



# Hamilton

Planning & Economic Development  
Annual Performance Measures

Committee of the Whole Meeting

March 8, 2010

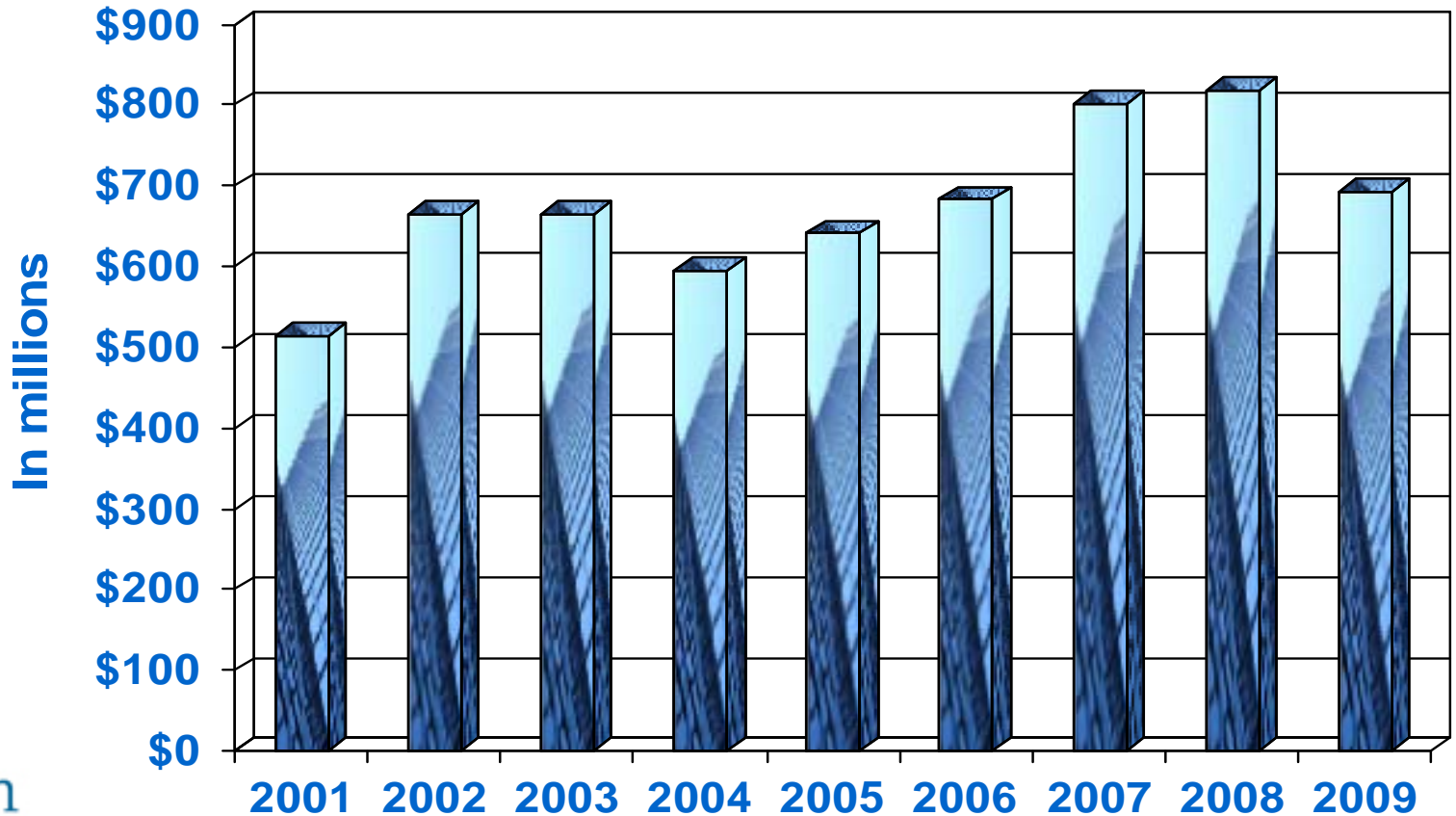
# LOCAL ECONOMIC PERFORMANCE



Hamilton

# TOTAL BUILDING PERMIT GROWTH IN HAMILTON (all categories)

City of Hamilton Building Permits  
2001 to 2009



Hamilton

# 2009 BUILDING PERMITS

- **3<sup>rd</sup> Best Year: \$692 Million**
- **Hamilton CMA: down 28%**
- **City of Hamilton: down 15%**
- **Non-Residential: 57%**  
**(45% Industrial & Commercial)**
- **Industrial: + 113% over 2008**
- **Commercial: + 37% over 2008**



# 2010 BUILDING PERMITS

## 2010

- January \$46.5M ( UP 91.7%)
- February \$58.8M (UP 125.3%)
- **Total \$105.3M** ( UP 108.1% )

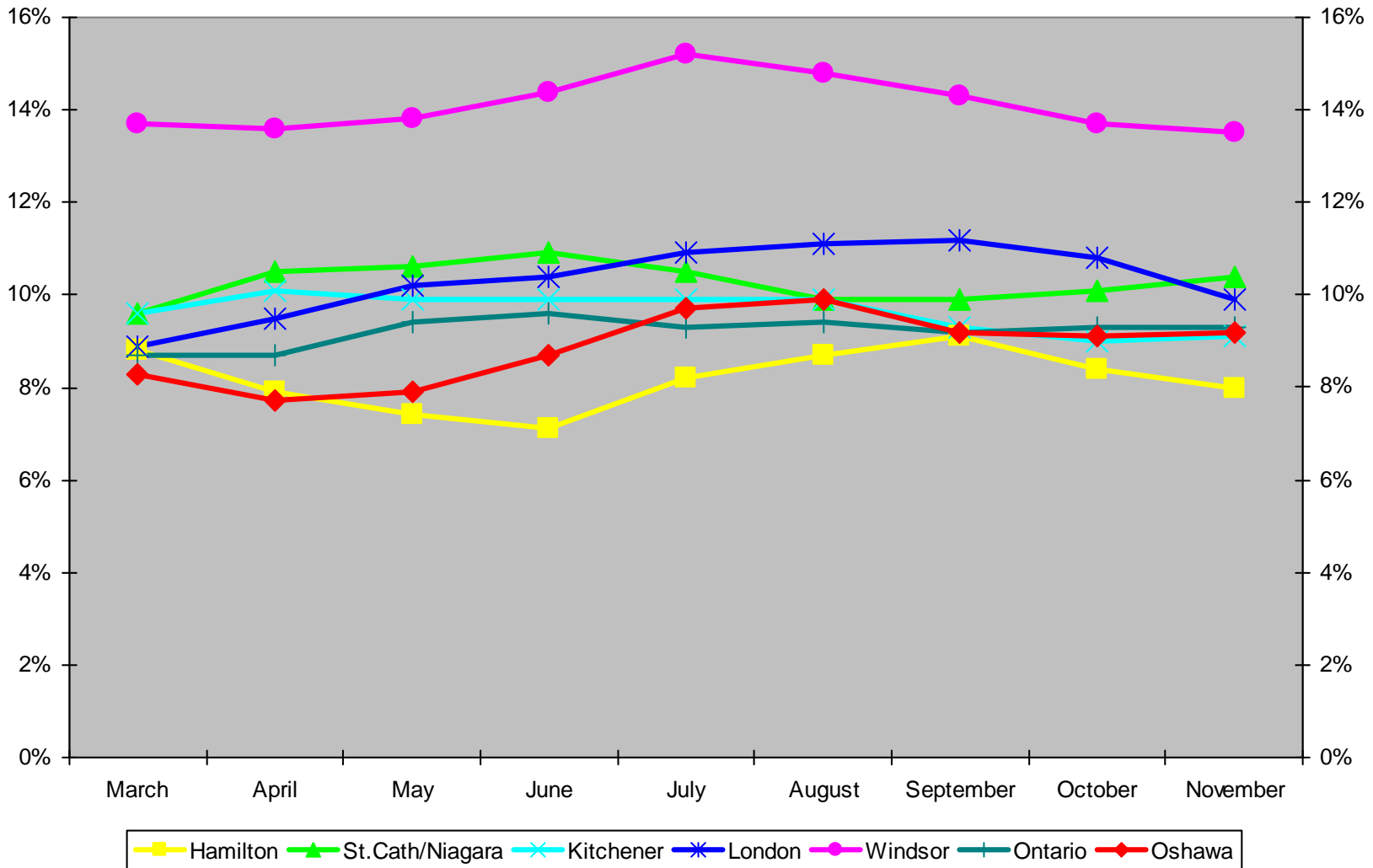
## 2009

- January \$ 24.5M
- February \$ 26.1M
- **Total \$ 50.6M**



# UNEMPLOYMENT RATE

March – November 2009 Unemployment Rates Seasonally Adjusted by CMA (3 month moving average)



# 2009 BANKRUPTCY STATS

## Hamilton CMA Q4 2009

- Consumer-634 (down 16.4%)
- Business-26 (down 36.6%)

## Hamilton CMA Q3 2009

- Consumer-758
- Business-41



# THE PERFORMANCE MEASURES



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# P&ED BUDGET ENHANCEMENTS

<b>General Manager's Office</b>	<b>\$145,000</b>
<b>Development Planning</b>	<b>\$163,000</b>
<b>Downtown &amp; Community Renewal*</b>	<b>\$280,500</b>
<b>Economic Development &amp; RE*</b>	<b>\$399,500</b>
<b>Industry Education Council</b>	<b>\$ 25,000</b>
<b>MITL</b>	<b>\$ 30,000</b>
<b>JPC</b>	<b>\$100,000</b>
<b>HES</b>	<b>\$ 15,000</b>
<b><i>TOTAL</i></b>	<b><u>\$1,158,000</u></b>

*\* denotes shared resources*

# 2010 PERFORMANCE MEASURES

- **Corporate**
- **Planning & Economic Development**
- **Economic Development & Real Estate**
- **Downtown and Community Renewal**



# 2009 CORPORATE MEASURES

- **Taxable Assessment growth > 1.5% by 2011**
- Meet established growth targets by 2011
- Increase the # of community redevelopment projects and economic development related initiatives
- Increase the employment rate by 3% by the next census



# BUILDING PERMITS & ASSESSMENT GROWTH

Year	Total (\$ million)	% of Total			Assessment Growth
		Residential	Commercial/ Industrial	Institutional/ Government	
1997	\$353.5	63%	26%	11%	
1998	\$440.0	61%	31%	16%	1.0%
1999	\$369.7	66%	25%	7%	1.4%
2000	\$479.7	49%	27%	22%	1.2%
2001	\$515.3	56%	25%	19%	0.8%
2002	\$664.3	53%	24%	23%	1.3%
2003	\$664.4	39%	22%	38%	1.4%
2004	\$595.2	64%	25%	10%	1.7%
2005	\$640.9	59%	24%	17%	1.6%
2006	\$682.5	60%	27%	13%	1.0%
2007	\$801.7	49%	24%	26%	0.8%
2008	\$818.5	51%	23%	25%	1.0%
<b>2009</b>	<b>\$692.4</b>	<b>41%</b>	<b>45%</b>	<b>12%</b>	<b>1.3%</b>
Average (97-02)	\$470.4				
Average (03-09)	\$699.4				

# 2009 ASSESSMENT GROWTH

Municipality	2008 Growth	2009 Growth	Difference
Halton	3.0%	2.74%	- 0.26%
Hamilton	1.0%	1.3%	+ 0.3%
Kingston	0.9%	1.5%	+ 0.6%
Niagara	1.2%	0.9%	- 0.3%
Peel	2.13%	1.9%	- 0.23%
Toronto	1.36%	1.36%	0%
Waterloo	1.9%	1.34%	- 0.56%
Windsor	0.1%	- 0.3%	- 0.4%



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# 2009 CORPORATE MEASURES

- Taxable Assessment growth  $> 1.5\%$  by 2011
- **Meet established growth targets by 2011**
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# 2009 CORPORATE MEASURES

- Taxable Assessment growth > 1.5% by 2011
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# 2009 PROJECTS & INITIATIVES

- Pan Am Games
- The Creative Catalyst
- Downtown Library
- Farmers' Market
- City Hall
- Lister Block



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# 2009 CORPORATE MEASURES

- Taxable Assessment growth > 1.5% by 2011
- Meet established growth targets by 2011
- Increase the # of community redevelopment projects and economic development related initiatives
- **Increase the employment rate by 3% by the next census**



# 2009 P & ED MEASURES

- **Triple the amount of shovel ready land by 2011**
- Increase the value of non-residential permits by 5% by 2011
- Annual customer satisfaction survey with 90% approval rating
- New urban OP and Comprehensive ZBL by 2009



# SHOVEL READY LAND

<b>2008 Shovel Ready Land (Base)</b>	<b>285 acres</b>
<b>2009 New Shovel Ready Land</b>	<b>31 acres *</b>

**\* Absorbed in AIBP Phase 5**



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# NON-RESIDENTIAL PERMITS

## Total \$ Value of Construction

<b>2007</b>	<b>\$406,383,889</b>
<b>2008</b>	<b>\$403,031,887</b>
<b>2009</b>	<b>\$410,232,504</b>
<b>Change</b>	<b>+ 1.7%</b>



# 2009 P & ED MEASURES

- Triple the amount of shovel ready land by 2011
- Increase the value of non-residential permits by 5% by 2011
- **Annual customer satisfaction survey with 90% approval rating**
- New urban OP and Comprehensive ZBL by 2009



# CUSTOMER SATISFACTION

- **Annual Customer Satisfaction Survey**
  - Economic Development Rating by Clients on scale of 1-7, 7 being the best rating

<b>Grade</b>	<b>2008 % as a Whole</b>	<b>2009 % as a Whole</b>
1	0	0
2	1	1
3	3	0
4	4	4
5	28	34
6	43	49
7	21	12

# 2009 P & ED MEASURES

- Triple the amount of shovel ready land by 2011
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# 2009 P & ED MEASURES

- **Prepare detailed secondary plans for new employment areas**
- Celebration of Successes – Annual Report to Community
- Increase the # of positive media reporting



# 2009 P & ED MEASURES

- Prepare detailed secondary plans for new employment areas
- **Celebration of Successes – Annual Report to Community**
- Increase the # of positive media reporting



# 2009 RECOGNITION



US-based Site Selection Magazine ranked Hamilton as the 7th Top Canadian Metro



The Real Estate Investment Network, named Hamilton the 2nd top investment city in Ontario for the next five years (2009-2014).



FDI Magazine ranked Hamilton as the third top large city in North America for quality of life.

# 2009 RECOGNITION

Recognized by EDCO for stand alone “Hamilton Calling” ad and 2008 Annual Report

CBC News at Six reports investinhamilton.ca as a national best practice for economic development websites



# 2009 P & ED MEASURES

- Prepare detailed secondary plans for new employment areas
- Celebration of Successes – Annual Report to Community
- **Increase the # of positive media reporting**



# POSITIVE MEDIA COVERAGE

	<b>2008</b>	<b>2009</b>
<b>Positive coverage</b>	<b>34%</b>	<b>37%</b>
<b>Neutral Coverage</b>	<b>39%</b>	<b>41%</b>
<b>Negative Coverage</b>	<b>27%</b>	<b>22%</b>



# 2009 ED & RE MEASURES

- **Increase the # of Brownfields by 2 per year**
- Increase the Number of new businesses by 5% per year
- Increase the number of new jobs by 10% per year
- Increase the number of small business jobs by 50 per year



# BROWNFIELDS OFFICE

**# of ERASE applications  
approved**

<b>2007</b>	<b>2</b>
<b>2008</b>	<b>3</b>
<b>2009</b>	<b>2</b>



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# BROWNFIELDS OFFICE

## 2009

- # of study grant applications = **10**  
(18 acres of land studied)
- # of ERASE applications received = 3
  - **6 acres approved for redevelopment**
  - **\$13.5 million in estimated construction value**
- Outreach – **16** speaking engagements



# BROWNFIELDS OFFICE

## 2005 – 2009

- 11 sites redeveloped
- 22 applications received
- Pre-development Assessment = \$4.7 M
- Redeveloped Assessment = \$21.7 M
- **Total Construction Expenditures in excess of \$244 million**
- **Assessment Increase = \$17 M**



# 2009 ED & RE MEASURES

- Increase the # of Brownfields by 2 per year
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- Increase the number of small business jobs by 50 per year



# 2009 TOTAL BUSINESSES

## NEW BUSINESSES GROWTH

**2007**                      **26,763**

**2008**                      **27,689**

**2009**                      **27,489**

**Change:**                **(200)**



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# 2009 ED & RE MEASURES

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- Increase the number of small business jobs by 50 per year



# 2009 NUMBER OF NEW JOBS

## TOTAL # OF JOBS IN HAMILTON

2007	195,577	
2008	207,677	(+12,100)
2009	<b>Q2 2010</b>	



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# 2009 ED & RE MEASURES

- Increase the # of Brownfields
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- Increase the number of new jobs by 10% per year
- **Increase the number of small business jobs by 50 per year**



# SMALL BUSINESS JOBS 2009

## NEW JOBS CREATED

<b>2007</b>	<b>810</b>
<b>2008</b>	<b>450*</b>
<b>2009</b>	<b>725</b>



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# SMALL BUSINESS ENTERPRISE CENTRE

- **SBEC (2009)\***

– General Enquiries	39,223
– Consultations	818
– Consultations (Mentors)	63
– Workshops	72
<b>NEW JOBS CREATED</b>	<b>725</b>

*\* 4<sup>th</sup> busiest SBEC in Ontario*



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# 2009 ED & RE MEASURES

- **Increase impact of film by \$1 million per year**
- Increase total Gross farm receipts by Commodity type by 2% per year
- Increase number of Corporate calls by 10% per year
- Completion of multi-year Economic Development strategy by December 2009



# FILM OFFICE

	<b>2007</b>	<b>2008</b>	<b>2009</b>
Productions *	106	77	<b>93</b>
Prep shoot & wrap days *	1,318	763	890
<b>Direct Impact</b> (in million \$)	<b>\$12</b>	<b>\$6.6</b>	<b>\$6.1</b>



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# 2009 GROSS FARM RECEIPTS

<b>2007</b>	<b>\$231.4 million</b>	
<b>2008</b>	<b>\$264.9 million</b>	<b>(+14%)</b>
<b>2009</b>	<b>Data expected</b>	<b>Q1, 2011</b>



# 2009 ED & RE MEASURES

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- **Increase number of Corporate calls by 10% per year**
- Completion of multi-year Economic Development strategy by December 2009



# HAMILTON CALLING PROGRAM

- One of the most aggressive corporate calling programs in the province of Ontario
- 2008 – over 253 interviews with local business leaders
- 2009 – target **354\*** interviews completed
  - (+40% over 2008)



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\* *Denotes maximum level*

# 2009 ED & RE MEASURES

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- Increase number of Corporate calls by 10% per year
- **Completion of multi-year Economic Development Strategy by December 2009 (June 2010)**



# 2009 DOWNTOWN MEASURES

- **Decrease Office Vacancy rate by 25% in the Downtown Core by 2100, Using 2008 as a base year**
- Increase the number of residential units in Downtown by 150 per year
- Complete 2 significant waterfront developments per year starting in 2009
- Increase in Downtown property taxes by \$1.45 million (per year) based on 2008 baseline



# DOWNTOWN VACANCY RATE

<b>2007</b>	<b>Unknown</b>
<b>2008</b>	<b>20%</b>
<b>2009</b>	<b>15%</b>
<b>Change</b>	<b>- 5%</b>



# 2009 DOWNTOWN MEASURES

- Decrease Office Vacancy rate by 25% in the Downtown Core by 2100, Using 2008 as a base year
- **Increase the number of residential units in Downtown by 150 per year**
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# DOWNTOWN RESIDENTIAL UNITS

**2007**            **12 units**

**2008**            **17 units**

**2009**            **3 units**



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# DOWNTOWN PROPERTY TAXES

**2007** **\$22,799,500**

**2008** **\$23,709,500**

**2009** **\$25,730,600**

**Difference** **+ \$644,000**



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**CONFERENCE BOARD  
OF CANADA  
CITY MAGNETS II**



Hamilton

# CITY MAGNETS II

- **Hamilton had a "C" ranking**
- **Age of Data: 2006 Census**
- **GDP Growth - incorrect assumptions**
- **Employment - inaccurate assumptions**
- **Unemployment Rate - 2006 data**
- **Building Permit Growth - not recorded**



# CITY MAGNETS II

- **Education:**  
**Hamilton C Burlington B**
- **Education: College & Skilled  
Trades Absent**
- **Disposable Income per Capita -  
Biased**
- **Health Care: Hamilton C  
Burlington C**
- **Health Care - inaccurate analysis**



# Thank You

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