

Highlights of Cultural Plan Action Achievements

The following are selected examples of achievements in support of the Cultural Plan.

Cultural Plan Goals	Action or Project	Description and Highlights
<p>Goal 3: Quality of Life / Quality of Place</p> <p>Goal 6: Build Community Identity, Pride, and Image</p> <p>Goal 7: Encourage Welcoming Communities</p>	<p>CityLAB Hamilton Pilot Program</p>	<p><u>Description</u> CityLAB Hamilton is a 3 year pilot to operate an innovation hub for experimental projects co-designed by City staff, students and faculty from McMaster University, Mohawk College and Redeemer University College. The model embraces design thinking and supports the four pillars of sustainable development: economic prosperity; environmental balance; social inclusion; and cultural vibrancy.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Opened the innovation hub site at the former Canadian Football Hall of Fame (fall of 2017); - In one school term, produced five projects, and engaged 100 students from programs and faculties including engineering, construction and building, and health science; - Project development will continue with more students and faculties such as business, science and some graduate programs.
<p>Goal 1: Culture as an Economic Driver</p> <p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 7: Encourage Welcoming Communities</p> <p>Goal 8: Creativity for All</p>	<p>City Enrichment Fund</p>	<p><u>Description</u> The City provides new and enhanced grants for arts, communities, culture and heritage that support organizations, events, and artist projects.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Received a total of 157 applications; - Provided total of \$3.3M in grants; and, - Types of grants included operating assistance for arts organizations, festivals, events, artist projects, and capacity building project grants. - The new creation and presentation stream has provided project funding to artists and collectives that have been showcased throughout Hamilton and some works have additionally been presented in other cities.
<p>Goal 1: Culture as an Economic Driver</p>	<p>Creative and Cultural Industries Business Development</p>	<p><u>Description</u> Culture is recognized as a key driver within the 2016-2020 Economic Development Action Plan. One area of focus is business development of Creative and Cultural Industries.</p>

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Goal 3: Quality of Life Quality of Place		<p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Launched a new Creative Industries Consult Room in the Tourism Visitor Centre which contains resources, a meeting area, and a swing space for creative entrepreneurs; - Launched a two-year pilot in the fall of 2017 with four opportunities per year for artists to create music themed window displays at the Tourism Visitor Centre; - Launched a year-long retail pop-up pilot in 2017 at the Tourism Visitor Centre to provide start-up creative businesses short-term retail space and support; - Held a musician entrepreneur workshop in the fall of 2017 with more than 80 attendees aimed at assisting local musicians in building their business; - Initiated work on sector profiles to define the current state of Hamilton's creative industry sectors and identify areas for focus and growth.
<p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 5: Neighbourhood Revitalization</p> <p>Goal 6: Build Community Identity, Pride, and Image</p>	Public Art	<p><u>Description</u></p> <p>The City's Public Art Program stewards the City's Public Art collection and provides consultation for art in public places. In addition, the Public Art Program lends expertise in design based public engagement to inform major city initiatives.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Led the design competition for the West Harbour Pier 8 Promenade Park, which was the first City-led design competition for a public space since the north-western entrance competition in 1928. The winning design was "Hamilton: Hammer City" by Forrec Ltd.; - Completed Public Art Installations include: <ul style="list-style-type: none"> - "Raising the Barn" by Dave Hind (Downtown Farmers' Market); - "Music City Markers" by Dave Kuruc (Gore Park); - "Landmark" Walkway by Simon Frank (in Ancaster connecting Wilson Street to Fieldcote Memorial Park).
Goal 1: Culture as an Economic Driver	Murals on Commercial Properties	<p><u>Description</u></p> <p>The City offers grants to businesses for artfully designed façade improvements including murals.</p>

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<p>Goal 2: Downtown Renewal</p> <p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 6: Build Community Identity, Pride, and Image</p>		<p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Increased community interest coupled with changes to simplify the application process resulted in a seven-fold increase in applications for mural grants in 2017; - 14 applications were received and nine have been approved under the BIA Commercial Property Improvement Grant Program; - Five mural projects have been installed and funded for a total of \$22K (value of \$44K); - One additional mural was approved in 2017 under the Commercial Property Improvement Grant Program.
<p>Goal 3: Quality of Life / Quality of Place</p> <p>Goal 6: Build Community Identity, Pride, and Image</p>	Built Heritage Inventory	<p><u>Description</u></p> <p>The Built Heritage Inventory establishes a process to evaluate built heritage which considers more than buildings in isolation but rather the neighbourhood's historic context. The Council-approved methodology incorporates extensive community collaborations to identify key heritage themes and proactive heritage conservation priorities.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Completed Phase 2 (Durand Neighbourhood) in which more than 200 members of the Durand neighbourhood were engaged; - Commencing Phase 3 which includes developing a decision framework to identify the next neighbourhood for consultation.
<p>Goal 6: Build Community Identity, Pride and Image</p> <p>Goal 7: Encourage Welcoming Communities</p>	Canada 150 Celebrations	<p><u>Description</u></p> <p>Hamilton joined cities across the country to celebrate Canada's milestone of 150 years as a nation with events, exhibits and heritage restoration projects across the city. Canada 150 was funded by grants from the Government of Canada through the Department of Canadian Heritage in addition to a sponsorship by RBC Royal Bank (Canada Day music stage).</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Canada 150 Day and Rendez-Vous 2017 Tall Ships Regatta at the Hamilton Waterfront had 100,000 visitors and featured free deck tours, harbour cruises, free live music and fireworks; - Dundurn's Golden Anniversary with more than 5,000 visitors celebrating the newly restored rooms in the Castle; and another 4,000 visitors

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		<p>to Dundurn's "Light Up the Knight";</p> <ul style="list-style-type: none"> - Hamilton's Civic Museums developed and installed three special exhibits and July, 2017 and had 56,000 visitors (doubling July 2016 numbers). - Delivered a Canada 150 community grant program which received 144 applications and funded 115 organizations totalling over \$180K in celebrations; - Posted 168 events related to Canada 150 on the Tourism Hamilton website.
<p>Goal 4: Quality of Life / Quality of Place</p> <p>Goal 6: Build Community Identity, Pride, and Image</p>	<p>Celebrate and Promote Hamilton's Cultural Community and Assets</p>	<p><u>Description</u> The City of Hamilton operates two cultural awards programs that celebrate and promote Hamilton's cultural community and creativity: the annual Arts Awards; and the biennial Urban Design and Architecture Awards. The City also honours the many dedicated heritage volunteers at the annual Heritage Day Awards each February; the event is produced in partnership with local and regional heritage community groups.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - The 41st annual Arts Awards saw 115 nominees (85% increase from 2016), garnered \$10K in sponsorship and had 300 people in attendance at the awards ceremony held at the Circuit 4.0 Collaborative Creative Space at the Hamilton Public Library. Awards were presented to 20 artists in 11 categories. - The 7th biennial Urban Design and Architecture Awards recognize and celebrate design excellence in Hamilton; there were 49 submissions (a 20% increase) across seven categories and the 19 winners were revealed in November, 2017. - The annual Heritage Day Awards welcomed more than 200 attendees to City Hall to honour 40 award recipients in categories such as lifetime achievement in heritage, history student of the year, Hamilton Wentworth Heritage Association volunteer awards, and the Greatest Hamiltonian for 2017.
<p>Goal 1: Culture as an Economic Driver</p>	<p>Tourism Development</p>	<p><u>Description</u> Council approved a five-year Tourism Strategy in 2015; the strategy guides the development of tourism in Hamilton and identified strategic priorities including marketing development for</p>

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Goal 4: Build Tourism		<p>three target markets (Meetings and Conventions, Sports Tourism, and the Leisure Market).</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Attracted events such as the Indigenous Health Practice and Research Conference 2017, Canadian Lacrosse Association 2017 Heritage Cup, National Touch Football Championship 2017, Parks and Recreation Ontario Symposium 2017, Canadian Council of University Biology Chairs 2017, Canadian Country Music Awards 2018, Festivals and Events Ontario 2018, and the Ontario Music Educators' Association & Canadian Industry Education Committee Conference 2018. - Won a national Economic Development Association of Canada award for a promotional video "The Secret's Out" highlighting the best Hamilton as to offer visitors. - Held the Salute to Tourism event during National Tourism Week in May 2017 to recognize local tourism ambassadors and celebrate 150 meetings, sports and conventions with an estimated economic impact of \$16M.
Goal 3: Quality of Life Quality of Place Goal 5: Neighbourhood Revitalization	Planning policies and secondary plans, urban design studies, and other planning initiatives that support vibrant neighbourhoods	<p><u>Description</u></p> <p>Policies and plans are currently supportive of the creation of vibrant neighbourhoods and include elements such as streetscapes, height, and density, lighting and heritage preservation.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Implementation of planning policies such as the new transit-oriented corridor zoning, the secondary planning study for the Centennial Urban Node and the forthcoming update of the Downtown Secondary Plan including Tall Buildings Guidelines. - Place-making initiatives that implement secondary plan policy directions including the creation of gateways (e.g.: Mount Hope Gateway Project). - The William Thomas Residence, a new development on James Street North, will house 146 students in a mixed use 21-storey building. The building will retain an important heritage resource, designated under Part IV of the Ontario Heritage Act, by restoring the former 4-

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		<p>storey stone façade.</p> <ul style="list-style-type: none"> - Zoning by-law amendment decreased barriers and provided clarity on permitted uses for creative and cultural uses in institutional and industrial zones; the changes will allow for more areas for artists in industrial areas and performance spaces at schools and places of worship.
<p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 5: Neighbourhood Revitalization</p> <p>Goal 6: Build Community Identity, Pride, and Image</p>	<p>Animation Pilot in support of Neighbourhood</p>	<p><u>Description</u> The John-Rebecca Pop-Up Parkette is a pilot animation project that was in place between July and September 2017 in support of the Beasley Neighbourhood Plan; it was developed in partnership with the Beasley Neighbourhood Association.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - \$75K in funds were provided by Patrick J McNally Charitable Foundation to implement the park as a demonstration project for a future park on the same site; - Aligns to the neighbourhood's goal of community inclusion and advanced objectives such as promoting Beasley as a great place to live, increasing safety and enhancing pride; - Informs the City's future Animation Strategy which is an action within the Cultural Plan.
<p>Goal 5: Neighbourhood Revitalization</p> <p>Goal 7: Encourage Welcoming Communities</p> <p>Goal 8: Creativity for All</p>	<p>Neighbourhood Action Strategy (NAS) – Art for Youth Pilot Project in Jamesville</p>	<p><u>Description</u> NAS, Public Works (Traffic), the Social Planning and Research Council, and Evergreen collaborated on an arts based project that provided street-involved youth from Art Forms Youth Art Studio the opportunity to work with artists to learn skills and co-create art.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Fifteen street-involved youth from Art Forms worked collaboratively with two artists (Becky Katz and Cornelia Peckart) to create artwork to wrap five traffic boxes along Cannon Street (between John and Bay Streets) - Held skill-building art workshops for collage, mixed media, painting and print-making. - A large-scale installation was also showcased at Supercrawl 2016.
<p>Goal 4: Quality of Life / Quality of Place</p>	<p>NAS - Alleyway Projects</p>	<p><u>Description</u> Across NAS neighbourhoods, several alleyway projects have been implemented in collaboration</p>

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<p>Goal 5: Neighbourhood Revitalization</p> <p>Goal 6: Build Community Identity, Pride, and Image</p>		<p>with residents and City staff. Residents consider alleyways to be a unique historic characteristic of their neighbourhood.</p> <p><u>Highlights:</u> Notable alleyway projects that support neighbourhood objectives such as enhancing safety and increasing pride through the use of art, and flower and tree plantings include:</p> <ul style="list-style-type: none"> - Gibson and Landsdale Neighbourhoods, or GALA's "Beautiful Alleys" Project; - The Pipeline Trail and its Masterplan developed through the Crown Point Neighbourhood; - Beasley Neighbourhood's Alleyway Project, which has also spurred an opportunity for staff to explore permitting "tiny houses" in alleyways as a way to address affordable housing.
<p>Goal 1: Culture as an Economic Engine</p> <p>Goal 4: Build Tourism</p> <p>Goal 6: Build Community Identity, Pride, and Image</p>	Food Strategy	<p><u>Description</u> Hamilton's corporate Food Strategy (approved in August 2016) is led by Public Health in collaboration with other City departments. Culture has been integrated into the Food Strategy by acknowledging the importance of food in connecting people, celebrating local food, and building strong communities.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Leveraging existing agricultural and culinary assets, staff from Public Health Services, Economic Development, Tourism and Culture, and Information Technology are developing an enhanced Farm Map that will provide a more engaging web and social media experience. - The first phase will build a more comprehensive food-focused online portal to attract Hamiltonians and visitors to celebrate our local food and agricultural story.
<p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 7: Encourage Welcoming Communities</p>	Urban Indigenous Strategy	<p><u>Description</u> There are 15,000 urban Indigenous peoples living in Hamilton. The City is developing an Urban Indigenous Strategy that will strengthen the City's relationship with the Indigenous community and promote a better understanding among all residents about Indigenous histories, cultures, experiences and contributions. The work will also help support the 2015 Truth and Reconciliation Commission Report's Calls to Action.</p>

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		<p><u>Highlights:</u></p> <ul style="list-style-type: none">- Formed a Coordinating Circle that includes staff and community partners to oversee the development of Hamilton's first Urban Indigenous Strategy.- The Urban Indigenous Strategy will be embedded in the implementation of the Archaeological Management Plan, which also supports the Provincial Policy Statement.- The City is developing the Use of Indigenous Medicines Policy which will support the traditions and cultures of Indigenous peoples.