
Winter Cities Shake Up Conference Engagement Update

Recommendation

That the report of the Acting General Manager, Corporate Performance Department, dated December 3, 2018, be received as information.

Topic and Purpose

The purpose of this report is to provide an update on the local public engagement opportunities planned as part of the upcoming International Winter Cities Shake Up Conference (Shake Up) from January 23 - 26, 2019.

Report Highlights

1. Shake Up is expected to provide valuable learnings for the content of Saskatoon's Winter City Strategy (Strategy) by bringing international expertise into the local engagement efforts.
2. Both formal and informal engagement opportunities will be held in relation to Shake Up to ensure priorities and important concepts are captured for the development of the Strategy.
3. The broader Saskatoon community will be hosting events and activities corresponding with Shake Up.

Strategic Goals

This report supports multiple Strategic Goals, in particular:

- Quality of Life by supporting a Winter City Strategy;
- Sustainable Growth by ensuring our City Centre is a vibrant hub for culture, commerce and civic life in all seasons of the year;
- Moving Around by ensuring accessibility and connectivity continue to exist when snow and ice are present; and,
- Economic Diversity and Prosperity by creating a bustling, business-friendly city through all seasons.

Background

City Council, at its meeting held on October 22, 2018, considered the Winter City Strategy Update and Winter Cities Shake Up Conference Request for Funding report; and resolved, in part:

- “1. That the \$100,000 funding request by Tourism Saskatoon for the International Winter Cities Shake Up Conference from the Profile Saskatoon component of the Special Events Reserve be approved as an exception to policy; and
3. That information on local public engagement opportunities be reported back to the Standing Policy Committee on Planning, Development and Community Services.”

Report

Engagement for the Saskatoon Winter City Strategy

Community engagement activities for the Strategy are intended to create a common vision and a shared understanding of opportunities for creating a city that is more inviting, vibrant and prosperous even in the coldest months of the year. Engagement activities were held in 2016 and 2017 and the results were provided in the Winter City Strategy Update report considered at City Council on November 20, 2017.

Additional engagement is planned for 2019, which will kick off at Shake Up. Shake Up is expected to provide valuable learnings for the content of the Strategy by bringing international expertise into the local engagement efforts. Shake Up will include curated workshops and sessions that will advance community learning through complimentary local participation for 50 to 150 representatives. Shake Up will also attract international delegates interested in sharing their collective knowledge and experiences about the opportunities and challenges of winter cities.

Administration will invite representatives from organizations who have participated in previous engagement activities, as well as those who have not yet been engaged. Significant effort will be made to ensure broad representation from across various sectors of the community, including civic divisions with a role to play in a new approach to winter policies and procedures. The opportunities to participate in the conference program range from full conference registration to single-day or single-workshop registration.

Shake Up Engagement Activities

Opportunities to engage with participants, stakeholders, and residents will be woven into Shake Up. The key focus is building relationships and connections with these groups, and creating a larger interest base for the next phase of community engagement on the Strategy later this winter.

- Communications: Inform
 - Building awareness and excitement about the Strategy; and,
 - Promoting digital interactions between participants and the wider community.
- Community Engagement: Consult
 - Hosting a space for conference delegates and local stakeholders to participate in creative idea-generation and dialogue; and,
 - Creative engagement activities at a major outdoor event to close off the conference, which will be open to the public.
- Conference Programming
 - Convening facilitated panel sessions/conversations specifically designed to identify collaborative action opportunities locally and globally; and,
 - Hosting evening events specifically designed to facilitate interaction and idea-sharing between conference delegates and local stakeholders.

Complementary Activities

Informal engagement opportunities will be available to local stakeholders. Participants will be asked, as they did when supported to attend the Shake Up in Edmonton, to share their ideas and learnings with the broader community at large.

The broader Saskatoon community is hosting (either as a result of the WintercityYXE community grant or on their own) a significant number of events and activities corresponding with the Shake Up. The evening conference program involves getting out into the community, creating additional opportunities for informal interaction.

Public and/or Stakeholder Involvement

A Shake Up Advisory Committee has been formed drawing from a broad spectrum of community stakeholders, including representation from City Council. The Winter City Community Working Group is also participating by informing the stakeholder list and participating in key discussions about strategy development.

Future community engagement activities for the development of the Strategy are also being planned throughout 2019.

Communication Plan

An in depth Communications Plan has been created for WintercityYXE which will be leveraged for Shake Up. The prime objective will be to maximize participation at events and should leverage both Shake Up's and WintercityYXE's communications when possible. Additional tactics that will be considered include digital ticketing, social media, print ads, and community associations.

Financial Implications

The Winter City Strategy Update and Winter Cities Shake Up Conference Request for Funding report considered at City Council on October 22, 2018, identified that \$133,000 (26% of the budget for Shake Up) would be spent on Marketing, Advertising and Communications. This funding category included both direct event-related costs and costs associated with achieving the objective of engagement during and at the conference. The City funding of \$100,000 from Profile Saskatoon will be spent on:

- Complimentary registrations to local stakeholders to achieve the objective of engagement;
- Conference marketing, including digital and traditional media and event website;
- Photography and video materials for and during the conference for use in event and Strategy promotion; and,
- Engagement activities at the 'ideas lab' and closing event.

Other Considerations/Implications

There are no policy, environmental, privacy, or CPTED implications or considerations.

Due Date for Follow-up and/or Project Completion

A further update report on the Strategy will be provided to the Standing Policy Committee on Environment, Utilities and Corporate Services, including updates on additional engagement activities and next steps in the development of the Strategy in the spring of 2019.

Reporting related to the Profile Saskatoon funding will also be submitted to the Administration as required by civic policy.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Report Approval

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