TO: Mayor and Members  
General Issues Committee  
WARD(S) AFFECTED: WARD 2

COMMITTEE DATE: May 9, 2011

SUBJECT/REPORT NO:  
One-Time Grant to the Regeneration Institute for the Great Lakes for the Purpose of Establishing a Storefront Engagement Centre in Downtown Hamilton (PED11059) (Ward 2)

SUBMITTED BY:  
Tim McCabe  
General Manager  
Planning & Economic Development

PREPARED BY:  
Hazel Milsome 905-546-2424 x 2755

SIGNATURE:

RECOMMENDATION:

a) That a one-time grant in the amount of $55,000 be approved for the Regeneration Institute for the Great Lakes (led in part by McMaster University and the Canadian Urban Institute) for the purpose of establishing a Storefront Engagement Centre in Downtown Hamilton.

b) That the one-time grant referenced in sub-section (a) above be funded from the Economic Development Investment Fund Reserve 112221.

c) That the Mayor and City Clerk be authorized and directed to execute a grant agreement with respect to sub-section (a) above in a form satisfactory to the City Solicitor.

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
EXECUTIVE SUMMARY

Report PED11059 advances on action resulting from the 2010 Hamilton Economic Summit (HES) held on May 17, 2010, when delegates supported the need to renew Hamilton’s restorable assets, particularly in the Downtown.

Report PED11059 recommends a one-time grant in the amount of $55,000, funded from the Economic Development Investment Fund, to the Regeneration Institute for the Great Lakes (ReIGL) for the purpose of establishing a Storefront Engagement Centre. ReIGL will implement a pilot project through the storefront devoted to the following three (3) broad objectives related to regeneration in Hamilton:

i) Education and training for local and regional regeneration leaders and practitioners;
ii) Grassroots community engagement in cataloguing local restorable assets (built and natural); and,
iii) Identification and celebration of Regeneration Champions beginning with those that make Downtown Hamilton distinctive and attractive to people and investment.

ReIGL is an emerging educational entity with a commitment to active learning, outreach, process before product, imaginative partnerships, public engagement and uncovering, or “daylighting” the distinct features of a place and implementing solutions for regenerating excellence in communities in the Great Lakes region. It is a partnership of:

- The ArcelorMittal Dofasco Centre for Engineering and Public Policy at McMaster University
- The Centre for the Built Environment at Seneca College
- The Canadian Urban Institute

This initiative will align with one of City Council’s objectives of bringing McMaster University to Downtown Hamilton. Along with the partners listed above, the Bay Area Restoration Council (BARC) will share space in the centre. While it is the intention of the partners to have a permanent “office” in Downtown Hamilton, a storefront location is optimal for the public engagement phase of this initiative. One of the benefits both during and after ReIGL’s occupancy will be a revitalized storefront thus improving the urban aesthetics of the area. The success of the grassroots development can be replicated in other areas of the City e.g. translated to the Barton Street area.

The development of the ReIGL initiative has occurred with input from the City’s neighbourhood initiative. The creation of an engagement centre in a lower city neighbourhood, the involvement of private, public and voluntary sector partners and ReIGL’s desire to use the engagement centre as a way of helping to strengthen local assets all align with the initial directions of the City’s goal of building healthy
neighbourhoods. Through the development of the ReIGL initiative it has been agreed that the work of this engagement centre will need to align with the broader neighbourhood development work that is set to begin later in 2011.

Details of the partners' contribution to the Storefront Engagement Centre are contained in the Analysis/Rationale section of Report PED11059.

ReIGL will review the results and determine what the next public profile will be (a more permanent space, a campus presence etc). The review will be undertaken in concert with City staff, private and public sector interests, engaged residents and others. This recommended funding will in no way commit the City to future funding.

The ReIGL Storefront Engagement Centre will be supported through a partnership comprising ReIGL, the City of Hamilton and the HES. The intention is to co-locate with the BARC, who will continue to be housed in the shared space, with ReIGL seeking additional resources to continue to be present in the Downtown, based on the results of the review.

Alternatives for Consideration – See Page 7.

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

**Financial:** City Council at its meeting held December 10, 2007 approved an enhanced Economic Development budget including the establishment of an Economic Development Investment Fund to be used for future strategic initiatives related to economic development. The $55,000 one-time grant for the ReIGL Storefront Engagement Centre will be funded from the Economic Development Investment Fund Reserve 112221. The Reserve had a balance of $1,487,082.94 on December 31, 2010.

**Staffing:** There are no staffing implications in this Report.

**Legal:** Section 107 of the *Municipal Act, 2001*, allows a municipality to make grants on such terms as to security and otherwise as the Council considers appropriate to any person, group or body, including a fund within or outside the boundaries of the municipality for any purpose council considers to be in the interests of the municipality.

**HISTORICAL BACKGROUND** (Chronology of events)

The HES is a leadership initiative facilitated by the Hamilton Chamber of Commerce in co-operation with the City of Hamilton and a myriad of other public and private sector partners. The 2010 Economic Summit focused on Hamilton’s large inventory of restorable assets and resulted in garnering delegates’ support to act on local
regeneration opportunities especially in the Downtown. The proposed ReIGL Storefront Engagement Centre is a tangible action that will assist in meeting this objective.

ReIGL proposes to establish a Storefront Engagement Centre as a place of learning, training, outreach and activity. As such it will be a laboratory of practice within the City. Staffed by professional academics, along with graduate students, technologists, and local leaders, the storefront will:

- Uncover with residents, retailers and others the “naturally occurring cultural districts and neighbourhoods” of Hamilton
- Record existing, often taken for granted assets which define the distinctness of Hamilton
- Walk the streets of Downtown Hamilton to highlight and acknowledge, through the psycho-geography process, the City’s changing features
- Invite people into the storefront to interpret their own place in the city through online tools and dialogue
- Engage youth and the creative class in events, lectures and other interactive venues, understanding the potential and imagining a green-job future.

**POLICY IMPLICATIONS**

The one-time grant to ReIGL does not meet the program criteria for the City’s Community Partnership Program that provides financial assistance or event road closure services to community organizations whose services benefit Hamilton residents. The program is geared to organizations involved in social services, sports/recreation, culture and special events. However, Section 107 of the Municipal Act, 2001, allows a municipality to make grants on such terms as to security and otherwise as the Council considers appropriate to any person, group or body.

At the time of writing Report PED11059, ReIGL had not identified a specific location for the Storefront Engagement Centre however, they are most interested in inhabiting a vacant storefront on James Street North. Once a location has been identified staff will ensure the use meets zoning requirements.

**RELEVANT CONSULTATION**

Staff from the Finance and Administration Division, Corporate Services Department and the Legal Services Division, City Manager’s Office, were consulted and concur with the recommendations included in Report PED11059.
ANALYSIS / RATIONALE FOR RECOMMENDATION

(include Performance Measurement/Benchmarking Data, if applicable)

ReIGL is a partnership of:

- The ArcelorMittal Dofasco Centre for Engineering and Public Policy at McMaster University
- The Centre for the Built Environment at Seneca College
- The Canadian Urban Institute

ReIGL will operate, a Storefront Engagement Centre in which neighbourhood, community and downtown groups are welcomed, supported and encouraged to participate in a series of discreet collaborative regeneration activities. It will have three specific deliverables as follows:

1. The Urban Leaders Regeneration Level 1 Certificate – as awarded by ReIGL and consisting of a two-day session covering the following topics:

   (a) Regeneration as the next wave of urban success in which city assets (known, hidden, historic and potential) are identified.

   (b) Making sense of regeneration as something beyond a repair strategy for city assets in which built infrastructure and the eco productivity of place are integrated for civic success.

   (c) Playing the regeneration game in which models from elsewhere are studied and local municipal intention is matched with private and public investment.

   (d) Metrics to measure current status and progress towards a constantly regenerating future.

   Participants will choose between several options for further review including:

   - Renewing and re-naturalizing the built environment
   - “Daylighting” and restoring hidden or lost assets
   - Climate change challenges for future regeneration initiatives
   - Advancing a neighbourhood imperative within naturally occurring cultural districts
   - Watershed stewardship

2. Regeneration Champions “Discovery and Celebration” – ReIGL will identify as part of its storefront activities a cross-section of regeneration champions at a public event(s).
The initial event is meant to encompass the breadth of initiatives in the City, rather than to rank order their significance. As such, it will serve as a model for the types of projects to be recognized in the future.

3. Grassroots community engagement in cataloguing local restorable assets (built and natural); and in assessing the regeneration potential of neighbourhoods, starting in this pilot with Downtown Hamilton.

ReiGL’s budget breakdown for the aforementioned is as follows:

<table>
<thead>
<tr>
<th>Expenditures:</th>
<th>Total Cost:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Management:</td>
<td>$80,000</td>
</tr>
<tr>
<td>Student stipends</td>
<td>$9,000</td>
</tr>
<tr>
<td>Office chairs</td>
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</tr>
<tr>
<td>Work stations</td>
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<tr>
<td>Conference table</td>
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</tr>
<tr>
<td>Workshop chairs</td>
<td>$1,000</td>
</tr>
<tr>
<td>Storage, filing</td>
<td>$600</td>
</tr>
<tr>
<td>Display materials</td>
<td>$500</td>
</tr>
<tr>
<td>White board</td>
<td>$400</td>
</tr>
<tr>
<td>Laptops including software</td>
<td>$1,500</td>
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<tr>
<td>Office rental, utilities, telephone</td>
<td>$15,000</td>
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<tr>
<td>Curriculum Development for level one training</td>
<td>$10,000</td>
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<tr>
<td>(Regeneration Certificate)</td>
<td></td>
</tr>
<tr>
<td>Level One Certificate training</td>
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<tr>
<td>Project administration</td>
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<tr>
<td>10 participants from City of Hamilton</td>
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</tr>
<tr>
<td>Contingency</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Total Expenditures:</strong></td>
<td><strong>$140,000</strong></td>
</tr>
</tbody>
</table>

**Income:**

| McMaster: Project Management                      | In kind: $25,000 |
| Seneca: Project Management                        | In kind: $25,000 |
| City of Hamilton                                  | $55,000        |
| Canadian Urban Institute                          | In Kind $5,000  |
| HES                                               | In Kind $5,000  |
| Registration Fees for Regeneration Certificate    | $10,000        |
| BARC Office Contribution                          | $10,000        |
| HES Office Contribution                           | $5,000         |
| **Total Income:**                                 | **$140,000**   |

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The BARC, if successful with their Trillium Grant will contribute substantially to rent, utilities and furnishings, and will continue to occupy the storefront independent of the status of ReIGL and the City of Hamilton at the end of the pilot. Note that BARC’s Trillium Foundation funding is dependent upon being located close to the waterfront to satisfy Trillium.

The HES, if successful with their Ministry of Economic Development and Trade proposal under the Communities in Transition, will contribute $40,000 to ReIGL over a three (3) year (2011-2013) to be used to develop and deliver a regeneration curriculum supporting local stakeholders. This money would be for research, writing and local course delivery, not for bricks and mortar/administration.

The HES would also offer in-kind support to assist ReIGL in three areas: stakeholder engagement, marketing and promotion and recognition of Regeneration Champions at the annual HES.

**ALTERNATIVES FOR CONSIDERATION:**

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

Non-acceptance of the recommendations contained in Report PED11059, or reducing the amount of the grant, would undermine the intent of the Storefront Engagement Centre. These alternatives are not recommended.

**Financial:** A one-time grant in the amount of $55,000 would not be issued.

**Staffing:** Not applicable.

**Legal:** Not applicable.

**CORPORATE STRATEGIC PLAN** (Linkage to Desired End Results)


**Growing Our Economy**

- Investment in Hamilton is enhanced and supported.

**Healthy Community**

- Partnerships are promoted.
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Environmental Stewardship
- Regenerating the built and natural environments.

APPENDICES / SCHEDULES

N/A.

HM:vk