

2024 UPDATE

presented by:

GREG DUNNETT
PRESIDENT & CEO

hamilton
chamber of commerce
your voice in business

MISSION, VISION & VALUES

OUR VISION FOR HAMILTON

We will elevate Hamilton to Canada's foremost business community for innovation, investment, and quality of life.

OUR VISION

To be the unified voice of Hamilton's thriving business community.

OUR MISSION

We connect and advance Hamilton's business community to drive economic and social prosperity for all.

THE CHAMBER'S OBJECTIVES

1. Effectively express the views of the Hamilton business community on matters of local, provincial and national interest
2. Represent the Hamilton business community
3. Encourage improvement of commercial and industrial activity in Hamilton and Ontario
4. Advance the business interests of the Chamber's Members
5. Promote advancement of quality of life, both professional and personal, in Hamilton
6. Advocate appreciation for Canada's economic system and national unity

STRATEGIC PILLARS

WHAT WE DO:

We promote economic growth, support local businesses, and enhance our community.

HOW WE ACHIEVE IT:



SIGNATURE EVENTS – COMMUNITY LEADERSHIP



MAYOR'S BREAKFAST

Hosted annually, our **Mayor's Breakfast** presents an exciting opportunity for political engagement with our city's leadership.

This highly-anticipated annual gathering brings together influential business and civic leaders, fostering dynamic connections and dialogue that shape the collective future of Hamilton.



CITY MANAGER'S BREAKFAST

Our 2024 **City Manager's Breakfast** is set to introduce Marnie Cluckie, our new city manager to our local business community. This event is a platform for engaging in high-level discussions on key city-building initiatives.

This event brings together over 500 influential business and civic leaders and fosters crucial connections and dialogue across our community.



BAY AREA ECONOMIC SUMMIT

The **Bay Area Economic Summit** is a dynamic half-day event that checks in on our region's pulse, offering a strategic platform for local leaders to foster growth, innovation, and diverse economic opportunities.

The event is hosted in partnership with the Burlington Chamber of Commerce, the City of Hamilton and the City of Burlington.

SIGNATURE EVENTS – CELEBRATING HAMILTON



OUTSTANDING BUSINESS ACHIEVEMENT AWARDS

Elevate your brand, network with industry leaders, and celebrate excellence with our **Outstanding Business Achievement Awards!**

An annual sell-out, come together with over 600 local business leaders and industry professionals to celebrate the best and brightest off Hamilton's business community at our **Outstanding Business Achievement Awards.**



HAMILTON GIVES AWARDS GALA

Hamilton Gives is a new initiative that celebrates the collective energy of Hamilton businesses to build a thriving, healthy and prosperous Hamilton.

The **Hamilton Gives Awards** will recognize our community leaders, across the profit and not-for-profit sectors, who are working tirelessly to strengthen our community. Together, we will contribute up to \$50,000 to local charities.



HAMILTON DAY

Hamilton Day is our award-winning celebration of Hamilton's local business community – designed to ignite community pride, drive local and regional tourism, and showcase the best of our city and diverse business community.

1000+
PARTICIPATING
BUSINESSES

\$6.8 M
LOCAL &
REGIONAL SPEND

54,000
LOCAL
VISITORS

SIGNATURE EVENTS – SHAPING OUR FUTURE



SPORTS TOURISM SUMMIT

Our Sports Tourism Summit uncovers the remarkable economic influence, impact, and everlasting legacy of sports events. Plus, we dive into the dynamic connection between music, arts, and culture in sports tourism.

From ground-breaking strategies to key success stories, this event is an opportunity to connect with industry leaders and discover the power of sports tourism in your community.



NIGHT-TIME ECONOMY

This half-day gathering will bring together industry leaders, policymakers, entrepreneurs, and creative minds to explore, celebrate, and shape the future of Hamilton's nighttime economy.

The event aims to uncover the untapped potential of nighttime activities, foster collaboration among stakeholders, and create vibrant, safe, inclusive, and sustainable urban nightlife experiences in Hamilton.



DOWNTOWN ROUNDTABLE

We convened 50 members of our downtown business community to discuss the present- and future-state of our downtown as we prepare for a transformational period of growth.

THE HISTORY OF HAMILTON DAY

- Originally held during the Great Depression to boost spirits and the local economy, Hamilton Day was revived by the Hamilton Chamber in 2021 to support small businesses through the COVID-19 pandemic.
- Today, Hamilton Day is an award-winning celebration of Hamilton and local business - encompassing hospitality, retailers, markets, and programming across the city. Annually held on the first weekend in November, Hamilton Day 2023 saw substantial growth as it expanded its programming from one to four days!
- Hamilton Day 2023 is estimated to have drawn over 8,600 tourists, 54,000 local visitors, and generated over \$6 million in local and regional spending. It also expanded job opportunities in the tourism, culture, and entertainment sectors by directly supporting over 45 artists and 23 production staff.

HAMILTON DAY 2023 WAS BIGGER & BETTER THAN EVER

✦ ENGAGEMENT HIGHLIGHTS ✦

22

SPONSORS

7

MEDIA
PARTNERS

11

BIAS

14

MARKETS

8

TOURS

5

CONCERTS

*Hannah Georgas
Dwayne Gretzky
Westmount Secondary
Tommy Youngstein
Kasador*

25

POP-UP PERFORMANCES

*20 via Pop-Up Performances section on website
The Side Hustle Market - Live Music
Melanin Night Market - DopeChief Live Painting
Melanin Night Market - DJ
Sonic Runway - DJ ASide Bside
Sonic Runway - Donna Lovejoy*

28

FEATURED PROGRAMS

*Live Art Installation at Jackson Square (Fri)
Sonic Runway Kick-Off Party (Fri)
Fun Home (Fri)
22 via Programming Section on website
3 via Sunday Programming Section on website*

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INFORMATION
HUBS

14

GIVEAWAYS



ADVOCACY & GOVERNMENT RELATIONS

We advocate for growth and prosperity



We work collaboratively with all levels of government as well as our counterparts at the OCC & CCC to advocate for issues that matter to your business



We advocate for policy that creates short-term business supports, transformative projects, and long-term growth opportunities



We support members in navigating advocacy issues and connect you with the right resources

MEMBERSHIP BENEFITS

Become a Chamber of Commerce member for as little as \$400 per year and improve your business through our Members Benefits, Networking Opportunities, Promotional Products, Advocacy, and more!:

- Elevate the **recognition** of your company by becoming a member
- Develop new business by attending **exclusive events**, having your **company listed** on our website and in our Annual Business Directory
- Get a better understanding of **Hamilton's business landscape** through emails, mailings, media releases and seminars
- **Money-saving affinity programs** to help your business

AFFINITY PROGRAMS



Big savings are available on group insurance for chamber members with as little as one employee and up to 100 employees



Members can reduce their retail costs of fuel by 3.5 cents per litre at any Esso station in Canada. All employees can apply!



Elavon helps businesses meet their needs with solutions to help attract and keep customers, process payments, and simplify operations



Members can save up to 85% on office supplies through our office products buying program



Transfer your banking to receive a \$200 welcome bonus, no-fee daily banking, and 30% off service fees*



Receive preferential pricing with discounts ranging from 25%-45% on Express and Ground suite of services

CHAMBERS PLAN OVERVIEW

- Provides small businesses with access to “big business” group plan features
- Exclusive agency distribution system
- Not a package – fully customized plan designs
- Fully pooled benefits
- History of price stability
- Reputation for exceptional service
- Continuous plan innovation
- Provides access to non-traditional benefits such as Business Assistance Service, Employee Assistance Program, Healthy Business Bookmark and Best Doctors



THANK YOU!

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