



Hamilton Tourism Development Corporation

May 12th 2025 – Update to the Board of Directors

HAMILTON TOURISM DEVELOPMENT CORPORATION

Mandate: The Hamilton Tourism Development Corporation (HTDC) is established to drive tourism growth within Hamilton. It aligns and supports the city's Tourism Strategy, which outlines a vision and priorities for tourism development.

Funding Utilization: The HTDC receives funding from the Municipal Accommodation Tax (MAT), which is utilized to support various tourism-related initiatives.

Accountability Structure: The Province of Ontario requires the City of Hamilton to share 50% of MAT with a non-profit eligible tourism entity. The Hamilton Tourism Development Corporation (HTDC) is the eligible tourism entity that receives this 50% of funds. As a non-profit corporation, the HTDC is accountable to the City of Hamilton, which serves as the sole voting member. The Board of Directors, consisting of council members and appointed officers, oversee the Corporation's operations, ensuring transparent and effective utilization of funds in accordance with approved policies and regulations.

The HTDC will provide an Annual Report with audited financial statements to Council providing full access to records with transparency and accountability.

2024-2028 Tourism Strategy:

The Council approved 2024-2028 Tourism strategy provides a clear roadmap for tourism investment and aligns public, private, and community efforts under a shared vision.

Strategic Priorities:

- Grow Hamilton's Reputation as a Leading Tourism Destination
- Create Vibrant Tourism Districts
- Promote and Support the Sustainability of Natural Assets
- Strengthen Major Festivals and Events

OVERVIEW OF APPROVED 2024 FUNDING REQUESTS

HTDC Funding Requests - Estimated Timing of Cashflows

Funding Request:	2024	2025	2026	2027	2028	2029	Total
2026 Brier* (BID)	\$ -	\$ -	\$ 300,000	\$ -	\$ -	\$ -	\$ 300,000
2026/2027 JUNOS* (BID)	\$ -	\$ -	\$ 300,000	\$ -	\$ -	\$ -	\$ 300,000
2029 Canada Wide Science Fair** (BID)	\$ 50,000	\$ -	\$ -	\$ 205,000	\$ -	\$ -	\$ 255,000
2027 Canada Wide Science Fair** (BID)	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ 205,000	\$ 255,000
2026-2029 Winterfest	\$ -	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 200,000
Waterfall Master Plan	\$ 50,000	\$ 200,000	\$ -	\$ -	\$ -	\$ -	\$ 250,000
Indigenous Tourism Exercise	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000
Placemaking/Activation/Safety Initiatives	\$ 50,000	\$ 100,000	\$ 50,000	\$ -	\$ -	\$ -	\$ 200,000
Total	\$ 250,000	\$ 340,000	\$ 690,000	\$ 245,000	\$ 40,000	\$ 245,000	\$ 1,810,000

Notes:

* Payable only if we are successful in securing the event

** Venue deposits required in 2024, remaining funds applied to eligible expenses in 2027 & 2029

Note:

- The following funding requests do not represent Tourism & Culture's entire work plan.
- The following requests are high-priority, high-impact requests that would not be fully funded without HTDC funds.

KEY UPDATES ON APPROVED FUNDING REQUESTS

Progress on 2024 Projects

- **2026 JUNOS:** Hamilton was officially selected as host city. Staff are now working closely with CARAS to finalize the funding agreement that will support event delivery and community activation.
- **2027 & 2029 Canada-Wide Science Fairs:** A multi-year contribution agreement has been finalized, positioning Hamilton to host Canada's top young STEM talent and their families in both years.
- **Indigenous Tourism Experiences Study:** The project is in the final stages of completion. Insights from this work will inform future partnerships and product development tied to Indigenous tourism priorities.
- **Waterfall Destination Master Plan:** The RFP to procure a consultant has closed. Staff anticipate awarding the contract in Q2 2025, with work beginning shortly thereafter.
- **Placemaking & Safety Initiatives:** Several projects were launched in 2024, with additional investments in public space activation and visitor safety scheduled for 2025 and 2026.

TOURISM EVENT ATTRACTION

Funding Request: \$500,000

Purpose:

- Secure hosting rights for high-impact tourism events across Meetings & Conventions, Sports, and Cultural sectors

Key Benefits:

- Drives hotel occupancy, visitor spending, and tax revenue
- Boosts Hamilton's national reputation as an event destination
- Supports local jobs in tourism, hospitality, and event services
- Encourages extended stays and return visits

Strategy Alignment:

- Grow Hamilton's Reputation
- Strengthen Major Events and Festival Sector



DESTINATION MARKETING

INVESTMENTS

Funding Request: \$300,000

Purpose:

- Deliver targeted marketing campaigns to increase overnight stays and visitor spending; includes sponsorship placement in the Hamilton Arena

Key Benefits:

- Grows Hamilton's brand as a visitor destination
- Supports ticket sales, hotel bookings, and economic recovery
- Strengthens partnerships and cross-promotional opportunities

Strategy Alignment:

- Grow Hamilton's Reputation
- Cultivate Tourism Districts
- Promote Sustainability of Natural Assets
- Support Major Events and Festivals



DOWNTOWN HAMILTON NIGHTTIME ECONOMY STUDY

Funding Request: \$200,000

Purpose:

- Assess and enhance Hamilton's after-hours economy
- Improve safety, services, and support for nighttime businesses and cultural venues

Key Benefits:

- Supports policy and infrastructure improvements
- Expands after-hours tourism offerings
- Engages businesses and institutions in shaping the nighttime experience
- Stimulates economic activity in core areas

Strategy Alignment:

- Grow Hamilton's Reputation
- Cultivate Tourism Districts
- Support Major Events and Festivals



✓ ATTAIN GREENSTEP SUSTAINABLE TOURISM CERTIFICATION

Funding Request: \$50,000

Purpose:

- Achieve GreenStep certification for Tourism Hamilton operations and Visitor Experience Centre
- Signal commitment to responsible, inclusive, and eco-conscious tourism

Key Benefits:

- Enhances Hamilton's appeal to sustainability-minded travelers and investors
- Positions the city as a leader in sustainable tourism practices

Strategy Alignment:

- Grow Hamilton's Reputation as a Sustainable Destination



TOURISM PRODUCT DEVELOPMENT PROGRAM

Funding Request: \$200,000

Purpose:

- Develop and launch new visitor experiences rooted in Hamilton's culinary, cultural, and natural strengths
- Early opportunities include: Donut Trail, Waterfall Tours, and Indigenous Tourism Initiatives
- Call for Interest to engage local creators and businesses

Key Benefits:

- Increases repeat visitation and length of stay
- Elevates Hamilton's market-ready offerings
- Builds a diverse portfolio of nationally competitive experiences

Strategy Alignment:

- Grow Hamilton's Reputation



2025-2030 – PROJECTED CASHFLOW

	Cash Flow:	2025	2026	2027	2028	2029	2030	Total
	Opening Balance	2,356,012	2,000,000	2,343,333	2,731,103	4,066,103	5,396,103	
	Add: Total Revenue	580,000	1,200,000	1,400,000	1,500,000	1,500,000	1,500,000	7,680,000
New Request	Tourism Event Attraction - Meetings and Conventions, Sporting Events, and Culture Events	(125,000)	(125,000)	(125,000)	(125,000)			(500,000)
New Request	Destination Marketing Investments	(150,000)	(150,000)					(300,000)
New Request	Hamilton Nighttime Economy Study	(100,000)	(100,000)					(200,000)
New Request	Attain GreenStep Sustainable Tourism Certification	(25,000)	(25,000)					(50,000)
New Request	Tourism Product Development Program	(66,667)	(66,667)	(66,667)				(200,000)
Previously approved	Montana's Brier (Potential BID)		(300,000)					(300,000)
Previously approved	2026 Junos (Successful BID)	(300,000)						(300,000)
Previously approved	2029 Canada Wide Science Fair (Successful BID)			(125,000)		(130,000)		(255,000)
Previously approved	2027 Canada Wide Science Fair (Successful BID)	(125,000)		(130,000)				(255,000)
Previously approved	2026-2029 Winterfest	(40,000)	(40,000)	(40,000)	(40,000)	(40,000)		(200,000)
Previously approved	Waterfall Master Plan	(250,000)						(250,000)
Previously approved	Indigenous Tourism Exercise	(50,000)						(50,000)
Previously approved	Placemaking/Activation/Safety Initiatives	(130,000)	(50,000)					(180,000)
	Loan Repayment			(525,563)				
	Net Cumulative Balance	2,000,000	2,343,333	2,731,103	4,066,103	5,396,103	6,896,103	
	Line of Credit Amount Required	425,654						

Note: Figures based on previously approved and current requests.

2025 BUDGET

HAMILTON TOURISM DEVELOPMENT CORPORATION 2025 DRAFT OPERATING BUDGET FISCAL PERIOD: January 1 to December 31, 2025

	2025 Budget
Revenue	
Municipal Accommodation Tax - Hotel	920,338
Municipal Accommodation Tax - Short Term Rental	-
Interest Income	189,675
Total Revenue	1,110,013
Expenses	
Bid Fees and Tourism Projects/Initiatives	1,361,667
Software Subscription	2,000
Professional Fees:	
Consulting	5,000
Audit	9,000
City Staff	31,052
ORHMA Fees	25,000
Insurance	7,218
Financial Charges	29,906
Total Expenses	1,470,843
Net Income (Loss)	(360,830)

QUESTIONS?