

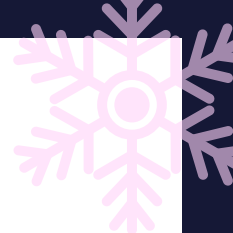


WINTER WAKEUP

A COMMUNITY INITIATIVE

January 1st 2021 to March 31st 2021

Embrace the cold!



Winter Wakeup Overview:

Winter can be challenging, the days are short, and the weather gets cold. Still there is plenty of fun to be had during the winter if we look for and commit to it. We are a group of volunteers who have come together to offer some something to look for. We are Winter Wakeup and we aim to motivate Hamiltonian's into embracing the winter through a series of initiatives we have created.

Who we are:

This initiative is led by volunteers. People who have a passion for their community. We are all deeply rooted in this community and want to further our involvement.

Timeline:

We will be launching Winter Wakeup on January 1st 2021, and will be running its initiatives until March 31st 2021.

Initiatives:

Our initiatives are meant to encourage people to get outside and participate in some winter fun. Each initiative offers a different activity, which we will outline and offer resources for. We'll also be hosting contests for those who participate.






Initiatives (cont'd):

An example of one of our initiatives is 'Snow Art'. The 'Snow Art' initiative will begin January 1st, 2021 and will run to March 31st, 2021. Throughout that time every time it snows, we will encourage people to get outside and create some snow art. We'll provide examples and ideas of what to use and what is possible on our website and social media. We'll also be engaging local artists to participate by creating and sharing some of their own winter art.

Our other initiatives include an adventure race, a sled parade, a business rally, and a photo scavenger hunt.

Our initiatives aim to reach children, families, adults, and local businesses. In order to facilitate this strategy, we are in partnership with such organizations as the Hamilton Chamber of Commerce, Winterfest, Snow Angels (A city Initiative), local BIA's, local businesses, and community leaders.

Our initiatives will have prizes for the winning participants. It is important that all the prizes we offer come from local businesses as we want to promote and participate in 'Shop local'. Given the current Pandemic and its economic impact on our local businesses we will be purchasing prizes as opposed to solely asking for in-kind donations. However, we will still gladly accept in-kind donations from businesses who are happy to do so.





Initiatives (cont'd):

It is important that Winter Wakeup is accessible by all. All our core initiatives are free and aim to be easy to participate in.

We do this through creativity which can involve snow or cold weather, but mostly people getting outside.

Our Ask:

We are reaching out to the BIA's because we are looking to form a partnership which would benefit both parties as well as other stakeholders but most importantly the businesses.

Our role in the partnership would include a business rally initiative. It will be a promotional piece where we encourage people to shop local. This can be done on our social media, and on our website, Winterwakeup.com.

While we have developed the outdoor initiatives, we have yet to fully develop the local business rally initiative. We have some ideas, however we are looking to the BIA's for input, advice and direction. The input, advice and direction we are looking for from the BIA's can be captured through a call, survey or BIA representation on our Business Rally committee.

We are also asking the BIA's to promote our initiatives and hopefully even participate in them!



In Closing:

We hope that you will invite us to your December 8th meeting and include Winter Wakeup in on the agenda so that we can speak in earnest about Winter Wakeup and the business rally initiative we aim to launch.

Thank you!
Krysta Boyer - Founder



WINTER WAKEUP