



Hamilton Chamber of Commerce

Renew Hamilton Project Sponsorship Proposal

Affiliate With Other Leaders Driving Hamilton's Renewal Economy

The Opportunity

Renew Hamilton is a project of the [Hamilton Economic Summit](#) operating under the auspices of the Hamilton Chamber of Commerce.

It responds to calls from local community leaders to capitalize on Hamilton's rich base of restorable assets — those special things that make our city distinctive and a destination of choice.



Restored Lister Building Impressive Sight

Photo: Graham Crawford

The project's purpose is to help advance the renewal of Hamilton's built, natural and cultural environments as key contributors to the attraction of talent and investment. It also supports a community-wide commitment to the principles and practices of sustainability.

The long range goal of Renew Hamilton is to develop and deliver customized education and training that targets the needs of individuals, organizations and networks in the renewal economy.

Sample audiences include architects, building owners, designers, developers, engineers, graduate students, neighbourhood associations, real estate agents, urban planners, among others.

Our first initiative is a digital media project designed to document, promote and accelerate renewal efforts in lower city Hamilton.

Between 2011 and 2013, we will follow five to seven significant renewal projects to discover and replicate all it takes to revitalize local restorable assets. This initiative will produce four key deliverables:

1. A set of video case studies based on local renewal projects
2. An accompanying education and training curriculum
3. A one of a kind learning program featuring seminars, workshops, site tours, and more
4. A one-hour video documentary for public release

Throughout the process, we will sustain momentum and engage the community by implementing various complementary activities, including a special speakers' series, media and public relations, film screenings, and opportunities for the public to contribute ideas and content.

This effort was in part inspired by [The Next American Dream](#), an award-winning television documentary that helps explain the socioeconomic forces driving the rebirth of mature cities across North America.

We are now seeking a select group of additional strategic sponsors to help realize the full potential of this start up initiative.

Public-Private Funding Model

Renew Hamilton is a not-for-profit, community based project of the Hamilton Economic Summit operating under the auspices of the Hamilton Chamber of Commerce. Summit organizers were successful in receiving a grant from the Province of Ontario (Ministry of Economic Development and Trade) in support of the Renew Hamilton project deliverables outlined in this document. The grant provides a total of \$115,000 over a three year period ending March 31, 2013. This sum represents approximately 40% of the overall project cost.

Additional funding totaling approximately \$165,000 (over three years) must be secured through other public and private sector sources. Our strategy is to secure sponsorship support from key stakeholders with a direct interest in strengthening Hamilton's renewal economy. Sample stakeholders include:

- Architects
- Builders
- Business Improvement Areas
- Contractors
- Engineers
- Financial Institutions
- Developers (commercial, residential, industrial)
- Educational Institutions
- Foundations
- Insurance Firms
- Labour Organizations
- Philanthropists
- Media Outlets
- Relevant Associations (business, construction, etc.)

Leadership

Organizations

- Hamilton Chamber of Commerce (organization of record)
- Canadian Urban Institute
- Centre for Community Studies
- City of Hamilton — Economic Development Department, Urban Renewal Section
- Regeneration Institute for the Great Lakes
- McMaster University — School of Engineering
- Seneca College — Office of Eco Initiatives

Individuals

David Adames — President and CEO of the Hamilton Chamber of Commerce and a keen champion of progressive city-building.

Richard W. Allen — Director of the Renew Hamilton Project and an economic development consultant.

Sarah Glen — Senior Producer with Hamilton-based Project Video Productions and an award-winning specialist in participatory video for the education and training sector. She teaches a community engagement course at McMaster University and has a deep interest in community-based economic development.

Bill Humber — Director, Office of Eco-Seneca Initiatives (OESi) and responsible for embedding the environmental imperative in every academic program at Seneca College. He is the former Chair of the Centre for the Built Environment and Co-Founder of the Regeneration Institute for the Great Lakes.

Dr. Gail Krantzberg — Professor at the McMaster Faculty of Engineering and Director of the ArcelorMittal Dofasco Centre for Engineering and Public Policy at McMaster University. She is also Co-Founder of the Regeneration Institute for the Great Lakes.

Glen Norton — Glen is the Manager of Urban Renewal for the City of Hamilton. He brings a multi-dimensional perspective to sustainability through concurrently advancing business, arts and heritage, the environment and social inclusion.

Paul Shaker — Paul is the Executive Director of the Centre for Community Studies, an independent, non-profit research organization specializing in urban public policy issues. The Centre is headquartered in Hamilton. Paul brings to this project a rich understanding of Hamilton's local asset base at the street level.

Two Components

The current Renew Hamilton initiative has two interdependent components:

1. Video case studies focused on a select number renewal projects in lower city Hamilton
2. Education and training curriculum linked to the video case studies

Video Case Studies

The studies will track the progress of a number of local renewal projects over a three year period. The project selection criteria include:

- Situated in lower city Hamilton.
- Tied to a significant initiative(s) that fits within the three-year timeframe — ideally a building related project that improves the streetscape/landscape of our community.
- Strong likelihood for creating jobs through attracting talent and investment.
- High probability that the initiatives(s) will succeed — i.e., has adequate funding, strong leadership, etc.
- Propelled over the timeframe of the project by one to three dynamic and resilient people determined to achieve their goal — animated personalities welcome.
- Plays well on video — i.e., is highly visual and action oriented.
- Drives toward a set of ‘make or break’ milestones that provide a degree of suspense needed to maintain long term audience interest.
- Has the potential to demonstrate attitudinal and behavioural changes over the three year timeframe.

Short Listed Projects (as of October 2011)

- | | |
|--|---|
| ▪ Acclamation Lofts | ▪ McMaster Innovation Park (auto research centre) |
| ▪ Cannon Knitting Mills | ▪ Royal Connaught Hotel |
| ▪ City Square Parkside Condominium | ▪ Royal Court (former Crazy Horse Saloon) |
| ▪ Dominion Furniture Building | ▪ Staybridge Suites Hotel |
| ▪ Federal Building | ▪ Stinson School Lofts |
| ▪ Greening Projects – parks and pathways (TBD) | ▪ Tivoli Theatre |
| ▪ Ivor Wynne Stadium | ▪ Treble Hall |
| ▪ James Street North GO Train Terminal | ▪ Urban West |
| ▪ McMaster Downtown Health Centre | ▪ Witton Lofts |

Education and Training Curriculum

This parallel component will help address the learning needs of key stakeholders involved in Hamilton’s renewal economy. Specific content will be determined using a needs assessment tool administered online and through focus groups. Content will also arise through developing the local video case studies. Potential content could include:

Understanding sustainability principles	Business case for renewal	Greening solutions in urban settings
Cataloguing restorable assets	Repurposing older buildings	Brownfield redevelopment techniques
Renewal policies and regulations	Overcoming renewal barriers	Community engagement skills
Bioengineering urban buildings	Creating renewal jobs	Connecting urban places and spaces

This component will also include curriculum delivery at the community level.

Sponsorship Menu

Video Production Sponsor

2 Required | \$10,000/year over three years

The production company will follow a select number of lower city renewal projects over a three year period 2011-2013; capture complementary b-roll footage on an ongoing basis; and execute all post-production requirements.

Key Deliverables

1. Three successive rough cuts to reveal the emerging storylines of the selected projects (the rough cuts will be shown at public screenings and online, and used to maintain community engagement and recognize sponsors).
2. A set of case study videos based on the selected projects and used as an education and training aid.
3. A one hour video documentary for public screenings.

Sponsor Benefits

- Featured role in video footage (specifics TBD with sponsor)
- Recognition in video credits
- Recognition on project website and through social media
- Recognition in ongoing communications program
 - Media launch (QI 2012)
 - E-mail updates
 - Story placements (general and trade media)
 - Poster with take-one flyer
- Recognition at Renew Hamilton speakers' series events

General Sponsors

Gold \$5,000/year over 3 years

Silver \$2,500/year over 3years

Bronze \$1,000/year over 3 years

Friends \$500 per year over 3 years

Key Deliverables

General sponsors will help advance the overall project and realize the four major deliverables: A set of video case studies based on local projects; an accompanying education and training curriculum; delivery of curriculum; and, a one hour video documentary for public release.

Sponsor Benefits

- Secondary recognition in video credits
- Secondary recognition in curriculum materials
- Secondary recognition in project communications program

Curriculum Development & Delivery Sponsor

3 Required | \$10,000/year over three years

The Renew Hamilton Curriculum Team — led by the Regeneration Institute for the Great Lakes — will develop and deliver a curriculum custom designed to accelerate renewal in urban settings (Hamilton and beyond).

Key Deliverables

1. An integrated, multi-unit training and education curriculum based on assessing the learning needs of key stakeholders (architects, designers, developers, engineers, technicians, skilled tradespeople, etc.).
2. A study guide that links the training and education curriculum to the case study videos — to be used to facilitate practical learning based on real life scenarios.
3. Implementation of training and education using a variety of models, including workshops, seminars, field trips, etc. — to be set out and marketed to prospective learners as an integrated program.

Sponsor Benefits

- Membership on the Renew Hamilton Curriculum Team
- Recognition in curriculum materials and study guide
- Complementary seats for learning sessions
- Recognition on project website and through social media
- Recognition in ongoing communications program
 - Media launch (QI 2012)
 - E-mail updates
 - Story placements (general and trade media)
 - Poster with take-one flyer
- Recognition at Renew Hamilton speakers' series events



Project Justification

“We are on the verge of something spectacular.”

Interviewee participating in a 2009 study on the future of Hamilton’s lower city conducted by the Canadian Urban Institute

	Identified Need	How This Project Helps
1	Capacity Building Involvement of McMaster University, ReIGL, and other expert organizations	<p>This project will expand the presence of McMaster University in downtown Hamilton through helping to establish a satellite centre for the Regeneration Institute for the Great Lakes in a highly visible location. The centre will work in partnership with the city and others to animate localized programs and projects needed to grow a comprehensive renewal culture in Hamilton.</p> <p>This renewal culture will emphasize systems thinking and the need to leverage existing assets for long term savings, revenue generation and sustainability.</p>
2	Specialized Training and Development	<p>This project will help close local training and development gaps in the field of urban renewal by:</p> <ul style="list-style-type: none"> ▪ Using local case studies as authentic learning tools ▪ Engaging stakeholders in real world, experiential learning ▪ Utilizing best practices from other communities
3	Increased Tax Base	<p>This project will move on a number of fronts to help strengthen and expand Hamilton’s business tax base in order to generate revenue necessary to complete upgrades to public infrastructure — the foundation for attracting talent and investment. Presently, local businesses account for less than 30% of our tax base making Hamilton far too reliant on residential property taxes.</p>
4	Local Job Creation	<p>This project will help support local job creation by:</p> <ul style="list-style-type: none"> ▪ Generating employment in the “renewal economy” (e.g., design, engineering, construction, maintenance, etc.) ▪ Revitalizing/modernizing existing employment lands in our historical lower city — focus on highest and best use (HBU) ▪ Converting historic brick and beam buildings to accommodate knowledge-reliant firms employing top talent graduating from our local education institutions ▪ Increasing opportunities to live and work in Hamilton — a practical response to regional transportation congestion and related ecological impacts
5	Inward Investment	<p>The project will help Hamilton attract additional inward investment by:</p> <ul style="list-style-type: none"> ▪ Increasing land and property values as a requisite step in stimulating the residential and commercial real estate markets ▪ Providing resources to aid external marketing efforts aimed at selling Hamilton to the world ▪ Communicating Hamilton’s success as a leader in urban renewal ▪ Demonstrating Hamilton as a progressive, investment-ready community that is “open for business” ▪ Building confidence in the investment community
6	Evidence of Progress	<p>This project will document and promote evidence of local economic progress by:</p> <ul style="list-style-type: none"> ▪ Spotlighting the outcomes of representative activities and early wins ▪ Quantifying results to silence critics ▪ Applying outcomes to persuade more people/institutions to invest in our lower city
7	Community Engagement	<p>This project will increase community engagement in urban renewal by:</p> <ul style="list-style-type: none"> ▪ Highlighting the economic importance of our lower city to all Hamiltonians and the broader region ▪ Involving postsecondary faculty, students and institutions ▪ Recognizing and rewarding local champions of urban renewal
8	Quality of Place	<p>This project will help advance Hamilton’s quality of place attributes by riding a global wave of interest in rediscovering livable urban communities (walkable, diverse, authentic, sustainable, close to employment, etc.)</p>

Funding Rationale for Sponsors

- Affiliate with other leaders driving Hamilton's renewal economy — a generator of jobs and prosperity
- Improve the overall market values and attractiveness of Hamilton's lower city
- Increase your brand exposure through an integrated communications program
- Showcase your organization's contributions to advancing urban renewal
- Contribute to shaping and delivering this project
- Engage your workforce in targeted education and training courses

Renew Hamilton Contact

Richard W. Allen, Director, Renew Hamilton Project

rwardallen@shaw.ca | 905-572-0363



**Renew Hamilton operates under the auspices of the
Hamilton Chamber of Commerce**

**To learn more, contact David Adames, President and CEO
d.adames@hamiltonchamber.on.ca | 905-522-1151 x 229**

A special thanks to the Province of Ontario and City of Hamilton
for supporting this project as founding sponsors

~ end of document ~