

# JPC

Jobs Prosperity Collaborative  
Hamilton

**DATE:** February 2, 2011

**TO:** Mayor and Members of Council  
City of Hamilton

**FROM:** Jobs Prosperity Collaborative

**RE:** **JPC 2010 Activity Summary &  
2011 Budget Forecast and Work Plan Overview**

The purpose of this report is to provide the community with an update on the activities initiated by the Jobs Prosperity Collaborative (JPC) in 2010, and to provide an overview of the proposed 2011 Work Plan and Budget Forecast.

Over the past two years, the JPC has been operating within our "*Framework for Action on Jobs*" utilizing the following seven inter-connected priorities to guide the activities of our Working Groups in each of these areas:

- *Innovation and Learning*
- *Hamilton's Image*
- *Quality of Life*
- *Immigration*
- *Commercial Land and Infrastructure Strategy*
- *A Predictable Supportive Planning Process That Ensures Sustainable Commercial Development*
- *Economic Portfolio*

In 2010, the JPC completed a number of major initiatives in each of these areas including a range of community engagement activities. These activities have created a critical link to the community that the JPC has become well positioned to foster and develop further in 2011. The JPC has also developed strong working relationships with senior City staff and the Hamilton Economic Development Department and continue to foster our role as economic advisor to Council through the Economic Development Committee.

The JPC continues to make significant strides in our mission to:

- *Promote a strategic job focus*
- *Encourage broad community engagement in the jobs agenda*
- *Leverage change and action*
- *Ensure learning, communication and accountability*

### **JPC 2010 Activity Summary**

Leveraging 16,000 volunteer hours (worth an estimated \$1.6 million investment) the JPC is harnessing the passion and dedication of a broad-base of community representatives to embrace the vision “*to be the best city in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities*”.

JPC 2010 activities (listed below) demonstrate the power of community cohesiveness and the ability to create long-term change.

### **Innovation & Learning**

#### **Innovation Factory:**

Through the leadership of the JPC and working with corporate and institutional partners, the Innovation Factory was launched in November. Working with the Ministry of Research and Innovation’s ONE Program, Hamilton was the first Regional Innovation Centre to be announced in Ontario. The Innovation Factory hosted a high-profile launch event featuring keynote speaker Tom Jenkins, Chairman of Opentext, one of Canada’s largest software companies and the honourable Glen Murray, Minister of Research and Innovation, helping to position Hamilton as the city for opportunity.

The successful launch of the Innovation Factory represents a significant milestone for job creation and our community through:

- ✓ *Leveraging \$1.2 million in Provincial funding over 3 years*
- ✓ *Leveraging additional program funding from IRAP and MaRS*
- ✓ *Promoting the support needed to help the growth of local entrepreneurs*
- ✓ *Connecting the community to a culture of innovation*
- ✓ *Helping to improve Hamilton’s image*

Literacy:

This working group identified literacy within our community and creating a community focus on life-long learning as major concern. As a result the JPC hosted a workshop of community leaders and organizations with an interest in the area of literacy. The result has been a strong commitment to completing further analysis including the development of strategies that through a collaborative approach could provide a positive impact on literacy within our community. The next step of this work will include the JPC leading a process to create a "literacy map" of our community.

Hamilton's Image

Community Event:

On May 3rd, the JPC hosted a free community event engaging over 500 community members. This event:

- Launched a 15 week "Proud Hamilton" marketing campaign
- Featured keynote speaker Alex Steffan, on sustainable cities
- Engaged 13 youth organizations (over 100 youth) in the Proud Hamilton campaign and launch
- Organizations engaged included: Community Centre for Media Arts; Kiwanis; YEAH (Youth Engagement & Action in Hamilton); Artsaround; YWCA/YMCA; Hamilton Community Foundation, SISO, Hamilton Street Youth Collaborative; Big Brothers & Sisters of Hamilton/Burlington; United Way; Good Shepherd, Social Planning Resource Council; ReCreate Outreach; Robert Land Community Centre

Proud Hamilton Marketing Campaign:

- 15 week grass-roots marketing campaign aimed at internal image building
- Campaign based on community engagement for sharing positive stories about Hamilton
- Launched logo, website and facebook page
- Engaged JPC members include Mohawk, McMaster, Hamilton Spectator, City of Hamilton – Economic Development and Tourism, Hamilton Community Foundation and Hamilton Health Sciences

Mayor's Luncheon Series:

- Partnered with Hamilton Economic Development, the JPC hosted 4 Mayor's Luncheons with featured speakers: Glen Murray as President & CEO of Canadian Urban Institute; Jeb Brugmann, Author; Terry Cooke, President & CEO of Hamilton Community Foundation; Jeff Rubin, Economist & Author
- Each event attendance grew and engaged over 200 members of the community (per event) in key conversations about economic, social and environmental topics
- Establishing the event as a key venue for community networking
- Communicates a positive message about opportunities in Hamilton

### **Quality of Life**

The JPC Quality of Life Working Group produced a White Paper that demonstrates the value quality of life has on the economic well-being of individuals and communities and was incorporated into the City's new economic development strategy. The White Paper is available for download on the JPC website at [www.jpchamilton.ca](http://www.jpchamilton.ca). The JPC's focus on quality of life is defined by two major purposes:

- to promote Hamilton's quality of life as an attractor of jobs and investment
- to strategize ways to improve the quality of life in Hamilton

### **Immigration**

Produced by the JPC Immigration Working Group in partnership with the Immigration Partnership Council, the JPC Immigration White Paper describes the importance of immigrants to Hamilton's economic prosperity and provides a context for action to ensure Hamilton continues to attract the immigrants it needs. The White Paper was featured in the Hamilton Spectator and is available for download on the JPC's website at [www.jpchamilton.ca](http://www.jpchamilton.ca) as a community resource.

### **Supportive Planning Process**

The JPC played an instrumental role in assisting City staff to strengthen their relationship with the development community. JPC hosted a "One-Window Workshop" with the development and building sectors to assist in the design and implementation of a City "One-Window" application process. The City's Planning Office reports that their enquiries are up to 500 per month – a tremendous increase over previous years.

### **Economic Portfolio**

In support of the Clean-Tech cluster, the JPC in partnership with Hamilton Economic Development and Siemens Canada, hosted a Sustainable Cities workshop with 75 community members representing the interest in sustainable development & infrastructure. This event provided the opportunity for the JPC to engage in a key conversation about the needs to help support the growth of jobs in this sector. In 2010, the JPC applied to the Ministry of Training, Colleges and Universities to fund a project to support this cluster (also for the Creative Catalyst cluster)

### **Community Support Organization**

The JPC 2010 Work Plan identified the possibility of creating a community support organization as a strategy towards achieving broader organizational sustainability for both the JPC and other not-for-profit organizations through efficiencies that could be gained in sharing space, equipment and staff resources. Initial discussions with the Industry Education Council (IEC) and the Hamilton Training Advisory Board (HTAB) have identified significant support for this type of an initiative.

**JPC 2010 Performance Indicators**

The following benchmarks have been established in coordination with Hamilton Economic Development.

**Shovel Ready Lands**

2008 – 285 total acres

2009 – 129 total acres

2010 – 240 estimated total acres

**New Jobs Created (Hamilton)**

2008 Total Jobs – 207,677 (increase of 12,100)

2009 Total Jobs – 209,058 (increase of 1,381)

2010 – Total Jobs not available (estimated increase of 2,282)

Small Business – 692

Mfg – 1360

Office – 100

Institutional - 130

**Unemployment Figures (2010)**

	Hamilton	Ontario
January	8.9%	9.2%
February	8.7%	9.1%
March	7.9%	8.8%
April	7.7%	8.8%
May	7.8%	8.9%
June	7.7%	8.3%
July	7.8%	8.5%
August	7.8%	8.8%
September	7.7%	8.8%
October	7.6%	8.6%
November	6.7%	8.2%
December	6.9%	8.1%

**JPC Volunteer Hours** **Estimated Value**

2010 – 16,000

\$1.6M

2009 – 15,600

\$1.56M

2008 – 12,000

\$1.2M

**JPC 2010 Financial Summary**

The JPC carried a positive variance of \$10,000 forward from the funding it received in 2009. In addition to this carry over funding the JPC also received funding in 2010 from the City of Hamilton, Province of Ontario, revenue from the Mayors Luncheon Series, and sponsorship through a new Cornerstone Partnerships program.

Gifts in kind in the form of services continue to be an integral component of the JPC financial support. In 2010 these included large contributions in a number of areas including marketing and consulting services for a total of \$212,000 in value.

As membership in the JPC continues to grow, and the momentum of our community engagement strategies and priority actions are initiated, we are confident volunteer hours and gifts in kind will continue to increase in 2011.

Funding sources for the JPC in 2010 included:

**Funding:**

Carry over 2009	\$ 10,000
City of Hamilton	\$ 100,000
MTCU grant (Jan-Mar)	\$ 58,500
Corporate Sponsorship/events	<u>\$ 94,750</u>
<b>Total</b>	<b>\$263,250</b>

**Costs:**

Consulting services	\$ 199,778
Meeting/activity expenses	\$ 35,402
Admin support	<u>\$ 13,088</u>
<b>Total</b>	<b>\$ 248,268</b>

<b>Carry over to 2011</b>	<b>\$ 14,982</b>
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### **2011 JPC Work Plan & Budget Forecast**

In 2011 the JPC will be taking a strategic approach to “sustainability” both as an organization in further developing the JPC operating and financial model, and as a community in targeting sustainable community development. The JPC will also continue with its community outreach to engage more citizens into the jobs initiative for the City of Hamilton.

In addition to continuing the activities of the working groups assigned to the seven inter-connected priority areas the JPC will be focusing on the following new activities during 2011:

#### **Literacy**

Building on the discussions at the 2010 JPC literacy workshop a planning team including representatives of the Adult Basic Education Association, Hamilton Training Advisory Board, Hamilton Community Foundation, Hamilton Public School Board, and the JPC will be coordinating a project to develop a “literacy map” of our community.

#### **Sustainable Community Development**

Jay Connor, founder and CEO of the Collaboratory of Community Support wrote that *“if collaboration is an essential strategy for community problem solving, then funders and community leaders must become aggressively intentional about the commitment to behind-the-scenes support. In order to support community problem-solving, we need to invest in the specialists, organizers and coaches that are necessary to sustain the efforts and get results. We need to fund full-time glue and connective tissue in community work”*.

Following on the work all ready completed by the IEC, HTAB and JPC in the area of creating a Community Support Organization this alliance will be reaching out for other strategic alliances and partners in assessing the options and strategies to creating this type of organization within our community.

#### **Creative Catalyst Sector– New JPC Working Group**

Aligned with the City’s economic development strategy, the JPC will support the growth of job opportunities within the Creative Industries Sector in the City of Hamilton. This new working group will initiate activity utilizing the JPC membership network and other community sources to develop a Project Working Group including members representing the various areas of the Creative Industries sector including Film/Video/Broadcasting, Design & Digital Media, Music, Festivals and Events, Performing Arts and Visual Art. This activity will focus on convening and strengthen membership participation to promote economic growth and job creation activities.

**Clean-Tech Sector – New JPC Working Group**

Also aligned with the City's economic development strategy, the JPC is positioned to support the promotion of jobs in this growing sector. Hamilton is beginning to see new investments into clean technology. For example, JNE Consulting announced a \$5 million dollar project in 2010 to create a solar panel assembly plant and 300 new jobs. Hamilton is positioned well to capitalize on clean energy manufacturing to create jobs and promote sustainability. The focus of this new Working Group will be to determine what support is required for job growth in this cluster.

**Ambassador Program**

Working with the City of Hamilton Economic Development Department the JPC will be initiating a review of the Hamilton Ambassador Program during 2011. This review will include city marketing materials to provide Ambassadors as well as activities to engage over the year.

**2011 Budget Forecast**

The following is a summary of the 2011 budget for the base operations of the JPC. Project funding will be secured through government grants and other sponsorship opportunities.

**Revenue:**

Carry over from 2010	\$ 14,981
City of Hamilton	\$ 100,000
Cornerstone Partners/Sponsors	\$ 100,000
Special events	\$ 20,000
Other Levels of Government	<u>\$ 30,000</u>
Total	\$ 264,981

**Expenses:**

Human Resources	\$ 157,500
Contracted Services	\$ 45,000
Meeting / Activity Expenses	\$ 35,000
Facility	<u>\$ 25,000</u>
Total	\$ 262,500



**Presentation of the 2011 Work plan:**

Mark Chamberlain will appear at the Committee of the Whole meeting on February 14, 2011 to make a brief presentation on the 2011 work plan proposed by the JPC.

Respectfully submitted,  
Mark Chamberlain  
Chair,  
Jobs Prosperity Collaborative