

COUNCIL REPORT

M&C No.	2019-40
Report Date	February 20, 2019
Meeting Date	February 25, 2019
Service Area	Corporate Services

His Worship Mayor Don Darling and Members of Common Council

SUBJECT: Love Your City Campaign

OPEN OR CLOSED SESSION

This matter is to be discussed in open session of Common Council.

AUTHORIZATION

Primary Author	Commissioner/Dept. Head	City Manager
<i>Lisa Caissie</i>	<i>Neil Jacobsen</i>	<i>John Collin</i>

RECOMMENDATION

Receive for Information

EXECUTIVE SUMMARY

The purpose of this report is to provide Mayor and Council with an update on the City's *Love Your City* civic pride campaign.

REPORT

In the Fall of 2018, the City of Saint John launched the *Love Your City* civic pride campaign with a vision to inspire our greatest ambassadors for growth – our citizens. The focus of the campaign is to foster an even greater self-image of Saint John.

The goals are to inspire citizens to share what they love about Saint John, encourage positive online dialogue and remind each other of Saint John's many incredible assets.

The hashtag for the campaign is #MySaintJohn, and the first phase included an online photograph submission contest through the City's social media channels. Citizens were asked to share photos of their favourite fall places across the City. Anyone who submitted a photo that met the contest requirements had their name entered into a draw for a Saint John 'Brag Bag' filled with various items including SWAG, tickets and gift cards that had been generously donated by local business, organizations and agencies. Five winners were drawn over a five week period and presented with the brag bags in City Hall. Over the course of the

contest, close to 200 beautiful and unique photographs were submitted and shared. The photographs included everything from beaches, parks and trails, to neighbourhoods, streets, social gatherings, animals, and Uptown architecture and events. Phase one wrapped up at the end of November after accomplishing what it set out to achieve.

We thank the community for the submissions of their favourite Saint John places. We saw those where people go to take selfies, and places that would make you stop in your tracks to snap a photo for the view. Together, they are the places that set Saint John apart from the rest of the world; those that make us proud to call #MySaintJohn home.

In December, a plan was developed for phase two of the *Love Your City* campaign, which was set to begin in February of 2019.

Phase two is a 'show and tell' effort that involves civic pride through storytelling to capture the voices of Saint John citizens and staff. Over the coming months, a series of videos will appear on the City's social media pages featuring stories about what citizens love about Saint John. Social media followers are encouraged to watch, like, comment on, tag an out-of-town friend and share videos using the hashtag #MySaintJohn.

In addition to social media channels, the City has partnered with Country 94 and 97.3 The Wave to host a radio call-in contest. Beginning the week of February 18, the weekday morning shows will ask listeners to call in and share what they love about Saint John. This can be anything, from people, places, activities, our heritage, culture, arts, entertainment, neighbourhoods, etc. The ninth caller will have their name entered into a draw for a #MySaintJohn prize package, which includes an exclusive print of the City skyline by local artist, Kevin Goggan, along with \$100 in City Market Money. The draw for each radio station will take place on Friday, March 8.

A dedicated webpage has been developed for the campaign and can be found at www.saintjohn.ca/mysaintjohn.

STRATEGIC ALIGNMENT

This report aligns with the City's growth strategy

INPUT FROM OTHER SERVICE AREAS AND STAKEHOLDERS

Growth and Community Development

ATTACHMENTS

PowerPoint Presentation: