




Hamilton

COMMUNICATION UPDATE

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

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.

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 or contact Ryan McHugh, Manager of Tourism and Events by e-mail at Ryan.McHugh@hamilton.ca or by telephone at (905) 546-2424 Ext. 4132.

APPENDICES AND SCHEDULES ATTACHED

None.

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