Tourism and Culture Division
Reorganization
December 5, 2012

Aligning Resources for Success

Tourism and Culture Division
Planning and Economic Development Department

LOVE your CITY.
Introduction

"Action is the foundational key to all success."

Pablo Picasso
Spanish Painter, Sculptor, Printmaker
One of the most influential artists of the 20th century
Introduction

- Background
- Purpose of Report
- Responsible Management Approach
- Consultation
- FTE & Budget Impact
Context

“This is not the Hamilton you remember; this is not the Hamilton that your grandparents reminisce about; this is not the Hamilton that the rest of the country just doesn’t get.”

“This is a new Hamilton; a city with momentum; a city with opportunities where the cool kids want to work and play; this is your Hamilton; build it, promote it, love it.”

Hamilton Hive

“The home for Hamilton’s growing young professional class; a class with greater skills and education; a class in tune with technology; and a class with a growing appreciation for innovative and culturally significant ideas.”
Context

Here and Now

• Council Support & Direction
• Provincial Funding Reductions
• Regional Tourism Model
• Creative Industries Cluster
• Quality of Life & Quality of Place
Context

Momentum

- Cultural Policy, Plan, Indicators
- 1812 Bicentennial Programming
- Heritage Capital Projects
- Innovative Tourism Services
- Business Development of Hamilton’s Creative Industries
Context

Appetite

- *Spectator’s* “State of the Arts” series
- *The Grid’s* “Catch ya later Toronto” article
- Renew Hamilton Project
- Hamilton Hive X 2012
- Various blog sites that showcase Hamilton’s cultural scene
Transformation

“My Hamilton is a beautiful picture of possibility.”

Jessica Rose Smith
Photographer
Rebranding Hamilton’s Image Workshop – Hive X 2012
Tourism and Culture Division
Planning and Economic Development Department

Transforming Hamilton Through Culture

Attachment

LOVE
CITY
Cultural Vibrancy puts culture on the map. This helps to attract people to Hamilton. It also nurtures people's attachment to and love of their city.

* Knight Foundation's Soul of the Community (SOTC) Gallup Poll Study 2010

Transformation & Innovation

Culture as an Economic Engine
- Culture attracts new businesses, investment, jobs and talent.

Downtown Renewal
- Culture is core to downtown renewal.

Neighbourhood Revitalization
- Culture supports neighbourhood transition and vitality.

Build Community Identity, Pride & Image
- Culture gives the community vitality and a sense of identity.

Encourage Welcoming Communities
- Cultural activities create and strengthen social connections by drawing citizens together.

Creativity For All
- Creative expression helps people to grow, prosper and innovate.

Quality of Life / Quality of Place
- Culture is the cornerstone in vibrant, competitive and unique communities.

Build Tourism & Attractiveness
- People want to visit places that offer exciting, authentic experiences.

City Building

Culture is one of the tools that is used to build a great city.

Cultural Development

The City of Hamilton is working to support culture's growth and sustainability. We achieve this through cultural development.
What is Culture?

Culture's Role

Transformation

Hamilton City

Tourism and Culture Division

Planning and Economic Development Department
Transformation
Objectives

“The most effective way to do it, is to do it.”

Amelia Earhart
Aviation Pioneer and Author
First aviator to fly solo across the Atlantic Ocean
Objectives

Seize Opportunities

• Enhance service integration
• Leverage existing expertise
• Encourage Collaboration
• Develop Synergies
• Grow the Economy
Objectives

Develop Synergies

- Creative Industries
- Film Attraction and Servicing
- Technology
- Management of Tourism
- Heritage Policy and assistance with Heritage Designations
Objectives

Effectiveness

• Doing the Right Thing
• Equipped and Prepared for Action
• Über Teams
  ➢ Specialize
  ➢ Mobilize
  ➢ Deliver
Objectives

New Sections

- Four Sections
  - Cultural Planning & Marketing
  - Creative Industries
  - Tourism & Visitor Services
  - Heritage Resource Management
Objectives

New Sections / New Alignment

Cultural Planning & Marketing

➤ Focus on developing, implementing and integrating culture as a tool for city-building in Hamilton.

➤ Actively develop synergies among staff and teams by providing centralized communications and strategic project management to the whole division.
Objectives

New Sections / New Alignment

Creative Industries

- Focus on Hamilton's existing strengths – leveraging these to attract and retain creative industries and talent.
- Build the Creative Industries sector to become a cornerstone in the development of a vibrant, attractive, resilient and creative community.
Objectives

New Sections / New Alignment

Tourism & Visitor Services

- Function as Hamilton's DMO with a focus on working with, and representing, Hamilton-based tourism businesses and organizations.
- Provide a conduit to Hamilton's visitors through visitor service functions.
- Promote Hamilton as a place of destination – attracting visitation and investment.
Objectives

New Sections / New Alignment

Heritage Resource Management

- Focus on preserving and interpreting Hamilton's Heritage resources – enhancing Quality of Life and Place.

- Ensure that Hamilton's heritage is showcased – increasing the level of interest, improving accessibility and attracting more visitors.
Objectives

Alignment – Corporate Strategic Plan

Strategic Priority #1 – A Prosperous & Health Community
  ▪  We enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work and play.

Strategic Priority #2 – Valued & Sustained Services
  ▪  We deliver high-quality services that meet citizen needs and expectations, in a cost effective manner.

Strategic Priority #3 – Leadership & Governance
  ▪  We work together to ensure we are a government that is respectful towards each other and that the community has confidence and trust in.
Objectives

Alignment – Economic Development Strategy

Quality of life and economic prosperity go hand in hand. Culture lies at the heart of successful places, successful economies and successful communities.
Outcomes

“Innovation distinguishes between a leader and a follower.”

Steve Jobs
American Entrepreneur
Co-founder, Chairman and CEO of Apple Inc.
Outcomes

Impacts to Hamilton

Vibrant Economies and Neighbourhoods
A More Connected Community
Increased Quality of Life and Quality of Place