RECOMMENDATION:

That Report PED11009, respecting the Downtown Hamilton Employment Analysis, attached as Appendix ‘A’, be received for information.

EXECUTIVE SUMMARY

The Centre for Community Study has analysed the comprehensive employment survey conducted in Downtown Hamilton by the Downtown and Community Renewal Division during summer 2010. The report, Working in the Core – Downtown Hamilton Employment Analysis, is attached as Appendix ‘A’ to Report PED11009. It provides a snapshot of Downtown Hamilton employment statistics and relates the data to two recent strategic documents: the City’s Economic Development Strategy; and, Destination Hamilton: Values and Perceptions of Next Generation Talent that looks at the issue of attracting and retaining youth in Hamilton. These documents are referenced in order to demonstrate Downtown Hamilton’s current and potential roles in achieving strategic corporate objectives. The report concludes that Downtown remains a significant employment centre in spite of many sectoral changes that have affected the economy. The health of Downtown is increasingly important as the City continues to transition to a more knowledge-based economy that is attractive to next generation talent and opportunity.
The employment survey reveals 23,400 jobs in just over 1,600 business locations within the Downtown Hamilton Community Improvement Project Area/Urban Growth Centre. While about one in four jobs are held by government workers (federal, provincial and municipal, including police), the majority of employment is provided by the private sector. There is a diverse range of jobs with the following categories well represented: professional/scientific (18% of jobs); retail and entertainment (16%); finance, insurance and real estate (13%). 1,500 jobs have been added to the Downtown Hamilton Secondary Plan area since 2001.

The employment survey data combined with population estimates indicate that the Downtown Hamilton Urban Growth Centre has a gross density of 189 residents and jobs per hectare in 2010. The employment survey and census population data are essential to measuring growth targets, including the new Official Plan’s minimum gross density target of 250 residents and jobs per hectare by 2031 in the Downtown Hamilton Urban Growth Centre.

Alternatives for Consideration – Not Applicable

**FINANCIAL / STAFFING / LEGAL IMPLICATIONS** (for Recommendation(s) only)

There are no financial/staffing/legal implications related to Committee and Council receiving the information contained in Report PED11009 and Appendix ‘A’.

**HISTORICAL BACKGROUND** (Chronology of events)

The Downtown and Community Renewal Division each year hires a summer student whose duties include compiling an inventory and photo record of ground floor land uses in Downtown Hamilton, the community downtowns of Ancaster, Binbrook, Dundas, Stoney Creek and Waterdown, as well as the Business Improvement Areas (BIAs) across the City. The student hired for the summer of 2010 had previous experience compiling data and conducting statistical analysis for the annual City of Toronto Employment Survey; therefore, it was an opportune time to broaden the scope of the inventory to include employment data collection for Downtown Hamilton. The need for gathering employment statistics is discussed under the Policy Implications heading of this report.

The 2010 Downtown Hamilton Employment Survey was conducted within the Downtown Hamilton Community Improvement Project Area, which is equivalent to the Downtown Hamilton Urban Growth Centre. The area includes properties within and abutting the block bound by Hunter Street, Queen Street, Cannon Street and Victoria Avenue, and the properties abutting James Street north to the CN railway and south to Charlton Avenue.

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**Vision:** To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.

**Values:** Honesty, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork
Subsequent to the completion of the survey, the Hamilton-based Centre for Community Study was retained to conduct an analysis of the survey results, attached as Appendix ‘A’ to Report PED11009.

**POLICY IMPLICATIONS**

The need to gather employment statistics is driven in part by Provincial and municipal policies that necessitate the measurement of population and employment densities. The Growth Plan for the Greater Golden Horseshoe prepared and approved by the Province under the Places to Grow Act establishes minimum gross density targets for various urban growth centres. The Growth Plan requires that the Downtown Hamilton Urban Growth Centre be planned to achieve, by 2031 or earlier, a minimum gross density target of 200 residents and jobs per hectare. The City is required to identify the target, as well as minimum density targets for other intensification areas, in its Official Plan. The City therefore has established a minimum gross density target of 250 residents and jobs per hectare for the Downtown Hamilton Urban Growth Centre, and other density targets for other areas such as community nodes, in the Council-adopted Urban Hamilton Official Plan. (The Growth Plan permits municipalities to establish higher targets than the growth plan targets.)

To measure the densities, population and employment counts are required. For population, the quinquennial Canadian census conducted by Statistics Canada provides 100% population counts to the dissemination block level of geography (i.e. equivalent to a city block bounded by intersecting streets). In addition, reasonable population estimates can be derived by applying average person per unit ratios to the dwelling unit counts maintained by the Planning and Economic Development Department’s GIS Planning and Analysis Section. For employment, census data is not as comprehensive and is based on 20% sample data obtained through the long-form census questionnaire that the federal government plans to eliminate. Furthermore, the employment data is released to the larger census tract level of geography, requiring special tabulations be purchased in order to better align the data to specific areas such as the Downtown Hamilton Urban Growth Centre or other nodes in the City. An employment survey therefore provides data that is more reliable and detailed to a specific area for use in calculating densities.

**RELEVANT CONSULTATION**

Appendix ‘A’, *Working in the Core – Downtown Hamilton Employment Analysis* was produced in consultation with staff of the Planning and Economic Development Department’s Downtown and Community Renewal Division, Strategic Services – Special Projects Division and Economic Development and Real Estate Division.
ANALYSIS / RATIONALE FOR RECOMMENDATION

(include Performance Measurement/Benchmarking Data, if applicable)

The Downtown Hamilton Employment Analysis is provided as information to update Council and the community about the economic health of Downtown Hamilton and current measure of population and employment growth targets. The employment survey results combined with population estimates indicate that the Downtown Hamilton Urban Growth Centre has a gross density of 189 residents and jobs per hectare. The smaller Downtown Hamilton Secondary Plan area (i.e. the area bounded by Hunter Street, Queen Street, Cannon Street and Wellington Street) has a gross density of 218 residents and jobs per hectare. Since 2001, in the Secondary Plan area where comparable data is available, there has been an increase of over 2,700 residents and jobs, including 1,200 residents and 1,500 jobs.

This information can be used to challenge misconceptions about the relative health and importance of Downtown, and to support ongoing strategic initiatives and marketing efforts designed to attract more residents and jobs to the area.

ALTERNATIVES FOR consideration:

(include Financial, Staffing, Legal and Policy Implications and pros and cons for each alternative)

Not applicable – Report PED11009 and Appendix ‘A’ are for information purposes.

CORPORATE STRATEGIC PLAN (Linkage to Desired End Results)


Growing Our Economy

- Employment survey data can be used to measure whether established growth targets for Downtown Hamilton are being met.

Healthy Community

- Employment survey data provides an indicator of the economic health of Downtown Hamilton and informs strategic initiatives designed to improve the business environment.

APPENDICES / SCHEDULES

Appendix ‘A’ to Report PED11009: Working in the Core – Downtown Hamilton Employment Analysis, prepared by the Centre for Community Study, November 2010

Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.

Values: Honesty, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork
WORKING IN THE CORE

Downtown Hamilton Employment Analysis

November 2010
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Executive Summary

The 2010 Downtown Employment Survey reveals many interesting facts about Downtown Hamilton that counter common misperceptions of the core. The most significant finding is that the downtown is an economic powerhouse that is essential to Hamilton’s success in the new economy. Over the summer of 2010, data was gathered for all the businesses in the Downtown Community Improvement Project Area (CIPA) showing that:

- Over 23,400 people work in the CIPA each day.
- There is a significant diversity of jobs in the CIPA ranging from the public and private sectors, to legal and creative industries.
- The private sector makes up the vast majority of jobs in the core.
- The creative industries cluster employs more people in the CIPA than education and manufacturing combined.
- Between 2001 and 2010, over 1,500 jobs have been added to the Downtown Hamilton Secondary Plan area.
- Jobs are not evenly distributed, with the majority located within the area bounded by John, Bay, Hunter, and York.

Further, the employment statistics for downtown show that activity in the CIPA contributes to the City’s ability to achieve city-wide goals of the new Economic Development Strategy. Downtown will be Hamilton’s calling card to attract next generation talent and provide diverse and well-paying economic opportunities.

Simply put, for Hamilton to be successful in the future, downtown must thrive. To achieve this, a new approach to downtown is required, one which builds on existing efforts and is grounded in a culture of renewal that considers the economic vitality and sustainability of downtown in all development decisions. A level of commitment similar to that which drove the economic prioritization of “shovel ready” greenfields over the past decade is required and is essential if downtown is to be one of the key drivers of Hamilton’s success in the future.
1.0 Introduction

In the summer of 2010, the Downtown and Community Renewal Division of the Planning and Economic Development Department of the City of Hamilton conducted a Downtown Employment Survey. This was the first such survey since amalgamation that gathered employment data specific to the downtown core.

The survey results provide an excellent snapshot of the downtown work environment in a level of detail beyond normal Statistics Canada Census data. Further, the survey provides useful information to help guide future planning efforts by revealing areas of strength upon which to build, as well as weaknesses where additional support would be beneficial. In addition, the survey results help to demonstrate how the downtown fits into other strategic corporate objectives of the City of Hamilton.

This report is structured into two sections. The first section outlines the major survey results to provide an overall employment picture in the downtown as of 2010. The second section addresses what the data mean in relation to two recent documents of strategic importance: Hamilton’s new Economic Development Strategy that sets out the economic focus of the city moving forward and Destination Hamilton: Values and Perceptions of Next Generation Talent that looks at the issue of attracting and retaining youth in Hamilton.

1.1 Downtown Hamilton in Context

Downtown Hamilton is a major job centre for the rest of the city and therefore, understanding the employment landscape of downtown Hamilton is important to developing a full understanding of how the core functions within the context of the overall city. Many impressions of the greater city are drawn from the perceived state of the downtown and its residents. However, while the residential population is one side of the downtown equation, an exploration of the employment landscape fills out the definition of what constitutes the downtown core’s contribution to the larger city, its economy and identity.
The 2006 Statistics Canada Census tracked the distribution of jobs and workers in the City of Hamilton. Overall, 70% of Hamilton’s employed labour force live and work in the city\(^1\). Figure 1 shows the distribution of the employed labour force by place of work and, by far, the greatest cluster of employment is in the central downtown area.

**Figure 1: Distribution of Employed Labour Force by Place of Work**


From a provincial policy standpoint, the Downtown Hamilton Urban Growth Centre is identified as an area of strategic importance for development in the Ontario Places to Grow Plan. Consequently, Hamilton’s new Official Plan outlines the importance of the downtown to the city’s future in accommodating a portion of projected population and employment growth in order to meet provincial smart growth and density objectives.
1.2 Survey Notes

The downtown employment survey was conducted between May and August 2010. The survey boundaries aligned with the Downtown Community Improvement Project Area (CIPA) which is the area for which many of the City's renewal incentive programs are offered (Figure 2).

The survey was conducted by members of City staff going door to door to each establishment within the CIPA. Information collected included the name and address of the establishment, the number of full time, part time, and seasonal workers, and the type of establishment. Of the 1,612 total establishment records in the CIPA, the survey had 1,549 responses resulting in a 96.1% return rate.

Figure 2: Downtown Community Improvement Project Area (CIPA)

2.0 Survey Results

2.1 Overall Employment Count

The total employment count in the CIPA from the survey is 22,531. The vast majority of this (76.51%) is full-time employment with another 20% part-time (Table 1). Extrapolating the results to include the missing records not collected in the survey, the full employment number is closer to 23,400.

<table>
<thead>
<tr>
<th>Employment Type</th>
<th>Employment Count</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time</td>
<td>17,239</td>
<td>76.51%</td>
</tr>
<tr>
<td>Part-Time</td>
<td>4,521</td>
<td>20.07%</td>
</tr>
<tr>
<td>Seasonal</td>
<td>771</td>
<td>3.42%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22,531</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

2.2 Employment Growth & Density

Looking at the number of people and jobs over time gives an idea of the changing environment of the downtown. Table 2 compares jobs and residents over time within the Downtown Secondary Planning Area (DSPA) which is slightly smaller than the CIPA (the DSPA is bounded by Queen St., Cannon St., Wellington St., and Hunter St.). This geographic area is used as statistics are available for both 2001 and 2010, providing a basis for comparison. Given the smaller geographic area for the DSPA, the results, therefore, are likely even greater for the CIPA.

<table>
<thead>
<tr>
<th>Employment and Population Growth (DSPA)</th>
<th>2001</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>21,306</td>
<td>+1,571</td>
<td>+7.9%</td>
</tr>
<tr>
<td>Population</td>
<td>9,500</td>
<td>+1,200</td>
<td>+14.5%</td>
</tr>
<tr>
<td>Total</td>
<td>30,806</td>
<td>+2,771</td>
<td>+9.9%</td>
</tr>
</tbody>
</table>

The results show that between 2001 and 2010, downtown jobs have increased by close to 8%, while the residential population has gone up by 14.5%. On an annual basis, over the past 9 years, an average of 308 residents and jobs per year have been added to the DSPA.

In 2010, the total number of jobs and residents in the larger CIPA is estimated to be 38,100. Based on a 201.8 hectare CIPA, the density is 189 people and jobs per hectare, which is below the new Official Plan target of 250 people and jobs per hectare for the CIPA by the year 2031\(^2\).

2.3 Size of Business Establishments

Figure 3 shows the distribution in the range of size for downtown business establishments by number of employees. In general, the majority (around 75%) of businesses are between 1-9 employees in size. Another 350 businesses are between 10-100 employees which show a good distribution in the mid-sized establishment range. The prevalence of small businesses also indicates that the downtown is a significant hub of small-scale entrepreneurial activity.

Figure 3: CIPA Businesses by Number of Employees

Note: Numbers below bars refer to size of business by employee and numbers above the bars represent percentage of total.
2.4 Employment Clustering and Density

Looking at the spatial distribution of downtown employment reveals that jobs are not evenly spread through the CIPA (Figure 4). The majority of jobs are located within the area bounded by John to Bay, and Hunter to York (the area outlined in red). This is understandable given the corporate corridor that extends from the Jackson Square complex to the southern part of Gore Park which contains most of the high-rise office towers in the downtown. Consequently, firms within this area tend to be more established, corporate businesses that are larger in size.

Figure 4: Spatial Distribution of Jobs in the CIPA by Number of Employees

Note: The larger the circle, the greater the number of employees at the workplace.
2.5 Employment Types

Table 3 shows the breakdown of employment types in the CIPA. The survey results reveal a diverse variety of jobs in the area. While Government (municipal, provincial, and federal) jobs make up the single largest employment type, collectively, private and non-profit sector jobs make up the majority of CIPA jobs. The combination of Professional/Scientific, Retail & Entertainment, F.I.R.E. (Finance, Insurance and Real Estate), Creative Industries, Non-Profit, and Manufacturing constitute 60% of all jobs in the CIPA.

The variety of jobs also extends to sectors that are indicators of a transitioning economy such as Creative Industries. This sector includes disciplines ranging from design to music to digital media. Based on the 2010 downtown employment survey, more people work in the growing Creative Industries sector than those in Manufacturing and Education combined.

<table>
<thead>
<tr>
<th>Employment Type</th>
<th>Number of Employees</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>6,264</td>
<td>27.8</td>
</tr>
<tr>
<td>Professional/Scientific</td>
<td>4,055</td>
<td>18.0</td>
</tr>
<tr>
<td>Retail &amp; Entertainment</td>
<td>3,656</td>
<td>16.2</td>
</tr>
<tr>
<td>F.I.R.E. (Finance, Insurance and Real Estate)</td>
<td>3,014</td>
<td>13.4</td>
</tr>
<tr>
<td>Healthcare &amp; Social Services</td>
<td>1,734</td>
<td>7.7</td>
</tr>
<tr>
<td>Creative Industries</td>
<td>1,387</td>
<td>6.2</td>
</tr>
<tr>
<td>Non-Profit/NGO</td>
<td>862</td>
<td>3.8</td>
</tr>
<tr>
<td>Education</td>
<td>598</td>
<td>2.7</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>568</td>
<td>2.5</td>
</tr>
<tr>
<td>Other</td>
<td>393</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22,531</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
The prevalence of Professional/Scientific jobs is another positive sign for the downtown. With over 4,000 employees, this category includes jobs in the fields of law, management (includes management consultants, market research, business consultants, call centres), engineering, and laboratory work.

### 2.6 Establishment Types

When one looks at the downtown in terms of the types of establishments that employ people, other interesting characteristics emerge (Table 4). In fact, based on the employment survey, the most prevalent type of work establishment in the CIPA, by far, is law firms. The bulk of the rest of the top ten establishments tend to be in the realm of shopping and entertainment such as retail, food, or nightlife.

<table>
<thead>
<tr>
<th>Establishment Type</th>
<th>Number of Establishments</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law Firms</td>
<td>110</td>
<td>7.1</td>
</tr>
<tr>
<td>Restaurants</td>
<td>74</td>
<td>4.8</td>
</tr>
<tr>
<td>Specialty Stores (florists, antique dealers, cell phone retailers, etc.)</td>
<td>73</td>
<td>4.7</td>
</tr>
<tr>
<td>Cosmetic (barbers, hair salons, beauty supply stores)</td>
<td>61</td>
<td>3.9</td>
</tr>
<tr>
<td>Bars, Lounges, Clubs</td>
<td>56</td>
<td>3.6</td>
</tr>
<tr>
<td>Fast Food</td>
<td>55</td>
<td>3.6</td>
</tr>
<tr>
<td>Clothing Retail</td>
<td>48</td>
<td>3.1</td>
</tr>
<tr>
<td>Other Health Services</td>
<td>46</td>
<td>3.0</td>
</tr>
<tr>
<td>Coffee Shops</td>
<td>40</td>
<td>2.6</td>
</tr>
<tr>
<td>Civic Associations</td>
<td>39</td>
<td>2.5</td>
</tr>
</tbody>
</table>
3.0 Data Interpretation

While highlighting results from the employment survey gives a snapshot picture of what is going on in the downtown as of the summer of 2010, the interpretation of the results is important to finding out what the state of employment in downtown means for the City of Hamilton, its goals and objectives moving forward. In particular, results from the employment survey can be viewed through the lens of the new 2010 Hamilton Economic Development Strategy, and the analysis of youth retention and attraction in the report *Destination Hamilton: Values and Perceptions of Next Generation Talent*.

3.1 Hamilton Economic Development Strategy

The new Hamilton Economic Development Strategy was approved by Hamilton City Council in June of 2010. It is a far-reaching document that sets out the major directions for the local economy. In addition, it prioritizes public infrastructure spending in order to help spur economic activity in the desired directions, both sectorally and geographically. Therefore, understanding a particular district’s role in relation to the Economic Development Strategy can help establish priorities for the local government.

Looking at the results of the Downtown Employment Survey, the core plays an important role in achieving particular goals set out in Hamilton’s new Economic Development Strategy. Specifically, the success of downtown helps achieve progress in four key areas:

1. Community Redevelopment
2. Business Development
3. Infrastructure for Innovation
4. Quality of Life
3.1.1 Community Redevelopment > Downtown Hamilton

The Community Redevelopment section of the Economic Development Strategy outlines a vision to, “redevelop Hamilton as an attractive, inviting, and economically successful mixed-use environment that promotes a positive image and identity for the community.” Downtown Hamilton is outlined as one of the primary areas of focus to achieve this vision.

The employment landscape of the downtown demonstrates a mixed use environment with a variety of employment types ranging from office to retail, to manufacturing. In addition, given the critical mass of well-paying jobs in the finance, professional, insurance, and real estate sectors, the employment landscape of downtown helps to broadcast a positive image for the entire community (Figure 5).

Figure 5: Professional, Private-Sector Employment in the CIPA
3.1.2 Business Development > Creative Industries

Under the Business Development section of the Economic Development Strategy, Creative Industries are identified as a focus for economic development. Specifically, film, music, design, digital media, performance and visual arts are highlighted. Downtown has emerged as the preeminent location for creative businesses in Hamilton as the interconnections and co-location among artists, designers, and entrepreneurs help spur innovation and business development (Figure 6). Further, within the downtown, creative districts such as James Street North, have developed due in part to the benefits of clustering.

Figure 6: Creative Industries in the CIPA
3.1.3 Infrastructure for Innovation > Education

Education is highlighted as a key component for innovation in the Economic Development Strategy and critical to the future prosperity of Hamilton as the economy continues to shift to more knowledge-intensive industries. While the primary campuses of the three major educational institutions, McMaster University, Mohawk College and Redeemer University, are not located downtown, the education landscape in the core is nonetheless significant (Figure 7). There are over 20 schools in the downtown area including the McMaster University Centre for Continuing Education and many smaller scale private schools and colleges that help train for a variety of careers and skill sets and provide employment opportunities for teachers and instructors. The existing education footprint creates spin-off benefits for the downtown ranging from student housing to increased entertainment spending, and the cluster’s current size is a promising foundation for further investment by the education sector.

Figure 7: Education Landscape in the CIPA
3.1.4 Quality of Life > QOL and the New Economy

The Economic Development Strategy identifies a high quality of life as a key part of establishing an attractive investment environment and talent magnet in cities, especially for the knowledge workers of the new economy. A large part of this quality of life is having a critical mass of urban amenities such as arts, culture, museums, restaurants, nightlife. Downtown Hamilton plays a key part in providing such a cluster of these types of amenities as seen in Figure 8. The map shows the very vibrant downtown restaurant, bar, and café landscape that helps to create and enrich the urban environment making it conducive to attracting knowledge workers.

Figure 8: Restaurant, Bars, and Cafes in the CIPA
3.2 Downtown’s Role in Attracting Next Generation Talent

Best practices research across North America indicates that two of the major elements driving renewal in many cities are post-secondary institutions and the young, “creative class”. In that context, the 2010 Economic Development Strategy identifies youth retention, attraction, and engagement as part of its workforce development component. In addition, at the 2010 Hamilton Economic Summit, the Hamilton Chamber of Commerce commissioned Next Generation Consulting to develop a report analyzing Hamilton’s ability to be a “Next Generation” city, including a youth survey and a “handprint” analysis of the city based on seven criteria.

In the youth survey, a predominate theme was the desire to create a vibrant downtown core including support for the development of districts. Figure 9 is a word cloud that displays the prevalence of words by size (the larger the more times used) in response to the survey question “What one wish do you have for Hamilton?” This clearly shows a strong prioritization of downtown among youth.

Figure 9: Word Cloud from Next Generation Survey

3.2.1 The Hamilton Handprint

Next Generation Consulting uses seven criteria to form the “handprint” of a city in terms of being able to attract next generation talent:9

1. **Earning** - High school guidance counselors tell children that they’ll have between nine and eleven careers in their lifetime. The Earning index measures a city’s future job growth, the diversity of employment opportunities, the percentage of jobs in the knowledge-based sector, average household income, and more.

2. **Learning** - Is the city committed to high quality education, for all of its citizens? This index tallies educational opportunities and expenditures, public library use, Wi-Fi hotspots, and more.

3. **After Hours** - This index counts the places to go and things to do after work and on weekends.

4. **Around Town** - How easy is it to get to where you want to go in the city? This index measures a city’s “walkability,” airport activity, commute times, and mass transit opportunities.

5. **Social Capital** - Great talent comes in every race, creed, and colour. This index accounts for how open, safe, and accessible the city is to all people. It includes measures of diversity, crime rates, voter participation rates, and the percentage of women- and minority-owned businesses.

6. **Cost of Lifestyle** - Students and young professionals are just getting started in their careers, and for many, affordability is key. This index includes variables in the national cost of living index, which encapsulates a roof over the head, food on the table, clothes on the back, and a warm bed at night.

7. **Vitality** - How “healthy” is the city? This index tallies air and water quality, measures green space, and estimates residents’ overall health (e.g. obesity, life expectancy, etc.).
Hamilton’s “handprint” is shown in Figure 10 below along with a score card on the right comparing Hamilton to peer cities including Halifax, NS; London, ON; Windsor, ON; Saskatoon, SK; Calgary, AB; Kitchener, ON; and Oshawa, ON. This score is for the overall city, which includes more suburban areas of Hamilton which would influence the score for certain criteria such as “Around Town” and “Cost of Lifestyle”. The analysis shows that in general, Hamilton is about average compared to its peer cities, the exceptions being “Social Capital” (above average) and “Learning” (below average).

Figure 10: Hamilton Handprint Analysis

<table>
<thead>
<tr>
<th></th>
<th>Hamilton, ON</th>
<th>Peer City Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitality</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Earning</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Learning</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Social Capital</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Cost of Lifestyle</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>After Hours</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Around Town</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: Next Generation Consulting, p. 13

3.2.2 Hamilton’s Handprint in the Downtown Context

When one looks at the “handprint” analysis in the downtown context, elements and characteristics of the CIPA give strength to the following factors that the dty as a whole scored average or below average in:

Earning > The prevalence of well paying jobs in the Finance, Insurance, Real Estate, Professional and Legal, and Public sectors, signal opportunities for significant earning potential in the downtown.
The 2006 census indicates that the average income of downtown workers is $53,926\textsuperscript{10} which compares favourably with Hamilton and Ontario averages of $39,500 and $37,700 respectively.\textsuperscript{11} In addition, the fact that no one category of job exceeds 30% of total jobs, and the fact there is a vibrant creative sector, shows a good level of diversity in jobs making downtown attractive to a broad cross section of talent.

**Learning** > Downtown is a place of learning and education boasting several institutions both public and private, large and small. Schools ranging from public elementary, to private music and cooking, to university-level are present downtown. In addition, major knowledge-oriented facilities such as the Central Public Library are located in the core. Communications infrastructure, specifically free Wi-Fi covers a good portion of the downtown area, giving citizens free access to the internet for both business and educational purposes.

**After Hours** > There is a wide variety of recreational activities in the core. As seen in Figure 8, there is a significant cluster of restaurants, bars, and cafes in downtown. Add to this museums, and galleries, concert halls and arenas, and you have a critical mass of after hours entertainment not seen anywhere else in the city.

**Around Town** > Walkability is a key component of this “handprint” factor and nowhere in Hamilton is there more accessibility by foot than in the downtown. Within a 15 minute walk, downtown is connected to several residential areas, a diversity of jobs and employment locations, a plethora of restaurant and night life options, as well as proximity to recreational trails on the escarpment and waterfront. In addition, downtown is the central hub for local and regional transit so there are multiple options to get around, to, and from the core.
4.0 Conclusions

The Downtown Employment Survey reveals many interesting facts that counter common misperceptions of the core as a location of economic stagnation or decline. Most notable is the basic reality that downtown is still a significant employment centre in spite of many sectoral changes that have shaped and reshaped the economy. Drilling down to the employment numbers, a number of significant facts are revealed:

- Over 23,400 people work in the CIPA each day.

- There is a significant diversity of jobs in the CIPA ranging from the public and private sectors, to legal and creative industries.

- The private sector makes up the vast majority of jobs in the core.

- The creative industries cluster employs more people in the CIPA than education and manufacturing combined.

- Between 2001 and 2010, over 1,500 jobs have been added to the Downtown Hamilton Secondary Plan area.

- Jobs are not evenly distributed with the majority being located within the area bounded by John, Bay, Hunter, and York.

Further, the employment statistics for downtown show that activity in the CIPA contributes to the City’s ability to achieve specific goals of the new Economic Development Strategy; namely, in the areas of community redevelopment, business development, infrastructure for innovation, and boosting quality of life. In addition, employment activity in the CIPA correlates to criteria in the “handprint” analysis of what makes cities attractive to next generation talent; specifically, in the areas of Earning, Learning, After Hours, and Around Town.
Overall, this new data concerning employment in downtown Hamilton confirms that the core is a key player in the economic landscape of Hamilton and will be increasingly important as the city transitions to a more knowledge-based economy. Downtown will be Hamilton’s calling card to attract next generation talent and provide diverse and well-paying economic opportunities.

Hamilton is in an intense competition for economic investment and talent with cities around North America. It is critical that downtown is understood as a local economic powerhouse within the planning frameworks of the City of Hamilton, so that appropriate investment both in infrastructure and resources can be prioritized to ensure the momentum of downtown redevelopment is strengthened. It is not an understatement to say that Hamilton’s future success as a city in the new economy is dependent on the success of the downtown.

To achieve this, a new approach to downtown is required, one which builds on existing efforts and is grounded in a culture of renewal. Downtown revitalization can no longer be looked at in isolation from new development elsewhere in the city. All decisions need to be put through a lens of renewal whereby the economic strength and health of older urban areas should be a factor in decision-making about economic development in new urban areas. For example, should new office developments be allowed on the urban periphery when there is office vacancy in the downtown commercial office district? All decisions should reinforce the renewal of the core to ensure its long-term vibrancy as an economic engine.

Over the next ten years a level of commitment similar to that which drove the economic prioritization of “shovel ready” greenfields over the past decade is required to achieve this culture of renewal. Without that level of understanding and commitment, Hamilton is at an economic disadvantage compared to its peers and will not achieve its potential a city.
5.0 References


5 Ibid, p. 7.

6 Ibid, p. 88.

7 Ibid, Appendix B


11 Statistics Canada, *Distribution of total income of individuals, 2008 constant dollars, annual, Table 202-0402*, Income Statistics Division, Statistics Canada.

The Centre for Community Study (CCS) is a Hamilton-based urban research group, specializing in local public-policy issues, providing research and services to the public, not-for-profit and private sectors. The CCS has expertise in a variety of areas including: Urban trends and analysis; Community renewal strategies; Media analysis; Policy design; Organizational and strategic planning. For more information go to www.communitystudy.ca