

MEDIA RELEASE

Showtime for Hamilton's Music City Strategy Chamber Invites Community to Declare its Support at Nov. 10 Event

HAMILTON October 24, 2016 — Hamilton's long-simmering music strategy takes centre stage at this year's fourth annual Ambitious City event on Nov. 10, 7 pm at the Lincoln Alexander Centre in downtown Hamilton.

"This is a high-profile platform to jump start the implementation of an existing blueprint that will position and promote Hamilton as a music city comparable to Seattle, Austin, Portland and other cultural hotspots," said Hamilton Chamber CEO **Keanin Loomis**. "As Hamilton's top business association focused on jobs, prosperity and quality of life, we're working with others to help fully unlock the community-wide benefits that come from being a leading music city."

Ambitious City is an annual chamber event that offers up fresh ideas on how to boost Hamilton's reputation as a magnet for talent and investment. It's a public forum to challenge the status quo and move the needle on a progressive urban agenda for the 21st century.

Presented in partnership with **Tourism Hamilton**, Ambitious City 2016 is sponsored by the **Hamilton Community Foundation**, **LIUNA Local 837** and **RBC Royal Bank**.

This year's event will build on the efforts of a multi-stakeholder working group devoted to realizing the vision of Hamilton as a centre for "all things music."

The evening will open with a keynote talk by **Graham Henderson**, president of Music Canada and chair of the Ontario Chamber of Commerce. Henderson will draw from a recent Music Canada report titled "The Mastering of a Music City" to share success stories of communities worldwide that have capitalized on a local music scene to attract attention and stimulate growth.

Henderson travels internationally on a mission to create a global network of music cities and his experiences and insights will resonate in Hamilton. His key messages will include the tangible economic, social and reputational spin offs that accrue to successful music cities.

Henderson's talk will be followed by a lively panel discussion moderated by radio legend **Alan Cross**, the creator and voice of the "Ongoing History of New Music," Canada's longest running radio documentary.

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The panel — which will include a mix of deeply committed local and regional leaders — will explore the key goals, next steps and anticipated impact of Hamilton’s music city strategy.

“Our chamber recognizes the need for a collaborative approach that brings together private, public, civic and not-for-profit partners to achieve the goals and objectives clearly laid out in the Hamilton Music Strategy,” said Loomis.

“The strategy should be embraced as an economic and cultural priority for our community. Ambitious City is the time and place for Hamiltonians from across our city to declare their support and get involved.”

Urban thought leaders showcased at past Ambitious City events are Toronto chief planner **Jennifer Keesmaat** (2013), Calgary mayor **Naheed Nenshi** (2014) and Brooklyn Chamber CEO **Carlo Scissura** (2015).

Ambitious City

Showtime for Hamilton’s Music City Strategy

November 10, 7-9 pm at Lincoln Alexander Centre

160 King Street East in Downtown Hamilton

Tickets \$40 per person available at hamiltonchamber.ca/events or call 905-522-1151 x 100

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