



CONCEPT SNAPSHOT

100,000 VOICES CAMPAIGN

CONCEPT OBJECTIVE

Nanaimo
100,000

To generate enthusiasm for the further rebuilding of all sectors of Nanaimo's community, including education, recreation, culture, business and community support for those most vulnerable.

Strategy: To implement the Nanaimo BUILDS initiative, which is one of the six focus areas recommended in the report from the Mayor's Task Force on Recovery and Resilience entitled: "[Building a Healthy and Connected Community](#)."

To leverage the momentum and feedback from the community on how to revitalize Nanaimo.

Strategy: Implement some of the recommendations the public has provided through the REIMAGINE NANAIMO process and other initiatives.

Tell Nanaimo's story.

Strategy: Utilize semiotics and colour theory in logo, marketing collateral, and multimedia of Nanaimo's natural beauty, public art, and infrastructure assets to generate enthusiasm for living, working, creating, investing, and recreating in this spectacular City.

