



**City of Hamilton**  
**BUSINESS IMPROVEMENT AREA SUB-COMMITTEE**  
**AGENDA**

**Meeting #:** 22-009  
**Date:** December 13, 2022  
**Time:** 10:30 a.m.  
**Location:** Room 264, 2nd Floor, City Hall (hybrid) (RM)  
71 Main Street West

Angela McRae, Legislative Coordinator (905) 546-2424 ext. 5987

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	<b>Pages</b>
1. APPOINTMENT OF CHAIR AND VICE-CHAIR FOR 2022 - 2023	
2. APPROVAL OF AGENDA (Added Items, if applicable, will be noted with *)	
3. DECLARATIONS OF INTEREST	
4. APPROVAL OF MINUTES OF PREVIOUS MEETING	
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5. COMMUNICATIONS	
6. DELEGATION REQUESTS	
7. DELEGATIONS	
8. STAFF PRESENTATIONS	
8.1 Economic Development: Research and Marketing Team Updates for 2023	11
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9. CONSENT ITEMS	
10. DISCUSSION ITEMS	

**11. MOTIONS**

**12. NOTICES OF MOTION**

**13. GENERAL INFORMATION / OTHER BUSINESS**

13.1 Verbal Update from Cristina Geissler, Business Development & BIA Officer

13.2 Statements by Members

**14. PRIVATE AND CONFIDENTIAL**

**15. ADJOURNMENT**



# Hamilton

## BUSINESS IMPROVEMENT AREA SUB-COMMITTEE

MINUTES 22-008

10:30 a.m.

Tuesday, September 13, 2022

Hamilton City Hall

71 Main Street West

Room 264

**Present:** Councillor Esther Pauls (Chair)  
 Councillor Arlene VanderBeek – Dundas BIA  
 Susie Braithwaite – International Village BIA  
 Tracy MacKinnon – Westdale Village BIA, and Stoney Creek BIA  
 Kerry Jarvi – Downtown Hamilton BIA  
 Katie Poissant-Paul / Heather Peter – Ancaster BIA  
 Chelsea Braley – Ottawa Street BIA  
 Jessica Myers – Barton Village BIA  
 Susan Pennie – Waterdown BIA  
 Bettina Schormann – Locke Street BIA

**Absent:** Michal Cybin – King West BIA  
 Bender Chug – Main West Esplanade BIA  
 Concession Street BIA

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### THE FOLLOWING ITEMS WERE REFERRED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:

**1. Waterdown Business Improvement Area Expenditure Request (Item 11.1)**

**(Pennie/Jarvi)**

That the expenditure request from the Waterdown Business Improvement Area, in the amount of \$5,750.10 for the purchase of 49 hanging baskets to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

**CARRIED**

**2. Concession Street Business Improvement Area Expenditure Request (Item 11.2)**

**(Braithwaite/MacKinnon)**

That the expenditure request from the Concession Street Business Improvement Area, in the amount of \$14,271.77 for Special Event Costs (entertainment and musician expenditures for BIA events throughout the year) to be funded from the Offset to the Shared Parking Revenue (Contribution from Reserve to Current Account 815010-47101), be approved.

**CARRIED**

**3. Barton Village Business Improvement Area Expenditure Request (Item 11.3)**

**(Myers/Jarvi)**

- (a) That the expenditure request from the Barton Village Business Improvement Area, in the amount of \$ 6,218.17 for the cost to hire individuals to clean/ maintain the public road allowance (Fall 2022), and for Office Maintenance and Improvement (Office signage) to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved;
- (b) That the expenditure request from the Barton Village Business Improvement Area, in the amount of \$10,192.27 for Special Event Costs (Barton Village Festival), Promotion of the Barton Village BIA and our events (Anything is Possible on Barton St, First Friday's, Pumpkinwalk), Beautification initiatives on streets, parks and pedestrian nodes (banners), Cleaning and Maintaining Public Road Allowance, to be funded from the Offset to the Shared Parking Revenue (Contribution from Reserve to Current Account 815010-47101), be approved; and,
- (c) That the expenditure request from the Barton Village Business Improvement Area, in the amount of \$10,192.27 for Special Event Costs (Barton Village Festival), Promotion of the Barton Village BIA and our events (Anything is Possible on Barton St, First Friday's, Pumpkinwalk), Beautification initiatives on streets, parks and pedestrian nodes (banners), Cleaning and Maintaining Public Road Allowance, to be funded from the Offset to the Shared Parking Revenue Deferred from 2021 (Contribution from Reserve to Current Account 815010-47101), be approved.

**CARRIED**

**4. Ancaster Business Improvement Area Expenditure Request (Item 11.4)**

**(Poissant-Paul/MacKinnon)**

- (a) That the expenditure request from the Ancaster Business Improvement Area, in the amount of \$5,597.78 for the purchase of spring/summer flowers and new office equipment to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,
- (b) That the expenditure request from the Ancaster Business Improvement Area, in the amount of \$5,283.45 for the cost of spring/summer flowers, and fall flowers, to be funded from the Offset to the Shared Parking Revenue (Contribution from Reserve to Current Account 815010-47101), be approved.

**CARRIED**

**5. Stoney Creek Business Improvement Area Expenditure Request (Item 11.5)**

**(MacKinnon/Braithwaite)**

That the expenditure request from the Stoney Creek Business Improvement Area, in the amount of \$7,862.53 for the purchase of holiday lighting and street

decor, the extra outlets needed for such, and streetscape planters to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

**CARRIED**

**6. Locke Street Business Improvement Area Expenditure Request (Item 11.6)**

**(MacKinnon/Brale)**

- (a) That the expenditure request from the Locke Street Business Improvement Area, in the amount of \$2,771.51 for the cost of holiday lighting and streetscape decor, along with streetscape planters to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,
- (b) That the expenditure request from the Locke Street Business Improvement Area, in the amount of \$11,774.03 for the cost of holiday lighting and streetscape decor, along with streetscape planters to be funded from the Offset to the Shared Parking Revenue (Contribution from Reserve to Current Account 815010-47101), be approved.

**CARRIED**

**7. Westdale Village Business Improvement Area Expenditure Request (Item 11.7)**

**(MacKinnon/Pennie)**

- (a) That the expenditure request from the Westdale Village Business Improvement Area, in the amount of \$ 11,118.12 for the cost of holiday lighting and streetscape decor, along with streetscape planters and maintenance to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,
- (b) That the expenditure request from the Westdale Village Business Improvement Area, in the amount of \$16,067.66 for the cost of holiday lighting and streetscape decor, along with streetscape planters and maintenance to be funded from the Offset to the Shared Parking Revenue (Contribution from Reserve to Current Account 815010-47101), be approved.

**CARRIED**

**8. Downtown Dundas Business Improvement Area Expenditure Request (Item 11.8)**

**(VanderBeek/Braithwaite)**

- (a) That the expenditure request from the Downtown Dundas Business Improvement Area, in the amount of \$15,416.91 for the cost of branded banners, office equipment and maintenance, street maintenance, street furniture maintenance, and hanging baskets/planters for fall/winter to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,

- (b) That the expenditure request from the Downtown Dundas Business Improvement Area, in the amount of \$24,568.94 for the cost of Christmas décor, Christmas décor storage and maintenance, and hanging baskets for spring/summer to be funded from the Offset to the Shared Parking Revenue (Contribution from Reserve to Current Account 815010-47101), be approved.

**CARRIED**

**9. Downtown Hamilton Business Improvement Area Expenditure Request  
(Item 11.9)**

**(Jarvi/Brale)**

That the expenditure request from the Downtown Hamilton Business Improvement Area, in the amount of \$5,644.56 for the purchase of street planters to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

**CARRIED**

**FOR INFORMATION:**

**(a) CHANGES TO THE AGENDA (Item 2)**

The Committee Clerk advised of the following changes to the agenda:

**8. PRESENTATIONS**

8.4 Hamilton City Magazine

**10.1 DISCUSSION ITEMS**

10.1 IT Security Policy for Business Improvement Areas - WITHDRAWN

**(Poissant-Paul/Braithwaite)**

That the agenda for the September 13, 2022 Business Improvement Area Advisory Committee meeting be approved, as presented.

**CARRIED**

**(b) DECLARATIONS OF INTEREST (Item 3)**

There were no declarations of interest.

**(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)**

**(i) July 12, 2022 (Item 4.1)**

**(Myers/MacKinnon)**

That the July 12, 2022 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

**CARRIED**

**(d) CONSENT ITEMS (Item 7)**

**(i) Business Improvement Area Sub-Committee - Terms of Reference (Item 7.1)**

**(MacKinnon/Poissant-Paul)**

That the Business Improvement Area Sub-Committee - Terms of Reference, be received.

**CARRIED**

**(e) STAFF PRESENTATIONS (Item 8)**

**(i) Hamilton Day 2022 (Item 8.1)**

Katie Stiel and Jose La Cruz, Hamilton Chamber of Commerce, addressed the Committee with a presentation on Hamilton Day 2022.

**(Braley/Myers)**

That the presentation respecting Hamilton Day 2022, be received.

**CARRIED**

**(ii) Christmas Free Parking Program (Item 8.2)**

Brian Hollingworth, Director Transportation Planning and Parking, and Amanda McIlveen, Manger, Parking Operations and Initiatives, addressed the Committee with a presentation on the Christmas Free Parking Program.

**(Braithwaite/Poissant-Paul)**

That the presentation respecting the Christmas Free Parking Program, be received.

**CARRIED**

**(MacKinnon/Jarvi)**

That staff be directed to meet with each BIA to determine each individual BIA's needs for the Christmas Free Parking Program.

**CARRIED**

**(MacKinnon/VanderBeek)**

That due to a scheduling conflict, Item 8.4, respecting Hamilton City Magazine be moved up the agenda to immediately follow Item 8.2, respecting the Christmas Free Parking Program, to accommodate a scheduling conflict.

**CARRIED**

**(iii) Hamilton City Magazine (Item 8.4)**

Jeffrey Martin, and Cathy Millar, Hamilton City Magazine, addressed the Committee with a verbal presentation on the Hamilton City Magazine.

**(Jarvi/Poissant-Paul)**

That the verbal presentation respecting the Hamilton City Magazine, be received.

**CARRIED**

**(iv) Hamilton Complete Streets Design Manual (Item 8.3)**

Trevor Jenkins, Project Manager – Sustainable Mobility Planning, addressed the Committee with a presentation on the Hamilton Complete Streets Design Manual.

**(Braley/Braithwaite)**

That the presentation respecting the Hamilton Complete Streets Design Manual, be received.

**CARRIED**

**(f) GENERAL INFORMATION/OTHER BUSINESS (Item 13)**

**(i) Commercial Districts and Small Business Verbal Update (Item 13.1)**

Judy Lam, Manager of Commercial Districts and Small Business and Karol Murillo, Senior Business Development Consultant, addressed the Committee respecting an update on Commercial Districts and Small Business.

**(Braley/Pennie)**

That the verbal update respecting Commercial Districts and Small Business, be received.

**CARRIED**

Councillor Pauls relinquished the Chair to Susie Braithwaite as she had a scheduling conflict.

**(ii) Statements by Members (Item 13.2)**

BIA Members used this opportunity to discuss matters of general interest.

**(Pennie/MacKinnon)**

That the updates from Committee Members, be received.

**CARRIED**

**(g) ADJOURNMENT (Item 15)**

**(Poissant-Paul/MacKinnon)**

That there being no further business, the Business Improvement Area Sub-Committee be adjourned at 12:28 p.m.

**CARRIED**

Respectfully submitted,

Councillor Ester Pauls  
Chair Business Improvement Area  
Sub-Committee

Susie Braithwaite  
Vice-Chair Business Improvement Area  
Sub-Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk





# INVEST IN HAMILTON

Economic Development Division

RESEARCH AND MARKETING TEAM

# Research and Marketing Team

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Adam Durrant  
Business Development  
Analyst



Michael Marini  
Marketing Coordinator



Stefa Sokolowski  
Economic Development  
and Research Officer

The Research and Marketing team provides support to all sections within the Economic Development Division, with a focus on telling the story behind Hamilton's business data, promoting our business successes through traditional and social media, maintaining our website ([investinhamilton.ca](http://investinhamilton.ca)), creating storytelling materials, and producing collaterals to support business investment and attraction.

The team operates with an entrepreneurial spirit and leverages best practices in economic development marketing to promote Hamilton as a best-in-class destination for investment.

# Research and Marketing Strategy



Marketing of the City of Hamilton historically has been an exercise in redefinition. From the “Ambitious City” in the late 1800s to the “Steel City” throughout the 20th Century, to now the city “Where Innovation Goes to Work”. The monikers may have changed, but the message has not: Hamilton is a strong investment choice and that there is money to be made when investing in this city.

Making an ask for someone to spend money in your city is a tall order. And so the questions that invariably come back to Economic Development staff from investors are “What’s in it for me?” or “Why Hamilton?” This research and marketing strategy can then be seen as a prime tool to crystalize the value proposition.

The Research and Marketing Strategy identifies who to target, how to target them, and the means of evaluating our efforts.

# Key Areas of Focus

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All tactical actions outlined in our strategy support two general areas of focus:

1. Business expansion and retention, which includes;
  - o Promoting Hamilton's quality of life (e.g., affordable housing, transportation access, etc.)
  - o Supporting Hamilton's workforce development
  - o Supporting Hamilton's sector development
  
2. Business attraction, which includes;
  - o Supporting inbound investment
  - o Supporting Hamilton's workforce attraction (HIPC, Global Hamilton)
  - o Foreign direct investment

# Our Channels

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## LINKEDIN

- Investment Attraction
- Innovation
- Scale-ups
- Trade missions



## TWITTER

- General Audience



## INSTAGRAM

- Community
- Quality of Life



# Our Channels

## BLOGS

### HAPPENING IN HAMILTON

See what's happening in Hamilton, Ontario!

Select Category ▾



#### Hamilton-based Technology Company Enedym announces collaboration with Toyota Tsusho Canada Inc.

Enedym, a technology start-up company from McMaster University, has recently announced a strategic collaboration with Toyota Tsusho Canada Inc., a Toyota Group Company, to design and develop switched reluctance motors (SRMs), and inverters for use in North America and Japan. Enedym develops next generation switched...



#### Hamilton is leading the way towards cleaner steel making

ArcelorMittal Dofasco celebrated their \$1.8 B project marking their commitment and progress towards decarbonization at the official groundbreaking ceremony in Hamilton on October 13th, 2022. ArcelorMittal Dofasco is planning to build a 2.5 million tonne direct reduced iron furnace and 2.4 million tonne electric arc...



#### Getting a slice of the action- Roma Bakery is expanding!

Roma Bakery is the place out of towners "knead to know" as it is a Hamilton anchor and mainstay for pizza, specifically no-cheese slab pizza. The bakery recently celebrated their 70th anniversary and plans to expand their existing facility from 4,000 to 8,000 square feet...



#### City of Hamilton receives Government of Canada support through My Main Street Community Activator Placemaking Program

City of Hamilton receives Government of Canada support through My Main Street Community Activator Placemaking Program October 11, 2022 –City of Hamilton, ON –The City of Hamilton is pleased to announce that its "Anything is Possible on Barton" project was selected for the My Main...



The Official Newsletter of the City of Hamilton's Economic Development Team



## NEWSLETTERS



The Official Newsletter of the City of Hamilton's Economic Development Team

**FALL 2022**




#### IN THIS ISSUE

- Director's Message
- Business Successes
- Opportunities
- Updates and Announcements
- Quarterly Economic Indicators Report

#### FALL 2022 AND THE CITY.

Welcome to the third edition of the the Hamilton Economic Development newsletter for 2022.

Over the course of the next few articles we hope you gain a greater understanding of the economic progress happening in Hamilton. We are happy to speak with you about your investment ideas. Our team can be reached through our website, [investinhamilton.ca](https://investinhamilton.ca)

**Follow us!**


hamiltonecddev


hamiltonecddev


hamilton economic development

Enjoy!

# Storytelling

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## **B I A s**

How do we tell the stories of BIAs?

Focused on promoting the value of BIAs as an organization, and sharing activities such as events, campaigns and new openings.

### **Currently:**

- Targeted campaigns (Summer BIA Campaign, Spend it Here, CIP Campaign)
- Sharing stories via Instagram and Twitter
- Overview of each BIA on our website
- Ad Hoc Support e.g. “Anything is Possible on Barton” Campaign

# Business Improvement Areas - Invest in Hamilton

 <p>Ancaster</p> <p>SEE THE BIA →</p>	 <p>Barton Village</p> <p>SEE THE BIA →</p>	 <p>Concession Street</p> <p>SEE THE BIA →</p>	 <p>Downtown Dundas</p> <p>SEE THE BIA →</p>	 <p>Downtown Hamilton</p> <p>SEE THE BIA →</p>
 <p>International Village</p> <p>SEE THE BIA →</p>	 <p>King Street West</p> <p>SEE THE BIA →</p>	 <p>Locke Street</p> <p>SEE THE BIA →</p>	 <p>Main West Esplanade</p> <p>SEE THE BIA →</p>	 <p>Ottawa Street</p> <p>SEE THE BIA →</p>
 <p>Stoney Creek</p> <p>SEE THE BIA →</p>	 <p>Waterdown</p> <p>SEE THE BIA →</p>	 <p>Westdale Village</p> <p>SEE THE BIA →</p>		

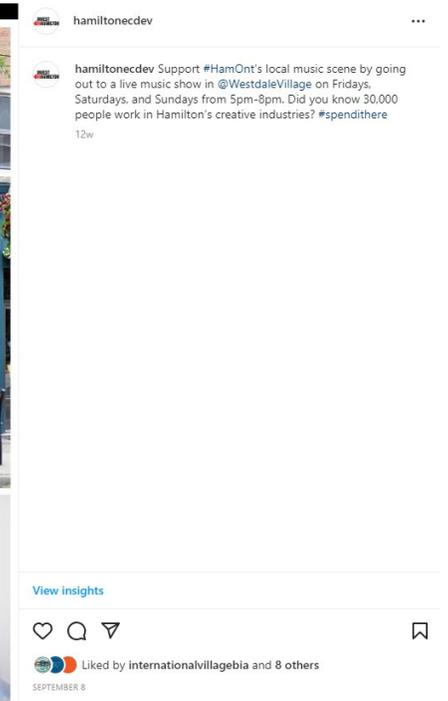
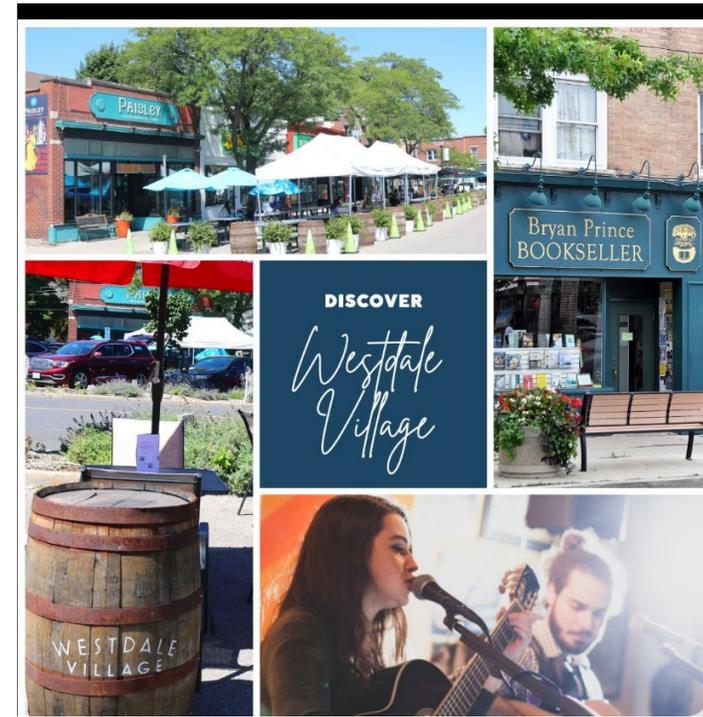
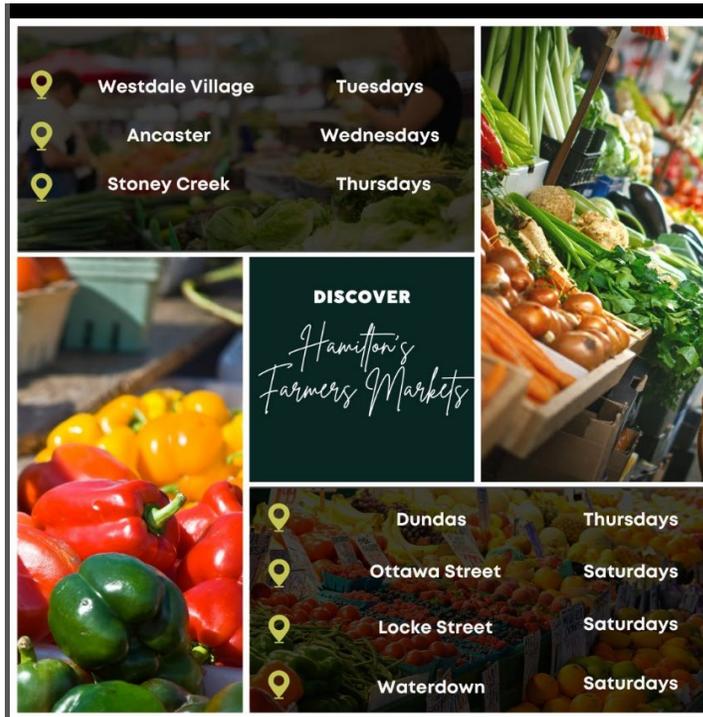
# BIA Campaign- Instagram/Twitter

## PURPOSE

- Provide insight to why should people shop local at Hamilton BIAS
- Importance of BIAs
  - Economic impact
  - Number of businesses, employees
  - Activities (e.g. Farmers' Markets)
- Demonstrate unique differentiators of BIAs in Hamilton

## HIGH LEVEL STATISTICS

- 19 posts on all platforms
- 159 interactions on all platforms
- 1,480 impressions on Instagram
- 16 shares via twitter



# Spend it Here Campaign - Instagram (ongoing)

## PURPOSE

- Promote BIAs as the “go to destinations” for holiday shopping, dining and entertainment
- Raise awareness of individual businesses
- Highlight key differentiators of the 11 BIAs in Hamilton



hamiltonecdev

hamiltonecdev #SpendItHere: Looking for a little R&R before the busy holiday season? Book an appointment at FLO Nails Aesthetics Laser and treat yourself to manicure, pedicure, facial or lash lift. 🧴

Tap their link in bio for full list of services @flo\_on\_locke.

And remember, this is just ONE example of an amazing local business to support this holiday season. Follow along as we “Scout” out more must-visits in #HamOnt (now through December 31!) 🎁🌲

@lockestshops

#HamOnt #shopamont #supportlocal #shoplocal #shopsmall #hamiltonontario @hamiltonlibrary

6d

View insights

Liked by marinigrams and 40 others

6 DAYS AGO



hamiltonecdev

hamiltonecdev #SpendItHere: Hearty, home-cooked breakfast & lunch (without the whole making-it-yourself part).

Over the past 40 years, this family-run restaurant has built a reputation for excellence with their homemade food, friendly customer service and trusted, homey environment. Whether you're in the mood for bacon and eggs, buttery pancakes or a juicy burger, you'll find it at The Village.

Tap @thevillagedining's link in bio to book your holiday reservations.

And remember, this is just ONE example of an amazing local spot to grab a bite to eat. Follow along as we “Scout” out more must-trys in #HamOnt this holiday season (now through December 31!) 🎁🌲

@downtownstoneycreek

#shopamont #supportlocal #shoplocal #shopsmall #hamiltonontario

Edited · 6d

dwntwndundasbia Scout has a fun job 🤩

6d 1 like Reply

thevillagedining So much fun! Great group of peeps! ❤️

6d 1 like Reply

downtownstoneycreek Hooray Mary @thevillagedining . Thank you! 🙌🙌

View insights

Liked by marinigrams and 79 others

6 DAYS AGO

# CIP Campaign- LinkedIn

## Social Media Roll-out:

**SPRING:** 5 Boosted LinkedIn Ads

1,976 impressions  
72 clicks



**FALL 2022 :** 5 CIP Videos for LinkedIn (Ongoing)

**Hamilton Economic Development**  
2,459 followers  
1mo • Edited • 🌐

Interested in launching a pop-up in Hamilton? Test drive your scale-up dream!

Take advantage of the Commercial Vacancy Assistance Program to recr ...see more

**Hamilton's Commercial Vacancy Assistance Program**  
youtube.com

# Anything is Possible on Barton - Instagram

## Purpose:

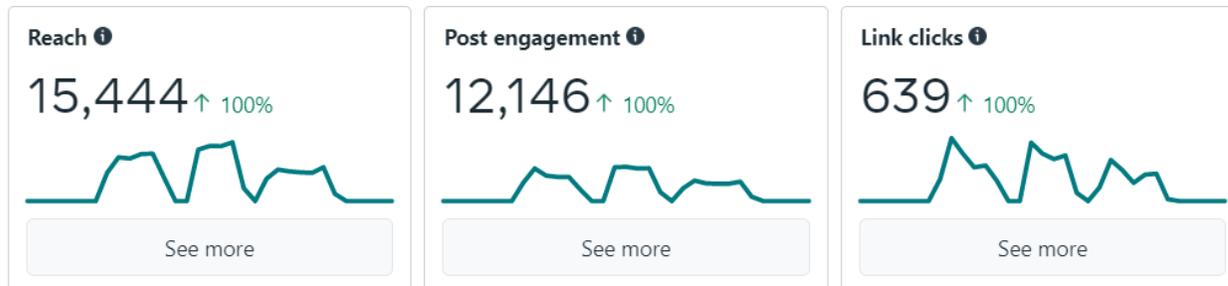
Encourage Hamilton residents to visit the 15 window installations displayed in vacant storefronts from Ferguson to Sherman Ave and promote Barton Street as a unique destination for dining, service access and shopping.

## Social Media Roll-out:

The videos were posted on Hamilton Economic Development's [youtube channel](#) and promoted via Instagram during the campaign – from end of October to December 2<sup>nd</sup>

We also boosted specific Instagram ads through paid advertising.

## Instagram Analytics (month to month comparison)



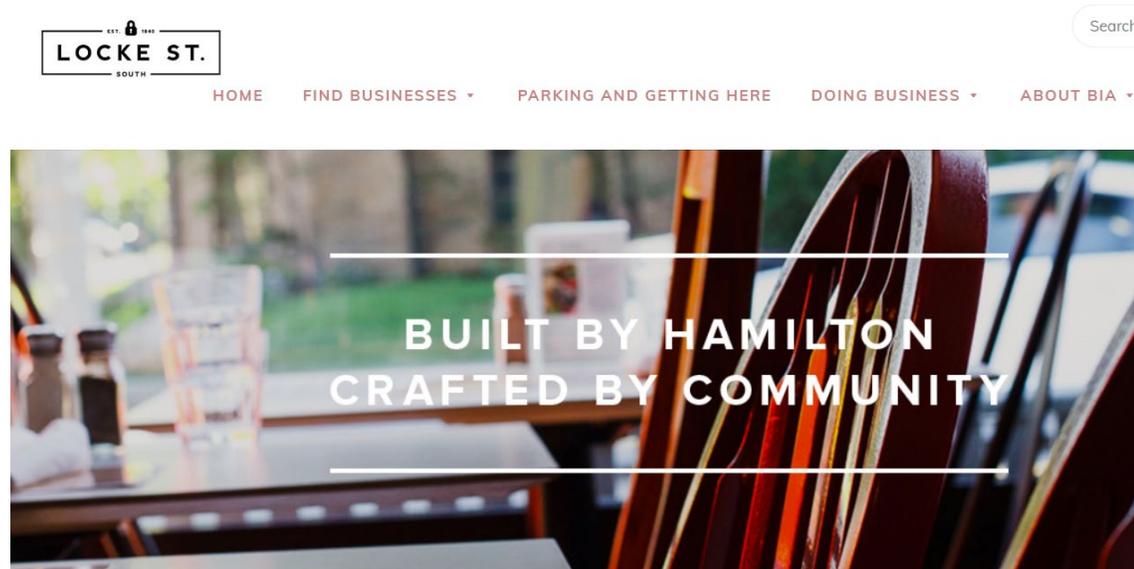
We are excited to see the community impact of the "Anything is Possible on Barton" project which animates storefronts with local public art in the [Barton Village BIA \(Business Improvement Area\)](#). The works completed by 15 ...see more



"Anything is Possible on Barton" - Creative Lens

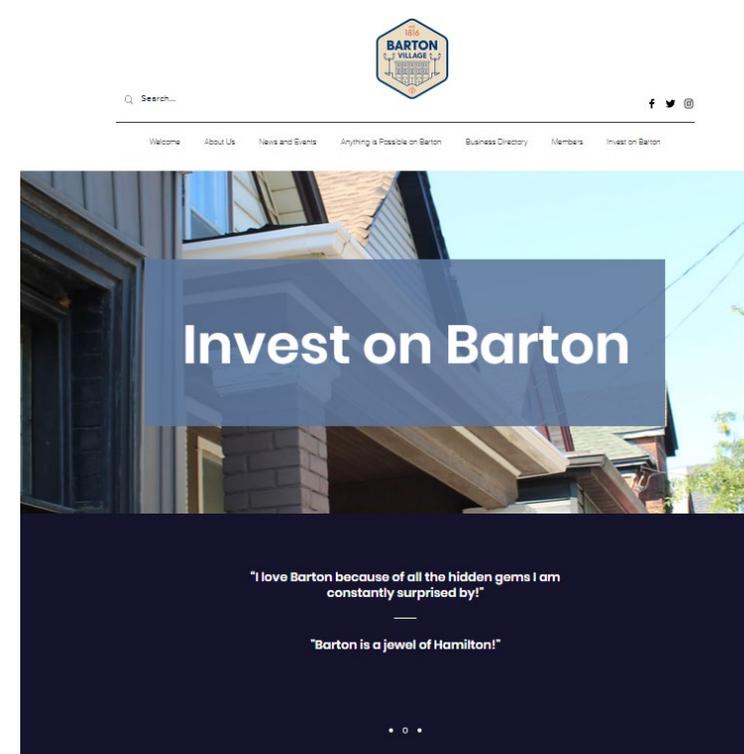
[youtube.com](#)

# City of Hamilton Incentives promoted by BIAs



## Hamilton Made Incentive Program

Hamilton offers over a dozen financial incentive programs including a unique “Hamilton Made” program offering interest-free loans based on 25% of the cost-to-construct budget to a maximum of \$4 million per development. Financial incentives are offered in the form of municipal programs (more details



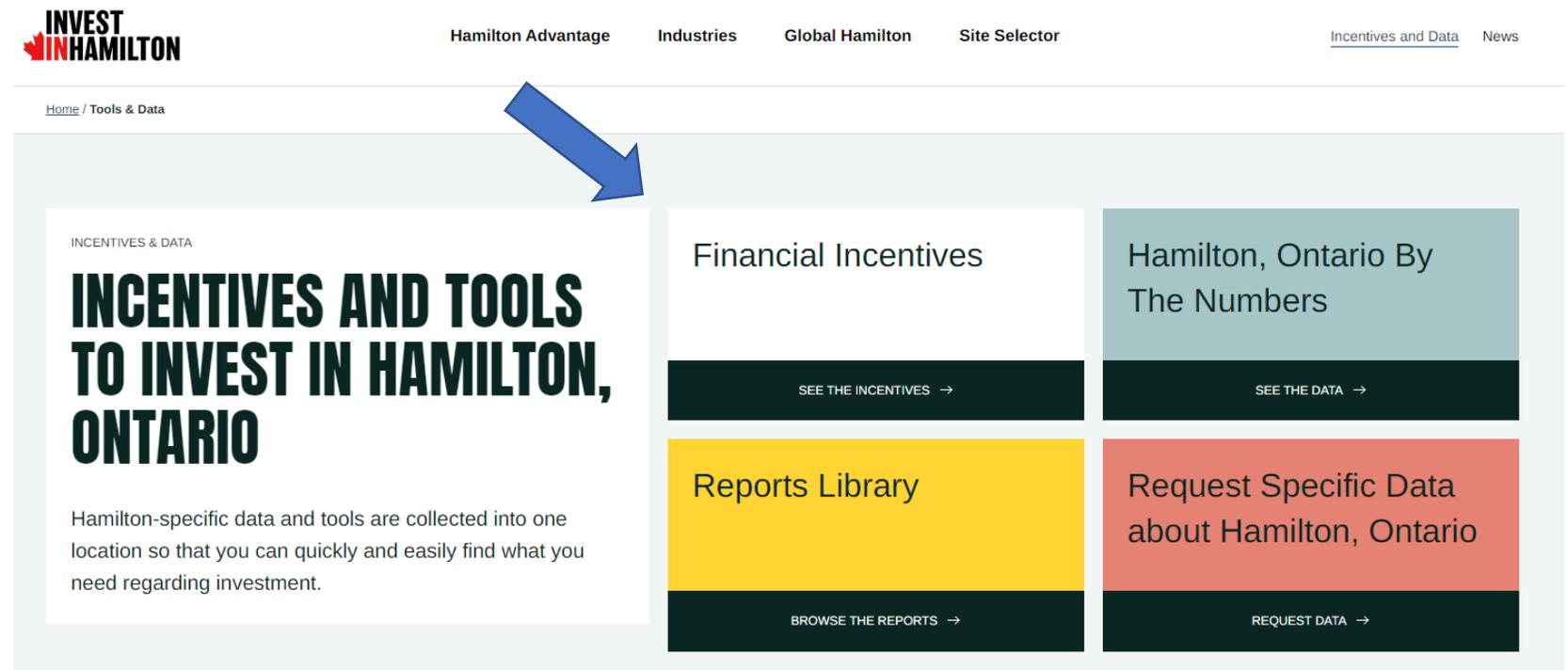
## Why Barton Village?

*Barton Village is Hamilton's next big thing!* In 2018, the average sale price of a single family home within the closest reporting geographical reporting area to the Barton Village BIA was \$176,722. In 2016, the average in the same area was \$246,793, an increase of 10%. The next-closest area is the Ottawa Street BIA, at a 96% increase over the same period.

# Invest in Hamilton's Funding Finder - Pilot

Our [Funding Finder](#) is an AI-driven tool, created by Fundica Technologies, that allows businesses of all sizes a single point of access to local, provincial, and national grants, loans, incentives, and funding opportunities.

The tool is accessed through [investinhamilton.ca](http://investinhamilton.ca) and is entirely free to use.



# Fundica- How to Get Started

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## GET STARTED

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1. Create a Funding Finder Account.



2. Define your search criteria based on business needs.



3. View your custom search results.



4. Save the incentives that interest you!

As the post-pandemic economy continues to offer challenges to the business community, it is our hope that this tool will meet the needs of Hamilton businesses who are looking to scale-up, test new products, or find a first big break in their sector.

# Moving Forward

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## What we are planning:

- Blog posts sharing #smallbiz stories
- Features in Invest in Hamilton newsletter
- Updated Financial Incentive Package outlining CIPs
- Increased knowledge sharing via Business Development and BIA Officer

## RAM Portal:

<https://investinhamilton.ca/bia-request/>

Password: BIA12345

## Submit:

- Name
- BIA Name
- Email
- Request
- Documents
- Start date - end date

The screenshot shows a web form titled "Economic Development Marketing and Promotion Request Form" with the Invest in Hamilton logo at the top. The form includes a welcome message, several text input fields for "Your Name\*", "BIA Name\*", and "Email\*", a larger text area for "Please describe your request\*", and a file upload section for "Please add any documents or images to support your pitch\*" with a "Browse" button. At the bottom, there are date pickers for "Start Date\*" and "End Date\*" and a large blue "Submit" button.

# Help us help you.

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## **DON'T FORGET**

Always use the #HamOnt hashtag and #Spendithere  
Tag us in your posts so we can promote and share.

## **OUR ACCOUNTS**



**Twitter:** @HamiltonEcDev



**LinkedIn:** Hamilton Economic Development



**Instagram:** @HamiltonEcDev



**SAT.  
NOV 5TH**

**HAMILTON**

*It's Not Hard  
SHOP YOUR  
"BACKYARD"*

**HAMILTON  
DAY 2022**

**FINAL REPORT  
PRESENTATION**

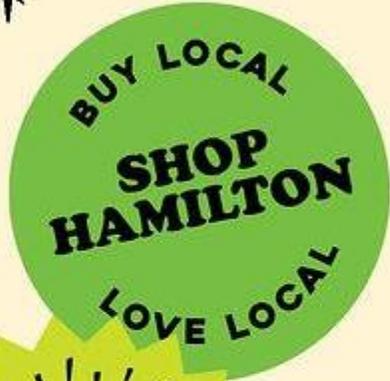
**BUY LOCAL  
SHOP  
HAMILTON  
LOVE LOCAL**

# THANK YOU!



**LOCAL  
#hamont  
LOVE**

**HAMILTON**



**Yes!  
HAMILTON  
DAY**



WITH YOUR HELP,

# WE MADE A HUGE IMPACT

- 235,678** SOCIAL MEDIA IMPRESSIONS
- 8.9M** TRADITIONAL MEDIA IMPRESSIONS
- 30,900** MICROSITE VIEWS
- 10** TARGETED E-BLASTS REACHING OVER 4,000 BUSINESSES
- 4,121** SOCIAL MEDIA FOLLOWERS
- 16** EARNED MEDIA STORIES



**929**  
PARTICIPATING  
BUSINESSES



**8**  
COMMUNITY  
MARKETS

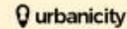


**11**  
BUSINESS  
IMPROVEMENT  
AREAS

- DISTRIBUTED**
- 3,000** TOTE BAGS
- 5,000** COASTERS
- 2,000+** PIECES OF SWAG

# MEDIA PARTNERSHIPS

ONLINE AND TRADITIONAL MEDIA WAS PURCHASED, EARNED, AND PROVIDED IN-KIND ACROSS MULTIPLE PLATFORMS. OUR MEDIA PARTNERS INCLUDED, BUT WERE NOT LIMITED TO:



## OUR ADVERTISEMENTS ACROSS THE CITY:

**15 BILLBOARDS** (1 STATIC AND 14 DIGITAL)

**4 POSTERS** IN HAM/BURL GO STATIONS

**28 POSTERS** ON THE LAKESHORE GO LINE

**1 RADIO AD** ON KX94.7

**2 TV ADS** ON CHCH AND CABLE 14

**1 8-PAGE INSERT** IN HAMILTON SPECTATOR

**4 WEEKS** OF IN-PAPER HAMILTON SPECTATOR ADS

**4 WEEKS** OF HAMILTON SPECTATOR DIGITAL ADS

**14 PRINT ADS** IN COMMUNITY NEWSPAPERS

**1 PRINT AD** IN HAMILTON MAGAZINE

**1 PROGRAM AD** FOR AGH FESTIVAL

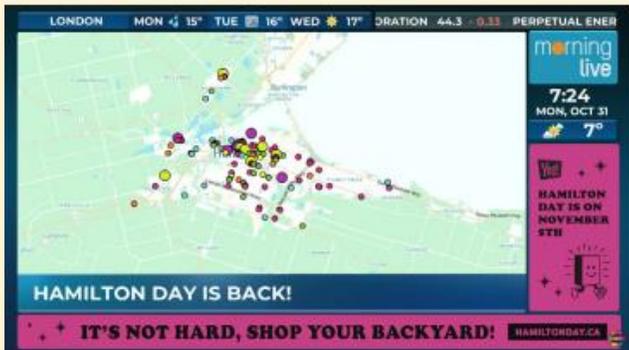
**2 WEEKS** OF INSTAGRAM ADS

**4 WEEKS** OF GETINTHELOOP PROMO SUPPORT



THROUGH THESE MEDIUMS, THE CAMPAIGN IS ESTIMATED TO HAVE RECEIVED:

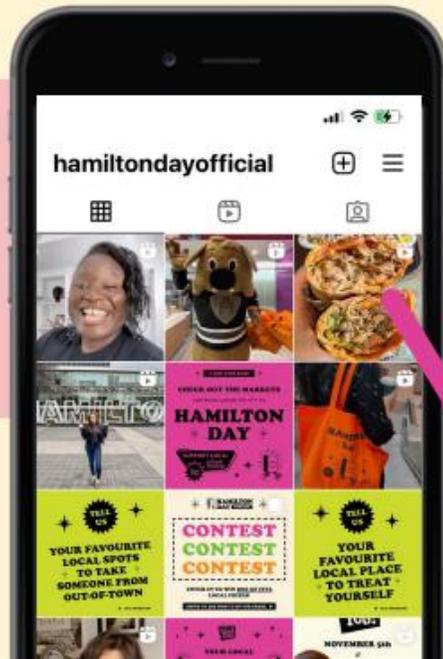
**8.9M**  
IMPRESSIONS



# SOCIAL MEDIA ENGAGEMENT

SOCIAL MEDIA PROPELLED BOTH BUSINESS AND PATRON ENGAGEMENT - PARTICULARLY ON INSTAGRAM. USING OUR HAMILTON DAY CHANNELS, THE CAMPAIGN BUILT EXCITEMENT AROUND SHOPPING LOCAL AND USED THE PLATFORM TO SPARK CONVERSATION AROUND NEW AND WELL-KNOWN BUSINESSES TO PATRONIZE WITHIN THE CITY.

HAMILTONIANS JUMPED AT THE OPPORTUNITY TO PROMOTE AND SUPPORT THEIR FAVOURITE LOCAL SPOTS AND BUSINESSES WHO TAGGED @HAMILTONDAYOFFICIAL VIA INSTAGRAM HAD THEIR CONTENT RE-SHARED BY OUR CHANNELS. THIS PROMOTIONAL STRATEGY WAS FURTHER DEVELOPED THROUGH A SOCIAL MEDIA AD BUY AND THROUGH PAID PARTNERSHIPS WITH LOCAL COMMUNITY INFLUENCERS.



**62%**

SOCIAL MEDIA GROWTH RATE FROM 2021 TO 2022

## OUR CAMPAIGN GARNERED:

- 98,648** ORGANIC IMPRESSIONS
- 1,587** SOCIAL MEDIA FOLLOWERS
- 138** #HAMILTONDAY2022 USES

**39%**

OF PARTICIPATING BUSINESSES SURVEYED SAID THEY FOUND OUT ABOUT HAMILTON DAY THROUGH SOCIAL MEDIA

# \* BUSINESS SUCCESS \*

ON NOVEMBER 5TH, BUSINESSES ACROSS THE CITY CREATIVELY EMBRACED THE DAY AND PARTICIPATED IN A WAY THAT WAS UNIQUE TO THEM; SOME LAUNCHED NEW PRODUCTS, SOME OFFERED ONE-DAY SALES OR MENU ITEMS, SOME OFFERED GIVEAWAYS, AND SOME CREATED IN-STORE ACTIVATIONS.

**929**  
**PARTICIPATING**  
**BUSINESSES**

**755**

Brick & Mortar Shops

**174**

Online Businesses

### OF THE PARTICIPATING BUSINESSES WE SURVEYED:

**49%** SAW INCREASED SALES (IN-PERSON & ONLINE)

**49%** SAW INCREASED SOCIAL MEDIA TRAFFIC

**40%** INCREASED AWARENESS OF THEIR BUSINESS

### WHAT WE HEARD FROM BUSINESS OWNERS:



"HAMILTON DAY IS A GREAT EVENT THAT BENEFITS LOCAL BUSINESS AND HELPS PROMOTE A STRONG SENSE OF COMMUNITY. THE INCREASED ADVERTISING THIS YEAR HELPED ENGAGE CONSUMERS, WHICH DIRECTLY TRANSLATED INTO INCREASED FOOT TRAFFIC AND SALES."

**- KRYS, OWNER, CAFE DOMESTIQUE**

"OUR STORE NOTICED A SIGNIFICANT INCREASE IN SALES ON HAMILTON DAY - ALMOST DOUBLE WHAT WE'D NORMALLY DO ON NOVEMBER 5TH. I TEXTED MY PARTNER IN DISBELIEF OF THE FOOT TRAFFIC WE HAD COMING INTO THE STORE. SO MANY NEW CUSTOMERS AND KIND WORDS. IT WAS SO EASY TO GET INVOLVED IN HAMILTON DAY AND RESULTED IN GREAT EXPOSURE FOR OUR BUSINESS."

**- ELAINE, OWNER, THE LOCAL LIFE**



# ★ COMMUNITY SUCCESS ★

ONE OF THE LARGEST ACCOMPLISHMENTS OF HAMILTON DAY IS THAT IT BROUGHT THE COMMUNITY TOGETHER. BUSINESS, COMMUNITY GROUPS, AND PATRONS ACROSS THE CITY WORKED TO SUPPORT EACH OTHER AND SPREAD THE LOCAL LOVE.

## NOTABLE PARTNERSHIPS INCLUDED:

**ART GALLERY OF HAMILTON**

**SONIC UNYON**

**CORE ENTERTAINMENT**

**HAMILTON THEATRE INC**

**HAMILTON BULLDOGS &  
FORGE FC**

**HAMILTON COMMUNITY  
FRIDGES**

SUPPORTED  
**8**  
ARTISAN/FARMERS  
MARKETS



"THIS CAMPAIGN WAS A LOT OF FUN!  
SO MANY PEOPLE LOVED LEARNING MORE  
ABOUT HAMILTON AND WHERE THEY COULD  
GO TO SHOP THIS HOLIDAY SEASON. TRULY  
I RECEIVED SO MANY MESSAGES ABOUT  
THE OFFERINGS OF HAMILTON AND MANY  
SENTIMENTS OF: "I NEED TO GO TO  
HAMILTON FOR THE DAY!"  
- ANONYMOUS HAMILTON DAY 2022  
PATRON TESTIMONIAL



ENGAGED  
**11**  
BUSINESS  
IMPROVEMENT  
AREAS



## **HAMILTON DAY 2023**

**BUILDING UPON THE INCREDIBLE MOMENTUM  
THAT THE COMMUNITY HAS PUT BEHIND THE  
EVENT, HAMILTON DAY WILL RETURN ON  
SATURDAY, NOVEMBER 4, 2023.**



**HOW CAN WE BETTER SUPPORT YOU NEXT YEAR?**