

### **Mission:**

Winter Wakeup is dedicated to creating a tool for Hamiltonian's which provides resources and motivation to get outside for their own enjoyment, and to support local businesses.

### **Objectives:**

1. To motivate people to support local businesses.
2. To create a change in people's attitudes towards the winter.
3. To collect data which will serve to further this Initiative in future years.

### **Timeline:**

January 1st, 2021 to March 31st 2021.

### **Project Management Team:**

Krysta Boyer, James Wilson, Leslie Jennings, Brad Dean, Daniel Boyer, Adrienne Madden, and Ethan Danielli.

### **Expertise:**

Our team of volunteers is composed of individuals who have the experience, will and desire to implement this initiative. Their combined experience includes founding past community initiatives, advising community initiatives and implementing community initiatives in Hamilton, Waterloo and Kitchener. Team members also include design and marketing studios with the experience of executing marketable visual identities, acting as global asset managers, and concept to delivery execution.

### **Exposure:**

- Website WinterWakeup.com
- Instagram @winterwakeup
- Twitter @winterwakeup
- Winterfest - all programs included in Winterfest's promotional material
- Distribution Lists of Stakeholders/Partners
- Sharing and Promoting from Stakeholders/Partners
- Local Media Outlets

### **Initiative Expected Outcome:**

- Greater visibility of local businesses
- Greater support of local businesses
- Hamiltonians' new found appreciation for winter
- Hamiltonian's embracing winter
- Hamiltonian's enjoying their involvement in the initiative
- Hamiltonian's taking pride in their city
- Aid in improving the mental health of Hamiltonian's

### **Programs:**

Winter Wakeup aims 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.

In total there are five programs we will be launching under Winter Wakeup. Each program offers a different activity, which we will outline and provide resources for. There will also be a chance to win prizes for those who participate.

## Our Programs are the following:

Business Rally  
Winter Photo Scavenger Hunt  
Cootes to Bruce Adventure Race  
Family Day Sled Parade  
Snow Art Contest

### Business Rally

#### Objective:

Increase support for local businesses by encouraging Hamiltonian's to engage in a series of actions.

#### How it works:

An action sheet with a total of 15 actions will be made available online and in print. Each action suggests a means in which to support a local business. Actions may include purchases, social media posts, referrals, and other forms of support for local businesses. Participants can mark off actions as they complete them.

An example of some of the fifteen actions includes:

1. Shop for essentials at a local business.
2. Post on social have you are Doing it Yourself at home with a kit from a local business
3. Shop local for a gift
4. Share one of your favourite local businesses promotion or post on social media
5. Refer a local business to someone

After completing six actions participants will have the opportunity to enter into the 'Sponsor' Business Rally participatory draw.

There will also be a weekly draw where participants will be asked to complete an action within the series and share their completion of the action through their social media.

For those who complete the entire Action Sheet they will be entered into a Business Rally Grand Prize draw.

Winning participants will get a gift card from a local business of their choosing provided that business is a partner of Winter Wakeup. Gift cards will be delivered to winners with a note from our sponsor and Winter Wakeup.

### Snow Art Contest

Throughout the initiative timeline, every time it snows, we will encourage people to get outside in their front yard, rear yard, or park if they don't have a yard, and create some snow art. We'll provide examples and ideas of what to use and what is possible on our website and our social media. We'll also be engaging local artists to participate by creating and sharing some of their own winter art.

Participants who submit or share their snow art with us will be entered into a series of draws for a prize.

#### Prizes:

All our programs 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 'Support 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.

### **Covid and Local Businesses:**

Now more than ever in our lifetime our local businesses need our support. Our businesses are part of the very fabric which makes up our community. Covid has put many local businesses in jeopardy. We aim to offer a way to support local businesses while respecting Covid protocols. All actions within the Business Rally are centred around current COVID protocol and are adaptable should protocol change. Participants will be encouraged to use protocol methods already in place including curbside pickup and delivery. Participants will also be reminded to wear masks and to physically distance themselves when engaging with businesses.

### **Covid and Hamiltonian's:**

Our programs which are geared towards outdoor participation are designed for households to do together. Many are designed for households to participate in their own yard or as a household in a park. Our programs are not designed to cause gatherings or cross contamination of households.

### **Our Partnership Ask:**

- Promote Winter Wakeup
  - Partners will receive a promotional package
- Participate in Winter Wakeup's programs
- Provide feedback through solicited data collection (survey)

### **Closing**

Winter is challenging enough, the days are short and dark and the temperature gets cold. Add to it the present challenges businesses and Hamiltonian's are facing due to the Pandemic. Our team felt we had to do something to support our community. We see Winter Wakeup as a response to the Pandemic, and as an initiative which has the potential to be carried through every winter. We hope that you are as excited about the initiative as we are and that we can form a partnership which will benefit all.

### **Krysta Boyer**

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