

**HAMILTON
DAY**

THANK YOU!



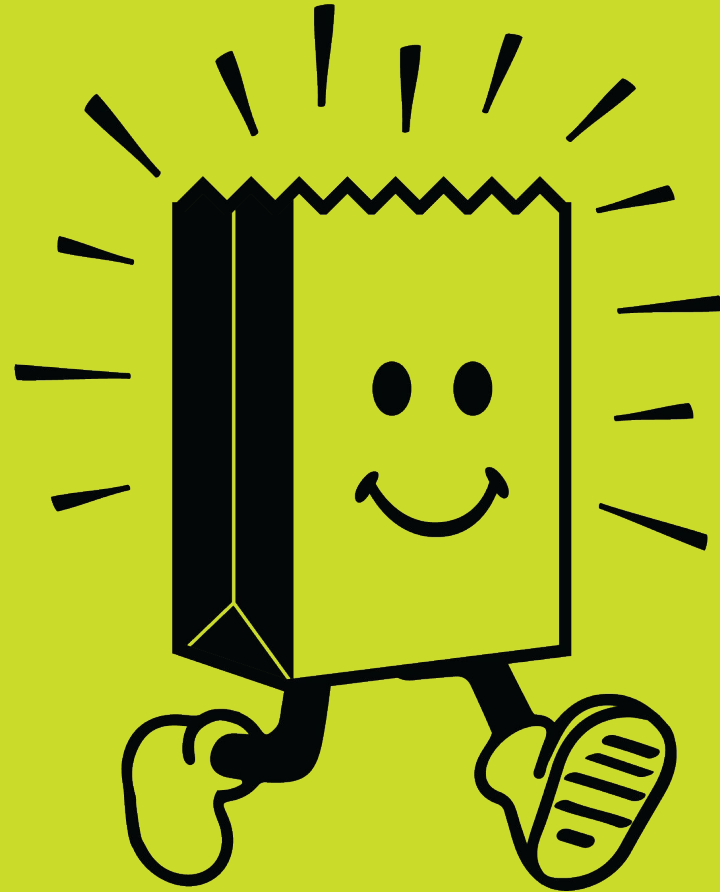
**LOCAL
#hamont
LOVE**

HAMILTON

**BUY LOCAL
SHOP
HAMILTON
LOVE LOCAL**

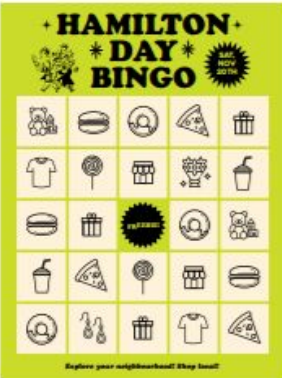
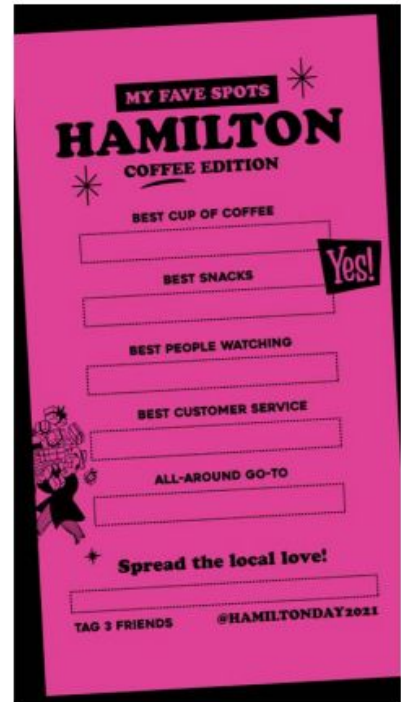


OVERARCHING METRICS



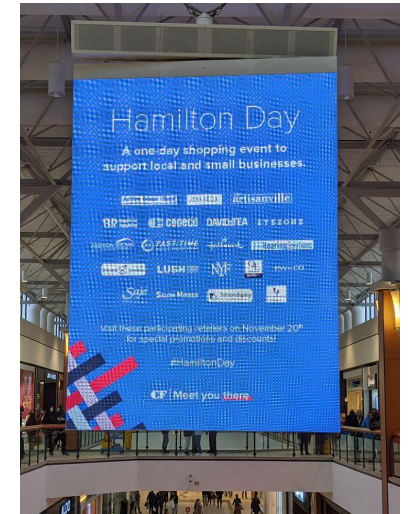
MARKETING ASSETS

Close to 90 unique assets/designs created.



MEDIA PARTNERSHIPS

Impressions are currently being calculated.



SWAG

1350 tote bags, 500 buttons, 250 lawn signs & 1000 posters distributed.



SOCIAL MEDIA ENGAGEMENT

IMPRESSIONS: 425,878

FOLLOWERS:  2,095  189  250



Participating



Local Love



November ...



Discover

 POSTS

 VIDEOS

 TAGGED



PARTICIPATING BUSINESSES

TOTAL: 705

Online Form Submissions: 1,452

Reported Participation: 133 (+120 Waterdown)



LET'S DO THIS! I WANT TO PARTICIPATE.

I am a... *

Business
 Consumer

Business Name *

Business Type *

Select a business type ▼

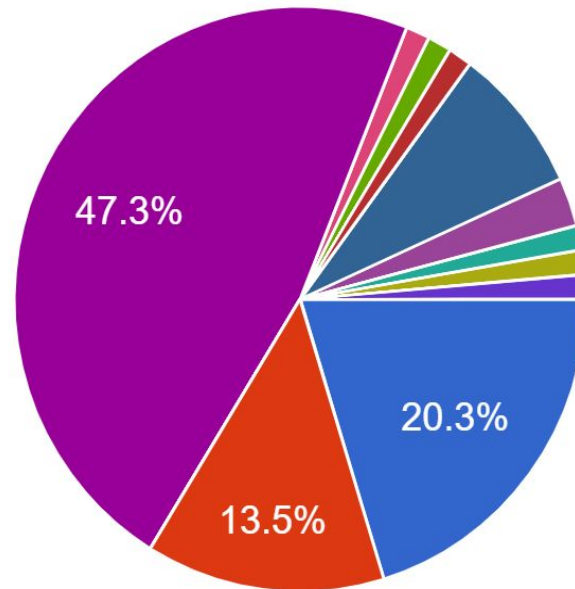
Email *

By submitting your email address, you agree to be contacted by the event organizers with one follow-up email post-event to understand your experience with Hamilton Day

BUSINESS SURVEY RESPONSES

How did you find out about Hamilton Day?

74 responses

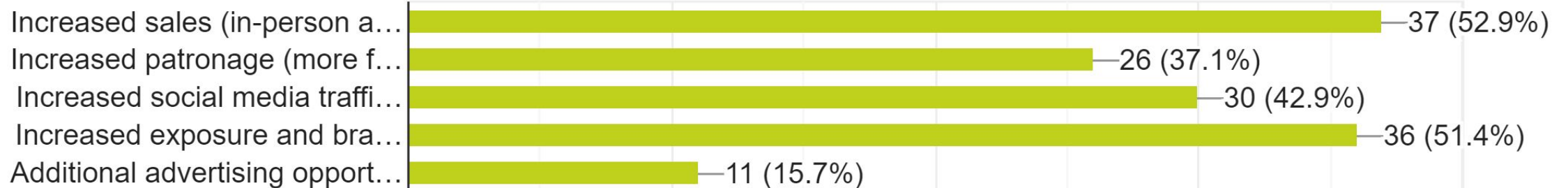


- Business Improvement Area (BIA)
- Hamilton Chamber of Commerce
- Flamborough Chamber of Commerce
- Stoney Creek Chamber of Commerce
- Social Media (Instagram, Facebook, o...)
- Radio
- Billboards
- CHCH TV
- Hamilton Spectator
- Word of Mouth
- Instagram
- Hamilton Vintage Community
- Lohifa Pogoson Acker

BUSINESS SURVEY RESPONSES

Did Hamilton Day result in any of the following for your business? Please check all that apply.

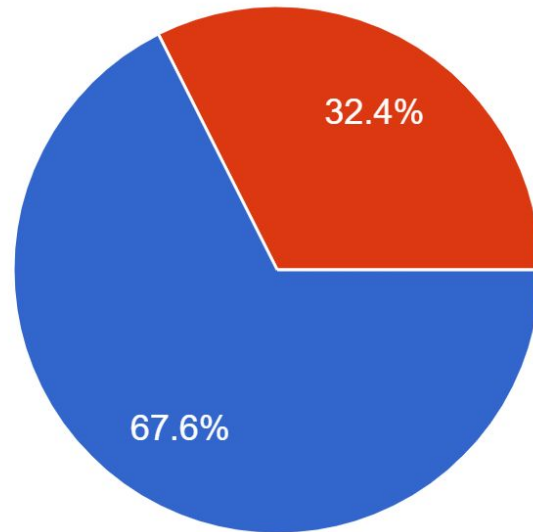
70 responses



BUSINESS SURVEY RESPONSES

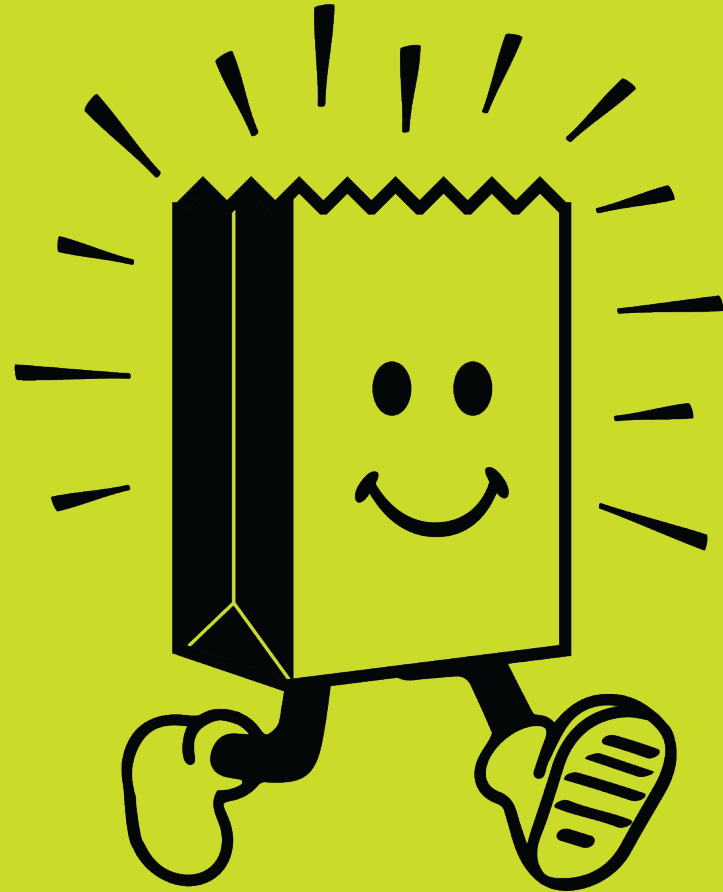
The event was designed to support local and small businesses in the wake of the pandemic. When it comes to remaining in business in a post-COVID...s Hamilton Day increased your confidence levels?

74 responses



- Yes, our confidence level has increased.
- No, our confidence level has not increased.

**BIA PARTNER
ACTIVATIONS**

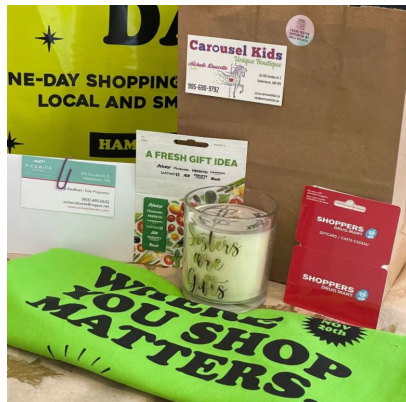


PARTICIPATING BIAS:

1. Ancaster BIA
2. Concession Street BIA
3. Downtown Hamilton BIA
4. Downtown Dundas BIA
5. International Village BIA
6. Locke Street BIA
7. Ottawa Street BIA
8. Stoney Creek BIA
9. Waterdown BIA
10. Westdale BIA



GIVEAWAYS



concessionbia • Following
Concession Street

concessionbia Have you entered your name yet to win one of these INCREDIBLE Concession prize packs!!!! You have a couple days left...

🎁🎁🎁🎁🎁
We will be raffling off 5 sensational gift baskets ranging in retail values of \$120 all the way up to over \$500!!!
🎁🎁🎁🎁🎁
Now wouldn't this make your holiday shopping easier this year!!

To enter:

- 👉 Like, follow and tag your favourite small business
- 👉 Like, follow and tag @concessionbia
- 👉 Tag a friend to help boost our local small businesses!
- 👉 Winners will be selected at random on Wednesday Nov 24th

🎁🎁🎁🎁🎁
It's that simple! The power of many to help spread the word on the fantastic businesses we have here on Concession Street!!

🎁🎁🎁🎁🎁
#shoplocal #spendithere #ispenthere #concessionstreet #HamOnt #hamiltonday2021 #hamiltonday
Included in these prize baskets...
@made_you_look_optical
@concessionbia
@flowlifestyleboutique
@crumbunbakeshop
@rocabeautybar
@thezoetic
@silver_skull_tattoo_studio
@canineclipsHamilton
@thepariourHamilton
@candi_werx
@opiesmeat
@theglassjar.refillery
@lavandulaspas
@alcatrazescaperooms
@stagediner
@thejuicekitchenham
@retrosaurushamilton

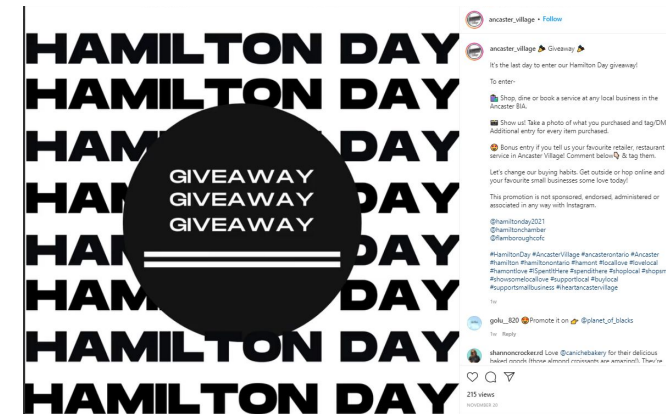
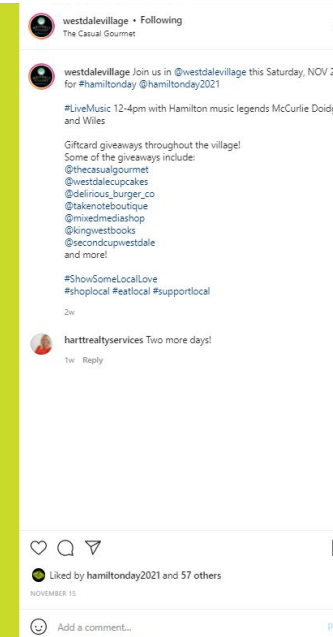
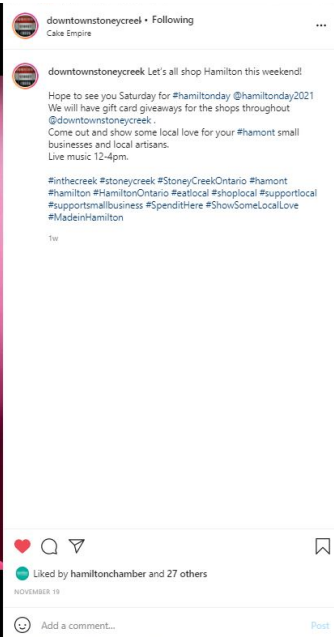
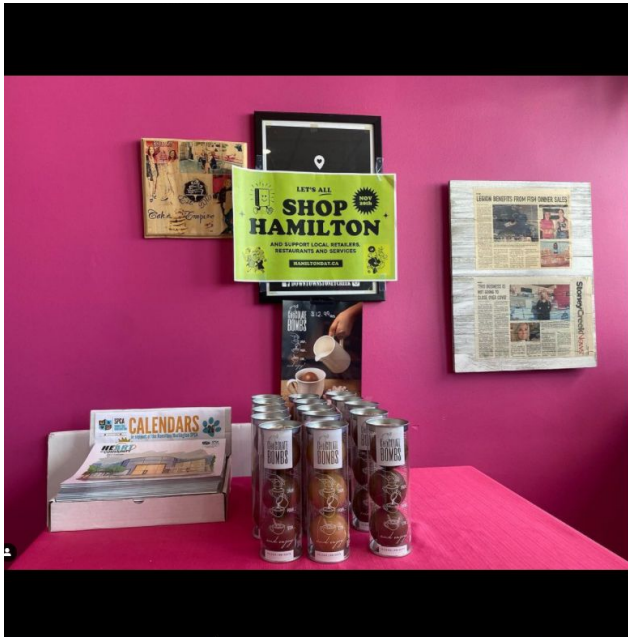
👍👎🔍

👍 Liked by thegeneratorca and 38 others

NOVEMBER 22

😊 Add a comment... Post

GIVEAWAYS



SPECIAL OFFERS



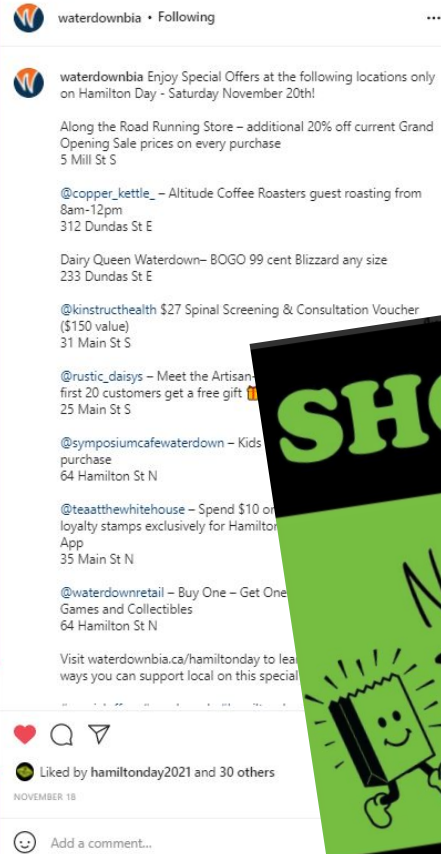
SPECIAL OFFERS

November 20th

HAMILTON DAY

at participating businesses

*see waterdownbia.ca for details



waterdownbia • Following

waterdownbia Enjoy Special Offers at the following locations only on Hamilton Day - Saturday November 20th!

Along the Road Running Store – additional 20% off current Grand Opening Sale prices on every purchase
5 Mill St S

@copper_kettle_ – Altitude Coffee Roasters guest roasting from 8am-12pm
312 Dundas St E

Dairy Queen Waterdown– BOGO 99 cent Blizzard any size
233 Dundas St E

@kinstructhealth \$27 Spinal Screening & Consultation Voucher (\$150 value)
31 Main St S

@rustic_daisys – Meet the Artisan – first 20 customers get a free gift
25 Main St S

@symposiumcafewaterdown – Kids purchase
64 Hamilton St N

@teaatthewhitehouse – Spend \$10 on loyalty stamps exclusively for Hamilton Day
35 Main St N

@waterdownretail – Buy One – Get One Games and Collectibles
64 Hamilton St N

Visit waterdownbia.ca/hamiltonday to learn more ways you can support local on this special day!

Liked by hamiltonday2021 and 30 others

NOVEMBER 18

Add a comment...



SAVE THE TAX

At participating businesses

November 20th

HAMILTON DAY

It's not hard, shop your backyard

details

SHOP LATE

November 20th

HAMILTON DAY

Until 7 PM at participating businesses!!

*see waterdownbia.ca for details

ENTERTAINMENT



Hub of the Hammer
November 20th
HAMILTON DAY
A ONE-DAY SHOPPING EVENT TO SUPPORT LOCAL AND SMALL BUSINESS!

OPEN STAGE

GREG PRESTON & JON DALY - 10 AM
CHRIS CHAMBERS NOON
MR. BEN 2 PM

LIVE ON LOCKE
BROWN DOG ALLEY



HAMILTON DAY Live Music! 1-3pm

The Vaudevillian

MEDIA



2 YEARS IT TAKES A VILLAGE

internationalvillagebia • Following
International Village BIA

internationalvillagebia CH Morning Live with Tim Bolen visited the International Village BIA ahead of @hamiltonday2021 and Shop the Village! 🥰 Check out the full segment with some of the amazing businesses in #TheVillage by clicking the link in our bio!

#hamont #thevillage #spendithere #explorethevillage #shopthevillage #hamiltonontario #downtownhamilton #discoverON #stayandplayinhhb #showsomelocallove #hamiltonhiltonbrant #myhamilton #myhamont #spendithere #shopsmall #shoplocal #hamiltonday

1w

concessionbia Great job everyone!!! 🥰🥰

1w · 1 like · Reply

— View replies (1)

patty_hayes15 Well done !

1w · 1 like · Reply

— View replies (1)

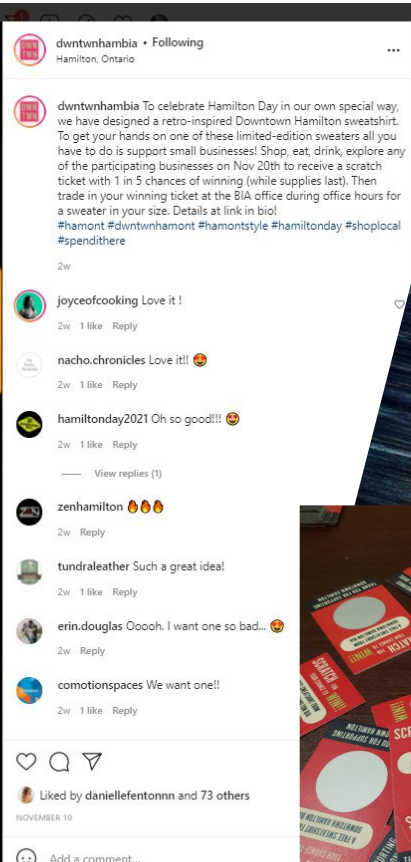
👍👎🔍📌

Liked by hamiltonday2021 and 30 others

NOVEMBER 19

😊 Add a comment... Post

CUSTOM SWAG/ITEMS

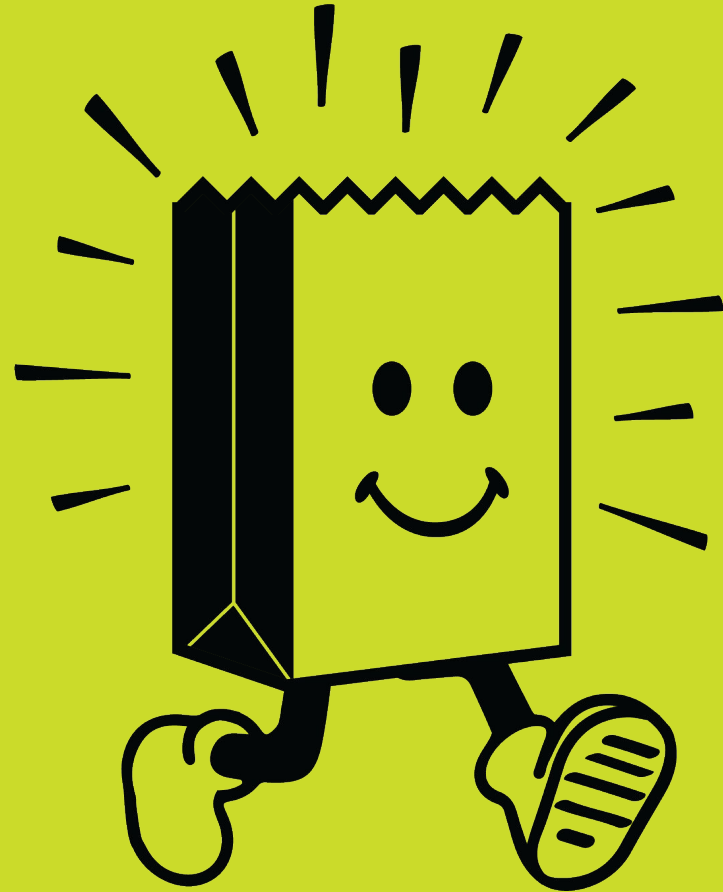


WE TRIED TO EXPERIENCE IT ALL!



NEXT STEPS

FOR HAMILTON DAY



Assessing the Impact & Planning Ahead

1. **Timing:**
 - a. Should Hamilton Day continue, does early November work?
 - b. Was 1 month enough lead time to advertise the event?
2. **SWAG:** Did you have sufficient amounts? Was anything imbalanced?
3. **Participation Signs:** Did your businesses request printed versions?
4. **Marketing Tools:** Are there any communication pieces that we should consider for future Hamilton Days?
5. **Anything else we should know? Any other feedback?**

**Additional feedback?
Quotes?
Please share!**

Katie Stiel, Project Coordinator
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