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HIVEX for Hamilton’s Movers and Shakers

By Michael Parente, 2017 Chair, Hamilton HIVE

“We choose to move.”

Those four words captured the tone of the post-lunch energizer at Hamilton HIVEX’s sixth annual HIVEX conference on November 5, 2016, led by Brian Humphrey of Momentum Fitness. Although Humphrey was speaking in the context of physical fitness he may as well have been referring to the momentum and energy of young professionals in Hamilton.

Hamilton HIVEX serves a diverse audience – the 18 to 39 demographic covers a lot of ground. Because of this, it is important for HIVEX to feature content that appeals to young professionals at various stages in their career paths. They have a variety of sectoral interests, ambitions and learning styles.

In 2016, HIVEX featured 15 workshops varying in content and style. Inclusivity is an important consideration, which was reflected in the range of workshops offered.

“We look at young professionals with a broad lens,” says Hamilton HIVE’s 2016 Chair Alyssa Lai. “There is an understanding that young professionals have more than just entrepreneurial needs and HIVEX is a venue where they can explore other interests.”

The theme of the 2016 conference was Engage. Keynote speaker Sevaun Palvetzian set the tone with a fiery and inspirational speech on the power of strong civic society. Themes related to community engagement were reflected in workshops by Hamilton organizations and businesses including City of Hamilton, Hamilton Community Foundation, Hamilton Sustainability Professionals Network, The NWC, BDO Canada, Page by Page Consulting, and 2H2M Consulting.

For other attendees, the theme meant professional engagement and communication. Salsa Soul Productions used dance as a metaphor for communication. Hepburn Communications, Futurpreneur and Kalsen + Stennett Communications featured workshops on storytelling and communicating to different audiences including prospective employers, business investors and the media.

Engagement can also mean self-improvement – allowing one’s own skills, confidence and passions to blossom. Brandon Love Magic used fun and silliness to teach his audience how to have more and better creative ideas. Establishing a professional presence was the theme of Teca Cameron-Tackie’s session.

YEP Hamilton discussed the importance of mentorship for young professionals in the city and FUSE had practical advice about taking control of one’s finances in the context of family estates.

Hamilton is a dynamic city. The major issues young professionals face and the composition of committees, boards and other organizations are also changing. A forum like HIVEX allows young professionals to stay current and learn from their peers across a spectrum of organizations and institutions.

The young professionals at HIVEX are looking to make an impact in their city, whether through community engagement or economic development. HIVEX offers an indispensable opportunity to learn from fellow young professionals in leadership roles.

HIVEX is more than just a conference. What sets HIVEX apart is the momentum it generates and the lasting connections that come out of it. Young professionals who attended the conference may be at different career stages. They have different interests and different ambitions.

But they have one thing in common. They “choose to move” – together, for the city.

Photos courtesy of Matt Clarke and Scott Gibson.
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As you enter the City of Hamilton, a big blue population sign tells travellers that we have 520,000 residents. While this number has grown over the years, and will continue to do so steadily, Hamilton continues to be the 3rd largest city in Ontario and an important place for RBC. Laurie Davidson, Regional Vice President for RBC, sees this sign as a daily reminder of her commitment to all 520,000+ residents. Responsible for leading RBC’s innovative partnership with the City of Hamilton, Davidson is one of the biggest advocates of the Hammer and its potential.

Back in 2015, the City of Hamilton and RBC came together on a game-changing 3 year strategic partnership, a partnership that would re-frame the way banks interact with municipalities. Investing financially in Hamilton, however, is only the start for RBC. “We don’t just want to be a cheque” says Laurie. “What really counts are the hands that help bring it to life” and her actions and those of her employees, clearly echo this statement. Whether they are leading the Canada Day on-site activities, supporting healthy school programs and recreation centres across the city or actively participating in fund raising events, it is clear that RBC and its employees see a future in Hamilton and want to be a part of that.

“We are so proud to live in a city like this, where the growth is unprecedented” a pride that is both heartfelt and shared across her staff, according to Davidson. “Our staff, from the leadership team to our branches, know that to be successful as a company, we need to give back”. By supporting the “employee giving” campaign and actively encouraging RBC staff to participate in the events they sponsor, RBC is fostering a team of employees who understand that success can only be truly achieved when the communities in which they operate prosper. From the first bank account, to paying for post-secondary education and beyond, RBC is committed to playing an active role in the lives of Hamiltonians.

RBC recently opened a new branch on campus at McMaster University dedicated to helping students better understand their finances and long-term planning for their futures. A very new opportunity for them, this location will help them to interact face-to-face with students who are at a very important stage in their lives. After having supported many of these individuals at an early age, through back to school programs or recreation centre programs, RBC sees this as a way to continue to positively impact Hamiltonians. The opportunity to help people prosper in the
present and the future is one of the key factors that drew RBC to working with the City of Hamilton in an innovative partnership. “All the ways in which we could get involved and impact not only our clients but the whole community, is why this opportunity seemed like a perfect fit” says Laurie.

While it may not be a surprise to learn of a bank that is trying to increase its reach and access to potential customers, the partnership between RBC and the City of Hamilton highlights a much deeper motivation behind wanting to work with the municipality. According to Laurie, two essential questions that constantly play a role in her decision-making process are “how do we give more access to our clients to city programs that benefit them and how can we help to give some of that back to the city?” For RBC, inclusion and accessibility are extremely important to them and ensuring that all members of the community, whether customers or not, prosper is an integral feature of their relationship with the city. “The city helps us be successful and we have to help the city be successful. Every company, every business, or corporation in this city that has a business here that is successful, should be giving back to the city”, says Laurie, a statement which invest in our great city. With growth on the rise and increasing diversity and opportunities for residents, it only makes sense that businesses would want to be a part of that. There are still of course the naysayers who merely see our city as the little sister to Toronto or as nothing more than a steel-town, but Laurie Davidson is not one of them. “When people come into Hamilton and drive on the skyway and see the smoke and the industry and think less of Hamilton for it, I say, ‘look at our city and this view as an indication of our prosperity. Of where we have come and where we are going’, a sentiment we should all continue to remember.

Brian MacDonald at the City of Hamilton, wholeheartedly embraces.

As Manager of Strategic Partnerships and Revenue Generation, MacDonald supports the partnership between RBC and the City, as well as other opportunities for businesses and organizations to work with the City of Hamilton. According to MacDonald, “this is one of the best examples of municipalities and private sector partners evolving the civic model in a way that allows them to work together to benefit not only the community but the economic prosperity of the city as a whole”. MacDonald and Davidson have worked closely on making this partnership one that is meaningful and changes the way communities think about banks and the role they have to play in our cities.

Although Davidson is relatively new to the area, she is fiercely proud of this city; what it has achieved in such a short period of time and all the possibilities for its future. For many Hamiltonians, it’s not hard to see why a multinational corporation like RBC would want to invest in our great city. With growth on the rise and increasing diversity and opportunities for residents, it only makes sense that businesses would want to be a part of that. There are still of course the naysayers who merely see our city as the little sister to Toronto or as nothing more than a steel-town, but Laurie Davidson is not one of them. “When people come into Hamilton and drive on the skyway and see the smoke and the industry and think less of Hamilton for it, I say, ‘look at our city and this view as an indication of our prosperity. Of where we have come and where we are going’, a sentiment we should all continue to remember. HPA

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Thousands of people enter the doors of Hamilton Health Sciences hospitals every day. While Hamilton Health Sciences serves as a local hospital system for the City of Hamilton, the hospitals also provide specialized care to a population of more than 2.3 million people throughout south-central Ontario. The dedicated medical and allied professional staff at Hamilton Health Sciences hospitals and cancer centre provide the best evidence-based, quality care possible.

What many patients, families and community members may not realize is that Hamilton Health Sciences Foundation is an essential partner in providing that care. The Foundation’s role in the partnership is focused on raising funds to enable equipment purchases and support research, education and redevelopment.

While operating costs are funded by the government, equipment costs are not. As a result, Hamilton Health Sciences Foundation is responsible for securing donor support to ensure that its hospitals have the equipment essential to diagnose, treat, and care for patients from throughout the region. This equipment ranges from everyday necessities such as IV poles, pain pumps and beds to the latest high-technology tools such as Fluoroscopy Units, MRI machines and CT scanners.

Thanks to the fundraising efforts of Hamilton Health Sciences Foundation, the required equipment was available at Hamilton General Hospital to care for patients like Steve Pudsey from Burlington, who suffered a stroke and underwent emergency surgery to remove a blood clot. Also from Burlington was six-year-old Marlie, who began her battle with leukemia at McMaster Children’s Hospital when she was just 16 months old.

Donor support also played a vital role in putting the necessary tools into the hands of the health care professionals at Juravinski Hospital and Cancer Centre, who treated Robin Urekar of Hamilton when he developed
a life-threatening ulcer that caused severe internal bleeding. The generosity of donors made a real difference to patients like Gail Shimoji, who received palliative care at St. Peter’s Hospital after a terminal cancer diagnosis.

The Foundation also supports the research and education needs of the talented teams at Hamilton Health Sciences. This support takes many forms, including the funding of Academic Research Chairs, as well as a wide variety of fellowships, bursaries, awards, and other research initiatives that span the spectrum of programs at Hamilton Health Sciences.

In addition, redevelopment and renovation costs are typically borne in part or in whole by The Foundation, depending on the project. This type of funding fluctuates as capital development and program requirements dictate. However, all projects are based on a commitment to provide an environment that supports the physical, mental and psychological needs of the diverse patient population cared for by Hamilton Health Sciences. The sites supported by The Foundation provide essential care that spans the spectrum of life’s journey from prenatal and neonatal care to palliative care.

According to Pearl F. Veenema, President and CEO, Hamilton Health Sciences Foundation, “On behalf of our donors, we are proud to support the exceptional health care services provided by Hamilton Health Sciences throughout the region, as well as their active role in conducting world-class medical research.”

Donor support is essential to making this high level of specialized care possible. From outpatient clinics and emergency care to leading-edge research into the causes, treatments and cures for many of today’s most devastating illnesses, the impact of donor gifts is felt across the region and even the world. With the support of donors, Hamilton Health Sciences Foundation is one step closer to achieving its goal of Health Care, Transformed.

To learn more about Hamilton Health Sciences Foundation, please visit hamiltonhealth.ca.

What Makes Our Supported Sites Unique:

• Hamilton General Hospital is home to the leading Cardiac Surgery Program in Ontario, performing the largest number of cardiac surgeries;
• Juravinski Hospital and Cancer Centre is home to the only program for treating acute leukemia in the region, and is one of three centres providing all forms of adult stem cell transplants for cancer patients in Ontario;
• McMaster Children’s Hospital is home to the largest Neonatal Intensive Care Unit in Ontario;
• St. Peter’s Hospital is home to the largest Palliative Care Program in Canada.
Picture a beautiful, cozy home on a quiet, tree-lined street. You can see windows and wood, bricks and a big solid-looking door. From the outside, the house appears complete, but it is not. It has no foundation, no support beams, no internal support. It manages to stay erect for a while, withstanding light storms and warm weather, but eventually it will come down. Without an internal support system - the “insides” that allow those who live in it to be warm, safe, have access to water and shelter - it can only last so long. Just like this house, Hamilton Police Services is made up of external, frontline officers as well as a multitude of behind the scenes staff and support. Beyond what we see day-to-day, there is an entire internal structure within the service that far exceeds what we know and certainly more than what many of us would expect.

Deputy Chief Ken Weatherill is responsible for much of the “inside”; the Field Support side of police services in Hamilton ensures that all frontline officers as well as civilian and retired officers have what they need in order to perform successfully both on and off the job. Deputy Weatherill has been policing for 31 years, every single one of them for the city of Hamilton. While not native to the city, Weatherill and his family have made Hamilton home, a city which he believes helped to create a solid foundation for launching and building his career. Having served in nearly all branches of the police service, including the Uniform Patrol, Traffic, Explosive Disposal Unit, Emergency Response Unit and Investigative Services, he has worked his way through the ranks and now serves as the Deputy Chief.

Like most first responders, being a police officer isn’t merely a job, it’s a lifestyle. Whether in a sworn or civilian capacity, you are a member of the police service 24/7; a fact which Weatherill believes makes this career choice particularly unique and challenging for some. He knows that the relationship between officers and the communities they serve is often a tenuous one, requiring constant reinforcement and work. “We know that one bad incident, one bad contact can set back all those positive actions and steps we’ve been making in a given community or individual.” Our police service needs to be reflective of the communities in which it serves and in much the same way, our officers, frontline or otherwise, will always represent the police service and all its connotations and associations.

Are they hiring? Absolutely. They need ambitious, dedicated members of the community who are prepared to take on the responsibility of representing the Hamilton Police in what is an increasingly diverse and growing city. “We are hiring everyone from our diverse communities because our goal and my personal goal, is to mirror the community we police.” If you have ever thought about a career in the police services, it is Deputy Weatherill’s team that will oversee your recruitment, your training and your health, both on and off the job, while you are working and once you are retired.

“My focus is primarily on public safety. First and foremost, the most important thing I do and we do as a service, is our commitment to public safety,” says Weatherill, and this is exactly why the recruitment, training and support for all police in the city are so important. Just like a house or building, it can’t survive long without a strong internal support system and the same goes for our first responders. Deputy Weatherill is committed to not only changing the way the community views police officers, he has pledged to reframe the way in which police officers view themselves and their roles.

While the average age for recruitment of police officers in Ontario is 27, Hamilton Police Services begins the recruitment process much earlier. Through volunteer programs as well as the Hamilton Cadets, 19-20 year old individuals have the opportunity to see early on what a career in police services looks like and receive mentoring and support towards that end. For those who do choose a career in Hamilton and are accepted, the next step according to Weatherill is quite simple: “They get in the door and we take care of them.” From the very first day, officers and their families meet with Weatherill’s teams,
making support, whether physical, emotional or otherwise, accessible and reliable.

Are the days of quietly kept pain, mental illness and/or traumatic memories gone? Of course not. At least 20–25% of any given police service suffers from mental health. Acknowledging this fact, instead of ignoring it, however, is what Weatherill is deeply committed to doing.

The first part of their strategy is Prevention, what they can do as a team to prevent mental or physical health issues. By teaching resiliency and in particular, educating officers in a way that reduces the stigma often associated with being a police officer, namely a presumed requirement of being silent, strong and unemotional. That is not realistic for any human and certainly not for an officer who may have witnessed extremely traumatic cases or incidents. The second part is Intervention and this is where the Critical Incident Response Team comes in. By pairing officers with a mental health support team, access to treatment is reliable and efficient.

“When someone is in crisis, we want to have somebody who has the skill set, the training and the knowledge to give them what they need as fast as they possibly can, instead of referring it to days or weeks later.” For a job that has so much exposure and responsibility, it’s easy to see why this is an essential feature for effective support and effective policing.

The final component in supporting their officers and civilian staff is post-intervention. “A feeling of disconnection is not uncommon,” according to Weatherill, for officers who are off or away from their unit. Whether an individual is taking time away from work or has retired, the mental health effects of a traumatic incident or of a long career in the service can make it difficult for many to be honest about their feelings and emotional state. Staff, including an occupational health nurse, fitness support and WSIB specialists is always available. “We’ve got to reach out to retirees and help them struggle with all the baggage they are carrying around from their careers and lives.”

What is clear from Deputy Chief Weatherill is that things are changing within police services in Hamilton. Are things perfect? Of course not. It is still difficult to picture police officers coming willingly to meet with therapists or psychiatrists and that is because for years, doing so was seen as a sign of weakness. You signed up for this. What did you think was going to happen? This is where things are changing. “We recognize that we need to look after our people” and they are now two years into this new program, spearheaded by Weatherill to change and improve the way police officers work in our city. This is a program that is constantly being modified and tweaked. “What we have today may not be what it looks like 6 months or 6 years from now but we have the opportunity and commitment to change whenever our people change in our organization.” A statement which many people would likely be surprised to hear by our Deputy Chief of Police Services.

If this piece has inspired you or peaked your interest in a career in police services, get involved. Is it hard to get in? You bet. “I’ve heard Hamilton is one of the hardest services to get into and it’s because we only want the best,” says Weatherill but that should not discourage you. They want good, hard working and committed individuals and if this article has shown you anything, it should be that the police services in Hamilton want to help and support all of the members in their community. Hamilton is constantly evolving and as we know, an ambitious City like ours deserves an equally ambitious police service. HPA
Unparalleled Momentum

By Maegan Baird

“We can’t take the forward momentum for granted.” This is one of the key messages that Tyler Cowie and Adrian Duyzer want to communicate to you. When it comes to the City of Hamilton, on the cusp of major growth and renewal, there is a real feeling of potential and excitement at what the future may hold. This sentiment can be just as easily applied to their company, Parallel, formerly known as, factor[e] design initiative and I can assure you that they are not taking their momentum or the city, for granted.

For a company that’s been around since 1999, making a change in name and services is a big step, particularly so for Partner Tyler Cowie. As one of the original 3 founders who created factor[e] design initiative, he has watched it grow and evolve into its current location and shape. Partner Adrian Duyzer joined the company eleven years later, after meeting Cowie when he moved in next door to him on Jackson Street in Hamilton. Their friendship and common goals for their company have continued to evolve, as have their clients and the technology industry.

Cowie, Duyzer and their team knew it was time to re-focus their company and to make a bold change, one that would reflect their past and their future. “Over the last few years, we’ve become increasingly focused on the design and development of custom software, and in the last year we made a decision to go all-in on that focus and stop doing print work, commodity websites and other things outside of that focus,” says Cowie. It started with over 170 new name ideas which were then tossed around among a small internal team, before they finally decided on Parallel.

“Parallel lines aren’t the same line,” says Duyzer. “They’re moving in the same direction and they’re aligned but there are some differences there, and there’s some creative tension there, too”. With this in mind, the idea behind Parallel is to share a more compelling story behind their brand and what they can offer their clients. Whether they are working with mid-sized companies, new or well-established, Cowie says that they are looking for “clients with great ideas and that are passionate about their businesses and technology.”

Under this new name, Parallel, their company shed some of their former services like advertising, print work and generalized graphic design work. This allows them to better focus on their core competencies and the thing they are passionate about, which are custom-designed digital products. According to their new website, parallelemade.com, their aim is to build some of the world’s most used products. These include apps like Realintro, an application to help RE/MAX agents better serve their buyers and sellers and Shifted, a service that streamlines the search for restaurant owners looking for talented and available staff. They want to create usable and efficient digital products that facilitate operations and services. “Companies have to stay relevant or they stagnate and die,” says Duyzer. “I think what you see right now, and it’s becoming more obvious than ever, is that
everything is becoming digitized and software is taking over.” And yes, he is referring to every industry.

Both locals and tourists often associate Hamilton with its former steel days and current role as a hub for healthcare research and advancement. While they do work with several local clients, they also work with companies located in Toronto and beyond. One example is Softchoice, a software and solutions provider who works with clients to make it simple to use technology to grow their business. With this relationship, Parallel has been identified as a partner to support their clients in their digital product needs.

“Hamilton doesn’t have the kind of international reputation for design and technology that Waterloo enjoys, for example, so we have a lot of catching up to do,” says Duyzer, “but that doesn’t mean there aren’t tremendous opportunities.” Cowie adds that while it was a struggle before, “it’s not as difficult to talk about Hamilton in a nice light nowadays.” Does this mean they would consider moving their company? Not likely. “We have roots here. It’s familial roots here that matter more to us”, says Duyzer. Their ties to the community are very strong: Adrian sits on the Art Gallery of Hamilton Board, and Tyler on the Hamilton Community Foundation Board. It is very clear that they are invested in supporting the Hammer and its young professionals and entrepreneurs.

According to Duyzer, “companies in traditional industries like manufacturing or logistics are prime candidates for engagements with leading-edge technology like big data and Internet of Things. There is a ton of room for automation, process and workflow enhancements and analytics, and all of that is software based. We want to work with companies that get that.” The advantages to modernizing and allowing technology to streamline your business are compelling. With disruptive technology – challenging existing methods and techniques with technology, in a way that creates new methods – companies gain the first mover advantage, a significant advantage for any enterprise.

Moreover, the data that is gathered has the ability to become the most valuable intellectual property they own.

This kind of work requires talented and highly specialized individuals that can bring the right mix of expertise and experience to their team. Duyzer’s advice is simple “pick something difficult and become really good at it. Yes, you need to have a broad understanding of the field you are operating in but you need to specialize because it’s extremely difficult to become really good at a lot of stuff.” While the technical and tactical requirements of the job must be met, Cowie also adds that “being able to be part of a team and work together, is very integral to the job.”

Hamilton’s growth has largely been built organically; individual Hamiltonians who had a vision and put their own time and effort into making it happen. According to Duyzer, “that’s the story of Hamilton.” For them and many others, it is clear that Hamilton is on the cusp of a major renaissance, but this growth needs to be nurtured. “From a City perspective, I don’t think anything is guaranteed. I think we are at a crossroads where we will either become really successful as a City or we could lose some of that momentum and revert to the status quo,” says Duyzer.

There is now an opportunity for Hamilton to be part of a proposed technology triangle, a recognized geographical area between Hamilton, Toronto and Kitchener-Waterloo, that would be prioritized for technology investments from various levels of government, an opportunity which Duyzer is wholly behind. “As a city, we have the right size, the right attitude and the right education credentials to anchor a triangle like that.” Companies like theirs are leading the charge in bringing new investment and creating good jobs that will attract growth and put Hamilton on the technology map. In order to do this “we have to think like one city,” says Cowie. “The biggest issue right now is divisiveness, not only in terms of specific things like LRT, but in general, things like ward boundaries… we’re all in it together to build something.”

While Parallel helps bring new business, new jobs and new investment to the city of Hamilton, the rest of us need to be active participants. Local advocates, provincial funders and members of the community at large need to support and back one another if we want to see Hamilton succeed. We must take advantage of the momentum. **HPA**
This year marks another milestone in the history of our vibrant city with the 180th Anniversary of your downtown Hamilton Farmers’ Market. It’s truly amazing that this long standing institution continues to serve as a beacon of our community spirit. Since its inception in 1837, the downtown Farmers’ Market served as a social hub to a burgeoning city that was soon to sprout new growth on its bed of agriculture. Hamilton grew quickly, led by visionaries in many industries including communication, manufacturing and retail, many of which remain prominent today. Among the largest open air markets of its time over the first half of the 20th century, the Hamilton Farmers’ Market has undergone several transformations over the years. It currently resides at the intersection of MacNab Street and York Boulevard adjacent to the Central Hamilton Public Library.

In spite of the changes, the common denominator throughout its evolution has been its people. True Hamiltonians know its intrinsic value and the role...
it has played in weaving the fabric of this proud community and don’t we all have stories to tell. One such story is as relevant today as it was when first composed back in 1997. In celebrating its 160th Anniversary, the Hamilton Farmers’ Market ran a short story contest won by 15 year old Paul Fairie with his essay titled “A Window on the World” ...

“To see the entire world in about an hour is a difficult feat indeed, but to experience the world is what many Hamiltonians have done over the past 160 years at the Hamilton Farmers’ Market. The Market is an integral part of Hamilton, like one of the many threads in the tapestry that is the fabric of the Hamilton community. Its appeal spans many cultures. You can travel from the Far East to North America in a matter of steps. From Sam the Produce Man to Huong Trang’s fish, the market has it all! Great people, great service, and the main reason people keep coming back - great food.

The Market is one that could only survive in such a tolerant and accepting society as Canada. It is not known as an Italian market or an Asian market, but as a Hamilton market. And a good one at that! Although the market stalls may have changed, and the owners may have changed, and even the food may have changed; there is one thing that never changes - the feeling that you belong.

This feeling is one that is conveyed through every smiling owner or employee, one that is conveyed by the happy children who just bought their favourite food, and one that is conveyed through all the satisfied customers who we know will always return. The Hamilton Farmers’ Market has a very special place in the heart of every Hamiltonian, because of one simple reason - it is a window on the world!”

Handed down from generation to generation it’s the memories that connect us all as one extended family. It’s hard not to wax nostalgic when "the Market" comes up as a topic of conversation wherever one goes. Remnants remain of the early Market quilt that is family farms who still call the downtown Market home. Now in the care of a younger generation, family farms such as Buttrum’s have been a downtown Market fixture since 1860. Started seven generations ago, proprietor’s Jim and Cyndy remain steadfast in their desire to maintain the family stall as they have done together since 1970. Growers of squash, potatoes, onions, garlic, peppers, lettuce and celery, their son Gary plans to keep the family tradition alive and continue the legacy of the Hamilton farmer. Other long serving farms of note include Cheryl and Christopher of Fleetwood Farm, Gord and Brian of Williams Brothers, and Clint and Clay of Bentford Orchards. Our newest local grower, R.C. Haist Farm, is a fifth-generation family farm from Fenwick Ontario. Randy and

A Mountain resident was the winner of the Hamilton Farmers’ Market short story contest. It was in celebration of the 160th anniversary of the Hamilton Farmers’ Market.

Here is the first-place story that is titled A Window On The World, by Paul Fairie, age 15. Paul is a Mountain resident.
Cindy Haist have been growing apples, peaches, sweet and tart cherries for forty years. Now with the help of their sons, Nathan and Zachary, the farm has included nectarines, apricots, several plum varieties and vegetables to its offerings.

Spanning the generations of local growers that firmly anchor our heritage in agricultural roots, the Market is now called home by a diverse group of exciting vendors young and old alike. We boast a dynamic foodservice group led by Pokehl, Ramen Bowl and The Mexican Kitchen. As you begin your shopping experience you’ll find Christine of Relay and Lina there to greet you with the aroma of freshly roasted coffee. You’ll soon discover a vast array of products to entice the senses from colourful flower bouquets to brighten your home to picking up that special cut of meat for your dinner table from Ron or Ray at Jepson’s. An evening would not be complete without that tasty slice from Lina or Perinna at Sam’s Cheese & Meats who has been a market fixture since 1959. You have a sweet tooth you say? Maria has a cure for that too at Cake and Loaf. With 53 Vendors in all today and new additions on the horizon, you have plenty of options to choose from to complete your shopping journey.

Now governed by the Hamilton Farmers’ Market Board, this community based, non-profit organization has recently created a strategic plan that paints an exciting vision for the future. The plan speaks to being farmer friendly and the promotion of local Ontario foods, having hours that are responsive to the needs of the community, and for the Market to be a feast for the senses. In addition, the Market has identified the importance of aligning itself with the recently launched Hamilton Food Strategy whose guiding principles envision a healthy, sustainable and just food system for all. The Food Strategy Vision is “a city with a sustainable food system where all people at all times have economic and physical access to enough safe, nutritious food to meet their dietary needs and food preferences.”

In June 2017, to mark the 180th year, the City of Hamilton will install outside the entrance of the Market an iconic public art piece “Raising the Barn.” It will stand as a testament to the people who built the Market with a relentless spirit. The Hamilton Farmers’ Market, now armed with a community based not-for-profit Board, a refreshed vision and a dedicated management team, begins the journey to take the Market to the next level, one which the community can proudly pass on to future generations. However, it remains the people who own and operate these diverse businesses, who are proud to welcome and serve you, that make this community institution a great weekly experience.
By Sam Lawson

What started as one man’s silent protest has progressively evolved into a city-wide movement spreading love and pride for Hamilton. Max Francis is the man behind the “Hamilton is Home” t-shirts, a brand that has arguably become one of the most recognized in the city, and if you haven’t heard about him yet, you certainly will.

Inspired by a desire to show his pride for the city he calls home, he made his first “Hamilton is Home” t-shirt about 5 years ago. “I had a full time job at an engineering firm at the time and I would call in sick or miss days so that I could go to auditions in Toronto,” says Francis. “So I would go to these auditions and everyone would be in the room talking to each other and they would say to me ‘what part of Toronto are you from?’ and I would say ‘Hamilton’ and they had no idea”. What started as a shirt that said “I heart Hamilton” and a promise to wear it every single day he had to go to Toronto, morphed into “Hamilton is Home”, a shirt which most Hamiltonians now easily recognize and likely own for themselves.

This idea grew when Francis bought a table in 2012 at the Concession Street Festival. This was the first time he had put out his own money, beyond making a few shirts for himself, and he describes this time as being fairly nerve-wracking. “I remember the night before, I had made 100 t-shirts and I had paid $250 bucks to be a part of this festival and I thought no one is going to buy these and I am going to be giving these shirts away to my family and friends for birthdays, Christmas gifts, anniversaries, for 10 years!” He was wrong. Despite the stress, pouring rain and what felt like no one was coming; Francis sold all 100 t-shirts in under an hour.

If you can only recall starting to see his shirts about a year ago, that is because that’s when Francis committed his full attention to his business. He had been printing more shirts, attending street fests, art crawls and other weekend events to sell his shirts and eventually became so busy, that he had to decide between his then full-time day job and this. He chose to focus on what is now True Hamiltonian, the brand behind the shirts, and has seen his efforts pay off immensely.

From his former days of sneaking out to auditions to his current role as a small business owner and entrepreneur in his favourite city, Francis has had to learn a lot in a short amount of time. When I asked him what advice he would have for either new businesses or aspiring entrepreneurs, he said that one of the most important things he’s learned is to “respect partnerships.” Hamilton is a proud city and its business community is no less so. “If everyone gives everyone else a little consideration, it goes a long way.”

Sexton of Sexton in the City was one of his first and biggest supporters and continues to sell his merchandise in her store.

From a practical standpoint, Max is quick to add “don’t quit your day job until you are 100% sure in your business.” He held a full time day job for as long as he could and he believes this is important for a lot of entrepreneurs to keep in mind when they are starting out. Another tip? Contracts! “You need to have contracts with everyone. Producers, sellers, event managers... make sure you have that covered.”

While Francis still handles all his own marketing, he works closely with others to help him manage his finances; another essential part of succeeding as a business owner. In the end, Francis recognizes that a lot of his success is a result of where Hamilton currently is as a city. “I know for a fact that a business like this wouldn’t have succeeded in Hamilton 10 years ago,” says Francis and he adds that his growth is both due to his product and the timing.

When I asked Max about the future of True Hamiltonian and the City of Hamilton itself, he was excited to tell me about his current Unity 150 campaign. The idea behind the campaign is to celebrate Canada’s 150th birthday as well as to celebrate the diverse backgrounds of Canada’s population, and in particular, each of the languages that are commonly spoken in Hamilton. “It’s important to look towards the future but to never forget where you came from”, says Francis. While the campaign itself had been in the works for nearly a year, the timing of its launch was very much meant to be a reaction to the hatred, violence and racism in the more recent news. According to Francis, “this was our response to that. Everyone is welcome”. He adds that, “this whole line wasn’t meant to be released until April... but we released it two months early as a response to everything happening around us.” This is his way of using fashion as a means to engage the community, something which he believes is something everyone should be doing. “Once you’re a part of the community, people can’t think of you not being part of the community”.

Max recounted to me a time about a year ago when he was at a party and started talking to another fellow Hamiltonian who was offended by the “Hamilton is Home” brand. “He said to me, ‘what gives you the right to profit from the Hamilton name, what do you think you are doing for the community that gives you the right to use that name’, and I thought about that for a really long time.”

For Francis, the True Hamiltonian brand is his way of giving back to the community. It is a way for people to express their love for their city and to be engaged. “It’s not my job to improve the community; it takes every one of us to do their small part to make Hamilton a better place. As far as that goes, I am 100% committed to doing my part.” While this other person may not have been able to grasp the intention behind the True Hamiltonian brand, Max believes that we all have a role to play and this is his way of doing just that.

Max Francis opened up his “True Hamiltonian” storefront on Ottawa street in August of 2016 and his second location is scheduled to open this spring on King Street next to the Black Forest Inn in downtown Hamilton. His shirts also sell at eight additional retail locations across the City, in a variety of boutiques and gyms. For a City that’s long been regarded as a lesser Toronto, it’s not hard to imagine why Hamiltonians of all ages came on board so easily with the idea of wearing their hearts - in this case their love for Hamilton - on their sleeves.
Part of being a young professional in Hamilton means not only enjoying the great restaurant scene, artisanal craft marts, beautiful waterfalls and amazing farmers’ markets, it also means being part of the vibrant arts and culture activities the city has to offer. From the Art Gallery of Hamilton to the Hamilton Philharmonic Orchestra to Theatre Aquarius, the city is bursting with opportunities for young Hamiltonians to experience the professional arts right here at home.

The Hamilton Philharmonic Orchestra is an institution that encourages and welcomes young professionals to take in their city’s thriving culture scene. By providing YPs with unique events and offerings, in formats that appeal to their lifestyle, the HPO is one of those cultural assets that make young professionals proud to live and work in their city.

There’s truly nothing more spectacular than being part of an audience of nearly 2,000 community members as they come together to enjoy a shared passion, spend time with family and friends and experience the magic of 70 musicians on stage playing some of the most soul-stirring music from across the eras. For generations, orchestras across North America have been integral to the social and cultural fabric of their cities by providing opportunities for entertainment, cultural enrichment and social interactions with the greater community. Hamilton has been no different. Serving the community since the 1800s, the HPO, Hamilton’s professional orchestra, provides citizens with enriching orchestral experiences in diverse venues and locations across the city. Whether you’re interested in listening to Tchaikovsky at Hamilton Place, grabbing a beer and some Beethoven at the Baltimore House or listening to a living composer talk about the craft of writing a symphony, the HPO creates exciting experiences that expose YPs to the intricacies of this ageless art form.

For some people, the idea of attending an orchestral event can seem daunting. What should I wear to a concert? When do I clap? Can I afford to buy a ticket? Will there be other young people there? The HPO works to strip away these barriers and welcome YPs to enjoy their orchestra, their way. Ensuring that accessibly priced tickets are available for the under 35 crowd is a commitment the HPO takes seriously.

Through the hpoGO Program, the orchestra ensures that $17 tickets are available for the under 35 crowd at each of their mainstage concerts at Hamilton Place. Special events across the city are planned specifically with young concertgoers in mind, and a variety of accessibly priced options exist, including the annual Happy Hour event at the Baltimore House for $25 and the Indie Series of concerts featuring local emerging bands at just $15 a ticket.

Through programs like the Indie Series, young professionals across the city have been exposed to the dynamic nature of orchestral music and have enjoyed the variety of experiences the HPO offers. Audiences who have attended the Indie Series rave about this collaborative and innovative music experience. When the HPO performed with local electronic band Illitry as part of the very first Indie concert, one young professional who had never experienced the HPO before said, “I loved being right up close and seeing everything. Intermission was nice to take in the music and talk about it with friends because it was so mind-blowing! The price was really fair, almost too good!”
Young professionals should consider clearing their schedule on January 17, 2017 for a special Beer-thoven Happy Hour as part of the HPO’s Beethoven Festival. At this intimate and interactive event, guests are invited to come by the Baltimore House after work and grab a drink with the HPO. In a unique spin, the music on the evening’s program is curated by the HPO musicians who also host the event. Baltimore House has also chosen a series of beers to go along with each String Quartet piece. Following an hour of music, guests enjoy a Q&A with the musicians and respond to the music before mingling with the artists and their fellow guests.

“The HPO’s mission is to present high quality orchestral music for diverse audiences across the city, and our programs for the under 35 crowd are one of many programs we’re really proud to promote. The Young Patrons Circle is all about connecting our city’s young professionals with their city’s professional orchestra,” says Tara Bryk, who manages the Young Patrons Circle portfolio and is Marketing Manager at the HPO. “We’re proud to have such a strong and supportive group of young Hamiltonians who care about culture in their city and want to engage with us in interesting new ways.”

Over the past two years, the HPO has partnered with City of Hamilton Young Professionals (CityHYP) to invite young city employees to the HPO and come out to an after-party with the performing artists. Young professionals who are also amateur music-makers can join in and participate in music-making with HPO musicians through our community recital program and our Beethoven Pro-Am Jam in January where amateurs and HPO musicians jam together by performing Beethoven’s Fifth Symphony.

With more than 1,000 tickets purchased by young professionals last year, the HPO remains committed to creating opportunities for Hamilton’s ambitious young professionals to experience the cultural excellence Hamilton has to offer. Grabbing a drink with some musicians at Happy Hour, enjoying a post-concert party or experiencing what it’s like behind-the-scenes in one of the backstage tours are just a few ways the Young Patrons Circle experiences the HPO.
Waterfront Redevelopment Efforts Nearing Crescendo

Since Hamilton’s founding, its waterfront has played a prominent role in the city’s growth and development – over the years, it has served as an arrival gateway for newcomers, a locus of industry and commerce connected to the global economy, and a recreational playground for locals and visitors alike. Despite the waterfront’s historic significance, the area’s natural beauty and assets have not always been treasured and protected in the way it deserves.

Today, the waterfront’s untapped assets are a symbol of this city’s immense potential and yet another example of why Hamilton is known as the “Ambitious City”. Visitors unfamiliar with Hamilton, or even Hamiltonians who haven’t been to the waterfront in years, may be forgiven for expressing genuine surprise at what exists today. Pristine parks with walking trails and play structures. Places to enjoy a nice meal or cool beverage while watching sailboats bobbing in the gentle chop. Outdoor facilities to discover a new band or lace up and take a leisurely skate. A GO Train station that prioritizes public art as much as parking. New businesses promoting specialty donuts and craft beers. And people – lots of people – connecting with nature and each other.

The waterfront you see today, and the one you’ll continue to watch evolve over the coming years, didn’t happen by accident. Rather it’s the culmination of strategic decisions made by the City over the past 30 years.

The re-developing waterfront is situated in the West Harbour planning precinct: bound by Cannon and York Street along the south; the shoreline along the north; Wellington St. to the east; and the pinch-off at the far western point of Dundurn Park. Within this area are significant public assets such as Bayfront and Pier 4 Parks, all of the recreational lands that the various boating clubs occupy, the Barton-Tiffany lands, the West Harbour GO Station (Metrolinx), the HMCS Haida (Parks Canada), and Pier 8 which currently is home to the outdoor skating rink and amphitheatre, Williams Café, Sarcoa Restaurant, and multi-use event spaces in the Hamilton Waterfront Trust Centre. Notably, Pier 8 is part of a 30-acre, under-utilized former shipping pier that is a key piece of the waterfront’s transformation.

Area homes are already highly coveted, driven largely by the public recreation amenities and improved connectivity created by the new West Harbour GO Station. As the draw of the waterfront as a place to meet, relax, and have fun continues to increase, so too will the demand to live in close proximity. The private sector has taken keen notice of this increased housing demand generated by public investments. Private investment to meet this demand will generate increased tax revenues for the City that can be directed to further public investments in the area, starting the cycle again. It’s a positive feedback loop that demonstrates the positive impact of strategic investment in public amenities and place-making.

Over the course of almost three decades, City Council has remained committed to this long-term strategy. The first seeds were sown in the early 1990’s with the rehabilitation of Pier 1 from an industrial site into what is now known as Bayfront Park. Building on this success, the vision for the
area has since evolved into a series of long-term strategic plans for West Harbour that serve as roadmaps for a mix of residential, commercial, and recreational development. The roadmap for the waterfront areas includes improvements to boating facilities, new tourism attractions, ecological habitat rehabilitations, and residential buildings. Execution of these plans has picked up steam in recent years and is nearing a crescendo as the City prepares to invite the private development industry to bid on the Pier 8 lands and bring a significant mixed-use community to fruition.

The City’s vision for Pier 8 is for a mostly residential community of up to 1,500 units housed in mid-rise buildings ranging in heights from 3 to 8 storeys. Occupying the street-facing ground floors of many of these buildings will be retail, commercial, and institutional uses that will enhance the year-round animation of the neighbourhood, making it a place that has appeal to visitors and locals alike. One of the most impressive place-making features at Pier 8 will be a 30-metre-wide promenade that follows the pier’s perimeter. The City will develop, program, and own this promenade, ensuring that access to the water’s edge will always remain public. The promenade will connect with a continuous waterfront trail that extends all the way to Princess Point and Cootes Paradise.

As Pier 8’s owner and vendor, the City has an opportunity to push for outcomes that benefit the local community and the City as a whole through this process. In this regard, Pier 8’s development may serve as a prototype for new urban neighbourhoods in Hamilton and beyond. As an example, the City’s preference for medium density and height reflects current planning best practices that value a balance between inefficient low-rise development and infrastructure-straining high-rises. The Pier 8 development will also prioritize environmental sustainability, challenging bidders to bring a progressive approach to designing buildings that have much smaller carbon footprints than typical buildings. Likewise, acknowledging the spillover effects that new development can have on surrounding home prices, City Council supported a recommendation requiring a minimum allocation of affordable units, ensuring accessibility for a mix of incomes and household types.

Not only is the City’s vision for Pier 8 forward-thinking, but the City’s engagement approach with the private development community also represents a departure from how governments usually operate. Hamilton is focused on a “partner-first”, rather than a “transaction-first”, approach, where the City and developer will have a vested interest in each other’s success and each side will be incentivized to help the other reach desired outcomes. The City is signalling to the marketplace that developers who bring innovative solutions that are aligned with the City’s vision for Pier 8 will hold a competitive edge in the solicitation process. The right partner will have the technical capabilities and financial capacity to bring the vision to fruition, a proven track record of executing complex projects that require patience and creativity to achieve, and a commitment to excellence over speed.

The City and chosen developer will enter into an agreement that outlines the rules of the relationship, pricing and incentive structures, and ways to deal with changing realities. Given the historical rate of new housing absorption in Hamilton, coupled with competition from many condo projects popping up in the lower City in recent years, Pier 8’s full vision may take a decade or more to complete. At a time when new ideas and innovations are revolutionizing the way we live, interact, and build our cities, the flexibility to adapt to change over time is a necessary component of this agreement.

As the Pier 8 solicitation process progresses, citizens, development industry, and even other municipalities will be watching carefully to see how Hamilton achieves its ambitious objectives. Pier 8 is a unique opportunity to market Hamilton to investors who may not have otherwise known about the city’s potential. The desirability of the waterfront location and scale of the opportunity has already unofficially generated interest from local and GTA-based developers. Major developers from across the country that have affiliations with investors from the US, Europe, Middle East and Asia have also expressed interest. Once again, as in days past, Hamilton’s waterfront will serve as the arrival gateway that welcomes newcomers to our great city and connects us to the global community.

The start of Pier 8’s solicitation process in 2017 will likely spur a new round of interest in Hamilton as word spreads of the opportunities found throughout our city. With several other strategic sites under its control that could support similar revitalization efforts in West Harbour and downtown, one of the City’s key measures of success from the Pier 8 process is for Hamilton to earn a reputation as an innovative, fair-dealing municipality that can strike a balance between protecting public interests and working co-operatively with the private sector.

Yet another ambitious goal for the Ambitious City – and one the City of Hamilton is ready to tackle head on. If you would like to learn more about the Pier 8 solicitation process and the broader plans for the West Harbour precinct, please visit the project website at www.hamilton.ca/westharbour HPA
Coworking: More than Just an Office Space

By Rachel Hamilton, Volunteer, Hamilton HIVE Public Relations Committee (2016)

For many young professionals and entrepreneurs in Hamilton, coworking is the new and affordable way to run a business and work. Coworking is the shared use of an office space by people who may be self-employed or working for an organization. It brings professionals together to share knowledge, resources, and space in an environment where ideas can coalesce. Coworking is a way for young professionals to access a work environment with the added bonus of being a part of a culture of collaboration.

Hamilton is currently home to five coworking spaces that foster growth for young professionals and entrepreneurs in the city: Uptown Business Club, the Cotton Club, the Seedworks, and CoMotion on King and CoMotion 302 - both owned by the CoMotion Group.

Being a member of a coworking space has many advantages for individuals and businesses who are able to develop partnerships with professionals in different industries that complement their own work. “When we were at CoMotion, if I needed help with the website for my company, I had a web developer next door. Even in my everyday life, if I needed a caterer for an event, Ramped Up Catering was in the space too!” says Romeo Crugnale, president of social media marketing company, FEED the Social, which operated out of CoMotion on King during its early days.

A well-equipped coworking space offers their members the same amenities as a regular office. “With a fully functional gym, change rooms, private parking lot, and kitchen, 302 is a great quiet place to get some much needed work done!” Forge and Foster Investment Management employee, Doug Lecinski says about CoMotion 302.

Coworking spaces are also a great way to give young professionals an official address. “[Coworking is] a great way to legitimize my business,” explains Norwae, a local jazz singer and entrepreneur who works out of The Cotton Club in The Cotton Factory on 270 Sherman Avenue North. The Cotton Factory is a refurbished industrial building from 1900. “I fell in love with the history of it and its grand features and decided then and there that I would rent a dedicated desk space,” Norwae, says about the historical space.

The atmosphere and community at The Cotton Club are also a draw to its members. Peter de Pagter from Grow a Seed says “It’s going to sound cheesy, but it has more than a sense of community. It’s more like a family. We all get together for the communal lunch in the kitchen every Thursday!” Grow a Seed helps people grow their own micro-greens

Sometimes a fixed home base is necessary for a business’s next steps. Marjonekke Grech from Grow a Seed would agree. The startup has been a Cotton Club member since February 2016. As the business approached its launch date, it required an address. This led Marjonekke to look into coworking but “it quickly became so much more than just an address,” she adds.

The CoMotion Group is home to two offices; CoMotion on King, and CoMotion302. CoMotion on King is a 10,000 square feet space in downtown Hamilton housed in the former, historic office of the Hamilton Spectator on 115 King Street East. The space’s décor reflects its history with typewriters and a sound-proof room designed like an old phone booth. CoMotion 302 is located east of CoMotion on King, on 302 Cumberland Avenue. The two-storey brick building houses and incubates businesses that are 10 years old or younger. A CoMotion membership gives members access to both locations.

Uptown Business Club is located on the east mountain in the Financial Wellness Centre. It is a one-stop-shop for businesses to attend to their clients’ financial needs.

The Seedworks is an urban office space located downtown on Catharine Street and is home to some of Hamilton’s big names such as SoBi Hamilton bike share and Kitestring creative agency, as well as smaller companies that benefit from these experiences.

“My business was established before joining the Seedworks. By choosing a professional space to move from my home office, I’ve become more focused and grown my work,” says Joey Coleman, founder of ThePublicRecord.ca.

“The internet speed available to me alone would be well outside of my budget,” he adds about why it is so beneficial to be a member at the Seedworks.

Coworking spaces foster growth and a sense of community for young professionals who are the driving force behind a thriving Hamilton. The city has a community of entrepreneurs that collaborate to move the city forward. Coworking spaces are one of the resources available to positively impact how young professionals work.
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