

# Hamilton Day

A CELEBRATION OF ALL THINGS LOCAL



# Hamilton Day 1931

In October 1931, Hamilton — like other communities in North America — was in the depths of the Great Depression.

**Looking to boost spirits and the local economy, the Hamilton Chamber of Commerce declared October 28, 1931 to be Hamilton Day.**

On this day, Hamiltonians were encouraged to go on a shopping spree.



# Hamilton Day 1931

Organized by the Hamilton Chamber of Commerce and the Hamilton branch of the Canadian Manufacturers Association, the day was a huge success.

Retailers reported record-selling volumes across the city.

Theatres, restaurants and hotels also reported very brisk business.

While it was only one day in an economic downturn that would drag on for years, **Hamilton Day became symbolic of a rallying spirit in the face of adversity.**



# Ninety Nine Years Ago...



*“Hamilton Day. It will not be just an ordinary or bargain day, but a mighty effort on the part of retailers, wholesalers and manufacturers to pry loose the lazy dollar and make it work and to **banish that tiresome word, depression**, from hereabouts for one day at least.” – The Hamilton Spectator*

This Year...



*We will work together to banish that tiresome word; **pandemic**.*

# Hamilton Day 2021

Revitalized by the Hamilton Chamber of Commerce, with the support of the Flamborough and Stoney Creek Chambers, and in partnership with Hamilton's 13 BIAs.

A month-long campaign that encourages Hamiltonians to patronize & support local businesses in the wake of the pandemic.

It will culminate in a one-day celebration of all things local:

**Saturday, November 20th, 2021**



# Hamilton Day 2021

This will be an event for **all Hamiltonians**, promoting patronage of both online and brick-and-mortar stores that include:

- ✓ Retail stores
- ✓ Eateries
- ✓ Personal service
- ✓ Etc.

It will ***not*** be a festival-style event that encourages large gatherings. All shopping is to be done safely; in-person, curbside and delivery will be promoted as options.



# Marketing / Promotions

## Campaign Microsite:

- ✓ Housing information about Hamilton Day
- ✓ Interactive hub for participants to “enroll in Hamilton Day”

## Marketing Will Likely Include:

- ✓ Paid Social Media
- ✓ Hamilton Spectator Print/Digital Ads
- ✓ Radio and Television Ads
- ✓ Billboard Ads
- ✓ Sidewalk Signage
- ✓ Posters, Stickers, Decals
- ✓ Videos
- ✓ Earned Media

## Business Engagement Package:

- ✓ Hamilton Day 1-pager
- ✓ Social media graphics
- ✓ Poster to download for their storefront



# Call For BIA Participation

**Each participating BIA will receive a one-time activation budget of \$2,000 and a suite of promotional items (marketing toolkit) to promote the Hamilton Day campaign in their catchment area.** The funds can also be used to support eligible activities that enhance the experience for potential patrons within your catchment area (not mandatory).

## Deliverables Include:

1. Share Hamilton Day content through your social media channels (such as Instagram, Facebook, Twitter, LinkedIn). Posts should link to the campaign website.  
Frequency should include:
  - a) 2-3 posts within the month of October;
  - b) One post per week leading up to the event within November;
  - c) One post on November 20, 2021.
2. Share Hamilton Day content in your BIA's newsletter.
3. Place the Hamilton Day logo + a small blurb on your BIA's website (if applicable).
4. Introduce businesses within your BIA to the Hamilton Day campaign and facilitate at least 10 introductions between the initiative and potential business participants.

## Eligible Expenses:

- ✓ Hiring musicians and/or entertainers
- ✓ Bringing in food trucks or the alike
- ✓ Swag and/or giveaways

## Ineligible Expenses:

- ❖ Paid advertising promoting the campaign
- ❖ Beautification / renovation projects
- ❖ Capital expenses / leasehold improvements
- ❖ Existing operating costs / office equipment
- ❖ Recurring subscriptions and fees

## Join Us!

Please direct all partnership requests and questions to:

Project Coordinator, Katie Stiel  
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