

INVEST IN HAMILTON

The Official Newsletter of the City of Hamilton's
Economic Development Team

FALL 2022



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FALL 2022 AND THE CITY.

Welcome to the third edition of the the Hamilton Economic Development newsletter for 2022.

Over the course of the next few articles we hope you gain a greater understanding of the economic progress happening in Hamilton. We are happy to speak with you about your investment ideas. Our team can be reached through our website, investinhamilton.ca

Enjoy!

Follow us!



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hamilton economic development

DIRECTOR'S MESSAGE

As we head into the last quarter of the year, development interest and construction activity remains very strong in the City of Hamilton. As of August 2022, reported building permit values totalled an estimated \$1,384,026,609. This value is approximately 65% of 2021's total record breaking building permit value and slightly more than 100% of 2020's building permit values.



Norm Schleeahn
Director, Economic Development



The city also set a record in June of this year for the earliest point in the calendar that the city broke \$1 Billion in building permit values. This points towards a strong recovery phase for the city.

As this recovery continues, the Economic Development Office also continues to plan for the future with various exciting projects underway. We are close to completing a Manufacturing Strategy and will be finishing a new Foreign Direct Investment Strategy by the end of 2022.

As we now move into the fall months, I encourage you to continue to explore our small businesses across the community. Through our Digital Main Street and My Main Street programs we have been in contact with many, many ambitious and passionate entrepreneurs who are offering some outstanding goods and services from Winona to Waterdown. Visit a farmers market, stop for coffee in a Business Improvement Area, do some pre-holiday shopping at a local retailer or have a great meal at one of our many unique dining establishments.

Recovery is a community effort so let's ensure we all play our part.

BUSINESS SUCCESSES

XYZ

XYZ, a leading global manufacturer of CNC router machines and waterjet cutting solutions is establishing their Hamilton home. Their new Hamilton 105,000 square foot facility will serve as their global headquarters. This \$25 million investment plans to bring 120 jobs to the area with the aim to be operational by May 2023. Click [here](#) to read more.



Sierra Supply Chain

Sierra Supply Chain Services has expanded its state-of-the-art cold storage facility in Red Hill Business Park. This \$62 million investment, developed by Alinea Group Holdings, has increased the facility's footprint from 93,000 square feet to 250,000 square feet which includes 30,000 square feet of food processing space to provide full-service capabilities to customers. Click [here](#) to read more.



Lynx Air

Hamilton takes to the skies! In July, Hamilton welcomed [Lynx Air](#) to the John C. Munro Hamilton International Airport, expanding affordable passenger flight options. Lynx Air will increase Hamilton–Calgary services to four times a week providing more tourism and business opportunities.



Laundry Rooms

The [Laundry Rooms](#) opened their doors in downtown Hamilton with 40 fully-furnished extended stay apartments that urge visitors to "call Hamilton home." These suites, offer a convergence of hotel and condominium living; they equip guests with everything they need from dog walking, in-suite laundry, neighbourhood guides, to tips on the best coffeeshops in the area.



OPPORTUNITIES

Register for Canada's Trade Accelerator Program

The Canadian economy is rebounding and now is the time to expand your Hamilton-based business internationally!

Learn how to navigate, innovate, collaborate, and capitalize on the expanding export market with the Trade Accelerator Program (TAP) coming to Hamilton/Niagara! TAP is an award-winning, innovative initiative that assists small and medium sized businesses, in accelerating the strategic development of their businesses.

The TAP program has helped over 2,000+ Canadian SMEs expand their international presence, find new customers, generate new revenue streams, navigate disrupted value chains safely and improve efficiency so they can expand their business successfully.

This multi-sector TAP cohort will be delivered virtually and in-person over 5 weeks, concluding with a mentoring session, in collaboration with the World Trade Centre Buffalo Niagara, and Niagara Region.

TAP Trade Accelerator Program

EXPAND YOUR BUSINESS INTERNATIONALLY
HAMILTON-NIAGARA COHORT

EXPLORE NEW MARKETS	GROW YOUR BUSINESS	BUILD CONFIDENCE
67%	10%	95%
of participants are now actively exporting in international markets	average growth in export revenue after just one year. 15% growth in total revenue	of participants believed they were better prepared to do business internationally

PROGRAM CREATORS: TORONTO REGION, WORLD TRADE CENTRE TORONTO, OPERATING PARTNERS: WORLD TRADE CENTRE BUFFALO NIAGARA, NIAGARA ECONOMIC DEVELOPMENT, INVEST HAMILTON

Invest in Hamilton invites you to register [here](#) for the program beginning on **October 21, 2022**. An info session with more details will be held via zoom on October 11th from 9:00am to 9:45am. Register [here](#).

Stay tuned for more information on the **Executive Certificate in International Sales Generation Program** that will be hosted in Hamilton on **December 13th, 2022**.

The 2022 McMaster Apprenticeship Program is Open

The Humanities Career Apprenticeship Program is an exciting collaboration between McMaster University's Faculty of Humanities, and the Hamilton Economic Development Office. This project, made possible through the generous donation from Alan Rottenberg, is also supported by the Hamilton Chamber of Commerce and the McMaster Alumni Office.

The program provides one-year paid positions in Hamilton for McMaster Humanities undergraduate students that are completing their final year of study in 2022/2023 along with mentorship and networking opportunities. The participating employers benefit from new talent and receive a generous grant.

The success of this innovative program has not gone unnoticed on the global stage. The International Economic Development Council recognized both McMaster University and Hamilton Economic Development with an **"Excellence in Economic Development Award"** for this program. Congratulations to the project team.

For more information on how to get involved for this year's cohort, please visit: <https://humcareers.humanities.mcmaster.ca/student-resources/humanities-career-apprenticeship-program/>



OPPORTUNITIES

Hamilton Farmers' Market VISIONING EXERCISE

Farmers' Market Visioning

We Want to Hear from You!

We are looking for community feedback, ideas and suggestions for the future of Hamilton Farmers' Market. We want to make sure the vision for the market reflects the changing needs of the community so that this historic public space can continue to thrive for decades to come. Take part in our brainstorming board and comment card on Engage Hamilton to let us know your thoughts: <https://engage.hamilton.ca/hamilton-farmers-market-visioning-exercise>.

Stay tuned for the online survey and more public engagement sessions in November!

REVIEW OF THE

Environmental Remediation and Site Enhancement (ERASE) Community Improvement Plan & Related Financial Assistance Programs



ERASE Review

The City of Hamilton's Economic Development Division is undertaking a review of the City's 'ERASE' programs, which provide financial assistance towards the remediation of environmentally contaminated vacant or under-utilized properties (also known as Brownfields) within the city's urban area. These programs are provided through the Environmental Remediation and Site Enhancement Community Improvement Plan (ERASE CIP) with the goal of mitigating increased development costs and financial risks associated with redeveloping brownfield sites.

The purpose of the review is to identify improvements which may be needed to ensure the City's assistance programs and strategies for brownfields are continuing to provide meaningful assistance to property owners and developers. The project also aims to ensure that the programs are financially sustainable and aligned with current and emerging community and City Council priorities.

For more information on the review, to find resources, and to keep up-to-date on upcoming engagement opportunities please visit <https://engage.hamilton.ca/erasescip> or contact project lead Phil Caldwell RPP MCIP, Senior Project Manager, at 905-546-2424 x2359 or phil.caldwell@hamilton.ca



The remediation and redevelopment of brownfield properties provide many community benefits including improving area environmental conditions, providing new investment and redevelopment opportunities and advancing urban revitalization efforts.

UPDATES AND ANNOUNCEMENTS

HAMILTON DAY

Hamilton Day is an initiative between the Hamilton Chamber of Commerce and Hamilton's Business Improvement Areas aimed at supporting Hamilton's small retail shops, cafes, restaurants, bars, theatres, independent artists and musicians, florists, gyms & fitness studios, personal services, entertainment and games stores – among others.

This year's event is on **Saturday, November 5th**, so watch our social channels over the coming weeks for all the latest information and how you can support local!



Patio Program Update

Hamilton's Temporary Outdoor Patio Program enables eligible local businesses to establish temporary seasonal patios and seating areas on municipal or private property. See the key statistics from the patio program for 2022:

- **127** applications for patios in total
- **109** patios approved: **26** on-street structures, **31** municipal property (i.e. sidewalk/alleyway), and **52** on private property
- Participation from across the City from Stoney Creek BIA to Westdale BIA, and Concession BIA to Waterdown BIA
- Small businesses and large chain franchises both participated.
- New this year, we saw all-new steel safety barriers added for additional pedestrian protection.



UPDATES AND ANNOUNCEMENTS

CIP Campaign

What is a Community Improvement Plan/CIP?

Watch out for our new videos launching soon to learn more about what Hamilton is doing to stimulate private sector investment and redevelopment! The Revitalizing Hamilton's Commercial Districts CIP provides the framework for City programs and initiatives that promote and enhance Hamilton's various downtowns, commercial districts and mixed use corridors.

How does it benefit developers, businesses and property owners?

The CIP functions as an implementation tool and provides financial assistance to encourage development activities that relate to the vision of the city such as building green, and revitalizing main streets! Learn more [here](#)!



Funding Finder Launches

Understanding the changing landscape of public and private funding can be a full-time job for businesses large and small. Hamilton Economic Development is proud to be introducing "[Funding Finder](#)" a brand new tool to help business find the grants and funding they need.

This one stop shop tool, developed by Fundica, enables business to leverage AI and smart customization features to locate relevant loans, grants, credits, and other solutions to scale. The tool is 100% free to use as part of Economic Development's ongoing efforts to support new and existing businesses in Hamilton. Read the news release [here](#).

GET STARTED

1. Create a Funding Finder Account.
2. Define your search criteria based on business needs.
3. View your custom search results.
4. Save the incentives that interest you!

Find Funding

Get access to the most relevant funding for your business.

Create an account or sign in.

Postal / Zip code*

Year of Creation / Incorporation*

Industries (select up to 3)*

Number of full-time employees

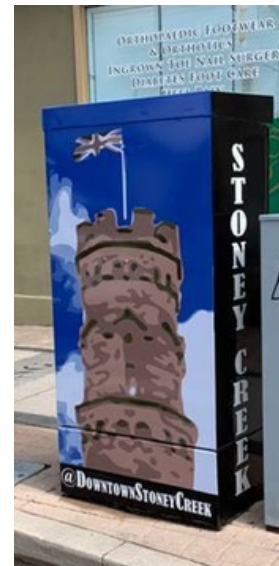
Revenues in the last year

UPDATES AND ANNOUNCEMENTS

Anything is Possible on Barton and Signal Controller Box Wraps

The City of Hamilton was awarded funding for two placemaking projects from the My Main Street Community Activator program, delivered by the Canadian Urban Institute (CUI). My Main Street is a two-year, \$23.25-million investment by the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), delivered by CUI and the Economic Developers Council of Ontario (EDCO).

The first project "Signal Controller Box Wraps" brings artwork to life utilizing city assets (traffic signal controller boxes) as the canvas. These art pieces were installed in the Stoney Creek and Ottawa Street Business Improvement Areas bringing vibrancy to the streetscape and animating the public spaces.



The second project "Anything is Possible on Barton" is a storefront activation that will animate a series of vacant storefronts along Barton Street. Working with the Barton Village Business Improvement Area and partners, these pop-up windows will share the story of this community and cultivate its identity as a place that values art and culture.

Anything Is Possible On Barton Street

OCT 6 - DEC 2 FERGUSON - SHERMAN



A neighbourhood wide art installation from local Hamilton Artists.



UPDATES AND ANNOUNCEMENTS

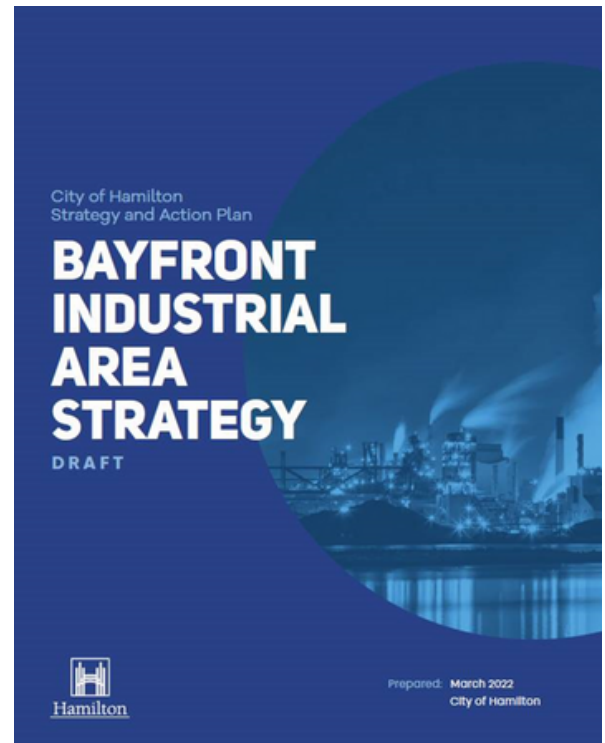
Bayfront Strategy Approved

On September 28th, the Bayfront Industrial Area Strategy was approved by Hamilton City Council. The "Bayfront" is a 1,607-hectare mixed industrial area on the shore of Hamilton Harbour, adjacent to some of the city's oldest neighbourhoods.

The Bayfront has been part of Hamilton's industrial, economic and cultural legacy for decades, and it was where Hamilton grew its reputation as one of Canada's major manufacturing centers. Today, manufacturing is still very much a part of this area; which has led to the City conducting a study to guide future land use efficiency improvements, investments and redevelopment.

The Bayfront Strategy contains short, medium and long-term visions and actions to position Hamilton's oldest industrial area for a future of continuing productivity and investment.

To learn more about the work ahead and to get involved, please view this [video](#) or connect with Tiffany Singh, Senior Planner - Community Initiatives: t. 905-546-2424 x1221.



Discovery Centre Site Strategy Development

The City is developing a **renewed vision and strategy for the Hamilton Waterfront Trust Centre** (former Canadian Marine Discovery Centre museum) property and adjacent lands. Although these lands are situated in a strategic location within the West Harbour, the former museum site is underutilized and there is an opportunity to develop a long-term strategy for these lands.

As part of the Strategy Development process, the City is conducting an **Opportunity Study** and is currently engaging with the community and stakeholders. Recommendations from the Study will be brought to Council for decision in Q1 2023.

Check out [the website](#) to learn more!



UPDATES AND ANNOUNCEMENTS

My Main Street

Congratulations to Merit Brewing and Picks & Sticks on being successful recipients of a non-repayable contribution of \$10,000 to support their businesses through the My Main Street Local Business Accelerator Program.

This program was made possible with financial support from the Government of Canada for My Main Street through FedDev Ontario, Economic Development, the Hamilton Business Centre and dedicated Main Street Ambassadors. The Local Business Accelerator is a data-driven community economic development program that focuses on revitalizing main streets with a healthy retail mix, while providing residents, new entrepreneurs, and existing businesses with economic opportunities in their main street community.

Communities participating in the Local Business Accelerator program receive deep data insights and a dedicated My Main Street Ambassador who support activities such as market research, accessing community resources, funding and referrals, and locating support programs.

To learn more about the My Main Street Local Business Accelerator program visit <https://mymainstreet.ca/accelerator-program> or <https://investinhamilton.ca/hamilton-business-centre/mymainstreet/>.



MERIT Brewing is a brewery, restaurant, and bottle shop located at 107 James St. North, proudly in the heart of downtown Hamilton! MERIT is rooted in the belief that a business can exist to do good and to serve every member of its community because, without a strong community, a strong business can't exist.



Picks & Sticks is a full-service music retail outlet located at 140 Locke St South that sells musical instruments and accessories. Picks & Sticks also offers instrument repair and music lesson programs, all the while striving to inspire the community through music and music education.

UPDATES AND ANNOUNCEMENTS


Language Diversity in Hamilton

For businesses interested in learning more about Hamilton’s increasingly diverse workforce — the newly released 2021 Language Census Data showcases the impact that immigration is having on local language diversity. Here are some key highlights brought to you by the Hamilton Immigration Partnership Council:


IMMIGRATION NEWS

NEW CENSUS LANGUAGE DATA


FAST FACTS



1 in 8 people in Hamilton predominantly speak a language other than English or French at home— a significantly higher proportion compared to the last census.




Arabic has overtaken Italian as the top mother tongue (other than English and French) in Hamilton.

 www.hamiltonimmigration.ca


IMMIGRATION NEWS

NEW CENSUS LANGUAGE DATA


FAST FACTS



More than 98% of Hamiltonians reported having a working knowledge of English, including 5.8% who have knowledge of both English and French.




Less than 2% of persons living in Hamilton do not speak English or French. These proportions have remained unchanged from the last census.

 www.hamiltonimmigration.ca


IMMIGRATION NEWS

NEW CENSUS LANGUAGE DATA


FAST FACTS




There are significant increases in proportions of people reporting Arabic, Spanish, Punjabi and Tagalog as their mother tongues in Hamilton



There are declines for Italian, Chinese languages, Portuguese, Polish, Serbian and German.



These trends in local language diversity stem from recent immigration patterns.

 www.hamiltonimmigration.ca


IMMIGRATION NEWS


NEW CENSUS LANGUAGE DATA

FAST FACTS

The top 10 mother tongues (other than English and French) reported by Hamiltonians:

1. Arabic
2. Italian
3. Spanish
4. Chinese languages
5. Portuguese
6. Polish
7. Punjabi
8. Tagalog
9. Serbian
10. Persian languages



 www.hamiltonimmigration.ca

Subscribe to the Hamilton Immigration Partnership Council (HIPC) email newsletter for more!

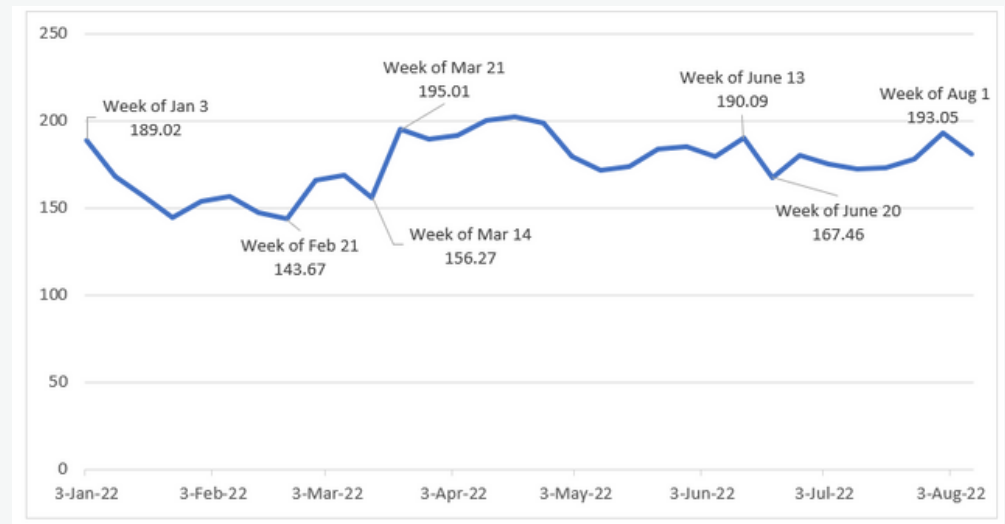
UPDATES AND ANNOUNCEMENTS

Quarterly Economic Indicators Report

During the COVID-19 pandemic, Statistics Canada created a number of city-focused data tools that could provide timely insights on rapidly changing business conditions. One such tool is the Local Business Conditions Index. Setting aside the technical jargon, we can understand this index as a way to measure general business health in Hamilton. The higher the score, the better all Hamilton businesses are doing.

Data for 2022, up to the week of August 8, 2022, gives a clear sense of how Hamilton's businesses navigated this year. While COVID-19 can be understood as a key driver of this index score – particularly during the first three months of the year – other forces such as inflation, rising interest rates, and changing consumer behavior as lockdowns came to an end are represented in these data.

Hamilton's Business Condition Index



Fortunately, the third quarter of 2022 has settled into a period of generally stable and strong business conditions. May, June, and July, respectively offered average index scores of 174, 179, and 178. Figures such as these tell us that Hamilton businesses are growing in size and revenue, generally keeping their doors open to the public, and that the public, itself, is getting out in greater numbers to support those businesses – as measured through traffic and pedestrians moving into commercial districts.

In a year of constant challenge, the Local Business Conditions Index shows that it was a good summer for Hamilton.



For more data updates check out our ["Hamilton by the Numbers" Page](#).