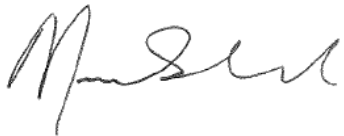




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	June 30, 2021
SUBJECT:	Support Shop Local Business Improvement Area Funding Update (Wards 1, 2, 3, 4, 5, 7, 8, 12, 13 and 15)
WARD(S) AFFECTED:	Wards 1, 2, 3, 4, 5, 7, 8, 12, 13 and 15
SUBMITTED BY:	Norm Schleeahn Director, Economic Development Planning and Economic Development Department
SIGNATURE:	

At the December 9, 2020 General Issues Committee, building on the recommendations of the Mayor's Task Force on Economic Recovery, a Support Shop Local motion was approved which provided the following direction to staff;

(a) That each of the City's existing thirteen Business Improvement Areas be provided a one-time enhancement grant of \$10,000 each to support special programming in 2021 to help to support local businesses, subject to the submission and approval of a plan and budget to the City's Economic Development Division, to be funded from the Economic Development Initiatives capital account.

The intention of this Communication Update is to share with Council some of the projects and initiatives being proposed by the Business Improvement Areas (BIA) through the utilization of this funding.

Staff have been working with the thirteen existing BIAs to identify projects to support their business members. To date, proposal submissions have been received from seven of the BIAs and are as follows:

Ancaster Village BIA

Placemaking project which aims to transform two of the boulevard/bump out areas to accommodate new seating with planters and flowers along Wilson Street East.

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

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

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

Concession Street BIA

Proposing to use the funding for a welcome back event where the BIA wishes to apply to pedestrianize Concession Street in the fall of 2021, planning for two Saturdays in September or October if restrictions permit this. The BIA would work with City Staff to safely close Concession Street to vehicular traffic to allow for businesses to spread out onto the sidewalk and street. This would also allow for more space for visitors to responsibly social distance.

Downtown Hamilton BIA

Utilizing the funding to support food and beverage businesses in their jurisdiction. The funds were applied to off-set the costs of on-street patio or pedestrian by-pass structures within their BIA.

International Village BIA

Undertaking a beautification and placemaking project in their area which will incorporate commissioning of murals throughout the BIA. The BIA will be working with local artists with a call for submissions to showcase the history, diversity and vibrancy in this downtown neighbourhood.

Locke Street BIA

Applying the funding to purchase new planters and flowers to beautify the street as well as using a portion of the funds to support the planning and execution of the “Saturdays UnLocked” event which will pedestrianize the street throughout the summer of 2021. The event will run every Saturday from July 17th through September 11th, 2021.

Ottawa Street BIA

Proposal submitted for placemaking projects and increased virtual presence of the BIA. The monies will be split between beautification projects on the street and creating virtual content which will include creation of six videos showcasing the street. The BIA has also worked the Tottering Biped Theatre to create a virtual experience showcasing an ‘alternative’ history of the street.

Waterdown BIA

Redevelopment and redesign of the BIA website that reflects the character and energy of the downtown core, meets functionality requirements and is easily navigated by users. This will be a conduit for people from across Hamilton to learn and access information about business members and will support local commercial activity through the important pandemic recovery period.

Staff will continue to work with all BIAs to help develop and execute these projects for successful use of this funding to support recovery and business continuity.

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Should there be any questions regarding this communication update, please direct them to Julia Davis, Business Development and BIA Officer by phone at extension 2632 or by email at julia.davis@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

N/A

JD/jrb