

Staff Report for Decision

DATE OF MEETING MARCH, 22, 2021

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SUBJECT NANAIMO BUILDS - 100,000 VOICES CAMPAIGN CONCEPT

OVERVIEW

Purpose of Report

To present Mayor and Council with a citizen-directed campaign concept consistent with Nanaimo BUILDS, one of six recommendations that came from the Mayor's Task Force on Recovery and Resilience.

Recommendation

That Council direct staff to develop the 100,000 Voices Campaign Concept and report back to Council with the marketing and communications plan, including a budget.

BACKGROUND

The Mayor's Task Force on Recovery and Resilience (Task Force) was struck in May 2020 as a response to the COVID-19 pandemic and its impact on the community. The Task Force addressed economic impacts, community resiliency and provided Mayor and Council with a report, "[Building a Healthy & Connected Community](#)". The report looked at opportunities to rebuild Nanaimo across six focus areas:

- Nanaimo BUILDS
- Mayor's Nanaimo Leaders Table
- Prioritize STRATEGIC Investing
- Reconciliation & Anti-racism
- Prepare for Future "Event"
- Support for Small Business

This report focuses on Nanaimo BUILDS, which calls on citizens who live, work, play, and recreate to "Be a Nanaimo Builder!" More specifically, the recommendation is to create a:

- *Nanaimo citizen-directed campaign to instill enthusiasm for the natural and built assets, opportunities for education, recreation, culture, businesses and the sense of the existing vibrant community and community support for those most vulnerable.*

DISCUSSION

100,000 Voices Campaign Concept

On December 24, 1874 Nanaimo became an official city, with a population of 1,000 residents. As of 2021, Nanaimo's population is made up of 100,000 plus voices. These voices have helped shape the Nanaimo that continues to attract people to live, work, play, recreate, and invest here. These same voices also see the unlimited possibilities before us, especially as the City continues to grow. This was evident from the public feedback from those who engaged with the City through the first phase of REIMAGINE NANAIMO. In fact, the online questionnaire saw participation from twice the number of newcomers (those who have lived in Nanaimo for less than a year), than the mail-out survey.

Nanaimo Council has the unique opportunity to leverage the engagement momentum from REIMAGINE NANAIMO, in the 100,000 Voices Campaign Concept, by implementing some of the "quick win" revitalization ideas starting now until 2024, which is also the City's 150th Birthday and the year the Summer Olympics take place.

In the next few years, many of Mayor and Council's Strategic Goals will be in-progress or completed. Examples include, the Sustainable Procurement Policy, Checkout Bag Regulation Bylaw, construction of affordable and supportive housing units through the landmark BC Housing and City MOU, implementation of the Health and Housing Action Plan, establishment of the Economic Development Strategy and Nanaimo Prosperity Corporation, and the completion of REIMAGINE NANAIMO.

The community will want to get out and celebrate, especially as Public Health Orders lessen. Mayor and Council can help unite the community of 100,000 plus voices and prepare Nanaimo to celebrate getting through this pandemic that has impacted so many while embracing the future with much hope.

Logo Concept



The blue pantone colours tie in with the City's corporate brand.

The 100,000 represents the City reaching the population milestone of 100,000. The placement of the "100,000" below "Nanaimo" signifies the Nanaimo Builders, who for nearly 150 years have been, and continue to, build and add to the mosaic of our community from all sectors and industries.

The circular “O” represents an inclusive Nanaimo, the doughnut model, and the continuation of the findings from REIMAGINE NANAIMO. The different colours in the “O” represents the diversity of the 100,000 plus voices who are shaping our spectacular City.

Should Council move forward with the 100,000 Voices Campaign Concept, there is an opportunity to build in the Reconciliation & Anti-racism recommendation from the Mayor’s Task Force on Recovery and Resilience during the campaign. This logo can also be part of the Reconciliation & Anti-racism campaign tying it together with the 100,000 Voices Campaign.

OPTIONS

1. That Council direct staff to begin developing the 100,000 Voices Campaign Concept and report back to Council with the marketing and communications plan, including a budget.
2. That Council provide alternate direction.

SUMMARY POINTS

- Nanaimo BUILDS is one of six recommendations from the report entitled: “Building a Healthy & Connected Community” that came from the Mayor’s Task Force on Recovery and Resilience.
- Nanaimo BUILDS is to be a citizen-directed campaign to generate enthusiasm for the rebuilding of all sectors of Nanaimo’s community, including education, recreation, culture, business and community support for those most vulnerable.
- The 100,000 Voices Campaign Concept is being recommended as a citizen-directed campaign for Council’s consideration.

ATTACHMENTS:

Attachment – 100K Voices Brief Concept Snapshot

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