



# Hamilton

Planning & Economic Development

Ec Dev & RE Annual Report

Committee of the Whole Meeting

March 8, 2010

**2009**

**REAL ESTATE ACTIVITY**



Hamilton

# CORPORATE REAL ESTATE

- Divested 20 City non-core assets with an estimated value of **\$4,153,234**
- Acquired 47 Real Property/Capital projects with an estimated value of **\$20,478,170**
- Processed 99 Cash-in-lieu parkland applications - **\$3.5 Million**
- Leases & Licenses: 22 (cost savings to the City of **\$67.5K**)
- Processed 24 Non-Core Asset Circulations
- Sold over **\$6M** industrial land in 2009



An aerial photograph of an industrial or commercial development. A large, irregularly shaped area is outlined in red, indicating a specific project site. The area contains several large, flat-roofed industrial buildings and open lots. The text "SOLD OUT" is overlaid in large, white, 3D-style letters across the center of the red-outlined area. The surrounding area includes other industrial buildings, parking lots, and green spaces.

**SOLD OUT**

**2009**

**BUSINESS RETENTION,  
EXPANSION &  
ATTRACTION**



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# 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)



Hamilton

\* *Denotes maximum level*

# HAMILTON CALLING PROGRAM

- **69%** of local companies are looking to expand in the next three years
- **81%** of local companies have introduced new products in the last five years
- **87%** indicate their sales have been stable or increasing



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

# 2009 AGRICULTURE & FOOD

**New**    ⇒ **Tim Horton's Coffee Facility**  
– *\$30M; 75,000 s.f.; 50 jobs*

**Expansion**    ⇒ **anDea Chocolate**  
– *\$100,000; 13,000 s.f.; 11 jobs*

**Expansion**    ⇒ **Pan Am Nurseries**  
– *102,000 s.f.*

**New**    ⇒ **Ancaster Fairgrounds**  
– *\$20M*



# 2009 RESEARCH & INNOVATION

**New** ⇒ **Audcomp Computers**

– *40,000 s.f.*

**New** ⇒ **The Atrium @ MIP**

– *\$19M; 135,000 s.f.; 300 jobs*

– *Trivaris, Vitasound, INO*

**New** ⇒ **CANMET**

– *\$60M; 156,000 s.f.; 140 jobs*

**New** ⇒ **CP Lands**

– *\$2.1M; 16.5 acres*



# 2009 ADVANCED MANUFACTURING

**Expansion** ⇒ **Aquacut Foam**

– *12,000 s.f.*

**Expansion** ⇒ **Arcelor-Mittal**

– *\$100 Million*

**Expansion** ⇒ **Bar Hydraulics**

– *30,000 s.f.*

**New** ⇒ **Burlington Automation**

– *38,000 s.f., 25 new jobs*

**Expansion** ⇒ **Hooper Welding**

– *26,000 s.f.*

**New** ⇒ **One Power**

– *15 new jobs*



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# 2009 GOODS MOVEMENT

**Expansion** ⇒ **Earl Paddock Transportation**

– *130,000 s.f.*

**New** ⇒ **Customized Global Logistics**

– *150,000 s.f.; 30 new jobs*

**Expansion** ⇒ **Cargojet**

– *77,000 s.f.*

**New** ⇒ **Seven Star Express Line**

– *15,000 s.f.*

**Consolidation** ⇒ **Metro Freightliner**

– *140,000 s.f.; 50 New Jobs*

**New** ⇒ **Latitude Aeronautical**

– *4,000 s.f.; HIA tenant; 15 new jobs*

**New** ⇒ **DHL Express**

– *40,000 s.f.*



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# 2009 COMMERCIAL GROWTH

## Redevelopment

### ⇒ Centre Mall

– \$100M; 700,000 sq. ft.

## Redevelopment

### ⇒ Mountain Plaza

– \$55M; 240,000 s.f. to 300,000 sq. ft.

## New

### ⇒ Players Paradise Sports Complex

– \$12M; 98,000 s.f.

## Expansion

### ⇒ SP DATA – Downtown Call Centre

– hired 150 new people

## New

### ⇒ Red Hill Toyota

– 37,000 s.f.; 19 service bays; relocation from Centennial Pkwy



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# 2009 INSTITUTIONAL INVESTMENT

**New** ⇒ **HHSC**

- *Regional Rehab Center; Cardio-Vascular Inst.; Henderson Hospital*

**Expansion** ⇒ **St. Joseph's Hospital**

- *12 operating rooms, 24 recovery beds, 50 day surgery beds*

**New** ⇒ **McMaster**

- *Engineering Bldg, 125K s.f.; \$48M*

**New** ⇒ **Mohawk College**

- *\$30M; LEED; Entrepreneurship & Learning Centre*

# 2009 INSTITUTIONAL INVESTMENT

**Expansion** ⇒ **Redeemer College**

– *\$6 Million*

**New** ⇒ **Canada Post**

– *55,000 s.f.*

**Redevelopment** ⇒ **City Hall**

– *\$54 Million*

**Redevelopment** ⇒ **Lister Block**

– *\$35 Million*

**Redevelopment** ⇒ **Hamilton Public Library**

– *\$11 Million*



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**2009**  
**MARKETING**  
**&**  
**AWARDS**



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# 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 & 2008 Annual Report

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



# MARKETING ACTIVITIES 2009

- Gatefold Supplement in Spectator
- Feature column in “Panorama”
- Monthly segment on CHML Scott Thompson Show
- Quarterly segment on CHML Bill Kelly Show



# MARKETING ACTIVITIES 2009

- Upgraded investinhamilton.ca
- Introduction of Invest in Hamilton TV  
– over 46,000 views in first three months (i.e. CHML)
- Ranked 3rd in Canada for Social media (Facebook, Twitter, Linked In, YouTube )
  - Facebook – 300 friends
  - Twitter – 215 followers
  - LinkedIn – 130 contacts




## Business in Hamilton on the "Rise"


Canada Bread announces plans for Canada's largest bakery in Hamilton.





00:04 / 02:19 HQ


### Top News


- 

Business in Hamilton on the "Rise"  
11314 Views Rate:4.50
- 

Hamilton: Award Winner in Economic Development  
7451 Views Rate:4.57
- 

Hamilton Downtown Renewal: One Project at a Time  
2342 Views Rate:4.67
- 

The Best & Brightest Shine At The Hamilton Music Awards  
7129 Views Rate:4.80
- 

Hamilton: At the Centre of it All!  
204 Views Rate:4.33
- 

Mabel's Labels: Stuck on Hamilton  
282 Views Rate:5.00

### LATEST NEWS



**Business in Hamilton on the "Rise"**  
Canada Bread announces plans for Canada's largest bakery in Hamilton.

### FEATURED NEWS



**Hamilton: Award Winner in Economic Development**  
Cities from around Ontario gather to celebrate excellence in local economic development at the EDCO Awards

**2009**

**BROWNFIELD OFFICE**



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# BROWNFIELDS OFFICE

**# of ERASE applications  
approved**

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



# 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

# SMALL BUSINESS



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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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# 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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# 2009

# FILM & FARM



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# 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 (in million \$)</b>	<b>\$12</b>	<b>\$6.6</b>	<b>\$6.1</b>



# 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 ANNUAL REPORT SUMMARY



Hamilton

# 2009 PERFORMANCE SUMMARY

- Business Visits – **354 companies**
- Brownfields – **\$13.5M in estimated construction value**
- SBEC – **725 jobs**
- Business Expansion/Relocation – **776 jobs**
- Film – **\$6.1M economic impact**
- Real Estate – **divested \$4,153,234**



**2010**

**THE YEAR AHEAD**



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# 2010 LOOKING FORWARD

- **Canada Bread groundbreaking**
- **Construction announcements in Ancaster Industrial Business Park**
- **Completion & approval of Economic Development Strategy**



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# Thank You

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