

Communication Update

To: Mayor and Members of City Council
Committee Date: June 8, 2026
Subject/Report No.: Hamilton Graduation Sign at City Hall
Ward(s) Affected: City Wide

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Signature:



Summary

The purpose of this Communication Update is to advise Members of Council with information on the installation of a graduation recognition sign located in the forecourt of City Hall for the month of June. The sign is intended to celebrate graduating students throughout the graduation season.

Background

- The McMaster Students Union (MSU) submitted a Municipal Pre-Budget Submission identifying student retention as a key priority in January 2026.
- Through related discussions on strengthening student retention and community connection, student engagement and recognition during convocation emerged as an opportunity for the City of Hamilton.
- This aligns with the City's 2021–2025 Economic Development Action Plan (EDAP), Hamilton's Workforce Strategy (2023), and the Hamilton Youth Strategy (2022–2027). Collectively, these strategies identify strengthening pathways between education, employment, and long-term community connection for students and graduates.

Details

- The installation has been fully coordinated with Corporate Communications, and the necessary permit has been arranged and issued, to ensure compliance with City standards. The sign has been produced by Curbex, a vendor previously used for similar initiatives. The sign will be installed on June 1st facing Main Street W. to maximize visibility and engagement with vehicles and passersby.
- The display includes a “Congratulations Hamilton Graduates” message and recognizes both post-secondary and high school graduates during graduation season. It is designed to provide a visible, positive message of appreciation at a key moment in the academic calendar.
- The timing aligns with peak convocation activity, including McMaster University ceremonies taking place primarily from June 15 to 19 at FirstOntario Concert Hall. This ensures high visibility during a period of significant student and family presence in the area.
- The forecourt sign installation was selected as City Hall banner space was not available during the main convocation period.

Next Steps

- The sign will remain in place for the 28-day rental period beginning June 1st.
- Curbex is responsible for installing, moving and maintaining the sign during the rental period.
- Subject to feedback from this year’s installation, the graphic could be reused in subsequent years if the sign format is maintained.