VACANCY IS PART OF THE PICTURE,
BUT NOT THE WHOLE PICTURE



2025 IDA CONFERENCE

**Next IDA Conference will be held in Washington, DC –
September 24 – 27, 2025**



IDA Canada's Parliament Hill Advocacy Day held on October 8, 2024

Representing 15 major cities from Victoria to Charlottetown and the provinces in between, over 20 IDA Canada members spent the day meeting with parliamentarians and their staff to advance IDA Canada's mission to revitalize and invest in our community's downtowns and main streets

- Address main street and downtown social challenges by investing in mental health, addictions and homelessness support across Canada through dedicated funding in collaboration with provinces, municipalities and their social service partners.
- Ensure safe and inclusive spaces by initiating a systematic review of the bail system across the country and reforming Bill C-48 to include theft offenders alongside addressing repeat violent offenders.
- Incentivize urban development through investments in downtowns and main streets that provides employment opportunities, increases housing density, supports local entrepreneurs and builds commercial presence.

QUESTIONS?





Would you like to know more?

Judy Lam

Manager, Commercial Districts and Small Business

Economic Development

Judy.Lam@hamilton.ca

905-546-2424 x4178

