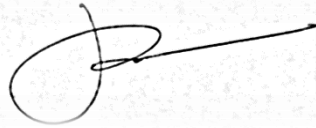




# COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	August 21, 2025
<b>SUBJECT:</b>	Our Future Downtown: 10-Year Downtown Revitalization Strategy Interim Engage Hamilton Summary Findings Report (Ward 2/City-wide)
<b>WARD(S) AFFECTED:</b>	Ward 2/City-wide
<b>SUBMITTED BY:</b>  <b>SIGNATURE:</b>	Jennifer Patterson Acting Director, Economic Development Planning and Economic Development Department 

The purpose of this Communication Update is to provide a supplement to [Report PED24163\(c\)](#), presented at the July 9 General Issues Committee, in order to further detail public comments received through the 10-Year Downtown Revitalization Strategy Engage Hamilton project page from April 2 to June 30.

## Background

On July 9, 2025, staff and the project consultants, Cultural Spaces (the Consultants), presented an interim update on the 10-Year Downtown Revitalization Strategy (the Strategy) to the General Issues Committee. That update detailed feedback heard through staff's pop-engagement events in the community, focused stakeholder engagement as well as the Consultants' own observations and findings respecting the state of Downtown.

At that time, staff committed to providing a further report back to the community and City Council respecting the findings of public comments received through the Engage Hamilton project page which required a more detailed analysis and review by staff.

Engage Hamilton provided the public an opportunity to inform the project by completing a survey, sharing comments/concerns, submitting personal stories/special memories,

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

providing ideas for improving Downtown and/or asking questions about the project directly to staff. These tools were open to the public from April 2 through to June 30, 2025.

The survey questions asked were developed in consultation with the City's public engagement team and consisted of the following:

**1) What is your vision for Downtown Hamilton?**

**Intent:** To understand how the community envisions the future of the Downtown (aspirations);

**2) What do you value about Downtown Hamilton?**

**Intent:** To gather insights about the aspects of Hamilton's Downtown that people appreciate, which could inform future growth opportunities (asset inventory);

**3) We've heard a lot about the challenges people experience in Downtown. Are there other challenges or concerns that you think need attention?**

**Intent:** To identify additional challenges or concerns not yet highlighted and gather comprehensive input for addressing potential issues in the Downtown core; and,

**4) What's your big idea? How can we make our vision for Downtown Hamilton a reality?**

**Intent:** To encourage creative and innovative suggestions for transforming the downtown area and to understand how people envision making the vision actionable.

A fifth question also asked respondents to share any special memories or personal connections to Downtown that could further help staff define Downtown's meaning to the community and inform its future role.

## **Interim Summary Findings Report**

An interim summary findings report has now been completed by staff and is attached as Appendix A to this Communication Update.

More than 250 individuals contributed to the Engage Hamilton findings. City staff have reviewed all comments received and categorized the responses into themes to the survey's open-ended questions to provide a summary of the visions, opportunities, and challenges for Downtown as identified by participants.

## **Next Steps**

The summary findings report will be made available on the project's Engage Hamilton project page at [www.engage.hamilton.ca/OurFutureDowntown](http://www.engage.hamilton.ca/OurFutureDowntown) and the project page on the City's website at [www.hamilton.ca/OurFutureDowntown](http://www.hamilton.ca/OurFutureDowntown). The report will also be

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provided directly to all individual stakeholders engaged by staff and the Consultants to-date via e-mail.

This findings report is an important step toward building trust with the community and stakeholders that their concerns and aspirations for Downtown are being heard by staff and that their contributions are informing the development of the Strategy.

To that end, the findings will be used by staff and the Consultants to inform the development of the vision, guiding principles and priority actions that will comprise the Strategy. A draft of the Strategy will be presented at the December 3, 2025 General Issues Committee.

Staff are continuing to seek additional opportunities to engage with the public and key stakeholders during Phase Two of the project (July through November). During this phase, staff are seeking to collaborate with internal Departments/Divisions and key external stakeholders to develop the priority actions that the City and its partners will lead/action over the next 10 years.

Should any member of Council wish for staff to engage with specific individuals/stakeholders on this project or attend any Ward-specific meetings/town halls to share more about the project and further hear from residents across the city, staff would be pleased to discuss and support those opportunities.

### **Contact**

If you require any further information on this matter, or wish to discuss a potential engagement opportunity for staff to attend, please contact Phil Caldwell, Manager, Commercial Districts and Small Business, Economic Development Division at (905) 546-2424 x2359 or by email at [phil.caldwell@hamilton.ca](mailto:phil.caldwell@hamilton.ca).

### **APPENDICES AND SCHEDULES ATTACHED**

Appendix A – Our Future Downtown: 10-Year Downtown Revitalization Strategy Interim Engage Hamilton Summary Findings Report