

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	Attain GreenStep Sustainable Tourism Certification
Dates	2025 - 2026
Description (max 300 words)	<ul style="list-style-type: none"> GreenStep's Sustainable Tourism Certification is an assessment-based program that provides guidance and support to tourism businesses as they strive to operate more sustainably. It is the only Canadian-based sustainable tourism certification provider covering all types of tourism businesses and destinations. GreenStep's Sustainable Tourism Destination Standard was created in alignment with the 17 United Nations Sustainable Development Goals and has been globally recognized by the Global Sustainable Tourism Council. The GreenStep certification process requires an in-depth assessment that takes into consideration sustainability management systems, compliance with applicable laws, employee and guest engagement in sustainability efforts, availability of sustainable and accessible buildings and infrastructure, energy and water conservation, waste and emissions, community engagement, cultural heritage preservation, IDEA, and more.

Tourism Strategy Alignment

Priority Alignment	Grow Hamilton's Reputation as a Leading Tourism Destination
Related Action (if applicable)	To lead by example, Tourism Hamilton will obtain a GreenStep Sustainable Tourism Certification, which encompasses efforts in responsible tourism, environmental stewardship, accessibility, diversity, and equity.

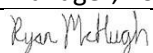
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • Achieving GreenStep Sustainable Tourism Certification will demonstrate Tourism Hamilton's commitment to creating a safe, inclusive, and environmentally responsible destination. This certification will enhance Hamilton's appeal to eco-conscious travelers, meeting the growing demand for sustainable experiences. • By using the Visitor Experience Centre as a physical asset within the destination, Tourism Hamilton can lead by example, providing valuable insights and best practices to support local businesses and events in adopting sustainable tourism practices. This process will create a slipstream effect, making it easier for partners to pursue their own certifications and elevate sustainability across the city's tourism sector. • Sustainability is a key factor in attracting tourism investment and major events. Certification will strengthen Hamilton's competitiveness, positioning the city as a forward-thinking destination for event organizers and investors who prioritize environmental responsibility. Additionally, aligning with federal and provincial sustainability goals will open doors to future funding opportunities. • By prioritizing sustainability, Hamilton will not only be a responsible steward of its destination but also strengthen its global reputation, ensuring long-term growth and resilience in the tourism industry.
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Funding Request

Total Project Budget	\$50,000
HTDC Funding Request	\$50,000
Other Funding Sources, Please Describe	Tourism Hamilton will explore partnerships and grants to support sustainability initiatives where applicable.
Single/Multi-Year Funding	Multi-Year
If Multi-Year, please detail what funding is required per year.	\$50k to be spend over 2025/2026
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).