



Information Report

To: Board of Trustees

Date: October 3, 2024

From: R. Cuthbert
Director of Programming & Accounts

Re: **Summary Report - Summer 2024 Hamilton Waterfront Trust**

Background:

Summer 2024 has been a year of growth, and resilience for the Hamilton Waterfront Trust. The Hamilton Waterfront Trust continues to be a vital community asset, bringing community together in an economical manner, which allows for a diverse space for all community members.

We have completed a successful refresh of **Waterfront Scoops**. The refresh aimed to update the store's aesthetic, expand product offerings, and enhance overall customer experience. The 2024 Summer Season saw approximately 30,000 visitors at Waterfront Scoops.

Lighting: LED lighting was installed to improve ambiance and highlight the product display.

New Flavors: This year we decided to introduce Shaw's Ice Cream as our main Ice Cream provider which offers 67 fun flavors that ensure all customers have something that meet their taste.

Health Related Options: Added Dairy Free, and vegan options to appeal to those that require alternate options.

Improved Customer Service: Trained staff on providing a more personalized service, improving overall customer satisfaction and retention.

The **Waterfront Trolley** had another successful season delivering captivating and informative tours of the Hamilton Harbour shoreline. We had to overcome obstacles which included the trail closure at the floating bridge at the Desjardins Canal. Due to the closure, we were forced to modify the typical 90 minute tour to a 30 minute alternative route, we adjusted admission price

to compensate, this reduced our potential revenue by approximately 30K. The 2024 Summer Season saw over 9,100 passengers riding the Waterfront Trolley.

Despite another successful season, we believe it is best to seek a new trolley that is both more efficient, more eco-friendly, and modernized to fit all accessibility needs. This trolley has long outlived its expected lifespan, and in order to avoid any unnecessary interruptions in service next summer, we should look to replace the trolley sooner than later

The **Hamiltonian Harbour Tour** had an excellent year providing the public with a spectacular tour that provides its passengers with a unique viewing perspective of the of the City of Hamilton. The 2024 Summer Season saw over 2,500 passengers ride the Hamiltonian. One of the challenges we have with the Hamiltonian Tour Boat is capacity. During peak season we could easily double the number of passengers per tour.

The **Music on The Waterfront** program, completely funded by the HWT, was a huge success for summer 2024. According to the organizer, John Balogh, turnout and positive public feedback were at an all-time high.

We offered **roller skate rentals** through a 3rd party *SUSO Skate Co.* This offering was met with mixed reviews as they were only operating Friday through Sunday based on online bookings. We negotiated a rental cost reduction by offering them free rent out of our Rental sea can. This reduced the rental cost from \$18 per hour to \$14 per hour. Public engagement was much lower than in the past due to inconsistency and price point. Based on feedback, I believe there is a strong desire for this activity within the community and we should work towards purchasing new roller skates in the future. Roller skating promotes both physical and mental well-being.

Pier 8 Programming had another successful summer season which included Salsa Nights, DJ Skate Nights, Scottish Swing Dancers, Roller Derby, Bayfront Builders Challenge, McMaster Science Welcome Week Skate just to name a few. Salsa nights alone saw 500+ participants on a weekly basis.