



**LET'S
CELEBRATE!**

HAMILTON DAY

BIA ADVISORY COMMITTEE - SEPTEMBER 13, 2022



HAMILTON DAY



HAMILTON DAY IS A ONE-DAY, CITY-WIDE SHOPPING EVENT TO SUPPORT LOCAL AND SMALL BUSINESS. IT IS A DAY FOR ALL HAMILTONIANS (BUSINESSES AND PATRONS) THAT DRIVES COMMUNITY CONNECTION AND ECONOMIC DEVELOPMENT.



OUR PREDECESSORS AT THE HAMILTON CHAMBER OF COMMERCE FIRST HELD HAMILTON DAY IN 1931 IN THE DEPTHS OF THE GREAT DEPRESSION TO BOOST SPIRITS AND THE LOCAL ECONOMY. WHILE IT WAS ONLY ONE DAY IN AN ECONOMIC DOWNTURN THAT CARRIED ON FOR YEARS, HAMILTON DAY WAS SYMOBLIC OF A RALLYING SPIRIT IN THE FACE OF ADVERSITY.

90 YEARS LATER, IN THE WAKE OF COVID-19, IT WAS TIME TO DO IT AGAIN. ON NOVEMBER 20, 2021 THE HAMILTON CHAMBER OF COMMERCE, ALONG WITH OUR PARTNERS, REVITALIZED HAMILTON DAY.

★ ★ LAST YEAR ★ ★

TO CREATE AWARENESS FOR PATRONS AND BUSINESSES ACROSS THE CITY, HAMILTON DAY WAS ACTIVELY PROMOTED VIA TRADITIONAL MEDIA, NEW MEDIA, SWAG, AND PHYSICAL SIGNAGE. IT ALSO RECEIVED SUBSTANTIAL EARNED MEDIA CROSS ALL CHANNELS.



BUSINESS PARTICIPATION

BUSINESSES AND PATRONS ACROSS THE CITY CREATIVELY EMBRACED THE DAY AND CHOSE HOW THEY WISHED TO PARTICIPATE. SOME LAUNCHED NEW PRODUCTS, SOME OFFERED ONE-DAY SALES OR MENU ITEMS, SOME OFFERED GIVEAWAYS, AND SOME HAD THEIR OWN ACTIVATIONS.



483

Brick & Mortar Shops

222

Online Businesses

OF THE PARTICIPATING BUSINESSES WE SURVEYED:

53% SAW INCREASED SALES (IN-PERSON AND ONLINE)

43% SAW INCREASED SOCIAL MEDIA TRAFFIC

51% INCREASED EXPOSURE/AWARENESS OF THEIR BUSINESS

68%

SAID THAT WHEN IT COMES TO REMAINING IN BUSINESS IN A POST-COVID ERA, HAMILTON DAY INCREASED THEIR CONFIDENCE LEVELS.



BUSINESS PARTICIPATION



“Almost 40% of customers that day were first-time buyers, which is amazing!”

“So many pleased new customers that did not know our shop has been on the street for 8 years and they were so happy to share their experience in the shop.”

“Simply a great day that I believe should become a tradition!”

- business participant survey respondents



BIA PARTICIPATION

YOUR TEAMS WERE INSTRUMENTAL IN MAKING HAMILTON DAY A SUCCESS! WE RECOGNIZE ALL THE WORK YOU PUT INTO ENGAGING BUSINESSES AND PATRONS IN YOUR AREAS.

**10
BIAS**

WE WERE ABLE TO PROVIDE EACH OF OUR BIA PARTNERS WITH A ONE-TIME ACTIVATION BUDGET OF \$2000 ALONG WITH THE FOLLOWING PROMOTIONAL ITEMS:



BIA PARTICIPATION

20%

OF PARTICIPATING
BUSINESSES SURVEYED
FOUND OUT ABOUT
HAMILTON DAY THROUGH
THEIR BIA.

HAMILTON DAY ACTIVATIONS INCLUDED:

- GIFT BASKET GIVEAWAYS USING GIFT CARDS FROM BIA RETAILERS
- LIVE MUSIC AND ENTERTAINMENT
- CUSTOM SWAG AND PRIZE GIVEAWAYS
- SOCIAL MEDIA VIDEOS PROFILING LOCAL SHOP OWNERS
- SPECIAL OFFERINGS ACROSS THE BIA (SAVE THE TAX, SHOP LATE, ETC)





HAMILTON DAY 2022

BUILDING UPON THE INCREDIBLE MOMENTUM THAT THE COMMUNITY HAS PUT BEHIND THE EVENT, HAMILTON DAY WILL RETURN ON SATURDAY, NOVEMBER 5, 2022.



PRIORITIES FOR THIS YEAR INCLUDE:

- ✦ Utilizing an EDI strategy to reach thousands of patrons and businesses (brick and mortar & online) across all Hamilton neighborhoods
- ✦ Facilitate knowledge sharing and promote local businesses via a new online map and via the growth of our established social media channels (IG, TW, FB)
- ✦ Better support emerging businesses and artists through partnering with organizations that will host makers markets
- ✦ Secure funding to enable ad buys and activation budgets
- ✦ Cement the first Saturday in November as Hamilton Day





BIA PARTNERSHIPS



KEY DATES:

Fri, Sept 16 – Sponsorship push completed and activation budgets determined

Fri, Sept 23 – Digital marketing kit provided to BIAs (social media and web graphics)

Wed, Oct 5 – Registration opens and full marketing push begins via ad buys

Fri, Oct 7 – Physical marketing kit distributed to BIAs (tote bags and posters)

Sat, Nov 5 – Hamilton Day

QUESTIONS:

- ★ Digital Marketing Kit – Apart from a base kit of hero graphics and sample posts, are there additional pieces we can create that would be useful?
- ★ Physical Marketing Kit – We are looking to provide each partner with at least 100 tote bags, 100 assorted posters, and 50 “I’m Participating” posters for business windows. Do these quantities work? What other pieces would be of value?



Yes!

BIA PARTNERSHIPS

QUESTIONS CONTINUED:

- ★ Bingo Card – Last year this piece was created, but never truly actioned. Is there buy-in to better customize and utilize it this year?
- ★ Other – Is there anything else we can provide or do to support your efforts?



It's Not Hard
SHOP YOUR
"BACKYARD"

★ QUESTIONS? ★



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