

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 Product Development Program
Dates	2025 – 2028
Description (max 300 words)	<p>This program will build on Hamilton's culinary, natural, and cultural strengths to develop distinctive, experience-based tourism offerings. Examples of early opportunities include:</p> <ul style="list-style-type: none"> • Hamilton Donut Trail: A self-guided trail highlighting local donut shops and bakeries, paired with storytelling and seasonal promotions. • Waterfall Tour Experiences: Guided hikes and shuttle-based routes aligned with the Waterfall Destination Master Plan, featuring interactive storytelling tools. • Indigenous Tourism Experiences: Initiatives informed by the Indigenous Tourism Experiences Study, developed in partnership with Indigenous communities to share stories, culture, and place through meaningful visitor experiences. <p>To ensure broad participation, transparency and innovation, Tourism Hamilton will issue a call for interest to engage local businesses, artists, and community partners in co-developing new tourism products. These funds will help bring those opportunities to life, supporting concept development, experience design, and market readiness.</p>

Tourism Strategy Alignment

Priority Alignment	Grow Hamilton's Reputation as a Leading Tourism Destination
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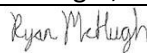
Related Action (if applicable)	Develop and implement a Tourism Product Development Program, cultivating authentic experiences to showcase the city's diverse cultural, heritage, music, culinary, and natural assets.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • A Tourism Product Development Program will strengthen Hamilton's position as a dynamic, year-round destination by enhancing visitor experiences and creating new ways for travelers to explore the city. • By expanding and improving tourism offerings, the program will drive repeat visitation, encourage longer stays, and generate greater economic impact for the city. Strengthening market-ready experiences will also support local businesses and tourism operators, helping them attract new customers and grow their offerings. • Developing high-quality tourism products that can compete on a national level will increase Hamilton's appeal to both domestic and international travelers. Additionally, uniquely Canadian and authentic Hamilton experiences may qualify for international promotion and distribution through tourism partners like Destination Canada. • By enhancing existing visitor experiences, supporting local tourism operators, and positioning Hamilton as a year-round destination, this program will contribute to the city's long-term success in the competitive tourism landscape.

Funding Request

Total Project Budget	\$200,000
HTDC Funding Request	\$200,000
Other Funding Sources, Please Describe	Staff will seek private sector collaboration and provincial/federal funding opportunities to expand program impact where available.
Single/Multi-Year Funding	Multi-year
If Multi-Year, please detail what funding is required per year.	Support the development and initial roll out of the Product Development Program as outlined in the Tourism Strategy. 2025-2027
Deadline for Organization to know if this application is successful?	May 2025
If successful, what date is funding due to the Organization?	May 2025

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).