




Hamilton

## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	January 16, 2023
<b>SUBJECT:</b>	2023 Hamilton Winterfest Program Update (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

The City of Hamilton's Winterfest Program (Winterfest) is a three-week festival each February with free and affordable (low-cost) in-person and online culture and recreation events and activities. This year the festival is presenting more than 60 events from February 2 to 20 (Family Day), including:

### Community Events

Dozens of community partners organize events from ice skating and pancake breakfasts to concerts, exhibitions and more at indoor and outdoor venues across the city.

### Winterfest Hub at Jackson Square

Produced by Cobalt Connects Creativity (Cobalt), the Jackson Square rooftop is being reimaged by artists and will include light-based sculptural and mural works, live concerts and an outdoor skating rink. The Art Gallery of Hamilton and Hamilton Public Library will collaborate to produce Hub Family Day programming.

### Signature Events

In addition to the Hub and Community Events, Winterfest features several Signature Events such as Hamilton Fashion Week and FROST BITES by the Hamilton Festival Theatre Company.

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

Through the City's procurement Request For Proposals process, Cobalt was awarded a five-year contract (2019 to 2023) to coordinate and market Winterfest, with the City providing support services to the festival. As per its contractual responsibilities, Cobalt will send out a Winterfest media release detailing event programming on Monday, January 16.

For more information, visit [www.hamiltonwinterfest.ca](http://www.hamiltonwinterfest.ca) or contact Ryan McHugh, Manager of Tourism and Events by e-mail at [Ryan.McHugh@hamilton.ca](mailto:Ryan.McHugh@hamilton.ca) or by telephone at (905) 546-2424 Ext. 4132.

**APPENDICES AND SCHEDULES ATTACHED**

None.

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