

INVEST IN HAMILTON

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



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THE FINAL NEWSLETTER OF 2021

Welcome to the December 2021 edition of the Hamilton Economic Development newsletter.

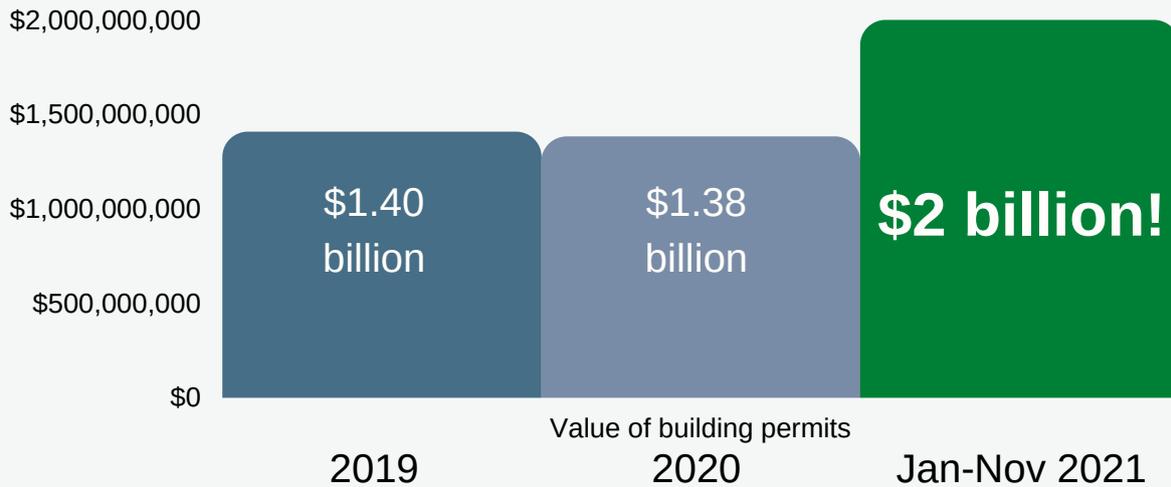
Over the course of the next few articles we hope you gain a greater understanding of the economic progress happening in Hamilton. We remain happy to speak with you about your investment ideas. Our team can be reached through our website, investinhamilton.ca

Enjoy!

DIRECTOR'S MESSAGE

by Norm Schleeahn

As we approach the end of 2021, I would like to take the opportunity to thank Hamilton's investment community who have endured so much to keep our economy running. Indeed, 2021 was a record year for building permit values as the City of Hamilton exceeded the \$2 Billion mark for the first time in its history. The sight of cranes and commercial spaces turning the lights back on are showing positive signs of recovery as we move into the new year.



It should also be noted that there have been significant strides made to assist our small business community over the last two years. Our Hamilton Business Centre, in conjunction with our partners at the Hamilton Chamber of Commerce, recently surpassed the \$1 Million mark in Digital Main Street grants provided to small businesses. This is a truly outstanding achievement and it means that over 400 local businesses have been provided with much needed resources to pivot and transform their businesses to an on-line platform.

From a strategic perspective, Hamilton City Council recently approved the 2021- 2025 Economic Development Action Plan (EDAP) which serves as a blueprint for the future of Hamilton's economy. The EDAP identifies six priorities and 77 actions to help Hamilton's economy recover and move forward over the next five years. I encourage you to review and learn more about the plan by visiting: investinhamilton.ca/edap

Lastly, I want to take this opportunity to wish you and yours the very best this holiday season and prosperity for the new year. Our team is here to help you through all of your investment needs and we look forward to working with you in 2022.

Take care and stay safe.

BUSINESS SUCSESSES

L3 Harris Ribbon Cutting



Welcome to Hamilton, L3Harris! In October, L3Harris cut the ribbon on their new 330,000 square foot Canadian Head Office in the Flamborough Business Park. This new facility promotes a safe, collaborative, and cross-functional environment, where teams are inspired and encouraged to use their creativity and foster their entrepreneurial spirit. Currently 1,250 employees are enjoying the benefits of the new space. By 2023, L3Harris is on track to grow to 1,500 employees. L3Harris' Hamilton location is a catalyst for growth, not just here in Canada, but internationally - bringing people together around a shared purpose and collective work.

Digital Main Street Breaks \$1 Million in Funding

The Hamilton Business Centre, in partnership with the Hamilton Chamber of Commerce, is excited to announce that it has now helped more than 400 businesses receive the Digital Main Street Digital Transformation Grant, totaling over \$1 million in funding. This makes Hamilton one of the most active and successful Digital Main Street programs in all of Ontario.



To accomplish this, local Digital Service Squads meet with brick-and-mortar small businesses, at no cost, to help deliver an online assessment and introduce businesses to online training modules. This squad of experts also assist businesses with developing their Digital Transformation Plan and applying for the one-time \$2,500 grant to implement it. This one-on-one assistance also includes support for basic website set-up, Google My Business profiles, assistance with digital storefront set-up and e-commerce, social media presence, and much more. [Click here to see the complete scope of services the City of Hamilton offers with the Digital Main Street Program.](#)

UPDATES AND ANNOUNCEMENTS

2021-2025 Economic Development Action Plan

It is official! On October 27th, Hamilton City Council officially approved the Economic Development Action Plan (EDAP). The EDAP identifies 77 actions to be completed over the next five years as well as annual performance indicators and stretch targets that will help to quantify the impacts of the Plan. The document has been informed by extensive stakeholder consultation, research, surveys, and improved understanding and consideration of equity, diversity and inclusion as well as climate change. This blueprint for growing Hamilton's economy over the next several years can be found [through this link](#) or at: investinhamilton.ca/edap



Hometownhub.ca is a Winner

In October, Hometown Hub, a project designed to bring more Hamilton businesses online during the pandemic, won the Gold under the category of Special Purpose Website at the International Economic Development Council's Annual Marketing Awards event. Congratulations to all involved. [Visit Hometown Hub through this link.](#)



Community Improvement Plan Launch

Hamilton's downtown will look very different in just a few short years and there's a plan to make that happen. The new [Revitalizing Hamilton's Commercial Districts Community Improvement Plan \(CIP\)](#) outlines the parameters of growth and growth targets for the downtown as well as introduces a suite of new programs and incentives to help facilitate office and retail growth. [Have a look through this link.](#)

Revitalizing
Hamilton's
Commercial Districts
Community
Improvement Plan

McMaster Humanities Apprenticeship

Applications are now being accepted for the McMaster University Humanities Apprenticeship program. This innovative program connects new graduates from the Faculty of Humanities at McMaster University with reputable Hamilton-based employers like you. Students will gain an opportunity to complete meaningful projects in a work environment that fosters learning, networking, and development, and you will receive financial grants to access a highly motivated and skilled talent pool. [To apply, follow this link](#)



UPDATES AND ANNOUNCEMENTS

Registration is Open for the Trade Accelerator Program

Canada's Trade Accelerator Program is an award-winning, innovative, and highly-interactive program, designed to help small and medium-sized enterprises leverage sales into international markets by creating a strategic growth plan. Learn from and network with experts to develop a strategy that positions your business for success in a post-COVID economy. Click the link to find out more by registering for a free online information session on January 12 at 12:00 p.m.



Hamilton Business Centre: Supporting Entrepreneurs

Despite the COVID-19 pandemic, the Hamilton Business Centre's core programming has continued to be delivered virtually with entrepreneurs since March of 2020.

Whether for general guidance, help preparing business plans, or providing entrepreneurs with free access to a professional accountant, lawyer, or marketing specialist, the Hamilton Business Centre has been there as needed.



The Hamilton Business Centre provides numerous resources to support businesses as they start, grow, and navigate the challenges of the COVID-19 pandemic. The team has been busy connecting with more than 1,000 businesses this year through virtual consultations, connecting with more than 1,500 participants in the numerous workshops and seminars, and delivered three key mentoring and funding initiatives; Digital Main Street, Starter Company Plus and Summer Company.

In addition to our standard offerings in our core programming this year, we are proud to have also served our clients in new and different ways, such as:

- Connecting 8 businesses with students at the DeGroote School of Business marketing program at McMaster University for a free marketing assessment.
- Sharing a spotlight on several businesses by highlighting their stories in the media. A recent feature by Hamilton Rising on Studio K2 is one such example.
- Participating in a panel at McMaster University judging business pitches from Occupational Therapy students considering starting a business.

Please do not hesitate to contact us stop in and inquire how the team can assist you and your business!

HAMILTON BUSINESS CENTRE SUCCESS STORY

Starter Company Plus

Starter Company Plus is a training and mentoring program for businesses that have been operating for less than two years. Starter Company Plus has provided more than 2,000 hours of business training to over 180 businesses, 89 of which have received funding for a total of over \$440,000 being granted into the small business community. One such business is a local favourite, Joshy's Good Eats. Here is a bit about Joshy's story:



My name is Joshy and these are my Good Eats!

Toronto born but Southern California raised, my first experience with cured fish came at the young age of 5 when, after trout fishing with my grandfather, he hung his trout in a smoking hut on the beach. Many years later, when I was 17, I took a trip to Copenhagen and tasted Gravlax for the first time and, well, the rest is history. Moving back to Canada from Portland, Oregon I was given the chance to work and manage Schmaltz Appetizing for Anthony Rose and Robert Wilder and this gave way to a true passion for cured fish. Having moved to Hamilton in 2019 with my fiancée, it was in the summer of 2020 that I decided to take the chance to become self-employed and started Joshy's Good Eats!



Hamilton Immigration Partnership Council Update

Hamilton has received around 220 Afghan refugees in recent months, about half of them being children and youth. Hamilton has the largest number Afghan arrivals in Canada, after Toronto, Calgary, Vancouver and Ottawa.

So far, more than 3,700 Afghans have safely arrived in Canada, with more refugees expected to arrive in the coming months. Afghans who arrive in ports of entry in Canada are required to quarantine for 14 days before relocating to their destination communities.

The cohort that has arrived in Hamilton comes with high human capital: the men are highly educated, most are proficient in English, and many have professional experience, including individuals who are lawyers, human resource managers, and IT professionals. Despite being very new to the country, some are already seeking and securing employment.

In preparation for this wave of refugees, Hamilton Immigration Partnership Council (HIPC) has created a dedicated page on its website to share information and resources for persons wishing to support Afghan resettlement. The page is regularly updated with reliable and accurate information.

HIPC has also convened a taskforce to collaborate and provide a coordinated response to the arrival of Afghan newcomers in Hamilton, through sharing of information among organizations with a key role to play in settlement and integration and addressing gaps in services. The Hamilton Afghan (Re)settlement Taskforce (HART) has brought together representatives from service provider organizations, the City of Hamilton, non-profit organizations, informal networks and other stakeholders to address the existing and emerging needs of Afghan newcomers.

Facing persecution by the new government, thousands of Afghans started to flee their country in August 2021. In response, Canada worked closely with other countries to evacuate Canadians, permanent residents and Afghan nationals who assisted the Government of Canada. Canada has announced the intention to resettle 40,000 Afghans by 2023 under a special humanitarian program for Afghan human rights activists, journalists, ethnic/religious minorities and other persecuted groups.

Immigration, Refugees and Citizenship Canada (IRCC) is expected to provide more details about the special humanitarian program for Afghans. HIPC is closely monitoring the situation by following recent news and communication from IRCC and groups involved in Afghan resettlement.

Afghan Refugee Resettlement



IMPORTANT UPDATES

Shop Local with Free Parking

Spend money and save money in our Business Improvement Areas this holiday season. As you support local remember that as of November 24th and running until December 24th all Hamilton BIAs offer two-hour free parking!



Season's Greetings from the Economic Development Team

From all of us at the Hamilton Economic Development Office, we wish you a wonderful holiday season and all the very best for 2022! We are looking forward to connecting with you in the New Year.

