

INVEST IN HAMILTON

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

WINTER 2022



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WRAPPING UP THE YEAR.

Welcome to the fourth 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 and answer any questions you may have. Our team can be reached through our website, investinhamilton.ca.

Enjoy!

Follow us!



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DIRECTOR'S MESSAGE

Month by month and day by day, 2022 has been a year of cautious optimism and careful recovery. We are seeing hundreds of millions of dollars continue to come into the city from investors large and small, but there is still work to be done.

Looking around the city in 2022 though, we have seen several significant projects take shape. From large-scale investments in business parks such as Red Hill, Flamborough and the Airport Employment Growth District, Hamilton continues to experience more job growth and development. In the downtown core, there are cranes dotting the skyline and multi-residential projects welcoming new residents – with more to come in 2023.

Our Hamilton Business Centre is now one of the busiest in Ontario by volume when it comes to the Digital Main Street and My Main Street programs. There has already been over \$1.3 million granted to businesses through Digital Main Street in the last two years and there is more to be offered to Hamilton entrepreneurs in the coming months.

Economic Development staff have been busy working on the strategies and key tactics to encourage more investment and create jobs. This includes the approved Life Sciences strategy, a recently completed Manufacturing strategy and two strategies to be completed in early 2023 - the Foreign Direct Investment and Workforce strategies.

It has also been a great pleasure to meet in person with our investment community once again. Our team is thrilled to be back in your boardrooms, shop floors and small businesses and as we move into 2023, the entire Economic Development team looks forward to continuing to serve our business and investment community as well as doing our part in welcoming newcomers from across the globe.

I wish you all the happiest of holidays and hope the Economic Development office can help you with a productive and successful new year!



Norm Schleeahn
Director, Economic Development

A handwritten signature in black ink, appearing to read 'Norm Schleeahn', written in a cursive style.

2022 #HamOnt Snapshot



4th for Tech Talent

#HamOnt and the Greater Bay Area are 4th in North America for our growing tech labour force (LinkedIn Talent Insights)

\$1.6B +

reported building permit values
(October 2022)

96% Diverse Economy Rating

The Conference Board of Canada rates Hamilton as one of the most diversified economies in Canada.



Major Investments



8,000 +

Small Businesses engaged through the Hamilton Business Centre. Total grants for Digital Main Street to date exceed \$1,340,000 (October, 2022)

3,566

Downtown Residential Units built or under construction since 2017

BUSINESS SUCCESSES

Omniabio

OmniaBio Inc., a commercial-stage contract development and manufacturing organization focused on cell and gene therapies, recently broke ground at McMaster Innovation Park (MIP). OmniaBio, a subsidiary of Toronto-based Centre for Commercialization of Regenerative Medicine, will catalyze life sciences jobs while advancing pioneering medicine.

This two phased investment from Omniabio aims to make its 400,000 square foot biomanufacturing facility for cell and gene therapy the largest in Canada. During their groundbreaking ceremony in October, Medipost and Invest Ontario joined CCRM, OmniaBio at MIP to recognize the occasion.

This most recent investment in MIP, Canada's most profitable private research park, builds on Hamilton's international reputation as a leader in applied life sciences research.



Nerva Energies

NERVA Energy, a Hamilton-based energy consulting firm which empowers high-performance smart buildings to go beyond industry standards, recently moved into a retrofitted 33,000 square foot facility in East Hamilton.

NERVA Energy shares a strategic partnership with Hamilton's Mohawk College, helping schools, hospitals, and municipalities drive energy efficiency and reduce GHG emissions. Mohawk, widely recognized as a leader in sustainability, has succeeded in reducing its own direct carbon emissions by 63% from the 2007 baseline year.

In less than five years, the firm has grown to over 50 engineers, auditors, and technicians and is poised to help industries in Hamilton and beyond- understand the decarbonization and net zero industrial processes.



OPPORTUNITIES

Register for Hamilton's 2023 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 in February 2023!** 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 small to medium sized enterprises 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 4 weeks, concluding with a mentoring session, in collaboration with the World Trade Centre Buffalo Niagara, and Niagara Region.

WHEN & WHERE

- Day 1 (Virtual): February 21
- Days 2 & 3 (In-person): March 1-2
- Day 4 (Virtual): March 9
- Mentoring Days (Virtual): April 13 & 14

For more details visit:

<https://bot.com/Programs-Networks/trade-accelerator-program/Upcoming-TAP-Cohorts>

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

Farmers' Market 185th Anniversary

The Hamilton Farmers' Market is celebrating their 185th Anniversary this year! The Market was founded in 1837 and has always served as an anchor institution for the city. The Market brings in over 50 vendors selling local produce, artisan products and diverse foods to the downtown core. Learn about the Market's history and legacy by visiting the photo exhibit located on the Market floor (35 York Blvd, Hamilton ON) and don't forget to do some holiday shopping!



For more information on the Market's history watch [this video](#). 5

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OPPORTUNITIES

EmployerOne Survey

We Want to Hear from You!

In partnership with Workforce Planning Hamilton, the City's Economic Development Office is encouraging all Hamilton employers to participate in this year's EmployerOne Survey.

The survey consists of about 30 questions and will take most employers approximately 15 minutes to complete. The survey allows employers to speak on anticipated hiring challenges relating to hard-to-fill positions, experiences hiring newcomers and immigrants, the impact of minimum wage increases and anticipated needs for the 2023 business year.



Workforce Planning Hamilton
Planification de main d'œuvre de Hamilton

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EMPLOYERONE
survey
Your Workforce. Our Future.

The survey is open to all employers, regardless of if they operate as a for-profit business, not-for-profit business, or as a registered charity.

If you would like to learn more (and share the link with your networks), please [click here](#).

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.

Brief Program Overview

The program provides employers a grant towards a one-year position for a McMaster Humanities undergraduate student that is completing their final year of study in 2022/2023. The student benefits from mentorship and networking opportunities while the participating employer gains new talent.

For more information on how to get involved in this year's cohort, please [click here](#).



McMaster
University

HUMANITIES

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HAMILTON-BASED EMPLOYERS

Learn how you can receive
\$10,000 to hire a McMaster
Humanities graduate

LEARN MORE AT

<https://bit.ly/hamiltonhcap>

OPPORTUNITIES

We have incentives

Did you know you can get funding:

- to make a multi-residential building more “green”?
- to make office improvements for businesses moving from a Regional Innovation Centre (like Innovation Factory, Communitech or MaRS) to downtown Hamilton
- to spruce up a space for a pop-up idea?



The City’s Commercial Districts and Small Business Office has these incentives and more to offer to those looking to invest in Hamilton’s Commercial Districts.

Call Phil or Carlo today to talk about the programs and incentives available to move your investment idea forward. [Click here](#) for more information and contact details.

Hamilton Employers Hire Immigrants



Are you having trouble hiring and retaining new talent?

Southern Ontario is home to some of the most diverse populations in the country, and Walters Inc., a steel manufacturing company based in Hamilton, is using this diversity as a competitive advantage.

With a focus on welcoming newcomer talent from all over the world, Walters Inc. is proud to have immigrants from over 30 different countries on its team. From welders to project managers to human resources professionals - newcomers to Canada often face barriers because of their limited Canadian experience, but employers like Walters Inc. are committed to hiring them, supporting them and giving them opportunities to grow.

“It actually takes an employer to take a chance on you. Newcomers may not check all the boxes on a job description because their experience might be different but they have this grit and desire to make it happen. At Walters, when people come to Canada to build a life, we give them an opportunity” says Natalia Strelbytsky, Vice President of People & Culture.

Watch the [highlight video](#) on Walters Inc. and learn how to hire immigrant talent at www.wehireimmigrants.ca

If you would like to share your workplace’s equity, diversity and inclusion strategy and story with HIPC, please contact [Sarah Wayland](#).



UPDATES AND ANNOUNCEMENTS

Hamilton Business Centre Programs

Working with entrepreneurs and business from across Hamilton, the Hamilton Business Centre continues to provide numerous resources and touch-points creating immediate impact programming for our clients!

Check out some of the awesome new programs and resources supporting businesses in Hamilton;

Google Business Profile Audit

Our Hamilton Digital Service Squad is now offering a very extensive Google Business Profile audit free to businesses!

Check out the Digital Main Street program [here](#).



360 Photo Sessions

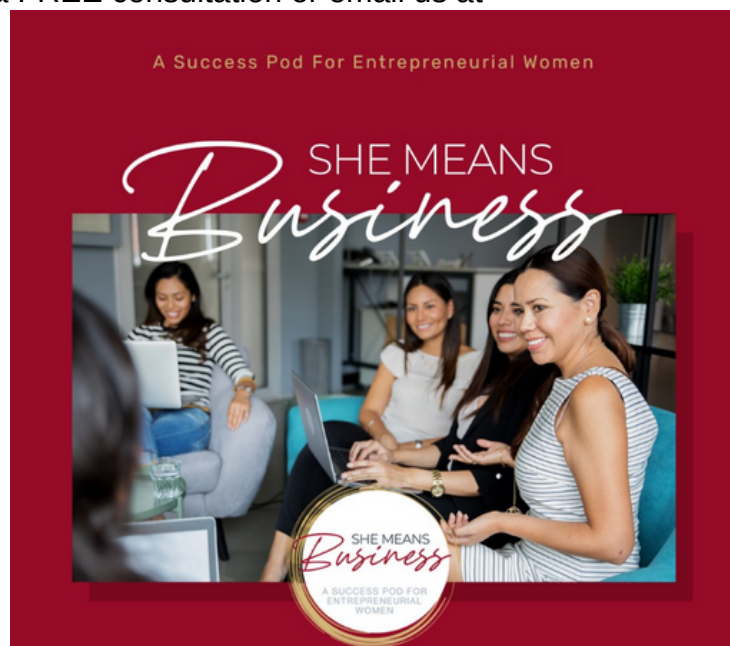
360 images and tours drive results! 360 images can not only improve your user experience, but also lets customers peek inside before they arrive while boosting your business's visibility online. To date, our team has completed more than 30 FREE photo sessions leading to impactful results and business successes!

Social Media Content Strategy

What do I even talk about when I'm trying to promote my business on social? If this sounds like you and you're looking to: bring clarity to your social content strategy, hone in your voice and message, create social content pillars that you can create content around for years to come, and build authority in the niche you serve, **we can help with our FREE, in-depth social media content strategy planning session.** Get started today by booking a FREE consultation or email us at digitalmainstreet@hamilton.ca.

She Means Business

What would it feel like to build real momentum in your business? You know, the kind of momentum that makes you set aside your doubts and self-imposed limitations? The kind of momentum that produces results and elevates you as an entrepreneur to make even bigger strides toward your vision? If that sounds like something you'd like to achieve, we'd like to invite you to join She Means Business – A Success Pod for Entrepreneurial Women.



UPDATES AND ANNOUNCEMENTS

WHAT TO KNOW ABOUT



2021 CENSUS IMMIGRATION DATA

MAKING HISTORY

The new 2021 census shows that Canada has the **largest proportion of immigrants in the population since Confederation**, with immigration projected to increase.

HOW MANY IMMIGRANTS?



Nearly **one quarter of Canada's total population** is made up of immigrants.

26%

Hamilton's proportion of immigrants remains **higher than national average**. 26% of Hamilton's population are immigrants, a slight increase from last census.



Recent immigrants (those who arrived between 2016 and 2021) make up 3.6% of Hamilton's population, **an increase from the last census**.

Recent immigrants are 14% of all immigrants in Hamilton.

IMMIGRATION AND RESIDENCY STATUS, HAMILTON



Number of non-permanent residents nearly doubled since the last census. They make up 2.3% of the population.



One in four immigrants were international students, temporary foreign workers or refugee claimants **before becoming permanent residents**.



The percent of Hamilton immigrants who are **Canadian citizens has decreased** slightly from 94.5% to 92%.

PLACES OF ORIGIN

The top source countries of recent immigrants in Hamilton are:

- | | |
|----------------|-------------|
| 1. India | 5. Nigeria |
| 2. Syria | 6. Pakistan |
| 3. Philippines | 7. USA |
| 4. Iraq | 8. China |



One quarter of Hamilton's population **belongs to a racialized group**, a significant increase from the last census.

www.hamiltonimmigration.ca | [@HIPChamilton](https://twitter.com/HIPChamilton)

Subscribe to the Hamilton Immigration Partnership Council (HIPC) [email newsletter](#) for more! 9

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UPDATES AND ANNOUNCEMENTS

MEDTECH CONFERENCE 2022

In late October, the Economic Development Office, in collaboration with the Canadian Consulate in Boston, was part of a Hamilton delegation to the MedTech Conference in Boston. The delegation included McMaster University, Mohawk College, McMaster Innovation Park, the Bay Area Health Trust and the Synapse Life Sciences Consortium. During the conference, the Hamilton partners networked with investors, innovators, and representatives from other countries, raising the awareness of the strengths of the life sciences sector in Hamilton and future development opportunities- particularly at McMaster Innovation Park.



Earlier this year, the Economic Development Office completed the Life Sciences Sector strategy- which lays the groundwork for the future of the sector in the city. Some of the action items identified in the document include: enhancing the branding of the city, strengthening and promoting Hamilton's Life Sciences sector, and developing and undertaking a targeted investment attraction approach.

Hamilton possesses the infrastructure, network and talent to help companies land and grow successfully in the city. If you would like to learn more about the conference or investing in the Life Sciences sector, please contact Asmaa by following this [link](#).

