

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	Destination Marketing Investments
Dates	2025-2026
Description (max 300 words)	<ul style="list-style-type: none"> • Drive Overnight Stays and Visitor Spending: Targeted marketing campaigns focused on key travel markets to increase hotel bookings, visitor length of stay, and local economic impact. • Promote Major Events and Cultural Attractions: Leverage Hamilton's growing roster of high-profile events—such as the JUNOS, Canadian Open, and festival calendar—to build awareness and attendance. • Enhance Hamilton's Tourism Brand: Expand digital and content marketing efforts that highlight Hamilton's distinct offerings across nature, music, culinary, and culture, aligned with the city's brand identity. • Support Seasonal and Geographic Dispersion: Launch campaigns that encourage off-peak travel and promote attractions across all areas of the city, supporting tourism recovery and resilience. • Strengthen Partnerships and Cross-Promotion: Collaborate with local tourism operators, regional partners, and sector organizations to maximize reach and return on investment for all marketing initiatives.

Tourism Strategy Alignment

Priority Alignment	<p>Enhancing Hamilton's Tourism Appeal: The proposed investment aims to bolster Hamilton's position as a premier Canadian destination by promoting its vibrant tourism districts, rich natural assets, and authentic experiences, thereby attracting more visitors and stimulating economic growth.</p> <p>Alignment with the 2024–2028 Tourism Strategy: The investment aligns with the following strategic priorities and actions outlined in the City of Hamilton's 2024–2028 Tourism Strategy:</p> <p>Strategic Priority 1: Grow Hamilton's Reputation as a Leading Tourism Destination Action: Implement targeted marketing campaigns to raise awareness of Hamilton's unique offerings and attract diverse visitor segments.</p> <p>Strategic Priority 2: Cultivate Vibrant Tourism Districts Action: Develop and promote key tourism districts by highlighting local attractions, events, and businesses to enhance visitor experiences.</p> <p>Strategic Priority 3: Promote and Support the Sustainability of Natural Assets Action: Market Hamilton's natural attractions responsibly to encourage eco-friendly tourism and preserve environmental integrity.</p> <p>Strategic Priority 4: Strengthen Hamilton's Major Events and Festival Sector Action: Support and promote major events and festivals that draw visitors, celebrate local culture, and contribute to the city's economic vitality.</p>
Related Action (if applicable)	<ul style="list-style-type: none"> • Actions listed directly above.
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • Attract new visitors through targeted marketing initiatives. • Increase attendance at existing venues, driving ticket sales and out-of-town visitor spending including through a marketing sponsorship with Oak View Group in support of Hamilton Arena's major concerts, the 2026 JUNO Awards, and downtown revitalization. • Strengthen local pride by promoting Hamilton's unique experiences. • Boost tourism revenue by enhancing awareness of Hamilton's sports, entertainment, and cultural assets.

Funding Request

Total Project Budget	\$300,000
HTDC Funding Request	\$300,000

Other Funding Sources, Please Describe	Tourism Hamilton will seek co-op marketing partnerships with venues, tourism operators, and event promoters to amplify campaign impact.
Single/Multi-Year Funding	N/A
If Multi-Year, please detail what funding is required per year.	Multi-Year 2025 - \$150,000 – estimate 2026 - \$150,000 – estimate
Deadline for Organization to know if this application is successful?	May 2025
If successful, what date is funding due to the Organization?	As required over 2025-2026

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).