

A VIBRANT INDIGENOUS TOURISM HUB

CITY OF HAMILTON
INDIGENOUS TOURISM
DEVELOPMENT STRATEGY 2024





The City of Hamilton is situated upon the traditional territories of the Erie, Neutral, Huron-Wendat, Haudenosaunee and Mississaugas. This land is covered by the Dish With One Spoon Wampum Belt Covenant, which was an agreement between the Haudenosaunee and Anishinaabek to share and care for the resources around the Great Lakes. The City of Hamilton further acknowledges that this land is covered by the Between the Lakes Purchase, 1792, between the Crown and the Mississaugas of the Credit First Nation.

Today, the City of Hamilton is home to many Indigenous peoples from across Turtle Island (North America) and we recognize that more must be done to learn about the rich history of this land so that we can better understand our roles as residents, neighbours, partners and caretakers.

A SHARED VISION

Establishing a Vibrant Hub for Indigenous Tourism

In recognition of our responsibility to honour the Indigenous communities within and around Hamilton, the Hamilton City Council endorsed the Urban Indigenous Strategy (UIS) in June 2019. This strategy outlines a series of actions aimed at ensuring the contributions and experiences of Indigenous peoples are both recognized and celebrated.

As a direct result of the UIS, Tourism Hamilton initiated an engagement process with an Indigenous advisory team, as well as with other individuals who wished to contribute their thoughts, and conducted research to learn from others to identify and implement best practices for fostering Indigenous tourism in Hamilton. This initiative is part of an ongoing journey to address truth and reconciliation. However, there is still much to learn, and many actions must be taken to fully honour and integrate Indigenous perspectives and practices into Hamilton's tourism landscape.

Indigenous tourism offers Indigenous people a sustainable means of livelihood, enabling them to preserve and practice their traditional cultures while sharing these rich cultural heritages with visitors. Indigenous tourism not only provides economic development for Indigenous people in and around Hamilton, but also contributes to the journey of the **truth aspect of the truth and reconciliation process**. It provides residents and tourists with a deeper understanding and appreciation of Indigenous traditions and histories, promoting a more inclusive and informed community.

According to Destination Canada, Indigenous tourism experiences in Canada have seen exponential growth and are gaining popularity and demand in comparison to many other tourism products. There is an exciting opportunity to support and develop Indigenous tourism in Hamilton. With an increased interest in Indigenous tourism on a global scale and the potential economic return that it offers for Indigenous communities and the tourism economy as a whole, Indigenous tourism development is a viable option to pursue and provides a significant step forward towards reconciliation and social justice.

Hamilton features a wealth of attractions that draw both tourists and residents, which entails the vibrant waterfront area, numerous historical sites, and stunning natural features. Rather than focusing on developing new tourist destinations, our goal is to meet tourists where they are at by **integrating Indigenous tourism into these popular areas, creating opportunities for Indigenous entrepreneurs to connect with visitors.**

This approach not only enhances the existing tourist experiences but also ensures that Indigenous enterprises can thrive and share their cultural heritage with ease and authenticity, leading to the **creation of a vibrant hub for Indigenous tourism.**

“The City of Hamilton has a great opportunity to grow tourism in the city by supporting our Indigenous tourism operators to be part of Hamilton's economy while enriching and growing Hamilton's tourism industry with authentic Indigenous tourism experiences.”

Kevin Eshkawkogan,
President & CEO of
Indigenous Tourism Ontario

OUR GUIDING PRINCIPLES

To ensure we remain grounded as we move forward in supporting and growing Indigenous tourism opportunities, we will follow these guiding principles, which are based on the values and what we heard from the community during the engagement process:



Develop Authentic Indigenous Tourism Destinations & Experiences: Utilize existing tourism assets, like the waterfront, public spaces, events, festivals, immersive art exhibits, and business hubs.



Foster Meaningful Partnerships: Build and strengthen our community through collaboration and the achievement of mutual goals.



Create Educational Opportunities: Instill pride and ownership, tell stories through an Indigenous lens.



Enhance Awareness, Connections, & Corridors: Put Indigenous tourism ‘on the map’ using creative marketing, third party applications, technology, and maps; create tour routes that are thematically linked.



Support Business Growth, Job Creation, & Infrastructure Development: Offer support and advocacy for funding, training, and capacity building to grow Indigenous tourism businesses and support building infrastructure needed to move forward sustainably.

Our Indigenous Tourism Development Strategy aims to celebrate the history, people, land, and culture of the Indigenous peoples throughout the region by using it as a stepping stone to support our Indigenous community and foster a mutual understanding and respect amongst both locals and visitors.

We are humbled by this opportunity to engage with and develop this strategy, and we are excited to embark on this journey together to develop vibrant and authentic Indigenous cultural experiences in Hamilton, driven by the Indigenous community.

NIA:WEN MIIGWETCH THANK YOU!

**The City of Hamilton
Tourism Hamilton
Indigenous Relations Division**

LISTENING & LEARNING FROM THE INDIGENOUS COMMUNITY

The community was placed at the forefront of this project. To ensure that Indigenous tourism development in the city of Hamilton is driven and shaped by the Indigenous people of Hamilton and surrounding areas, we engaged community members to seek insights, ideas, and aspirations to set the foundation for this strategy.

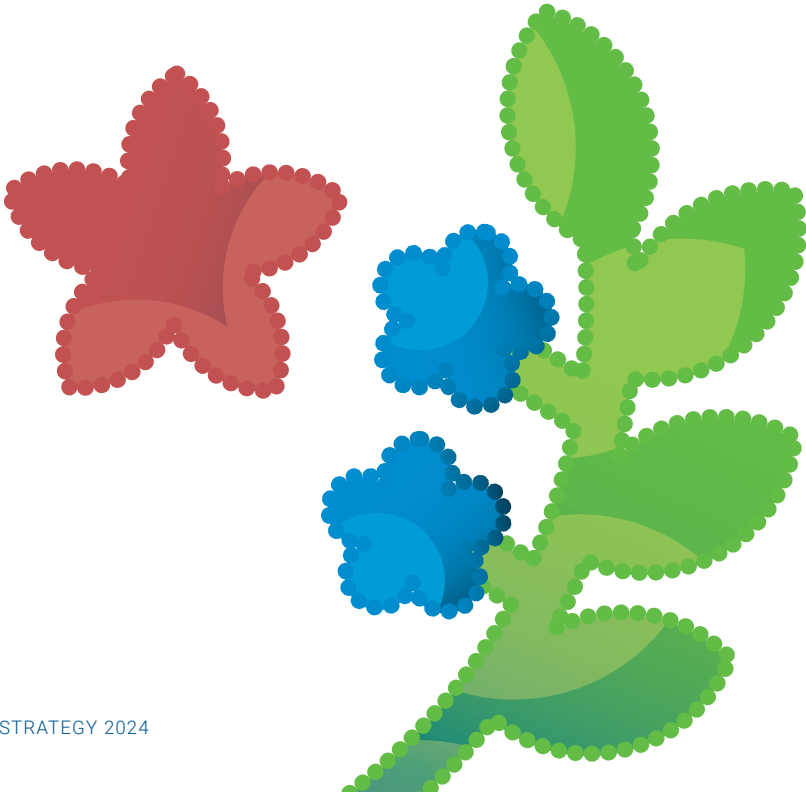
A COLLABORATIVE APPROACH

With the support of Tourism Hamilton and the City of Hamilton’s Indigenous Relations Division, CES conducted the following engagement activities¹:

- 1. Awareness Campaign
- 2. Survey
- 3. One-on-One Virtual Sharing Sessions (Coffee Chats)

“From this project, I envision a focus on Indigenous joy and liberation and creating space for Indigenous presence where people don’t feel tokenised or harmed.”

Local Artist



¹ Please see [Appendix A](#) for the Engagement Plan, and [Appendix B](#) for the Engagement Findings Report.

WHAT WE HEARD

THE CITY OF HAMILTON CAN SUPPORT URBAN INDIGENOUS TOURISM BY:

- Promoting and supporting Indigenous entrepreneurship
- Promoting culture and enhancing cultural recognition
- Focusing on long-term relationship building
- Ensuring access and inclusion

IDEAS FOR GROWING INDIGENOUS TOURISM IN HAMILTON INCLUDED:

- Integrating cultural education and awareness
- Establishing a vibrant cultural hub
- Enhancing collaboration
- Creating experiential cultural tours and events
- Utilizing the natural landscape

COMMUNITY MEMBERS ENVISIONED THE FOLLOWING OUTCOMES:

- Efforts that **foster pathways toward Indigenous liberation**, while honouring and acknowledging historical truths.
- Hamilton positioned as a **premier destination for Indigenous tourism experiences**.
- **Sustainable economic growth with meaningful job opportunities** for Indigenous people and tourism revenues going back into the community.
- More awareness and **better public education on Indigenous history and culture**.
- **Incorporation of Indigenous names** for contemporary and historical attractions.
- **Authentic and meaningful engagement** and a continued **voice in decision-making** for the Indigenous community.



CELEBRATING HAMILTON'S SUCCESS

Acknowledging a Few Steps in the Right Direction

ROYAL BOTANICAL GARDENS

Hamilton is home to Royal Botanical Gardens (RBG), one of Canada's largest and most diverse botanical gardens - spanning over 2,150 acres and featuring an array of gardens, nature reserves, and trails. RBG has engaged with Mississaugas of the New Credit First Nation for specific initiatives, including the development of the Anishinaabe Waadiziwin trail. This trail honours Anishinaabe cultural traditions by showcasing the traditional use of plants, such as medicinal and food sources, and explores historical interactions between Indigenous peoples and the natural world.



EAGLES AMONG US

"Eagles Among Us," created by former Six Nations Elected Chief David General, is a public art piece commissioned by the City of Hamilton and installed at Battlefield Park in Stoney Creek as part of the bicentennial commemoration of the War of 1812. It features four 10-foot-tall eagles carved from different colors of granite, symbolizing the Ojibwa Medicine Wheel. This sculpture honors the crucial role of Iroquois and Ojibwa allies in the War of 1812, focusing on the historical context beyond the Battle of Stoney Creek. The sculpture not only enhances Battlefield Park's historical significance but also provides an educational tool that will inform and engage visitors for generations.



ALL OUR RELATIONS

"All Our Relations" is a creation by Angela DeMontigny, an award winning designer, artist, entrepreneur and mentor of Cree/Métis heritage (Red River Métis, Treaty 1 Manitoba). It is a permanent public artwork commissioned by The Hamilton Waterfront Trust and the City of Hamilton, now installed at the West Harbour – James Street Plaza. This striking piece features five 40-foot panels embellished with thousands of colorful glass beads, representing traditional Indigenous teachings, the Thanksgiving Address, and Hamilton's rich biodiversity. Unveiled on September 30, 2023, for the National Day for Truth and Reconciliation, the artwork supports the City's Urban Indigenous Strategy by providing a space for ceremonial activities, advancing Indigenous art, fostering reconciliation, and enhancing public education on Indigenous history and issues.



AN INDIGENOUS GRASSROOTS PERSPECTIVE

Understanding the Visitor Market

NATIONAL AND PROVINCIAL INDIGENOUS TOURISM MARKET ANALYSIS

Indigenous tourism in Ontario is thriving, positioning the province as the leader of Canada's Indigenous tourism sector.

NATIONAL PRE-COVID STATISTICS²

GDP Contribution: **\$1.9 billion**
Employment: **39,000 people**
Fastest growing tourism sector

Indigenous Tourism Association of Canada (ITAC) Goals for 2030:
GDP Contribution: **\$6 billion annually**
Increase in Indigenous tourism businesses: **+800**
Job Creation: **+21,000**

ECONOMIC IMPACT IN ONTARIO³

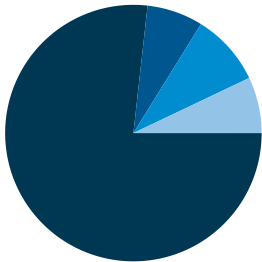
GDP Contribution of **\$622 million**
Employing **12,924 people**

- **Demand for Indigenous Tourism:** Increasing interest from international and domestic visitors for sustainable and authentic cultural experiences.
- **Indigenous Tourism Offerings in Ontario:** Rich and varied. Includes: cultural experiences, outdoor adventures, educational tours, arts-based offerings.

HAMILTON'S 2023 VISITOR MARKET ANALYSIS⁴

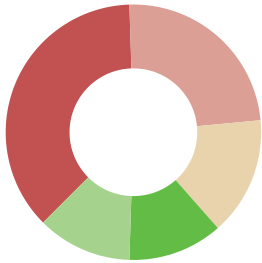
ANNUAL TOURISTS: 6 million **ANNUAL SPENDING:** \$775.1 million

PEAK TOURISM SEASON:
July-September, with **August** being the highest.



VISITOR SPENDING ORIGINS

- Ontario 76%
- Rest of Canada 7%
- United States 9%
- International 7%



VISITOR SPENDING BREAKDOWN

- Food & Beverage 37%
- Transportation 24%
- Recreation & Entertainment 15%
- Accommodation 12%
- Retail 12%

² indigenoustourism.ca/tools-resources/the-impact-of-covid-19-on-canadas-indigenous-tourism-sector-2021-update/
³ indigenoustourism.ca/indigenous-tourism-sector-in-canada-exceeding-all-growth-targets/
⁴ Estimated spend data is derived from Destination Canada's Lodging Spend Reporting (July 10, 2024). Use, distribution, or republication of these estimates requires Destination Canada's written consent.

TOP VISITOR CATEGORIES

- 1. **Nature and Outdoor Enthusiasts:**
Over 100 waterfalls, Bruce Trail, Royal Botanical Gardens.
- 2. **History and Culture Admirers:**
Canadian Warplane Heritage Museum, Art Gallery of Hamilton, Dundurn Castle, James St. North art crawls.
- 3. **Sports Fans:** Hamilton Tiger-Cats (CFL), Toronto Rock Lacrosse Club, Hamilton Forge FC, Tim Hortons Field, FirstOntario Centre.
- 4. **Families:** African Lion Safari, Wild Waterworks, Hamilton Children's Museum.
- 5. **Culinary Tourists:** Diverse food scene, farmers markets, craft breweries, MICHELIN Guide recommended restaurants.
- 6. **Event Attendees:** Supercrawl, Winterfest, Hamilton Film Festival, Festival of Friends.
- 7. **Business Travelers:** Over 100 business, sporting, and conference events.
- 8. **Visiting Friends and Family:** A significant draw.
- 9. **Educational Tourists:** McMaster University, Mohawk College, Redeemer University.

BARRIERS TO GROWTH FOR INDIGENOUS TOURISM

- Access to sustainable funding that supports new business creation, employment, and experience development.
- Infrastructure challenges in remote areas.
- Lack of market awareness for existing Indigenous tourism offerings.
- Need for ongoing tourism skills training and education.

TARGET MARKET PERSONAS FOR INDIGENOUS TOURISM EXPERIENCES

Based on market research, visitor data, and industry trends, the following target market personas were created for Tourism Hamilton.

1. **Ontario 'Eco-Adventurers'**
2. **Family Fun Seekers**
3. **Global Authentic Explorers**
4. **Event Enthusiasts**

For more details and marketing strategies for each persona, reference [Appendix C](#).

BREAKING BARRIERS, BUILDING OPPORTUNITIES

- Seek targeted funding from government and industry partners.
- Advocate for infrastructure that increases accessibility.
- Provide support for ongoing tourism skills training and capacity building programs.
- Collaborate with surrounding Indigenous communities and attractions to create regional package experiences.
- Partner with local Indigenous artists, chefs and Indigenous-owned food and beverage establishments.
- Utilize social media and digital marketing to promote events and experiences: share engaging content, partner with relevant influencers, travel bloggers and content creators to reach a broader audience.
- Develop family-friendly Indigenous tourism experiences and promote during school holidays.
- Create comprehensive travel packages and self-guided itineraries that highlight Indigenous experiences and businesses.

Goal: Capture 1% of Hamilton's market in annual spending and visitation by attracting 60,000 visitors for Indigenous tourism, generating an estimated \$7,751,000 annually.

MOVING FORWARD IN A GOOD WAY

Essential Steps to Creating a Vibrant Hub for Indigenous Experiences

Our path to support the growth of Indigenous tourism experiences in the City of Hamilton is one based on **‘sharing and honouring the truth’**. This will become a central theme for sharing, celebrating, and nurturing our Indigenous tourism sector. We strive to position Hamilton as a destination for Indigenous experiences through the promotion of shared **educational** experiences, the **creation of hubs** for Indigenous art and cultural activities, the **collaboration** between Indigenous entrepreneurs and allies, and the development of innovative **awareness** campaigns.

To achieve this vision, the City of Hamilton can help remove barriers by advocating for and placing efforts into sustainable funding, grants, and wage subsidies, as well as infrastructure improvements, marketing, and ongoing training, all driven by the Indigenous entrepreneurs' needs. Securing targeted funding will support new businesses and experience development, raise awareness through digital marketing and partnerships to attract visitors, and invest in skills training to empower Indigenous entrepreneurs. By fostering collaborations and supporting Hamilton's Indigenous tourism community, the City can help build a thriving, sustainable Indigenous tourism sector.

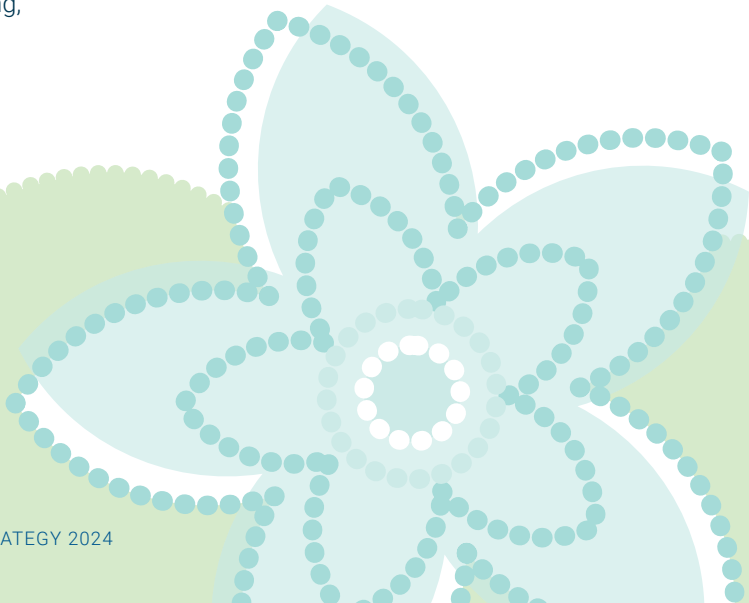
Building Upon What We Already Have

30 Indigenous tourism assets in the City of Hamilton have been identified encompassing artists, digital exhibitions, events, large event facilities, experiences, landmarks, outdoor meeting places, public art installations, art exhibitions, restaurants, and developments at the waterfront.

..... FOCUSING ON 4 AREAS OF RESPONSIBLE INDIGENOUS TOURISM

Local entrepreneurship, quality, innovation, and capacity building are central to our approach that will inspire organic growth in the following 4 areas of Indigenous tourism development:

1. **Culture, Art, History, & Storytelling**
2. **Accommodations, Culinary, & Events**
3. **Sports & Recreation**
4. **Tourism Business Services**



We will pursue key initiatives, concepts, and recommendations to develop vibrant Indigenous tourism hubs that foster Indigenous-led experiences across the city, guided by three levels of development:

1. Ready for Implementation



2. Enhancements with Technology



3. Indigenous Signature Attractions



The recommended Indigenous tourism experience concepts and opportunities take into consideration and build upon Tourism Hamilton's current visitor interests.





READY FOR IMPLEMENTATION

Building Upon Our Successes – Getting Indigenous Tourism Experiences ‘On the Map’

INDIGENOUS TOURISM ASSET DATABASE & INTERACTIVE MAP PROJECT

An essential first step with growing our Indigenous tourism industry is to understand and recognize the Indigenous tourism assets and resources we already have in the region. This will help us define opportunities for creating connections and awareness within our region, identify gaps in visitor assets, and define new opportunities to build upon what the region already has.

Based on community engagement and supplemented by additional research, the goal of this project is to analyse and compile the data into an Indigenous Tourism Asset Database⁵ and use the results to populate a custom Google Map that recognizes and celebrates the city and surrounding region’s Indigenous tourism businesses, experiences, and cultural and historical sites. These findings will inform future tourism projects and strategies, partnerships, investment, community support, and Tourism Hamilton’s overall reporting.

THEMATIC ROUTES

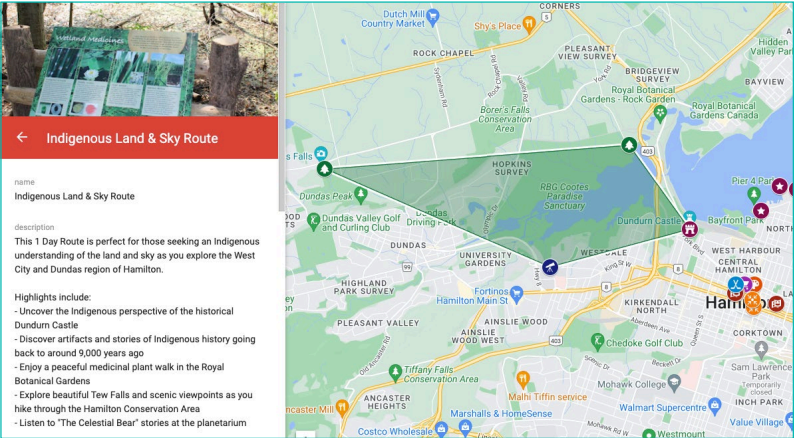
Our goal is to create a hub for Indigenous tourism experiences that is connected through thematic routes and experiences that represent Indigenous cultures, identities, and voices of our city and industry partners. Cultural attractions, tourism draws, and unique Indigenous tourism finds will be organized and categorized under a unified brand.

Integrating Indigenous tourism experiences will take coordination, planning, and consistent branding to increase awareness and encourage visitors to explore multiple places throughout the city and surrounding region. The encouragement of slow, mindful travel that supports Indigenous-owned businesses is essential to building a unique destination worth spending time in.

The development of thematic routes (via car, walking, and cycling), self-guided itineraries, and physical and digital maps will open new doors for our city and Indigenous partners, and will ignite interest to attract new visitors to grow our local economy.

⁵ Please see [Appendix D](#) for the Hamilton Indigenous Tourism Asset Inventory.

WHAT IT COULD LOOK LIKE



MAPPING IT OUT



A custom Google Map was created to share an example of what an ‘Indigenous Experiences in Hamilton’ map could look like. The map includes our city’s Indigenous tourism assets and highlights an example of a themed self-guided route.

tinyurl.com/Indigenous-Tourism-in-Hamilton

INSPIRING COMMITMENT

Recognition Program: One of the ways the City of Hamilton can inspire Indigenous tourism growth is by recognizing and celebrating businesses, partners, etc. who are aligned with our guiding principles. In the future, Tourism Hamilton could implement a recognition symbol or package that identifies partners/businesses with a recognition “approval” – to show that they are supporting Indigenous tourism in Hamilton. This symbol should be made by a local artist, and participants would be recognized with a certificate and a Tourism Hamilton branded recognition symbol.

BENEFITS & OPPORTUNITIES

- Market Indigenous tourism businesses to drive revenue and lead to an increase in job creation.
- Share the truth and an understanding of the Indigenous perspective.
- Create opportunities for partnerships and investment.
- Help to create identifiable spaces for communities and entrepreneurs.
- Develop key economic corridors and hubs for Indigenous tourism.
- Celebrate and preserve Indigenous culture and traditions.
- Create opportunities for environmental protection and conservation.

“The city can start by understanding who the Indigenous tourism businesses are in the city and share an example of what they bring to the city.”

Local Artist



ENHANCEMENTS WITH TECHNOLOGY

Digital Storytelling & Immersive Art Experiences

INDIGENOUS DIGITAL STORYTELLING

The City of Hamilton has a rich history of Indigenous culture, and it is time to share that story with the world. **Sharing and honouring the truth** has been a common theme discovered in the engagement findings informing our journey to grow Indigenous tourism experiences. In Hamilton, there are statues and monuments that have been identified as problematic or potentially problematic for Indigenous people due to the colonial legacy they represent. As of 2021, warning signs have been installed at the contentious monument sites, recognizing them as “potentially problematic.” The signs, developed in consultation with Indigenous community members, display text in English, Mohawk, and Anishinaabe, and include a QR code with an audio message and aim to provide a broader view of history and acknowledge multiple perspectives. While we acknowledge that there is still work to be done in addressing these contentious monuments, we are taking steps to educate the public about their impact. Through this, we aim to foster a deeper understanding of Indigenous land, people, and culture. The recommendations we propose, from current messaging to future initiatives, are all steps toward meaningful reconciliation and a more inclusive future.⁶

Built upon respect, integrity, and a transfer of knowledge, digital storytelling platforms provide the opportunity to enhance our current historic sites by sharing the spirit, identity, and stories of Indigenous peoples in the Hamilton region. This medium is constantly evolving but the message will become part of a legacy for future generations.

“The education and awareness piece is so important...”

Nearby Indigenous Community Tourism Manager

As we move forward with this strategy, we will embrace innovative platforms to share our Indigenous community's stories with engaging tourism experiences that use audio, video, augmented reality (AR), virtual reality (VR), and extended reality (XR) to bring another element to Hamilton's historic landmarks and sites.

A legacy project such as this can be developed in stages and may include the following features:

- AR land acknowledgement kiosk(s).
- Indigenous storytelling tours that share culture, history, and traditions around the city using AR features.
- VR and/or XR experiences at historic sites and museums.
- Develop educational components in public art and create youth-led and/or audio walking tours with QR codes.
- Online educational learning experiences, linked with QR codes to specific places.
- Expand upon Indigenous signage and wayfinding.

⁶ Please see [Appendix E](#) for more information that addresses this topic.

WHAT IT COULD LOOK LIKE

IMMERSIVE ART & PROJECTIONS

The City of Hamilton and the surrounding region are home to many talented artists. Using technology and innovative partnerships with Indigenous artists, communities, art galleries, museums, and event centres, there is an opportunity to create immersive art experiences, similar to the Van Gogh Immersive Experience. Visitors can walk into and interact with art, listen to stories and soundscapes, and deepen their understanding of Indigenous culture.



Beyond Van Gogh: The Immersive Experience (Paquin Entertainment Group)

“Let’s share the real history along with art and music – initiatives that help people understand what happened here.”

Local small business owner

BENEFITS & OPPORTUNITIES

- Share and celebrate the Indigenous cultures and history of the city and its surrounding region.
- Educate and bridge gaps in knowledge about the Indigenous stories behind historic monuments, landmarks, and significant sites.
- Involve youth, Elders, and everyone in between to share their knowledge and perspectives.
- Provide people with an immersive storytelling experience that may trigger emotions, capture imagination, and share a perspective that they may never have known.
- Create tangible steps towards the Calls to Action for truth and reconciliation.



“There should be a focus on the history from time immemorial – what makes this area unique”



INDIGENOUS SIGNATURE ATTRACTIONS

A Beautiful Vibrant Hub to Support Indigenous Tourism

INDIGENOUS TOURISM BUSINESS HUB

As the demand for Indigenous tourism continues to grow in Ontario, Tourism Hamilton is uniquely positioned to become a key destination by fostering meaningful partnerships and supporting Indigenous community members, partners, and businesses. The city has exciting development projects underway, particularly enhancements to the waterfront and the escarpment waterfall region. These initiatives present a significant opportunity to create dedicated Indigenous infrastructure at the waterfront, including a welcome center and information booth to connect visitors with various Indigenous experiences throughout the city. We envision this space near the iconic All our Relations art piece, acting as a hub for fostering community, culture, and Indigenous tourism business growth, helping to establish both the waterfront and the city as vibrant centers for Indigenous art, cultural activities, and unique experiences.

Serving as an incubator for Indigenous tourism experience development, the city can welcome visitors to experience and immerse themselves in cultural experiences, traditional foods, artistic creations, and more. We envision a place where Indigenous entrepreneurs, artists, and community members can come together to create, share, and realize the benefits of Indigenous tourism. The development of an Indigenous Tourism Business Hub can lead to a variety of year-round Indigenous tourism experiences such as:

- Permanent marketplaces supporting artists, food vendors, tour operators, and retailers.
- Festivals, events, and live performances.
- Public community gathering spaces.
- Art installations, Indigenous wayfinding, and storytelling.
- Meeting places for urban guided experiences.
- Support and development of training and capacity-building workshops for the Indigenous community.

"I see opportunities in promoting and celebrating our Indigenous culture, heritage, and arts through cultural festivals, workshops, and exhibitions. We can also develop Indigenous-themed tours and experiences that highlight our unique history, stories, and landmarks."

Indigenous business owner

INDIGENOUS SPORTS & EVENTS DESTINATION

Tourism Hamilton can also become leaders in hosting Indigenous sports and large-scale events and festivals since they have the supportive infrastructure to do so at the Tim Horton's Field and FirstOntario Centre. Tourism Hamilton also has the capacity to host a variety of larger Indigenous events such as travelling exhibits, performing arts, immersive art experiences, award ceremonies and galas, and conferences at one of their many event centres such as Hamilton Convention Centre and Theatre Aquarius.

The City should work with their Indigenous neighbours and partners such as Six Nations of the Grand River to host large Indigenous sporting events such as the World Lacrosse Championships and other major tournaments.

WHAT IT COULD LOOK LIKE



Host of Canada's largest Indigenous hockey tournament - the Little NHL
[cbc.ca/news/canada/toronto/little-native-hockey-tournament-indigenous-mississauga-1.6776752](https://www.cbc.ca/news/canada/toronto/little-native-hockey-tournament-indigenous-mississauga-1.6776752)



Enoch Cree Night Market
windspeaker.com/gallery/night-market-and-entertainment-showcase



Feature and promote Indigenous makers and artists like the Maker House Company in Ottawa.
makerhouse.com



Proposed Hamilton Waterfront Development and New Discovery Centre
hpl.ca/articles/discovery-centre

BENEFITS & OPPORTUNITIES

- Create inclusive economic hubs for Indigenous tourism through the development of dedicated infrastructure in high traffic areas such as the waterfront.
- Establish an information booth and welcome center to connect visitors with Indigenous businesses and Indigenous-led experiences throughout the city.
- Offer year-round events and festivals that celebrate Indigenous culture, art, and businesses.
- Instill pride and ownership using a grassroots approach that involves Indigenous community members and partners.
- Become an attractive hub for hosting large-scale Indigenous sports and events.
- Expand the City's marketing reach by becoming a well-known destination that offers signature Indigenous experiences that can be featured on Destination Canada, Destination Indigenous, and Indigenous Experience Ontario.
- Empower capacity building in the community through the support and development of ongoing training programs.

PARTNERSHIPS ARE OUR STRENGTH

Connections & Corridors

The dynamic and evolving nature of the tourism industry demands coordinated efforts among industry players, community members, and all levels of government to optimize resources and opportunities for achieving sustainable success. The importance of taking a collaborative approach and leveraging capacity at community, provincial, regional, and national levels to achieve common goals is widely recognized.

The City of Hamilton can work towards continuing to foster strong partnerships with stakeholders and improving pathways for collaboration between Indigenous tourism entrepreneurs and allies in Hamilton by undertaking the following actions:

- Continue to prioritize the interests, voice, and well-being of Indigenous Hamiltonians.
- Maintain an Indigenous Tourism Advisory Council: with community leaders, Indigenous tourism entrepreneurs and business owners, and youth representation.
- Initiate and create opportunities for networking and collaboration: host regular networking events, workshops, and conferences on Indigenous tourism.
- Support Indigenous tourism entrepreneurs and businesses in obtaining funding, grants, and financial support.

Fostering strong partnerships with all stakeholders is crucial, as is improving the pathways for collaboration between Indigenous tourism entrepreneurs and allies. By working together, we can ensure a more resilient and thriving Indigenous tourism market that benefits everyone involved.

EXISTING PARTNERS IN HAMILTON & OPPORTUNITIES FOR GROWTH

The City of Hamilton acknowledges the existing partners listed in the table below and supports them in one or more of the following ways:

- Website promotion
- Event listings
- Social media & marketing
- Sharing exhibits
- Sharing staff
- Event sponsorships
- Collaboration and support for joint initiatives

	Current Partners	Opportunities for Growth
Greenspace	<div> Bruce Trail CONSERVANCY</div> <div> Hamilton Conservation Authority <small>A Healthy Watershed for Everyone</small></div> <div> Royal Botanical Gardens CANADA</div>	<ul style="list-style-type: none">• Work with the Indigenous Tourism Advisory Council to create eco-friendly tourism experiences at the sites.• Integrate urban greenspaces into tours that educate visitors on Indigenous relationships with nature and sustainable living.• Incorporate Indigenous names of the places, flora, and fauna.• Share appropriate traditional ecological knowledge approved by Indigenous Elders and Knowledge Keepers.
Economic	<div> OTTAWA STREET <small>Hamilton's destination for inspiration.</small></div> <div> THE  OF ONTARIO HAMILTON • HALTON • BRANT</div>	<ul style="list-style-type: none">• Offer spaces for pop-up shops or markets for local Indigenous businesses.• Work with the City of Hamilton on funding, grants, and Indigenous tourism product development.

Current Partners		Opportunities for Growth
Arts & Culture	   	<ul style="list-style-type: none">• Technology enhancements.• Ensure Indigenous artists are key features of public art.• Look into Indigenous arts festivals.• Create immersive Indigenous art projections.• Create partnerships that feature Indigenous performing arts.• Support Nation-to-Nation events.
	    	

EXPANDING PARTNERSHIP REACH

It is essential for Tourism Hamilton to continue to nurture relationships with its current partners and to grow its partnership network in a sustainable way. In addition to developing/coordinating a new Indigenous Tourism Advisory Council, below are recommendations on **potential partnership opportunities** and an overview of how Tourism Hamilton can work together with partners to ensure mutual benefits that foster regional cohesion, increase visitation, support training and capacity building, enhance visitor experiences, and encourage visiting multiple destinations.

Organization	Working Together
	<ul style="list-style-type: none">• Collaborate to grow Indigenous tourism in Ontario.• Provide relevant support for Indigenous tourism operators.• Receive guidance and direction to understand the industry needs.• Support workforce development, training, and capacity building.• Enhance product and experience development.• Ensure cultural authenticity, awareness, and understanding.• Engage with ITO's Indigenous Cultural Integrity Advisory Committee.
	<ul style="list-style-type: none">• Collaborate on packaged Indigenous tourism experiences, sharing urban and rural perspectives.• Offer cross-promotional deals to enhance visitor engagement.• Implement a collaborative marketing campaign.

Organization	Working Together
	<ul style="list-style-type: none">• Collaborate on packaged Indigenous tourism experiences sharing urban and rural perspectives.• Offer cross-promotional deals to enhance visitor engagement.• Implement a collaborative marketing campaign.
	<ul style="list-style-type: none">• Establish moccasin prints at various sites of significance throughout the city.• Organize educational programming for Hamiltonians and visitors facilitated by Moccasin Identifier.
	<ul style="list-style-type: none">• Advocacy for growing the tourism industry.• Support for infrastructure development.• Support for workforce development and training.• Provide labour market data and forecasting to help grow the industry.
	<ul style="list-style-type: none">• Collaborate on packaged tourism experiences highlighting the unique Indigenous/cultural experiences offered.• Offer cross-promotional deals on tourism experiences.• Cross-promotional marketing campaigns for regional experiences.
	<ul style="list-style-type: none">• Assist in the development of Indigenous tourism hubs by supporting spaces for cultural events, artisan markets, and community gatherings.• Promote Indigenous tourism in the area.
	<ul style="list-style-type: none">• Support the creation of Indigenous tourism certification programs to ensure authenticity and cultural integrity in experiences.• Facilitate connections between Hamilton's Indigenous tourism operators and national tour operators to increase exposure and business opportunities.

.....

PARTNERSHIP VALUES ALIGNMENT

Seeking out Indigenous and non-Indigenous partners that share common goals is essential for moving forward sustainably. Becoming one of Tourism Hamilton's partners for Indigenous tourism will be highly valued. A partnership values alignment template spreadsheet has been provided in **Appendix H** that will help Tourism Hamilton manage their current partnerships and set goals for new ones. This template includes how the partners will work together, which focus areas will be addressed (e.g. marketing and promotions) and any additional details about the relationship.

Tourism Hamilton welcomes a discussion with any organization that shares similar values and would like to explore collaborative projects that support the growth of Indigenous tourism experiences in our city and the surrounding region.

MOVING FORWARD WITH PURPOSE

BUILDING ON A FOUNDATION

This strategy builds on actions already underway within the City's Indigenous Relations and Tourism & Culture divisions to support Indigenous Tourism in Hamilton. Examples include, but are not limited to:

- Implementing a Tourism Product Development program as part of the 2024-2028 Tourism Strategy which includes Indigenous tourism as a priority.
- Prioritizing the integration of Indigenous history and culture into land-based activities, in line with the Hamilton Civic Museums Strategy.
- Enhancing experiences to share an Indigenous perspective and lens at existing historic sites and attractions.
- Engaging First Nations and the Urban Indigenous Community for guidance and protocols to address the city's controversial historical monuments and sites.
- Working to support training and wage-subsidy programs for Indigenous youth.
- The City of Hamilton is developing a strategy for the Hamilton Waterfront Trust Centre (former Canadian Marine Discovery Centre museum) property and adjacent lands. The work is being led by the Hamilton Public Library and the Indigenous Relations Division. The current proposal includes a multi-use space that incorporates an Indigenous community gathering space, library branch, exhibits and gallery space focused on providing heritage-based visitor experiences, a café, visitor amenities, and public restrooms.

OUR GUIDING PRINCIPLES

Guided by our five core principles, Tourism Hamilton is committed to supporting and growing a vibrant hub for Indigenous tourism experiences. This effort is built on an organic implementation plan that incorporates key insights and considerations while ensuring sustainability and a responsible approach for the future.

Tourism Hamilton will embark on a path to become leaders in supporting grassroots Indigenous tourism development. We will take a holistic approach, considering our five guiding principles for Indigenous experience development:



Developing Authentic Indigenous Tourism Destinations & Experiences



Fostering Meaningful Partnerships



Creating Educational Opportunities

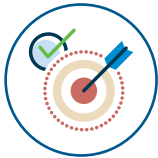


Enhancing Awareness, Connections, & Corridors



Supporting Business Growth, Job Creation, & Infrastructure Development

Our path forward is organized into three levels of development represented by these icons that reflect the following:



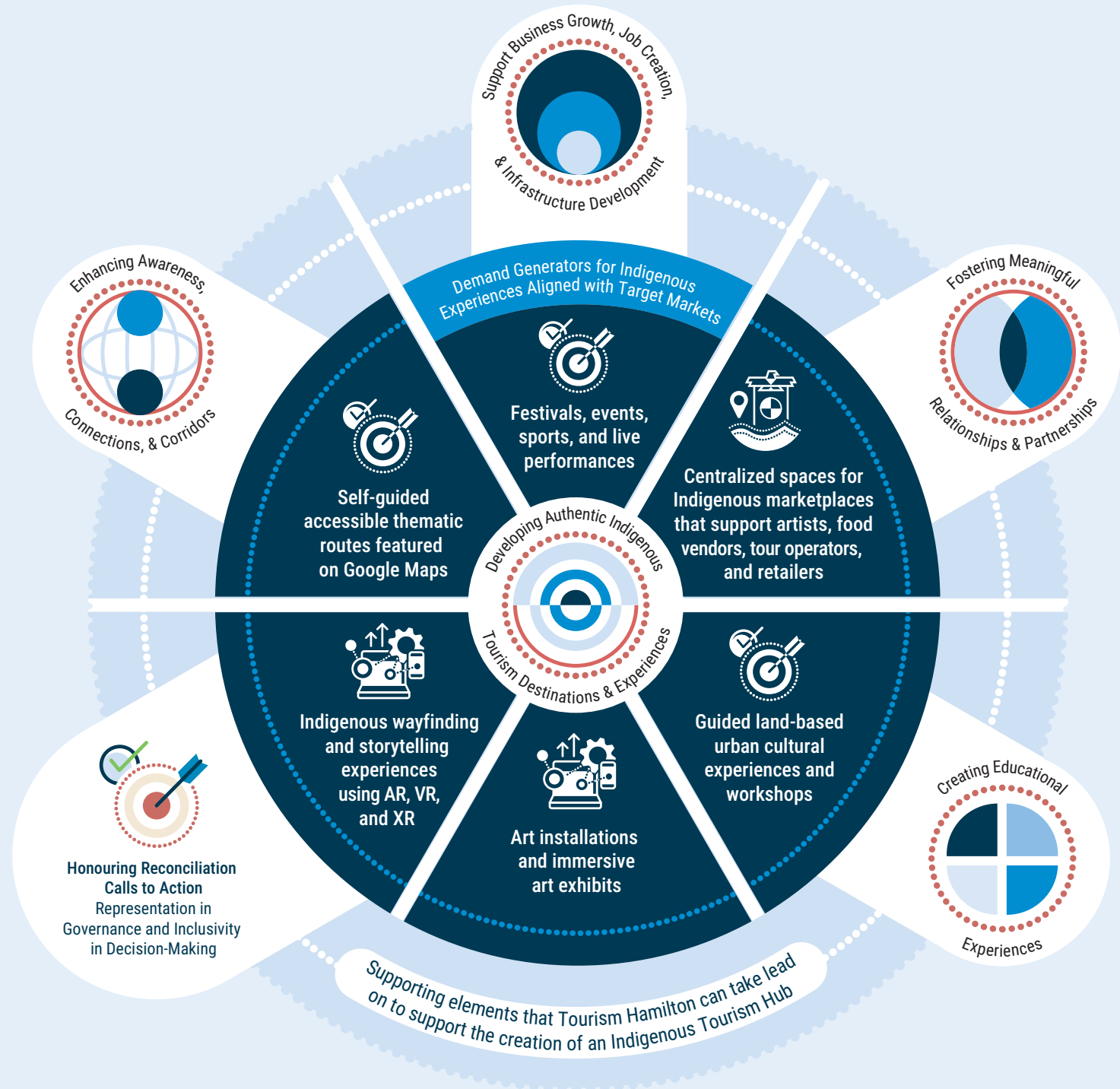
Ready for Implementation



Enhancements with Technology



Indigenous Signature Attractions



FROM VISION TO ACTION

INDIGENOUS TOURISM ADVISORY COUNCIL — HONOURING THE CALLS TO ACTION

One of the first critical steps is to establish and gather an Indigenous Tourism Advisory Council in Hamilton. This council will provide essential guidance for the region's initiatives, ensuring that they are developed in collaboration with Indigenous operators and communities, while respecting their values and delivering tangible benefits.

- **Establish an Indigenous Tourism Advisory Council** that includes Indigenous tourism leaders, organizations, businesses, and champions to guide decision making, ensuring good governance and inclusivity.
- Engage with ITO's **Indigenous Cultural Integrity Advisory Committee**.
- Implement an **Indigenous tourism support recognition program** that identifies partners/businesses and shows that they are supporting Indigenous tourism in Hamilton.
- Facilitate an **annual gathering for Hamilton's Indigenous tourism industry**.



DEVELOPING AUTHENTIC INDIGENOUS TOURISM DESTINATIONS & EXPERIENCES

Utilize developed tourism assets, like the waterfront, waterfall escarpment region, public spaces, events, festivals, sports and recreation, immersive art exhibits, and business hubs to create centralized inclusive hubs that welcome Indigenous tourism businesses, entrepreneurs, and artists with spaces to thrive, grow, and connect with visitors. These may include activities such as hosting Powwows, craft markets, art exhibits, ceremonies, and Indigenous sporting events, and the identification of needed infrastructure at the waterfront. This would also include educational opportunities that integrate Indigenous perspectives, knowledge, and sharing of culture to instill pride and ownership, cultural authenticity and preservation, awareness and understanding, and storytelling initiatives.

- Support the Library's Feasibility Study to create an Indigenous **Hub at the Discovery Centre**.
- Pursue **funding for capital investment** that directly benefits Indigenous communities and tourism operators.
- In collaboration with the Indigenous Relations Division, **initiate placemaking and programming initiatives at the West Harbour waterfront** to test concepts and establish it as an Indigenous hub. This will serve as an interim step before the permanent Indigenous gathering space in the Discovery Centre is completed.
- **Collaborate with Indigenous partners to share an authentic understanding** of the land's history, people, and culture through education and awareness initiatives such as **digital storytelling projects and cultural interpretation** (e.g. Moccasin Identifier Project or Indigenous signage or interpretation on trails, escarpment, waterfront, and waterfalls).



FOSTERING MEANINGFUL PARTNERSHIPS

Build and strengthen community through collaboration and the achievement of mutual goals with Indigenous communities both urban and rural. Foster open, honest and healthy dialogue; prioritize and centre Indigenous representation in governance and decision-making.

- **Ensure a strong relationship with organizations** such as ITO, TIAO, ITAC, RT03, and national Indigenous/non-Indigenous tourism organizations on how to best support the industry.
- **Seek partnerships with Indigenous communities** to host large-scale events and sports tournaments.
- Review City documentation with an equity lens to **incorporate partnership values**.
- **Develop Partnership Values** to ensure partners share values and goals.
- **Develop MOUs for partners** to ensure relationships are built upon mutual benefits and trust.



ENHANCING AWARENESS, CONNECTIONS, & CORRIDORS

Putting Indigenous tourism 'on the map' in Hamilton by recognizing and celebrating Indigenous tourism businesses, entrepreneurs and artists and sharing what they have to offer. Through creative marketing, using third party applications, technology, maps, and thematic routes, Indigenous tourism can establish a strong presence in Hamilton.

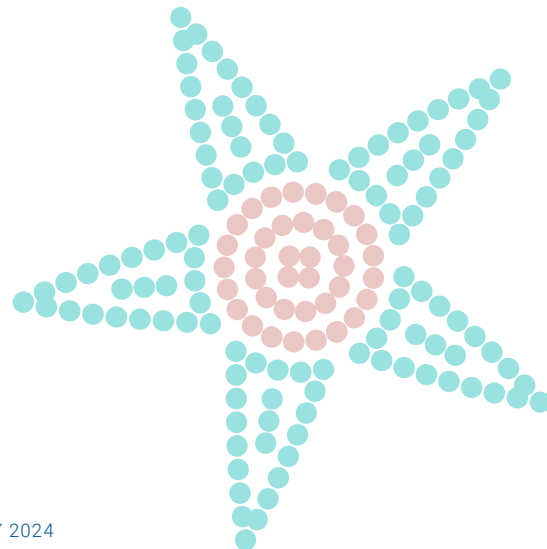
- Implement an **awareness campaign** that invites Indigenous businesses, entrepreneurs, and partners to become involved in various capacities to grow and develop Indigenous tourism experiences.
- Develop an **asset inventory map and database of Indigenous tourism experiences in Hamilton.**
- **Use mapping applications to bring awareness and recognition** to Indigenous tourism businesses and experiences through the **development of thematic routes** aligned with target markets.
- **Enhance marketing and support with funding** for Indigenous entrepreneurs.
- **Promote and support Indigenous businesses, festivals and events.**
- **Advocate for free booth space, sponsorships, and subsidies** for Indigenous tourism businesses as part of Truth and Reconciliation initiatives.
- **Expand the offering of Indigenous products** at the City's tourism centers and elsewhere in Hamilton.
- Work with partners to **integrate Indigenous history and culture into land-based activities.**



SUPPORTING BUSINESS GROWTH, JOB CREATION, & INFRASTRUCTURE DEVELOPMENT

Support the growth of Indigenous tourism businesses through training and capacity building, while coordinating grant and funding efforts to avoid duplication and maintaining respect for partnerships.

- **Utilize partnerships to provide business advisory services** and educational resources for aspiring entrepreneurs.
- **Raise awareness of ITO's various training and capacity building programs** and pursue opportunities for cost-sharing and sponsorship of workshops and programming.
- Prioritize this strategy by including **action items in the Tourism and Culture workplan** with appropriate budget and resource allocation.
- **Allocate budget and seek investment for supportive infrastructure** at the waterfront to enhance Indigenous tourism in Hamilton.
- **Be an advocate for Indigenous funding and corporate contribution** to support the Indigenous tourism industry.

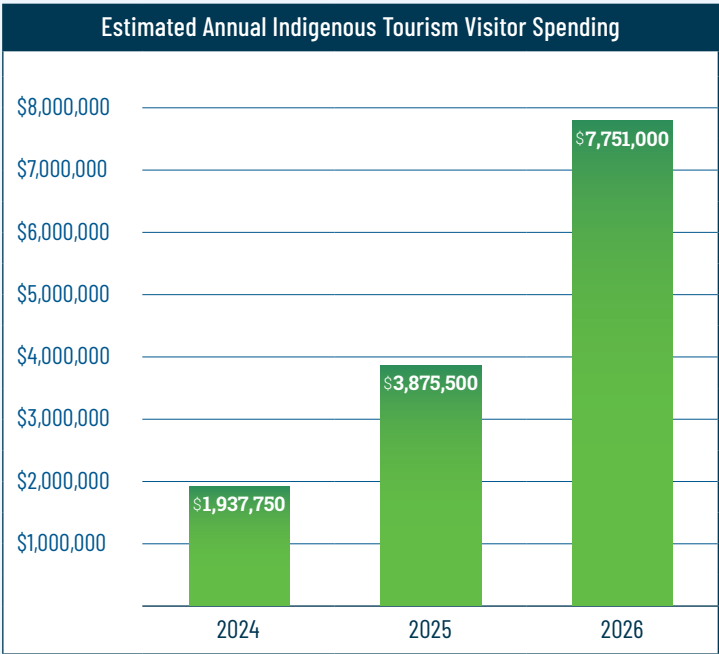
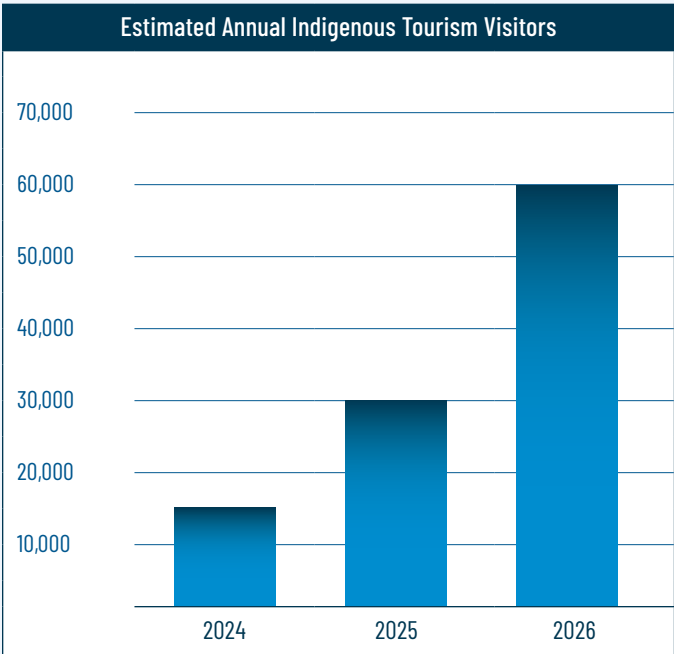


THE POWER OF 1%

Sustainable Growth for Indigenous Tourism in Hamilton

With over 6 million visitors each year and annual visitor spending of \$775.1 million, Hamilton offers a promising opportunity for Indigenous tourism. Tourism Hamilton is setting an ambitious goal to capture 1% of this market by 2026, translating to 60,000 visitors annually and \$7.8 million in revenue generated by Indigenous tourism. Achieving this would significantly support Indigenous tourism operators and strengthen their presence in the city's vibrant tourism sector.

Central to this initiative is the development of key infrastructure at the waterfront by All Our Relations. This will be strategically located near popular attractions and operational by 2026 to ensure a strong return on investment and the long-term sustainability of Indigenous tourism in Hamilton.



PROVEN INDIGENOUS TOURISM CONCEPTS

The following are case studies provided as proof of successful growth in Indigenous tourism across Canada. We have aligned some of the best practices with practical opportunities that exist in Hamilton.

A STORY TO SHARE

BLACKFOOT CONFEDERACY TRIBAL COUNCIL TOURISM ASSET DATABASE & MAP PROJECT

The Blackfoot Confederacy Tribal Council recently developed an Indigenous Tourism Asset Database and Map to help identify the region's tourism businesses, cultural and natural features, and new opportunities for tourism development. This project resulted in creating connections and awareness for their region, identifying infrastructure and resources needed to welcome visitors, and defining new opportunities to build upon what the region already has to offer.

Kimmy Houle, Environment and Economic Development Director for the Blackfoot Confederacy Tribal Council was asked to share her thoughts on their tourism vision for the region, the benefits of having an Indigenous tourism asset map, and how this type of project has opened doors for working with non-Indigenous partners.

Here are the key highlights of what was shared:

- Tourism asset mapping enabled us to **understand and identify available resources** in our region, providing a clearer view of opportunities and gaps.
- The project provides opportunities to create **economic corridors and self-guided routes** that connect our neighboring towns and municipalities.
- The project provides opportunities for education with municipalities and partners by offering richer experiences for visitors from **understanding the true history and stories of the land**.
- In the process of developing the map, we got a chance to **share knowledge and traditional place names** for towns, rivers, and environmental features.
- This project gave us a chance to adopt an inclusive approach to ensure Indigenous people and tour operators feel **involved and valued**.



Kimmy's full story can be viewed here:



tinyurl.com/Kimmys-Story

A STORY TO SHARE

SIX NATIONS TOURISM

In the evolving landscape of Indigenous tourism, visionaries like Six Nations Tourism are at the forefront, driving a transformative agenda that blends tradition, land, culture, technology, and education. Their innovative approach not only aims to enhance awareness and appreciation of Indigenous traditions but also seeks to create immersive experiences that appeal to multiple demographics and bridge gaps between diverse communities. Six Nations' work illustrates a dynamic fusion of digital storytelling, land-based activities, and cultural representation, paving the way for a more inclusive and engaged tourism industry.

Jaquie Jamieson, Senior Manager of Tourism & Community Development for Six Nations Tourism was asked to share her vision for advancing Indigenous tourism. She shared insights into projects that leverage technology for storytelling, explored how digital storytelling initiatives create opportunities for collaboration with non-Indigenous partners, and offered her perspective on the future of growing Indigenous tourism in the region.

Here are the key highlights of what was shared:

- The importance of **education and awareness** was emphasized.
- It was highlighted that promoting Six Nations as a fun and easily accessible tourism destination could increase visitation.
- **Technology can play a key role in expanding the reach and impact of Indigenous stories**, making them more accessible and engaging to broader audiences while addressing staffing and capacity challenges.
- Encouraging increased Nation-to-Nation cultural exchanges, with shared experiences that showcase the unique histories of each nation, allows visitors to appreciate the cultures of different nations across the province and beyond.
- The idea of **developing a shared experience with Hamilton** was proposed, comparing the experience of growing up on a reserve with that of being Indigenous in an urban center.
- The **continued use of technology to create immersive and unique experiences** was encouraged, such as large-scale projection art installations featuring Indigenous art.



The Three Sisters VR Experience (Six Nations Tourism on YouTube)

Jaquie's full story can be viewed here:



tinyurl.com/Jaquies-Story

A STORY TO SHARE

ENOCH CREE NATION TOURISM

Enoch Cree Nation's Tourism Department started in 2020 with a grassroots foundation and has since worked on many ground-breaking projects. Enoch Tourism is currently focusing on the proposed Cultural Interpretive Centre and the Traditional Grounds and Interpretive Area, as well as events, including art walks, night markets, and holiday markets.

Starting as a collaboration between Enoch Cree Nation (ECN) and the River Cree Resort & Casino, the first Night Market was held in July 2021. This event showcased a variety of exciting entertainment, beautiful artwork and culinary treats from the Treaty Six area. 70 artisan vendors, 18 food trucks and concessions, and 12 world-class entertainment acts were hosted, and the event had a turnout of over 25,000 people; many vendors were sold out on the first day. The event set such a precedent that they held another market in December 2021 – The River Cree Holiday Market which brought over 20,000 people together to celebrate and support local Indigenous artists.

As of 2024, ECN has successfully hosted the Night Market for four years and utilizes them as a way to showcase local talents and artisans, and through that, share aspects of the culture to inform and educate visitors about Maskêkosihk (Enoch people), thereby promoting reconciliation. By having authentic cultural entertainment and experiences, such as the Pow Wow showcase, ECN is able to increase the awareness of and promote Indigenous values and educate non-Indigenous people about genuine reconciliation.

ADDITIONAL STORIES TO SHARE

Mādahòki Farm, located in Ottawa's Greenbelt, is a great example of what an economic hub for Indigenous tourism experiences can look like located near a large city. **Trina Mather-Simard, founder of Mādahòki Farm**, saw an opportunity to create an Indigenous attraction and marketplace dedicated to planning Indigenous-focused events and providing authentic cultural experiences from an Indigenous perspective.



Watch this video of Trina sharing information about the farm and the Sigwan (Spring) festival.

youtube.com/watch?v=1oQqF5XdX-U



madahoki.ca/about-the-farm

The Forks — A Gathering Place: The Forks, situated at the fork of the Red and Assiniboine rivers in Treaty One territory, has served as a gathering place for over 6,000 years. It began as a trading hub for Indigenous peoples and was later frequented by European fur traders, Scottish settlers, railway pioneers, and tens of thousands of immigrants.

Today, with over 4 million visitors each year, The Forks still serves as a meeting place, having incorporated many different spaces that honour the Indigenous history and people that walked on the land, as well as over 20 public art pieces, and events and initiatives to encourage immersive sharing and learning of Indigenous culture.

What the City of Hamilton can take from this... Make it a priority to work with the Indigenous communities in and around Hamilton to create new gathering spaces in the city, and to invite people from the communities to share their knowledge with visitors and residents alike, through activities and events such as language roundtables and traditional games.



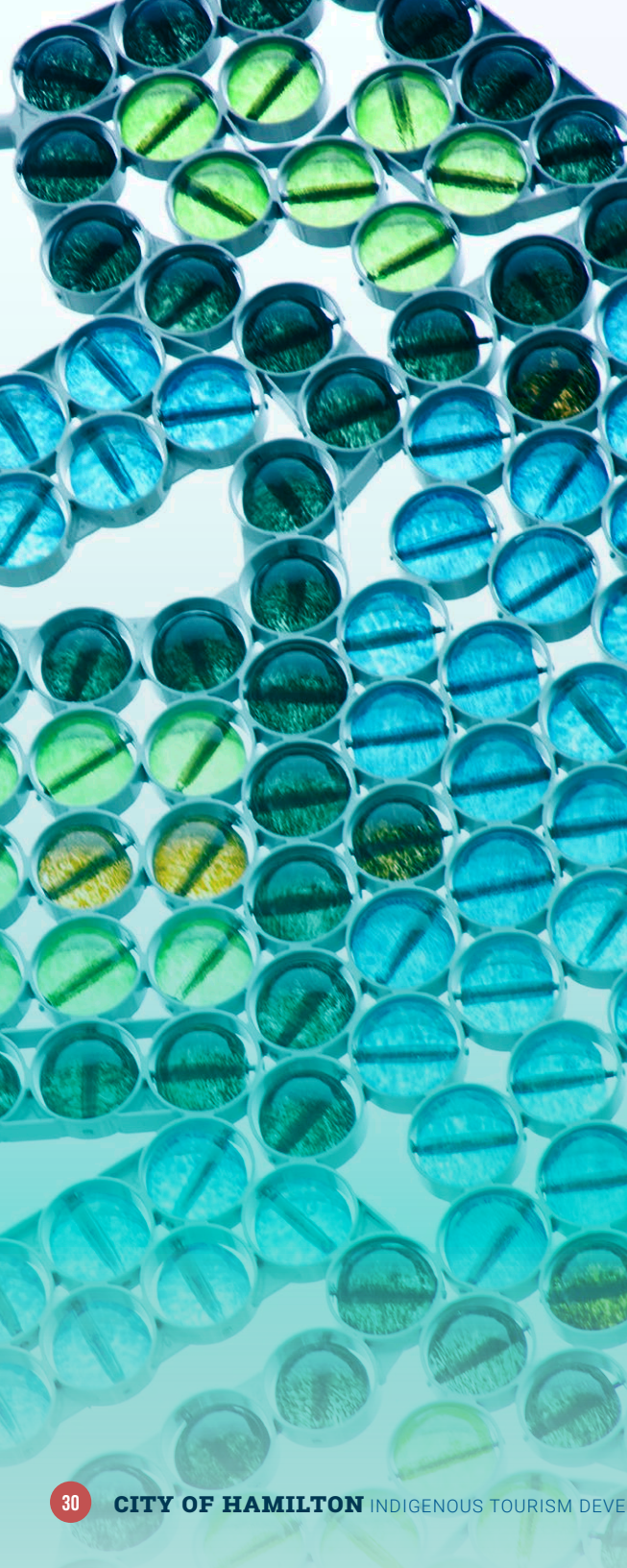
tourismwinnipeg.com

Spirit Gardens in Toronto's Nathan Phillips Square was built to honour residential school survivors, and commemorates the thousands of Indigenous children who never returned home. The project, spearheaded by the Toronto Council Fire Native Cultural Centre in partnership with the City of Toronto, is a direct response to the Truth and Reconciliation Commission's Call to Action 82.

The Spirit Garden features a central turtle sculpture by Anishinaabe artist Solomon King, symbolizing Turtle Island (Mother Earth) and incorporating names of the 18 residential schools that once operated in Ontario. Surrounding this are elements representing First Nations, Inuit, and Métis cultures, including a teaching lodge, amphitheater, and a three sisters teaching garden. Upon its completion in 2024, the garden will serve as a gathering place for learning, healing, and cultural exchange.

What the City of Hamilton can take from this... Within Hamilton's Indigenous tourism hubs, spaces should serve as centers for cultural exchange, learning, and healing, allowing both residents and visitors to engage with Indigenous traditions and stories. Collaborating with local Indigenous groups to design these spaces would ensure they are meaningful, culturally appropriate, and responsive to the community's needs.





The Centre for Aboriginal Human Resource Development

has a mission to “relieve and prevent unemployment among Indigenous people in Winnipeg”. The non-profit organization supports Winnipeg’s urban-Indigenous community further their education and find jobs by partnering with the community, government, and other post-secondary institutions.

What the City of Hamilton can take from this...

By partnering with existing employment and training organizations that support Indigenous people in Hamilton, the City can create opportunities to educate and enable people in these programs to become involved in and pursue careers tourism.

Spirit Garden at Thunder Bay’s Waterfront is a space made to honour the history and cultures of Indigenous peoples in the city. It was inspired by traditional use of the land, building techniques, and art, and was developed through a series of workshops in consultation with Indigenous stakeholders, including First Nations and Métis community members. This space has the following:

- The Celebration Circle – space for teaching, performance, celebration, and contemplation.
- The Honouring Circle – public fireplace with interpretive panels to be used as a place for ceremony, intimate gathering, and reflection.

What the City of Hamilton can take from this...

When redeveloping spaces at Hamilton’s waterfront for Indigenous tourism, it will remain essential to maintain close consultation with the Indigenous community to ensure each space is meaningful and honours the community.

Indigenous Culinary Initiatives:

Indigenous Culinary of Association Nations — sharing the many facets of Indigenous food, culinary and cultural experiences around the country.

EMBERS Toronto — a fine dining event that honours traditional ingredients and ways of cooking to immerse guests in the many flavours, stories, and cultures of some of Canada's best chefs.

What the City of Hamilton can take from this... By identifying and partnering with Indigenous culinary organizations and initiatives such as the ones above, Hamilton can collaborate to create new Indigenous culinary experiences in Hamilton, and develop culinary educational initiatives to get Hamilton's Indigenous community involved.



thunderbay.ca/en/city-hall/indigenous-city-spaces.aspx



instagram.com/weare_embers

Photo by Olabisi Olaye/Prince Meyson Photography

ANGELA DEMONTIGNY

INDIGENOUS LUXURY DESIGNER

Angela DeMontigny is an award winning designer, artist, entrepreneur and mentor of Cree/Métis heritage, who has been a pioneer of the Indigenous Luxury movement for over 2 decades and is based in Hamilton, ON.

Also an accomplished artist, Angela was awarded a major public art commission in 2020 for her groundbreaking 'All Our Relations' sculpture that was installed on Hamilton's waterfront on September 30, 2023. She is ecstatic to have been able to co-create a much-needed, public art legacy for the City which will also be a designated space for the urban Indigenous community to gather. Future plans are to create an education component and programming for youth.

Design concepts and illustrations within this document are inspired by Angela's 'All Our Relations' artwork.

allourrelations.art

Images of All Our Relations (2023) by Angela DeMontigny and Team, courtesy of FonoFlick Productions on pages 5, 7, 11, 13, 23, & 31.

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Thanks are extended to Tourism Hamilton, the City of Hamilton, and their Indigenous Relations Division and staff for their guidance and support throughout the development of this project. Special thanks also go to Tourism Hamilton's Business Development Consultant, Hildegard Snelgrove, as well as Travis Hill and Lucas Gambacort of the City's Indigenous Relations Division, who remained dedicated collaborators. We would also like to recognize the important contributions of the Indigenous Advisory Team, as well as community members of Hamilton and surrounding areas; this project would not have been possible without their valuable contributions.

Developed by:



Partially Funded by:



For more information on this project such as partnership opportunities and/or involvement please kindly contact Hildegard Snelgrove at (905) 546-2424 ext. 5770 or Hildegard.Snelgrove@hamilton.ca.

This report remains in Draft until approved by the City of Hamilton and Tourism Hamilton.

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Images used in this document to illustrate and/or provide vision were collected via the worldwide web and we hereby give credit to the organizations mentioned throughout this document.

This document has been updated upon the request of the City of Hamilton (CofH) as of February 7th, 2025. The revisions reflect the CofH's input, preferences, and strategic direction. While CES has provided professional insights and recommendations, the CofH assumes responsibility for the final content and its implementation.

