

Request for Decision City Council



Type of Decision

Meeting Date	November 10, 2005				Report Date	November 1, 2005			
Decision Requested	<input checked="" type="checkbox"/>	Yes		No	Priority	<input checked="" type="checkbox"/>	High		Low
	Direction Only				Type of Meeting	<input checked="" type="checkbox"/>	Open		Closed

Report Title

Community Image Campaign

Policy Implication + Budget Impact

☒ This report and recommendation(s) have been reviewed by the Finance Division and the funding source has been identified.


Background Attached

Recommendation

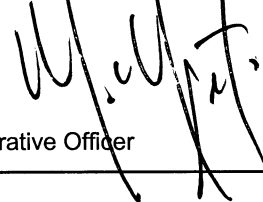
That the Council of the City of Greater Sudbury accepts the report of the GSDC and congratulates the members of the Community Image Project Steering Committee for their work in developing the "My Sudbury" and "Oui Sudbury" campaign. Further, Council acknowledges the strong commitment shown by the community partners who have already committed to support this three year campaign and encourages other organizations to become involved in this exciting community building project. Finally, Council endorses the goals of this campaign and directs municipal staff to find ways to promote and support the Community Image Campaign while carrying out regular business.

Recommendation Continued

Recommended by the Department Head


Doug Nadonozny
General Manager - Growth and Development

Recommended by the C.A.O.


Mark Mieto
Chief Administrative Officer

Report Prepared By

Ian Wood
Coordinator - Tourism and Marketing

Division Review

Rob Skelly
Manager - Culture, Tourism and Marketing

Background:

The need for a renewed brand or image for our community was identified soon after the municipal transition in 2001. This issue was highlighted by Coming of Age in the 21st Century, the economic development strategic plan adopted in June 2003, and by other studies and reports.

On March 25, 2004, Council approved a project to develop a new brand image for the city and agreed in principle to implement the brand once adopted. A Steering Committee, made up of community stakeholder members, was created to oversee the development of this project in conjunction with the consultants approved by Council. A list of steering committee members is below.

After the initial research and analysis phase of the project, the consultants, Ove Design and 50 Carleton, recommended that the project be refocused to develop a long term community image campaign instead of simply developing a new logo and slogan. This recommendation was accepted by the Steering Committee and instructions were given to create a testimonial-based, flexible, community-based campaign to reinvigorate the image of our community, starting with our own citizens.

In September of this year, the Steering Committee reviewed and accepted the proposed strategy for this community image campaign. Here are some highlights:

1. The campaign will be based around the theme of "My Sudbury" and in French, "Oui Sudbury."
2. The campaign will run for a minimum of three years and will actively seek community partners to participate.
3. Partners will be asked to identify themselves as – "People who are passionate about building our community."
4. Steering Committee members feel strongly that this should not be perceived as only a "city hall" campaign in order to ensure buy-in and long term support from partners.
5. The initial focus of marketing will be internal, to develop our own citizens and businesses as ambassadors for our community.
6. A solid group of private and public sector partners must be in place before the campaign is launched publicly.
7. Materials must be provided to partners to allow them the flexibility to create their own versions to extend the campaign.

Members of the Steering Committee and municipal staff are actively involved in discussions with up to 75 potential community partners for this campaign. To date, the following companies and institutions have agreed to support the effort:

- MCTV
- Rogers Radio Group
- Hôpital régional de Sudbury Regional Hospital
- The Sudbury Star
- Northern Life
- Laurentian University
- Collège Boréal
- Science North
- Cambrian College

On October 26, a meeting was held at Science North's IMAX Theatre to present this campaign concept to several dozen representatives of companies and institutions from across the community. Twenty-nine of those in attendance

signed up on the spot to become part of this effort. In fact, at this point no one has refused to participate with the strategy. Everyone has understood immediately what is being done and has embraced the opportunity to assist.

Ads and other materials are being developed for use both inside and outside the community. The image and word mark associated with this campaign will also be used by the economic development section in all of our regular marketing programs and we are asking our community partners to do the same. Staff's intention is to track all of these uses and expenditures, which we expect will total approximately \$6 million over three years, or more than 8 times the direct investment.

Council is being asked to endorse the results of the Steering Committee's work prior to a public launch of the campaign. In late 2005 a public advertising campaign will begin, with the support of local media partners. Partners, including the City of Greater Sudbury, are being asked to begin integrating the visual materials and message of the campaign into their own efforts as quickly as possible and to sustain these efforts through 2008. A campaign website has been set up to provide information and resources to campaign partners and the public. The address is <http://mypassion.mysudbury.ca> or, in French, <http://ouisudbury.ca>.

As indicated when the first phase of this project was approved by Council in 2004, additional financial support through the capital budgeting process should be considered by Council to fund this Community Image Campaign. In order to achieve the maximum benefit from the campaign, and show community partners that the city is prepared to play a meaningful role in the overall program, it is proposed by the steering committee that the city make a direct investment of \$250,000 per year over the three-year period 2006 to 2008. This funding proposal will form part of the capital budget request for Growth & Development, to be considered during the budget process.

List of Steering Committee Members:

Brent Battistelli, Battistelli's Your Independent Grocer
 Viviane Lapointe, Sudbury regional Hospital
 Claudia Ann Malette, College Boreal
 Michel Bechard, Laurentian University
 Martha Cunningham-Closs, Onaping Resident
 Cory McPhee, Inco
 Linda Wilson, Cambrian College
 David Kilgour, Capreol Resident
 Debbi Nicholson, Chamber of Commerce
 Linda Petahtegoose, Whitefish Lake First Nation
 John Arnold, Dalron
 John Caruso, One Hour Signs
 Guy Labine, Science North Enterprises
 Mike Skuce, Howard Johnson Plaza
 Chloe Gordon, Science North
 Abbas Homayed, Northern Life
 France Belanger Houle, Belanger Ford