



# SUBMISSION TO COUNCIL FORM

## ABOUT PERSON/GROUP

First Name: **Victoria**

Last Name: **Clarke**

Name of Organization/Group (where applicable): **Discover Saint John**

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☐ If you do **NOT** wish to have your personal information (address, phone number, email) become part of the public record, please check this box.

## ABOUT YOUR SUBMISSION

Topic of Submission: **Discover Saint John – Tidal Mural**

Purpose for Submission (what is the ask of Council): Request the access and use of Market Slip seawall, floating dock and staging area

**Executive Summary:** Description: In June 2017, Sean Yoro signed a contract with Discover Saint John that included travel, accommodations, food, labour and materials for his team of three. Arriving from Los Angeles on July 30 and working through to August 9<sup>th</sup> – Sean and Gabrielle Yoro and Payten Purdy worked for 10 days straight. Gabe worked the cameras, capturing still, time lapse and video for the final videos. Payten served as a support person for Sean – ferrying over materials as needed and managing the lines to stabilize Sean on the board. Crowds gathered every day to watch Sean work and crowds gathered every night to see the progress. Members of the media lined up at the security gate at Pugsley Slip to get a chance to interview Sean and the team. Sean worked in six hour cycles as the tide moved in and out of the Bay. His efforts resulted in “Huna” a 28 foot high, 40 foot wide fully submerged mural – the only one of its kind in the world. International and national media outlets including CNN, CTV and CBC covered the painting and countless art, surf, lifestyle websites and social channels have shared the video around the world. Hula’s own social media channels and website have generated over 6.4M views and engagements. Hula’s work in Saint John has helped raised the profile of the Bay of Fundy by reaching previously untapped markets with an interesting, beautiful story of the tides. Sean Yoro was named to the 2018 ‘Top 30 Under 30’ in the Arts and Style category by Forbes Magazine.

### **Project Recognition:**

Discover Saint John was shortlisted for the 2018 MPI Atlantic Annual Industry Awards in the category of Event of the Year Award which was awarded July 6, 2018 in Halifax, NS.

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Discover Saint John won the 2018 Seatrade Cruise Award in the category of Marketing Initiative of the Year Award which was awarded September 19, 2018 in Lisbon, Portugal.

Discover Saint John won the 2018 Tourism Industry of New Brunswick Award in the category of Marketing Initiative of the Year Award which was awarded November 20, 2018 in Fredericton, NB.

Discover Saint John was shortlisted for the 2018 Canadian Tourism Awards for the Accor Hotels Marketing Campaign of the Year Award presented on November 28, 2018 in Gatineau, Quebec.

**2019:** Sean has told us that this project is the number one project he gets asked about on his travels around the world. He is interested in returning. Discover Saint John has started to work on the moving parts required to see another incredible project. This time Sean does not want to paint on the seawall – we have suggested submerging sheets of steel from dismantled, discharged shipping containers. Once painted, having used the tides as scaffolding/ladder, it will be lifted from the slip and given a permanent home somewhere within the city. Thus ensuring longevity for the piece and creating a destination for fans of Sean Yoro to get a chance to see one of his pieces up close.

Request: Discover Saint John is requesting the Common Council grant Discover Saint John and its agents, employees, partners and contractors access to and the use of the Market Slip seawall for the steel installation, mural creation and installation removal for approximately four weeks mid-July to mid-August 2019. .

## YOUR SIGNATURE

Signature: Victoria Clarke

Date: 2019-02-28