

Hamilton Tourism Development Corporation Project Funding Application

Applicant

Name of Organization	City of Hamilton
Requesting Funding As	<input type="checkbox"/> Non-profit organization (with defined tourism focus) <input type="checkbox"/> For-profit business (with defined tourism focus) <input checked="" type="checkbox"/> City of Hamilton division/department
Address	28 James Street North, 2nd Floor, Hamilton, ON, L8R 2K1
Canada Revenue Agency Business Number	88932 3218

Organization/City of Hamilton Staff Contact

Name of Contact	Ryan McHugh
Job Title	Manager, Tourism and Events
City of Hamilton Division/Department	Tourism and Culture/Planning and Economic Development
Email	ryan.mchugh@hamilton.ca
Phone	905-546-2424 ext. 4123

Project/Event Details

Name	Tourism Event Attraction - Meetings and Conventions, Sporting Events, and Culture Events
Dates	2025
Description (max 300 words)	<ul style="list-style-type: none"> • Tourism Hamilton requests funds to support competitive bids for Meetings and Conventions, Sporting Events, and Cultural Events. These funds are essential to positioning Hamilton as a desirable host city when competing for tourism business with other municipalities and to generating measurable economic, cultural, and reputational benefits. • Funds will be used for bid fees, a crucial financial component that Tourism Hamilton (DMO) pays event organizers to secure the hosting rights for tourism events in the city. These fees are typically a requirement when responding to event Requests for Proposals and can range from a few thousand dollars to hundreds of thousands, depending on the tourism event's economic impact, brand exposure, and legacy benefits to the destination. • Bid fees pay for hosting rights, licensing, marketing, and/or operational or production support. • Funding for bid fees need to be in place when responding to RFPs, but fees are only payable once Hamilton is selected as the event host city. <p>Examples of current and potential hosting opportunities include, but are not limited to:</p> <ul style="list-style-type: none"> • Canadian Society of Association Executives (CAAE)

	<ul style="list-style-type: none"> • Association of Municipalities of Ontario (AMO) • Little Native Hockey League (Little NHL) • Various confidential sport and music events at Tim Hortons Field • International Children's Games
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Tourism Strategy Alignment

Priority Alignment	Grow Hamilton's Reputation as a Leading Tourism Destination; and Strengthen Hamilton's Major Events and Festival Sector
Related Action (if applicable)	<ul style="list-style-type: none"> • Utilize a portion of the Municipal Accommodation Tax and other non levy funding sources for bid fees for securing and executing major events. • Secure international, national, and provincial meetings and conventions that provide year-round activity for tourism industry partners.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • Increase event attraction success by securing more major conventions, sports, concerts for Hamilton. • Strengthen Hamilton's reputation as a premier event-hosting destination. • Support job creation and industry partnerships in tourism, hospitality, and events. • Increased tourism revenue for hotels, restaurants, shops, and transportation services benefitting from the influx of visitors. • Higher tax revenue from increased sales, licensed accommodations, and services. • Major tourism events, most notably those that are televised, put Hamilton in the spotlight, potentially attracting future tourism and business. • Extended Stays & Return Visits: Tourists who visit for an event often explore beyond the event and return in the future. Visitors share positive experiences, bringing more attention to the city. • Local and national groups participating in events connect across arts, sports, music, and business sectors. Events often highlight multicultural elements in programming, promoting inclusivity.

Funding Request

Total Project Budget	\$500,000 – plus other 3 rd party sources where applicable
HTDC Funding Request	\$500,000
Other Funding Sources, Please Describe	Tourism Hamilton leverages private sector contributions and funding opportunities from the Provincial and Federal governments when appropriate and available.
Single/Multi-Year Funding	Multiple

If Multi-Year, please detail what funding is required per year.	Depending on the event and if the City of Hamilton's bid is successful, funds will be accessed on a case by case basis over the course of the 2024-2028 Tourism Strategy.
Deadline for Organization to know if this application is successful?	To fund various bids as required.
If successful, what date is funding due to the Organization?	To fund various bids as required.

Declaration and Signature

The applicant certifies that the above information is true to the best of the applicant's knowledge.

Name	Ryan McHugh
Job Title	Manager, Tourism & Events
Signature	
Date	April 4, 2025

HTDC - For Office Use Only

HTDC Officer Comments:

HTDC Officers' Reporting Requirements to the Board of Directors:

- Verbal interim progress reports at HTDC meetings, as applicable.
- Deliver a Final Project Report at the next scheduled HTDC meeting. For Multiple - Year Projects, a Project Report is due for each year of funding.
- Project Reports must be delivered in a written format and include:
 - how the Project successfully met its objectives (as described in the funding application question #8); and
 - the outcomes of the benefits the Project delivered to Hamilton (as described in the funding application question #10).