



CITY OF PRINCE ALBERT

MANAGEMENT COMMITTEE REGULAR MEETING

AGENDA

**MONDAY, FEBRUARY 14, 2022, 3:30 PM
CONFERENCE ROOM, 3RD FLOOR, CITY HALL**

1. CALL TO ORDER

2. APPROVAL OF AGENDA

3. DECLARATION OF CONFLICT OF INTEREST

4. APPROVAL OF MINUTES

4.1 November 4, 2021 Management Committee Meeting Minutes for Approval (MIN 21-111)

4.2 November 8, 2021 Management Committee Incamera Meeting Minutes for Approval (MIN 21-113)

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Update to Management Committee from Communications Subcommittee (RPT 21-577)

6.1.1 Update from Communications Subcommittee January 26, 2022 Meeting (RPT 22-60)

Verbal Presentation: Councillor Kilmer, Chair, Communications Subcommittee

6.2 Positive Story Telling Marketing Strategy (RPT 22-26)

NOTE: This Item was referred from the November 29, 2021 City Council meeting with the following resolution:

That the Positive Storytelling Marketing Strategy be referred back to the Management Committee to develop a Proposal that specifically deals with the Motion that was considered at the 2021 Budget Committee deliberations that requested a Request for Proposal for a company to implement a positive storytelling centered around economic development at a cost of up to \$50,000.

7. UNFINISHED BUSINESS

8. ADJOURNMENT



City of
Prince Albert

MIN 21-111

MOTION:

That the Minutes for the Management Committee Regular & Incamera Meetings held November 4, 2021, be taken as read and adopted.

ATTACHMENTS:

1. Regular Minutes
2. Incamera Minutes



CITY OF PRINCE ALBERT

MANAGEMENT COMMITTEE REGULAR MEETING

MINUTES

**THURSDAY, NOVEMBER 4, 2021, 4:51 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

PRESENT: Mayor G. Dionne
Councillor D. Cody
Councillor T. Zurakowski

Sherry Person, City Clerk
Jim Toye, City Manager

1. CALL TO ORDER

Mayor G. Dionne, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0078. **Moved by:** Councillor T. Zurakowski

That the Agenda for this meeting be approved, as presented, and, that the presentations, delegations and speakers listed on the Agenda be heard when called forward by the Chair.

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0079. **Moved by:** Councillor D. Cody

That the Minutes for the Management Committee Public and Incamera Meetings held October 27, 2021, be taken as read and adopted.

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 RFP 56-21 – Positive Storytelling Marketing Strategy (RPT 21-502)

Verbal Presentation was provided by Kiley Bear, Acting Director of Corporate Services.

Councillor D. Cody assumed the Chair.

0080. **Moved by:** Mayor G. Dionne

That the following be forwarded to an upcoming City Council meeting for consideration:

1. That Request for Proposal No. 56 of 2021 for the Positive Storytelling Marketing Strategy be awarded as follows:
 - a. \$42,500 including Provincial Sales Tax to Aspen Films; and,
 - b. \$12,500 including Provincial Sales Tax to Capstone Community Marketing;
2. That any unspent funds from the 2021 Budget allocation of \$50,000 for this project be pre-approved to roll-over to the 2022 budget;
3. That the additional \$5,000 for the project be funded from the 2021 Advertising Budget in Communications; and,
4. That the Mayor and City Clerk be authorized to execute any necessary contracts on behalf of The City, if required.

CARRIED

Mayor G. Dionne resumed the Chair.

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 5:22 P.M.

0081. **Moved by:** Councillor T. Zurakowski

That this Committee do now adjourn.

CARRIED

MAYOR GREG DIONNE
CHAIRPERSON

CITY CLERK

MINUTES ADOPTED THIS 14TH DAY OF FEBRUARY, A.D. 2022.



City of
Prince Albert

MIN 21-113

MOTION:

That the Minutes for the Management Committee Incamera Meeting held November 8, 2021, be taken as read and adopted.

ATTACHMENTS:

1. Incamera Minutes

RPT 21-577

TITLE: Update to Management Committee from Communications Subcommittee

DATE: December 16, 2021

TO: Management Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the Communications Subcommittee of the Management Committee forwards the following recommendation to the Management Committee for consideration:

That the City Manager's Office schedule a Strategic Planning Session outside City Hall to discuss the Communications Master Plan in January or February 2022 and that this Strategic Planning Session include members of City Council, Department Heads and the Communications Division.

2. That the Communications Subcommittee of the Management Committee forwards the following recommendation to the Management Committee for consideration:

That the City Clerk and Communications Manager review the current "Communication and/or Announcement Plan" within the Agenda.net program and determine whether it is feasible to include a graph template showing (a) Purpose, (b) Target Audience, (c) Type of Communication or Activity, (d) Key Dates, and (e) Key Messages for completion by report writers, as laid out in this report.

TOPIC AND PURPOSE:

To report the following communication improvement opportunities to the Management Committee, including:

1. Invite members of City Council to participate in the Communication Master Plan; and
2. Request Administration review the current Report template in Agenda.net and determine whether enhancements can be made to the "Communication and/or Announcement Plan" section.

BACKGROUND:

The Communications Subcommittee of the Management Committee was approved at the November 8, 2021 Management Committee Incamera Meeting.

The purpose of the Communications Subcommittee is to consider, investigate and report to Management Committee regarding communication deficiencies within the city.

The Communications Subcommittee is comprised of:

- Councillor Dawn Kilmer, Chair;
- Mayor Greg Dionne;
- Councillor Ted Zurakowski;
- Communications Manager; and
- Advisors are members of senior administration, based on topic being discussed.
- The Mayor's Office serves as Secretary.

The first meeting of the Communications Subcommittee was held on December 7, 2021.

PROPOSED APPROACH AND RATIONALE:

Communications Master Plan:

At the December 7, 2021 Subcommittee meeting, the Communications Manager advised that City Council was not involved in the last Communications Master Plan and, in 2022, she would like input from both members of Council and senior administration on the document.

Communication and/or Announcement Plan Section in Agenda.net Report Template:

There is value in reviewing the current Report Template to see if improvements can be made within this section.

Currently it is mandatory for report writers to complete a summary and/or detailed communication plan for all decision reports.

A review of this section by the City Clerk and Communications Manager is being requested for their determination on whether it would be feasible to include a graph template in the "Communication and/or Announcement Plan" section (see below **example**):

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Purpose	To share with utility customers the reason for water utility bill increases over the next three (3) years.
Target Audience	Water Utility Customers and General Public
Type of Communication or Activity	<ol style="list-style-type: none"> 1. CTV News at Noon interview (Mayor); 2. Budget deliberations (City Council); 3. Media Release (Communications Division and Department Head); and 4. Water Utility Bill Insert (Communications Division).
Key Dates	<p>November 23, 2021 – public posting of the water utility budget</p> <p>December 1-3, 2021 – Budget Committee deliberations, etc.</p>
Key Messages	<ol style="list-style-type: none"> 1. The City of PA has invested over \$65 million in water and sewer infrastructure in the last 15 years; 2. This substantial investment has been achieved while keeping water utility rates low, etc.

CONSULTATIONS:

The Communications Subcommittee invited the Director of Public Works and Communications Coordinator to participate in their December 7, 2021 meeting.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

The two above noted Recommendations will go to Management Committee for their review.

POLICY IMPLICATIONS:

There will be implications to the “Communication and/or Announcement Plan” within the Agenda.net report template if Recommendation #2 is approved by members of Council. The City Clerk and Communications Manager will be required to work with the IT Division and software provider to see whether the suggested improvement can be undertaken.

FINANCIAL IMPLICATIONS:

There is a possibility that there could be an additional charge for the software change. This would need to be investigated by the City Clerk and IT Division.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no Privacy, Strategic Plan or Official Community Plan implications.

OPTIONS TO RECOMMENDATION:

1. Do not invite members of City Council to participate in the Communications Master Plan Strategic Planning Session – NOT RECOMMENDED as the Communications Manager feels their involvement would add value to the overall Plan.
2. Do not change the current template – NOT RECOMMENDED as detailed communication plans will add value for both administration and City Council.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION:

The Communications Subcommittee Chair and Communications Manager are available to provide a verbal presentation and/or answer Management Committee questions.

ATTACHMENTS: N/A

Written by: Renee Horn, Executive Assistant

Approved by: City Manager

RPT 22-60

TITLE: Update from Communications Subcommittee January 26, 2022 Meeting

DATE: February 3, 2022

TO: Management Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the Communications Subcommittee of the Management Committee forwards the following five (5) recommendations to the Management Committee for consideration:

1. That the Mayor's Office and City Manager's Office schedule a Communications Strategic Planning Session with Department Heads and City Council at the Ches Leach Lounge from 1:00 – 5:00pm on February 24, 2022. If the February date is not available, to choose an alternate date in March;
2. That the Communications Division review operational items from the Utility and add this educational information to the back page of the utility bill and/or create an additional insert for inclusion with the utility bill;
3. That the Communications Division and Public Works Department develop a communication plan and plan to celebrate the decommission of the current raw water facility and people who worked there;
4. That the City Manager's Office work with the Public Works Department to clearly identify what is confidential vs public in the daily bullet points provided to members of Council regarding snow operations; and,
5. That the Finance Department prepare a report to City Council regarding the Snow Reserve which is transparent, includes use and history of the reserve, and includes figures on how the base tax we collect does not cover all snow costs.

TOPIC & PURPOSE:

To report the following communication improvement opportunities to the Management Committee, including:

1. Scheduling of a Communications Strategic Plan;
2. Creation of educational inserts for utility bills;
3. Creation of a communication plan for the decommission of raw water facility;
4. Identify “confidential vs public” in the daily snow operations updates; and,
5. Report to Council on the snow reserve.

BACKGROUND:

A Communications Subcommittee was established in 2021 to consider, investigate and report to the Management Committee regarding communication deficiencies within the City.

PROPOSED APPROACH AND RATIONALE:

Effective communication in the workplace is key to establishing strong relationships and getting important projects done. It also allows the City an opportunity to prove to the public, through our words and actions, that we are trustworthy.

One of the Committee’s main goals is to improve communication in the workplace by actively seeking out constructive feedback from members of administration and City Council.

Communications Master Plan:

City Council was not involved in the preparation of the last Communications 5-Year Master Plan (2017-2021). As Council has the power to make decisions about municipal services, establish policies and provide direction for the operation of the City, it is important that going forward they are included in strategic planning discussions regarding communications.

Utility Bill Inserts:

Adding inserts to the utility bill is a new opportunity for the City to increase readership and to educate the public on Utility operations. It is cost effective as there is no additional postage required. Inserts are an effective method of educating water customers.

Daily Snow Operations Updates:

Clarification of “public vs confidential” protects the confidentiality of the information being shared and makes clear what information City Councillors can and cannot share with members of the public.

Snow Reserve Report:

Educating City Council on the snow reserve will provide them the confidence to assist administration in the messaging to the public.

CONSULTATIONS:

The Communications Subcommittee invited the Director of Public Works, Director of Finance and Communications Coordinator to participate in their January 26, 2022 meeting.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

The five above noted Recommendations will go to Management Committee for their review.

FINANCIAL IMPLICATIONS:

There will be a cost associated with the utility bill insert. A single-sided, colour copy on the back page of the utility bill will cost approximately \$630. If a double-sided, colour pamphlet attached to the utility bill (separate from the utility bill) the cost will be approximately \$1,200 per insert.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no Privacy, Policy, Strategic Plan or Official Community Plan implications.

OPTIONS TO RECOMMENDATION:

1. Do not proceed with the five (5) above Recommendations – NOT RECOMMENDED as the communications described above are a cost effective, added service for the public, administration and City Council.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION:

The Communications Subcommittee Chair and Communications Manager are available to provide a verbal presentation and/or answer Management Committee questions.

ATTACHMENTS: NONE

Written by: Renee Horn, Executive Assistant

Approved by: Jim Toye, City Manager



City of
Prince Albert

RPT 22-26

TITLE: Positive Story Telling Marketing Strategy

DATE: January 13, 2022

TO: Management Committee

PUBLIC: X

INCAMERA:

SUGGESTED DISPOSITION:

That the Management Committee provided direction to Administration on how to proceed with this matter.

ATTACHMENTS:

1. Positive Story Telling Marketing Strategy Package

Written by: City Council

5.13.1 Operating Issues Not Funded

0122. **Moved by:** Councillor T. Zurakowski

That Administration prepare a Request for Proposal for a company to implement a positive story telling strategy centered around economic development at a cost up to \$50,000.

CARRIED

0123. **Moved by:** Councillor D. Kilmer

That the following 2021 Operating Budget Issues be received as information and filed:

U-01	Fire Fighter Prince Albert Fire Department	\$83,630.
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CARRIED

5.7.1 Corporate Communications Functional Area

5.7.1.1 Report Tab 7 – Marketing Prince Albert (RPT 20-478)

5.7.1.2 Report Tab 7 – Capstone Community Marketing Proposal (CORR 20-86)

5.7.1.3 Report Tab 7 – Social Media Marketing (CORR 20-101)

0041. **Moved by:** Councillor D. Kilmer

1. That the total 2021 Operating Budget for the Corporate Communications Functional Area be approved at a cost of \$296,660, as presented; and,
2. That the City's Communications Office work within existing budgets and with community partners to further promote positive storytelling on digital platforms in 2021.

CARRIED



RPT 20-478

TITLE: Marketing Prince Albert

DATE: December 9, 2020

TO: Budget Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the City's Communications Office work within existing budgets and with community partners to further promote positive storytelling on digital platforms in 2021.

TOPIC & PURPOSE:

To address the correspondence from Capstone Community Marketing for a positive story telling campaign on social media that was referred to budget deliberations for consideration.

BACKGROUND:

At the November 30, 2020 Executive Committee meeting, Capstone Community Marketing made a presentation to City Council requesting \$50,000 to promote positive stories about Prince Albert on the City's social media platforms.

As noted in their correspondence:

"We are proposing that for five (5) posts a week including photography, research, writing and editing and drone capabilities, Capstone Community Marketing will charge \$50,000 for a 52 week contract. Included in the weekly postings will be interviews of local business, photography of the natural beauty and interesting stories of arts, culture, sport and people."

At this meeting, City Council expressed support for the concept to promote positive storytelling to counter negative messaging about the community of Prince Albert and approved that this matter be forwarded to budget with a corresponding report from the Communications Office for more information addressing the items in Capstone's Proposal.

PROPOSED APPROACH AND RATIONALE:

The City's Communications office balances the need for communication on behalf of City operations, and marketing on behalf of Economic Development and Tourism. The primary purpose is operations, but it has always been acknowledged that the City has a role in the celebration and promotion of the community. Please see appendix A for more detail on the initiatives undertaken in this regard and the projects the City has been involved in and Appendix B for a snapshot of the strong performance of the City's Facebook page including recent examples of posts that have driven likes and shares.

The Prince Albert Regional Economic Development Alliance (PAREDA) was created in 2019 with a mandate to pursue economic development and tourism through a cooperative and coordinated approach. The PAREDA is funded by the City of Prince Albert and regional partners. A CEO was appointed by the Board of Directors in early 2020 and since that time, the CEO has been working to establish the fundamental building blocks of the organization. This year, the organization applied for a grant with the Federal Government for an Investment Attraction study. A response is expected early in the New Year. In 2021 there will be a new website which includes an online marketplace, similar to the one launched in Moose Jaw, that provides an online platform for local businesses to sell their goods. The CEO has also successfully applied for a \$37,400 grant from Sask Tourism to promote positive stories in Prince Albert. The grant will cover blogs, video and pictures of the stories of their choice, according to two themes: what do you love about Prince Albert and who makes Prince Albert a great place to live.

Heading into 2021, City Council has expressed a desire to see more positive storytelling about Prince Albert. This priority is consistent with those established in the Communications Master Plan and the Municipal Cultural Action Plan. In addition to the work that PAREDA is doing with Sask Tourism, the Communications Office believes it is possible to align existing internal resources and partners in 2021 to tell more of these stories without an increase to the City's 2021 Budget.

Many community groups have long expressed a desire to change the negative view of Prince Albert and with leadership from the City, they would be eager to contribute to a campaign of this nature. By working with the City's already established relationships with community partners, it will be possible for these groups to not only assist in content creation, but also in identifying the stories that should be told. The result will be a body of work that belongs not just to the City, but the people of the community as well.

The City's Communications Coordinator position was hired in late July 2020 and has extensive experience in social media, graphic design and photography. With this full time position, and support of the PAREDA and local partner organizations, it will be possible to prioritize this initiative while maintaining communication support for the City's other operational areas. In

particular, attention will be paid to growing the Livingpa Instagram account and leveraging the strong audience on Facebook to generate exposure for these positive stories.

CONSULTATIONS:

In preparation for this report, the Communications Office consulted internally with the Arts and Cultural Coordinator, the Marketing and Sponsorship Coordinator and Economic Development Coordinator. Externally, the Prince Albert Regional Economic Development Alliance CEO, Prince Albert Downtown Business Improvement District Executive Director, Prince Albert Chamber CEO and Community Building Youth Futures Prince Albert Coordinator were consulted. All have expressed support for a campaign of this nature and a willingness to contribute to its success.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

In consultation with community partners, a marketing plan will be developed to define goals of the marketing strategy including target audiences, stories to tell, mediums to be used, frequency of postings and any corresponding expenses. The plan will be carried out throughout 2021.

FINANCIAL IMPLICATIONS:

The Communications Office budgets annually to support advertising and communication initiatives each year. This includes budgeted funds for video production, graphic design, print production and photography. Existing budgeted funds would be used to contract out these elements of the work as needed.

PRIVACY IMPLICATIONS:

Storytelling will require the participation of people from the community. This will require that multimedia consent forms be signed in advance to grant the City permission to use their photo and story to promote Prince Albert.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no other policy implication or OCP considerations.

STRATEGIC PLAN:

In the City's Strategic Plan it states, under sustainable growth, "development of a marketing strategy". In the Communications Master Plan under the Goal Strengthen the City Image and Establish a City brand it states "promote the positive attributes of the City which will support our economic development efforts and workforce attraction and retention." In the Municipal Cultural Action Plan it states as a goal "Ensure that all nations, communities, newcomers, and individuals are welcomed and celebrated in the community."

OPTIONS TO RECOMMENDATION:**1. Contracting out Marketing Services**

Under this option, the Communication's office would invite proposals from marketing consultants to create a positive storytelling marketing plan and strategy and complete the content creation for the program. This work would be undertaken under the direction and guidance of the Communications Office.

This option is not recommended because it is possible to achieve more storytelling without an increase to the City's budget. Additionally, while a consultant can take on some of the story telling work, the project will still require that the Communications Office be responsible for ensuring the consultant delivers on the goals identified for the project. To ensure a successful outcome, a project of this scope will require the full participation and engagement of the Communications Office.

It should be noted that the proposal from Capstone Community Marketing suggests an annual contract in the amount of \$50,000. Before awarding a contract to this company, or any other, bidders would need to be prepared to demonstrate their abilities with evidence of prior work including a portfolio of images or videography work they have completed and their own demonstrated social media presence as a company. The Capstone website, <https://www.capstonecommunity.ca> does not include a portfolio of work and the social media icons are dead links that do not go anywhere.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION: N/A**ATTACHMENTS:**

Appendix A – Positive Promotion Initiatives

Appendix B – City of PA Facebook Performance

Written by: Kiley Bear, Communications Manager

Approved by: Corporate Services Director, Community Services Director, Planning and Development Director, City Manager

Appendix A:

Positive Promotion Initiatives

The Communications Master Plan highlights five key strategic areas. Nearly all of them surround improving communication with residents about the City's operations. Out of 25 priority areas, there is one that states: "Promote the positive attributes of the City which will support our economic development efforts and workforce attraction and retention."

The Communications Office is a small one. There is the Communications Manager and now a Communications Coordinator hired in late July 2020. Although this office is primarily concerned with City operations, there is a role in celebrating Prince Albert and presenting a positive image of the Community. Over the years, progress has been made in this regard:

1. This Place Matters Wayfinding

<https://www.youtube.com/watch?v=ulZKAld0YY>

The City worked with the Downtown Business Improvement District to raise funds for wayfinding signs. Part of that project was the creation of a video of the local business owner of Propaganda who talked about why he chose Prince Albert to start his business.

2. YouTube Channel 2017

https://www.youtube.com/channel/UC4GHqfx88ZN0MkZaL-lhMkA?view_as=subscriber

The City created a YouTube channel in 2017 to provide a place where the City's operation and community could be represented online.

3. Locals Culture Video 2017

<https://www.youtube.com/watch?v=Rb8PjRFP-Uk>

This was an ambitious project that engaged several dozen community members to produce a video that showcased the vibrancy of the Downtown. It featured an originally written and performed song by resident LJ Tyson. The video was also shared on the City's social media pages in September 2017. The results at the time showed that the video had been shared 679 times, reached 74,996 people and was viewed 36,000 times on Facebook. The report is attached which includes commentary from that time. This video won the Saskatchewan Economic Development Award in the Marketing category in 2018 and was a finalist in the Saskatchewan Country Music Awards hosted in Prince Albert in 2018.

4. Paevents.ca 2018

www.paevents.ca

This was a project that Communications worked with the City's Arts and Cultural Coordinator, Marketing and Sponsorship Coordinator, local hotels and other community groups to provide a one-stop shop for groups to share and promote their local events. Criteria was established to ensure a focused purpose for the calendar. The intent was to ensure there was reduced overlap of events locally while also promoting some of the first class events that take place in Prince Albert. One of the expressed concerns of the hotel industry has always been too many events overlapping on a single weekend resulting in maximum capacity on some weekends and little bookings on others. With the

launch of the new City website in 2019, the submission process for events was simplified and subscription feature added to the calendar so users can receive weekly email on upcoming events.

5. Sports Video 2019

<https://youtu.be/oL6kIGJUHSE>

The City's Marketing and Sponsorship Coordinator in the community services department initiated a video project in 2018 to capture professional video of the City's recreation facilities and sports community. The department worked with a local videographer and sports organizations to create a video that could be used in bid packages to attract sporting events to Prince Albert. The department continues to build video inventory to add to the City's stock of footage.

6. Instagram 2018

<https://www.instagram.com/livingpa/>

The City worked with Tourism and the Downtown Business Improvement District to create an Instagram Account Livingpa. While the primary social media activity in Prince Albert is on Facebook, there was an acknowledgement at the time that there was a local audience on Instagram. Additionally, for those that are visiting or exploring Prince Albert, it was considered valuable to have a presence on the social media channel. In 2020, when the Communications Coordinator started, a second City of Prince Albert account was created. This one is dedicated to operational news, while Livingpa is dedicated to more experiences and beautiful imagery. Since July, the @livingpa Instagram account has grown by 5% and the @cityofprincealbert account by 21.7%.

7. City Website 2019

www.citypa.ca

www.citypa.ca/transit

www.citypa.ca/airport

www.citypa.ca/fire

The City's new website was launched in October 2019. The site was a significant undertaking that engaged all City departments in reimagining and rewriting every page of content on the site. In addition to improving the content and navigation of the website, the project included a budget to include professional photography. Local photographers were hired to take beautiful images of the community in all aspects including the people landscapes, parks, recreation, museums, fire, airport and transit. The result is a website that not only functions well for the public, but also represents the community for those that may be looking to relocate to Prince Albert. In 2020 the City was awarded the Apex award for publication excellence and an Ava Digital Award.

8. City Owned Billboard 2019:

Thanks to funding from Husky Energy, the Communications Office coordinated the purchase and installation of the City's billboard located at 2nd Avenue West and 15th Street. Criteria was established for the billboard that again, would ensure that there was a focused purpose for its content. The goal of the billboard as defined in the criteria on the [City's website](#) is that "This is a community based billboard intended to leave a lasting positive impression of Prince Albert both inside and outside the city through the promotion of prominent events and news in Prince Albert. Intended results include:

- Increase exposure of Prince Albert's notable events to residents and tourists travelling through Prince Albert;
- Build community pride through the promotion of good news from Prince Albert including awards, accomplishments and achievements, especially those relating to the priorities identified in the City's Community Services Master Plan and Municipal Cultural Action Plan; and
- Inform residents about notable City services and emergency announcements as required.

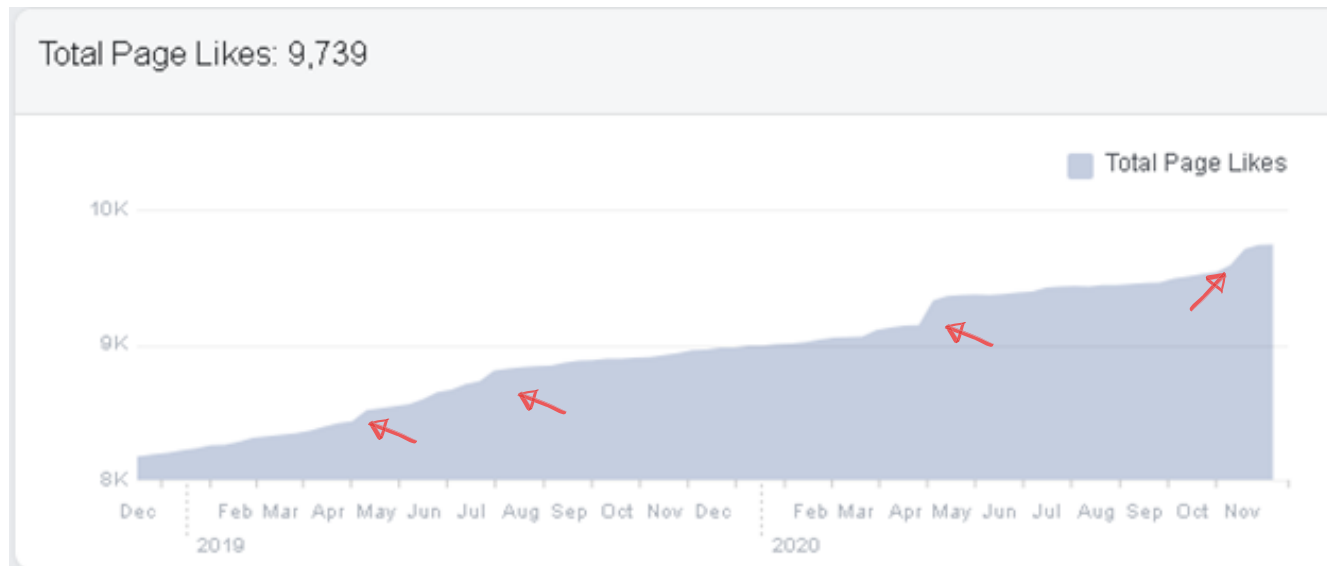
Appendix B

City of Prince Albert Facebook Performance

The City's Facebook page is managed by three employees and is primarily for sharing operational items. This includes programming and service information. There is also space on this page for positive promotions. The City's Facebook page has a dedicated audience. Many follow the page because operational issues matter to residents. This creates a strong audience base when there is a positive story to tell because ongoing attention helps drive overall performance of page posts. This makes the page one of the City's most powerful communication tools and one that has steadily grown over time.

Listed below on this page is a chart showing the growth of the page likes since January 2019. As you can see, page likes grow steadily and occasionally a viral post will cause likes to spike.


The remaining pages show recent Facebook posts that have either promoted positive stories or that have performed very well. The reach statistics circled in red show how many people see the posts. The engagements indicate those that have clicked on the post either to read more, view the image, or click a link. Many of these posts have thousands of views and in some cases views surpass the population of the City. Many of these posts perform very well without any paid advertising.



City of Prince Albert
Published by Wilna Furstenberg · December 4 at 5:33 PM · 🌐

The City of Prince Albert is joining [Power 99](#), [MADD Canada](#) and the [PA Community Alcohol Strategy Steering Committee - CASSC](#) to sponsor the Twinkle Tour, a holiday decorating contest for Prince Albert's beautifully decorated homes for Christmas.

From now until December 18 submit a picture of your outdoor Christmas display and Power99 will add it to their online gallery and on December 21 they will post a map so everyone can plan their own personal Twinkle Tour of Prince Albe... [See More](#)



17,055 People Reached
3,208 Engagements

[Boost Again](#)

Boosted on December 4 at 9:18 PM · Finishes in 3 days
By Kiley Bear

People Reached	3K	Post Engagements	337
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[View Results](#)

You and 268 others · 58 Comments 116 Shares

[Love](#) [Comment](#) [Share](#)

City of Prince Albert
Published by Hootsuite · December 4 at 11:00 AM · 🌐

This week 3 city buildings were recognized with the 2020 NAFA Clean Air Award. City Hall, the [EA Rawlinson Centre for the Arts](#) and Alfred Jenkins Field House have air as clean as you would find in a hospital. See the story: <http://ow.ly/ILAN50CCYa3>



5,842 People Reached
679 Engagements

[Boost Again](#)

Boosted on December 4 at 11:02 AM · Finishes in 1 day
By Bruce Vance

People Reached	4.1K	Post Engagements	246
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[View Results](#)

You and 106 others · 3 Comments 5 Shares

[Like](#) [Comment](#) [Share](#)

Insights [See All](#)

Last 7 days · Dec 1 - Dec 7 ▼

People Reached	27,501	↖
	▲65%	
Post Engagements	7,247	↖
	▲84%	
Page Likes	41	↖
	▲486%	



City of Prince Albert
Published by Wilna Furstenberg · December 1 at 8:19 AM · 🌐

Keep your dollars local this Christmas Season with #ShopLocalYPA. We want to bring together local shops, products and services, and shoppers in one virtual marketplace by using the hashtag #shoplocalypa. Learn more here: <http://citypa.ca/shoplocalypa>

7,726 People Reached 1,122 Engagements Boost Again

Boosted on December 1 at 8:40 AM Completed
By Kiley Bear

People Reached	4.3K	Post Engagements	460
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[View Results](#)

You and 170 others 2 Comments 69 Shares

City of Prince Albert
Published by Hootsuite · 19h · 🌐

Herb Bassett Secret Santa Program 🍅 🌲

This year the annual Herb Bassett Secret Santa Tree is hosted by the Knotty Pine Bistro at Little Red due to Covid restrictions at the Herb Bassett home. For those of you who want to participate in this beautiful act of kindness, please visit the Knotty Pine to pick up a gift-idea card for an Herb Bassett resident. You buy the gift, wrap it, attach the card you took to the gift and drop it off at the Herb Bassett home before Wednesday De... [See More](#)

1,728 People Reached **52** Engagements Boost Post

14 10 Shares

Like Comment Share 🌐

Comment as City of Prince Albert

City of Prince Albert
Published by Wilna Furstenberg · November 27 at 9:23 AM · 🌐

Something exciting is in the works! More details on December 1st! In the meantime, please tag your shop/products/services with the [#shoplocalYPA](#) hashtag to be a part of this holiday cheer movement!

2,234 People Reached **80** Engagements [Boost Post](#)

👍❤️🔥 18 1 Comment 11 Shares

City of Prince Albert
Published by Hootsuite · November 10 at 4:08 PM · 🌐

Nominate a Neighbour for the Golden Shovel Award!
The winter storm over the weekend has revealed many good Samaritans in Prince Albert that made the extra effort to clear not only their sidewalks, but also their neighbour's, a friend's or family member's sidewalk too. To nominate someone for the Golden Shovel Award, please visit <https://bit.ly/3keH4dT>

2,204 People Reached **156** Engagements [Boost Post](#)

👍❤️ You and 9 others 1 Comment 5 Shares

City of Prince Albert
Published by Hootsuite · November 16 at 9:03 AM · 🌐

Nov 16: Louis Riel Day!
Louis Riel was hanged for treason on this day 135 years ago. Being Saskatchewan's most renowned Métis icon, Louis Riel was executed by the Canadian Government in Regina on Nov 16, 1885. Although hanged for treason, the Métis leader has since been celebrated for heading a resistance movement against the federal government which fought for the rights of Métis and Francophone people in Western Canada.

3,376 People Reached **150** Engagements [Boost Post](#)

👍❤️🔥 36 1 Comment 23 Shares

EA Rawlinson Centre for the Arts
November 10 at 6:15 PM · 🌐

Here it is! The product of eight weeks of planning and work. Thank you to all contributors of our first ever Community Music Video Project! Thank you to [The Trew...](#) [See More](#)

1,322 People Reached **68** Engagements [Boost Unavailable](#)

👍❤️ 8

👍 Like 💬 Comment ➦ Share 🌐

Comment as City of Prince Albert



City of Prince Albert

Published by Bruce Vance · November 3 at 1:51 PM · 🌐

Rotary Trail Receives the 2020 SPRA Parks and Open Space Award

Prince Albert, Sk. – The Saskatchewan Parks and Recreation Association (SPRA) has selected Prince Albert’s Rotary Trail as their 2020 Parks and Open Space Award recipient. The award recognizes excellence in the planning, design and development of a private or public park or open space in Saskatchewan.

Mayor Greg Dionne, Dave Fischl, Rotary Trail Committee Chair and founding member of the original fundraising com... See More



3,334
People Reached

285
Engagements

Boost Post

You and 41 others

3 Comments 12 Shares

Like

Comment

Share



Most Relevant



Comment as City of Prince Albert



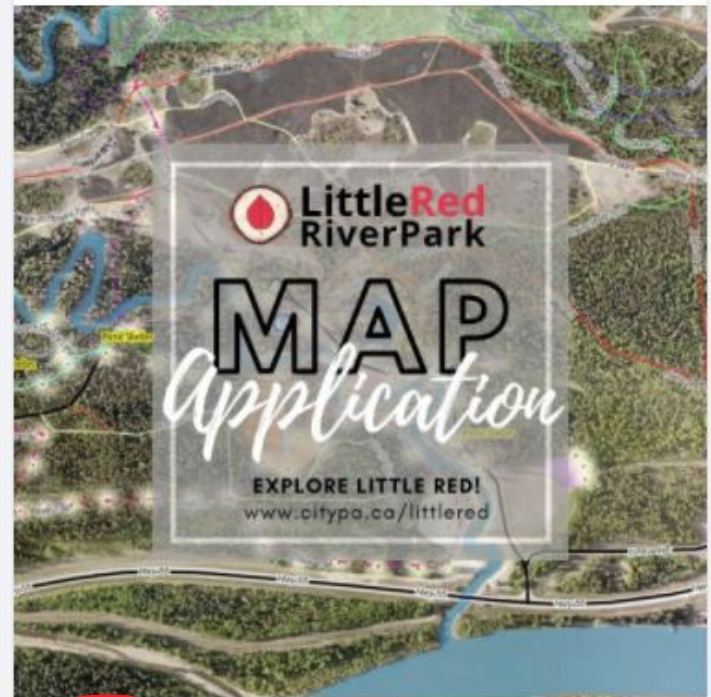
View comments



City of Prince Albert

Published by Hootsuite · October 8 · 🌐

Have you seen or used the new Little Red Map Application? So many hours and collaborations went into this project driven by 2 Students and an Instructor from the Sask Polytechnic. Read more about how it came about and how it works here: <https://bit.ly/33H50lq>



13,955
People Reached

3,222
Engagements

Boost Again

Boosted on October 8
By Bruce Vance

Completed

People Reached 8.1K

Post Engagements 1.2K

View Results

183

41 Comments 84 Shares

Like

Comment

Share



Most Relevant



City of Prince Albert

Published by Hootsuite · October 28 ·

The City of Prince Albert recognizes that it will be an abnormal trick-or-treating season and this is one way you can let your neighbours know if you are participating in this years' ghostly festivities! We created two FREE posters that you can download and print for your door.

Download the Sorry see you next year poster here:

<https://bit.ly/3e4aIRI>

Download the Open for Trick or Treaters here: <https://bit.ly/3oAgUFZ>



HAPPY HALLOWEEN

Share with your neighbours if you will be participating in the ghostly activities this year. Please visit our website to download the FREE poster options.

Just a reminder that participation in Halloween is completely voluntary.



71,475
People Reached

8,881
Engagements

Boost Post

96

33 Comments 641 Shares

Like

Comment

Share

Most Relevant



Comment as City of Prince Albert



City of Prince Albert

Published by Hootsuite · October 1 ·

Hello October!

Fall is here! This month is all about CULTURE DAYS and many wonderful events are coming up celebrating arts and culture! Also featured in this month's newsletter is the unveiling of the new renovated Lions Playground, a new destination restaurant at Little Red River Park, seven new shows lined up at the EA Rawlinson Centre, and lots of fitness and art programs starting up again! Grab your favorite pumpkin spiced drink and enjoy a fun read of all the happenings ... See More



City of Prince Albert
City

Book Now

8,359
People Reached

1,026
Engagements

Boost Again

Boosted on October 1
By Bruce Vance

Completed

People Reached 7.7K

Link Clicks 181

View Results

53

10 Shares

Like

Comment

Share



City of Prince Albert

Published by Kiley Bear · September 27 · 🌐



Culture Days- Prince Albert

September 27 · 🌐

One of today's events - Indigenous History Riverbank Walking Tours. Photo credit to [All My Relations Photography](#)

2,138
People Reached

324
Engagements

Boost Unavailable



24

3 Comments 1 Share



Like



Comment



Share



Most Relevant ▾



Comment as City of Prince Albert



View comments



City of Prince Albert

Published by Hootsuite · September 23 · 🌐



Crosswalk ART!

Artist Kayanna Wirtz created this design. She titled it "Gateway to the North". As someone that grew up in Prince Albert and is active in the arts, Kayanna wants to more art for the public to enjoy, and created this artwork to be placed near the river. She believes our unique city, on the border of the prairies and boreal forest, is special and should be celebrated for how it brings the geographies and people together. The Crosswalk art can be found on River s... See More



7,414
People Reached

1,125
Engagements

Boost Post



144

11 Comments 22 Shares



Like



Comment



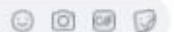
Share



Most Relevant ▾



Comment as City of Prince Albert



View comments



City of Prince Albert

Published by Hootsuite · September 23 ·

Hey Kids! Did you see the new playground in Prince Albert? It's at Lion's Park located at 1301 13th St W and is right next to the recently opened Canadian Tire spray park. This park had a major makeover! See the before and after photos! More info: <https://bre.is/pAwa7foo>



5,504
People Reached

1,020
Engagements

Boost Post

77

7 Comments 26 Shares

Like Comment Share

Most Relevant

Comment as City of Prince Albert

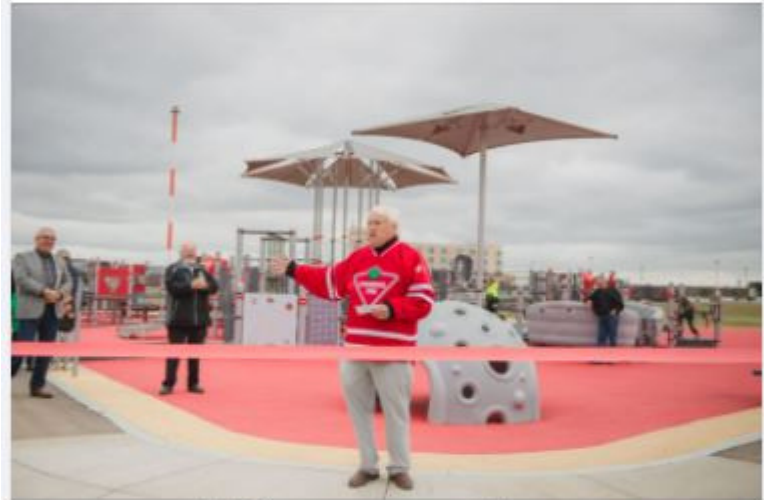
View comments



City of Prince Albert

Published by Wilna Furstenberg · August 31 ·

Malcolm Jenkins, (owner of Canadian Tire) announced the grand re-opening of Alfred's Playground today! The Jumpstart inclusive playground is located at the Alfred Jenkins Field House. The new elements include swings, a spinner, 2 crab trap apparatus for climbing, global motion, a large Netplex structure, and a we-go-round. The surfacing is the red rubberized material identical to the original playground. This expansion will make the Canadian Tire Jumpstart Playground at the A... See More



36,896
People Reached

10,508
Engagements

Boost Post

You and 573 others 89 Comments 275 Shares

Like Comment Share

Most Relevant

Comment as City of Prince Albert

View comments



City of Prince Albert

Published by Wilna Furstenberg · September 16 ·

...

SLOWER IS SAFER!

Hey Prince Albert! Have you seen the new speed alert signs? The City of Prince Albert and the Prince Albert Police Service have kicked off a new speeding education and enforcement initiative this fall to reduced speeding throughout the City. The "Slow Down Prince Albert" program will start with education by first alerting drivers through new speed monitoring signs.

Twenty-four signs have been purchased with funding through the provincial Traffic Safety Fund.... See More



8,149
People Reached

1,011
Engagements

Boost Post



52

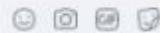
6 Comments 34 Shares



Most Relevant



Comment as City of Prince Albert



View comments



City of Prince Albert

Published by Wilna Furstenberg · September 21 ·

...

NOW OPEN!

The Knotty Pine Bistro is the newest restaurant addition to Prince Albert. Situated in the beautiful Little Red River Park, the Bistro aims to serve premium coffees, tea's, smoothies, fresh baking, and delicious meals in an inviting and relaxed atmosphere.

The restaurant will open Monday, September 21, 2020, at 6:00am. "Our goal is to provide a comfortable environment for the people of Prince Albert, visitors and outdoor enthusiasts to meet, socialize or simply re... See More



15,690
People Reached

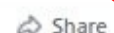
4,350
Engagements

Boost Post



163

35 Comments 94 Shares



Most Relevant



Comment as City of Prince Albert



View comments



City of Prince Albert

Published by Hootsuite · August 18 ·

Did you know about the new MAP APP for Little Red River Park? Have you used it? Let us know!

With this app, not all who wander will get lost! 🗺️

<http://citypa.ca/littlered>



7,418
People Reached

1,008
Engagements

Boost Post

47

19 Comments 36 Shares

Like

Comment

Share

Most Relevant



Comment as City of Prince Albert

View comments



City of Prince Albert

Published by Hootsuite · August 12 ·

A few more images of the beautiful Crosswalk art by Joanne Churko. Joanne actually created these design for 2nd Avenue. This is where they were first painted but they wore off because of the high traffic. The idea was the trees and night sky was heading North and the lilies and wheat heading South on 2nd avenue, depicting how Prince Albert is where the agricultural prairies of the south and the rich forest belt of the north meet. She then created a new stencil at our request... See More



9,182
People Reached

1,574
Engagements

Boost Post

You and 239 others

19 Comments 40 Shares

Love

Comment

Share

Most Relevant



Comment as City of Prince Albert

View comments



City of Prince Albert is in Prince Albert, Saskatchewan.

Published by Hootsuite · August 10 ·



Just a heads up for all the Rotary Trail lovers! City crews are out and about doing some maintenance on the Rotary Trail! The rotary trail was completed in 2019 and follows a path totaling 22.6 km around the city. #myrotarytrailview #livingpa



3,821
People Reached

408
Engagements

Boost Post

51

10 Comments 7 Shares

Like

Comment

Share



Most Relevant



Comment as City of Prince Albert



View comments



City of Prince Albert

Published by Wilna Furstenberg · August 5 ·



It's a lovely day to come visit the Farmer's Market Downtown Prince Albert! Today from 8am to 1pm.



2,587
People Reached

255
Engagements

Boost Post

You and 27 others

7 Comments

Love

Comment

Share



Most Relevant



Comment as City of Prince Albert



View comments

City of Prince Albert
Published by Wilna Furstenberg · July 23 · 🌐

A few more photos from the opening of Alfred's Spray Park, located in Lions Park on 13th Avenue West. Open daily from 11:00 a.m. to 7:00 p.m.
With the significant financial support of local businessman Malcolm Jenkins of Canadian Tire, the spray park expands from 2 to 6 components and an increased area covered by a rubberized surface in Canadian Tire red.






3,434 People Reached 689 Engagements [Boost Post](#)

👍❤️ 86 7 Shares

👍 Like 💬 Comment ➦ Share 🌐

🌐 Comment as City of Prince Albert 🗨️ 📷 📧 📺

City of Prince Albert
Published by Bruce Vance · July 22 · 🌐

Alfred's Spray Park officially opened July 22nd-the hottest day of 2020 so far! Mayor Dionne, Councillor Miller, Malcolm Jenkins and Malcolm's daughter Karen took part in the festivities and first "dunking" from the Big Splash!
The park is located on 13th Street West and was made possible thanks to a significant contribution from Malcolm and Canadian Tire!



6,414 People Reached 1,420 Engagements

👍❤️👤 166 14 Comments 49 Shares

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant

🌐 Comment as City of Prince Albert 🗨️ 📷 📧 📺

View comments



City of Prince Albert

Published by Wilna Furstenberg · July 23 ·

"My Rotary Trail view" photo fun challenge.

For those of you who love the rotary trail in Prince Albert and run, walk, ride, roller blade, or skateboard the path often, this post is for you! We would love to see and feature your favorite rotary trail photos on our Instagram Account: livingpa.

We will pick a random entry at the end of July and that person will win a super cool water bottle and travel mug merchandise (see photo below) to use on your next rotary trail adventur... See More



5,003
People Reached

660
Engagements

Boost Post

53

13 Comments 16 Shares

Like

Comment

Share



Most Relevant



City of Prince Albert

Published by Hootsuite · August 12 ·

Have you seen the beautiful crosswalk art by Joanne Churko? This crosswalk is at the end of 1st Street East (and Mattes Avenue). In this work, the idea is that Prince Albert is the gateway to the North (trees and night sky). 🌲 🌃



4,569
People Reached

542
Engagements

Boost Post

You and 90 others

11 Comments 16 Shares

Love

Comment

Share



Most Relevant



Comment as City of Prince Albert



View comments

City of Prince Albert
Published by Hootsuite · August 11 ·

CLOSED for construction.
Just a reminder that the Alfred Jenkins Field House playground is still CLOSED to the public! The playground is under construction to make it bigger and more fun for everyone. An announcement for its reopening can be expected soon! Until then, please don't enter the barriers.

7,191 People Reached 1,524 Engagements [Boost Post](#)

75 15 Comments 28 Shares

Like Comment Share

Comment as City of Prince Albert

View comments

City of Prince Albert
Published by Kiley Bear · June 22 ·

Prince Albert's 2020 High School graduates will appear on the City's billboard on 2nd ave and 15th Street all this week. Watch for Wesmor and Ecole Valois Monday and Tuesday, St. Mary Wednesday and Thursday and Carleton on Friday and Saturday. Thank-you to the schools that helped to get this organized and a shout out to PACI who were very interested but not able to get their images back in time.

10,157 People Reached 1,589 Engagements [Boost Post](#)

132 10 Comments 53 Shares


Like Comment Share

Comment as City of Prince Albert

City of Prince Albert
Published by Kiley Bear · June 16 ·

Willie Ermine, Plains Cree Knowledge Keeper, presents at the Indigenous People of Prince Albert and area Interpretive Sign unveiling ceremony.

The signs offer an introduction to the six Prince Albert and Area Indigenous groups: the Plains Cree, Woodland Cree, Swampy Cree, Dakota, Dene, and Métis. Check them out just east of the Historical museum on the Rotary Trail. Read more: <https://www.citypa.ca/en/news/city-unveils-new-indigenous-people-of-prince-albert-area-interpretiv...> See More



6,776 People Reached **727** Engagements **Boost Post**

104 6 Comments **42 Shares**


Like Comment Share

Comment as City of Prince Albert

View comments

City of Prince Albert
Published by Kiley Bear · May 13 ·

The Pursuit of Life: A Return to Community is a Prince Albert based project showcasing local businesses. It's nice to see this kind of positive community driven work. Give their page a like if you'd like to see more videos as they are released.



The Pursuit of Life: A Return to Community
May 12 ·

《EPISODE 2》 Meet Dez, the owner of The Spin S2DIO Prince Albert

2,090 People Reached **165** Engagements **Boost Unavailable**


21 1 Comment 2 Shares

Like Comment Share

Comment as City of Prince Albert

View 1 comment

City of Prince Albert
Published by mroosula · May 4 ·



6,925 People Reached **516** Engagements **Boost Post**


177 7 Comments 25 Shares

Like Comment Share

Comment as City of Prince Albert

View comments

City of Prince Albert
Published by Kiley Bear · March 9 ·



adobt architecture + interior design
March 6 ·

On behalf of our design team, we are excited to share this preliminary architectural concept video for the new Prince Albert Victoria Hospital Project.

1,995 People Reached **336** Engagements **Boost Unavailable**

15 6 Comments 11 Shares


Like Comment Share

Comment as City of Prince Albert

View comments

City of Prince Albert
Published by Kiley Bear · April 23 ·

Thank-you for the great article on some of our essential services [panow.com](#).



PANOW.COM
Meet the people who keep Prince Albert running
Day or night, 365 days a year, there are two operators sitting at the control center inside Princ...

2,738 People Reached **497** Engagements **Boost Post**

You and 79 others 3 Comments 10 Shares

Like Comment Share

Comment as City of Prince Albert

View comments



City of Prince Albert

Published by Bruce Vance · April 26 · 🌐



North Saskatchewan ice is out! Please stay away from the edge of the river!!!



70,820
People Reached

15,171
Engagements

Boost Post

👍❤️👍 261

67 Comments 867 Shares

👍 Like

💬 Comment

🔗 Share



Most Relevant ▾



Comment as City of Prince Albert



View comments



City of Prince Albert

Published by Bruce Vance · April 28, 2019 ·

Congratulations to our Prince Albert Raiders-WHL Eastern Conference Champions! The Rogers WHL Championship Series starts Friday at the Art Hauser Centre.



53,402
People Reached

12,968
Engagements

Boost Post

1.4K

114 Comments 474 Shares

Like

Comment

Share

Most Relevant



Comment as City of Prince Albert





City of Prince Albert

CORR 20-86

TITLE: Capstone Community Marketing Proposal

DATE: November 26, 2020

TO: Executive Committee

PUBLIC: X

INCAMERA:

SUGGESTED DISPOSITION:

That the Correspondence be received and referred to the Budget Committee.

PRESENTATION:

Verbal Presentation by Perry and Rhonda Trusty.

ATTACHMENTS:

1. Email dated November 23, 2020

Written by: Perry and Rhonda Trusty

Sherry Person

From: ptrusty@sasktel.net
Sent: Monday, November 23, 2020 11:52 AM
To: City Clerk
Subject: Capstone Community Marketing Proposal
Attachments: Capstone letter to Mayor and Council.docx; Capstone Prince Albert Proposal.docx

Hello Sherry:

Can you please include these attachments on the next Executive Committee Agenda.

Thank you.

Perry and Rhonda Trusty

RECEIVED
NOV 23 2020
CITY CLERK

Executive Committee

--
This email was Malware checked by UTM 9. <http://www.sophos.com>

*****Caution:** This email originated from outside the City of Prince Albert email system.

Do not click links or open attachments unless you recognize the sender and know the content is safe. If in doubt contact IT Support (support@citypa.com). ***

**Recommended
Disposition:**

Refer to
Budget
Committee

November 23, 2020

To Mayor and City Council
Re: Capstone Community Marketing

We would like to make this presentation to the next Executive Committee meeting scheduled for November 30, 2020. Our presentation will not be long and will adhere to a 5 minute limit. We will welcome any questions.

The proposal is attached.

Sincerely,

Perry Trusty
Rhonda Trusty

Capstone Community Marketing

November 2020

Prince Albert Social Media Proposal

Introduction

The last two civic elections have each had mayoralty candidates run on a negative platform of getting tough on crime. While they were unsuccessful, the belief that Prince Albert is not a safe city to raise your family received a lot of province wide exposure. If this reputation permeates Saskatchewan culture then it becomes harder for business and government to attract skilled labour. It also becomes challenging to attract investment. A crime ridden city drives away shoppers which negatively impacts business.

Capstone Community Marketing has recognized the City of Prince Albert has a gap in the marketing message with respect to positive storytelling. We feel that positive storytelling is an avenue that can help to rejuvenate the city's reputation and create goodwill. Recognizing your community and region's potential and maximizing its assets through social media can generate favourable results and help shift attitudes to a more positive reflection. These positive messages can enhance economic development by countering the negative messaging.

To counter negative perceptions and responses online the process will be to counteract with a positive message or just not respond. There are always exceptions. Some comments should be removed such as:

- Random attacks that are completely unwarranted or don't make sense
- Profanity
- Spam

Consistent educational, informative and inspirational posts and efficiently good press can outweigh anything bad. We feel that you can sell your benefits and keep selling them - everyday. In Capstone Community Marketing's viewpoint, Prince Albert needs to shift away from the negative stereotypical news as presented by traditional media and begin encouraging strategic marketing through social media. Social media is immediate. Most users of social media access it a minimum of eight times a day. There are well over 2 billion people worldwide on Facebook alone.

A planned, positive approach can enhance the qualities and strengths that the community has to offer. Capstone Community Marketing can enunciate this clearly: Prince Albert is a good place to work, live, raise your family, invest, shop and retire.

The City's Strategic Plan identifies that administration should look at skills gaps. The Communication Master Plan identifies several goals. One goal is that the City's community brand is a priority and also improved public and stakeholder engagement. Another objective within improved public and stakeholder engagement is for social media to be a part of this goal. The Communication Master Plan identifies that the City's community brand as a place to live directly relates to the City's role in fostering economic development and investment.

Capstone believes there is a skills gap as identified in the Strategic Plan. It curtails positive story telling as a message to market to investors, shoppers and is impacting the community brand. We believe this skills gap and the overall workload on current staff has led to this missing component. Capstone also identifies that social media is a key component of the City's Communication Master Plan and that the City's community brand can impact economic development. We surmise a lack of human resources is a reason for the minimal execution on the focus of positive story telling under the City's Communication Master Plan. We believe our economic development, tourism, social media and television experience can benefit your organization because of our visual storytelling background and training.

Our Story

The role of economic development, tourism and social media can be summarized into promoting the strengths and positive information about Prince Albert and region. From an economic development perspective, when I worked for Prince Albert selling our city as a good place to invest to Springwood Developments, they wanted to know housing growth, employee numbers in the health district, school division employees and provincial and federal jail employees.

From here the information grew into market wide data. The list of assets locally and regionally that sell Prince Albert from an economic development perspective

are impressive. Social media can be an economic development tool used to promote this data. An example of this would be the cost of housing comparison between Prince Albert and Saskatoon. You will save hundreds of dollars each month on mortgage payments by buying an average priced home in Prince Albert versus Saskatoon.

How about a Shop Local Campaign? A Shop Local campaign is about local business owners, managers and employees. It can showcase how long they have had a business in Prince Albert, their history, services offered and the number of people they employ. This type of strategic campaign can focus on Prince Albert businesses and will be successful because the business owners, their friends and customers will “like and share”. This also helps to grow the social media platforms of the city. The business owners will appreciate the free publicity. This can be done as part of the existing City of Prince Albert’s social media platform. The Shop Local campaign can also showcase the cultural diversity of the business community such as the local Metis and Aboriginal owned businesses and other cultures.

The list of benefits to sell the position that Prince Albert is a diverse and culturally vibrant place to live is long and impressive. But they have to be enunciated and repeated. Business runs the same message for years on multiple platforms many times a day and the City of Prince Albert can view themselves in the same manner. The message from Prince Albert that needs repeating is this is a good place to live, work, raise your family, invest in and retire.

Do the City of Prince Albert’s social media platforms currently leverage the cultural strengths and diversity of the city, regional assets and quality of life?

Does the City of Prince Albert use social media to advertise its strengths to potential new families or businesses to relocate for a new job or a place to set up business using economic development information? Does the City of Prince Albert’s social media platforms promote enough positive stories of the community and region?

Prince Albert’s regional backyard is full of beauty. Prince Albert National Park and Waskesui, Emma & Christopher Lake, Candle Lake, Weyakwin, Montreal Lake,

groomed snowmobile trails, snowboarding, and nature walks, kayaking on the river. In my research for Springwood Developments, I forwarded to them that Waskesui had 140,000 annual visitors and that most of these people drive through Prince Albert to get to the National Park. These regional assets have a great impact on the local economy and we need to promote them and their proximity to Prince Albert. Prince Albert is the “Beautiful Gateway City”.

We believe it is important to remind people of the wonderful stories related to First Nations and Metis people both local and regional. Of the connections Prince Albert has to the north and our community’s link to mining exploration in Northern Saskatchewan. The impact of forestry and farming stories and their legacies. Tell our great stories and the attitudes begin to change.

The tremendous civic recreational assets - both passive and active in nature- must be showcased. These benefits need to be promoted daily similar to how a business sells its key message daily on multiple platforms.

The most cost effective tool to selling Prince Albert is social media. On Page 10 of the Communications Master Plan under Financial Opportunities it states “The financial goal of this plan is to provide communication services in the most cost effective manner possible”.

Capstone Community Marketing believes that we can offset higher salary costs by using our company to engage and grow the positive story telling that is currently lacking. Capstone’s most popular post on Tourism Nipawin had 150,000 impressions. This compares to a \$20,000 advertising campaign in a popular Saskatchewan tourism publication.

A social media campaign can reach a worldwide audience, but especially it can target your key markets: Saskatchewan, Alberta, Manitoba, British Columbia and North Dakota. Social media can target demographics and incomes. The success of the campaign can be tracked and measured.

Capstone Community Marketing started Tourism Nipawin’s social media presence from scratch on Facebook, Instagram and Twitter. Part of the reason Capstone started the campaign was to counter a negative Nipawin Facebook group. After

the first full year of operation Tourism Nipawin had 1,700 friends in a community of 4,000 people and had achieved \$125,000 of advertising value by visually telling the Nipawin, Tobin Lake and Codette Lake stories.

Here is a quick one week review of your current social media presence on Facebook. What follows is a comparison between Prince Albert and Nipawin in order to help make Capstone's position clear.

A quick review of the week November 16-20, 2020 shows the following posts. :

November 20th – Sharing of the Prince Albert Daily Herald story re: E.A. Rawlinson opening. (1 love)

November 19th – Snow Plow – 7 comments and 2 shares

November 18th – Ski Rental Update @ Knotty Pine – 6 likes

November 17th – Application for City Boards – 8 shares and 2 likes

- South Asian Virtual Cooking – 2 likes
- Art Journal Workshop – 1 like and 2 shares
- Council Swearing In – 42 likes and 1 share

November 16th – South Asian Cooking – 4 likes and 2 shares

- Snow Plow – 41 comments and 15 shares
- Louis Riel Day – 1 comment and 23 shares.

Here is a random week of Facebook data from September 2019 just 90 days after the launch of Tourism Nipawin social media and with just 650 Facebook friends at the time.

Date	Story	Reach	Clicks/Actions
September 9	Hunting license	235	6
September 10	Local person	2.1k	281
September 11	River image	587	35
September 12	Pool elevator	1k	114
September 13	Hawks Game	267	13

The September 10th post is a local person. He is a young angler who is an electrician and promotes his fishing online. Personal stories achieve the best results not only in reach but in click/actions. The Pool elevator is at Codette and is a well known local landmark. Posts of personal connection do better than posts of information.

The best story from Nipawin was of a local person and his northern pike. It had 150,000 impressions on just Facebook. Instagram was realizing about 50% less impressions and clicks and Twitter half of Instagram. Many shares are from out of province.

A local Prince Albert golfer and golf course owner, Pete Lukoni, who grew up in Nipawin, had thousands of impressions and dozens of shares. He has not lived in Nipawin for decades.

It is the people stories that generate the most interest. Local well known landmarks also brought a popular response such as the Codette Pool Elevator. Through local storytelling it helped promote the Town of Nipawin as a vibrant community even though it has its own issues of crime and negative attitudes.

Conclusion

Finding skill sets in one employee to cover these areas can be difficult, expensive and prohibitive. Asking overworked, existing staff to add to their responsibilities may not be feasible. They may not have the experience in storytelling that is necessary to change perceptions. We can save you money from hiring more staff. Furthermore, Covid-19 has shown that collaborative digital based off-site work is an effective and productive way to do business.

Capstone can leverage your current social media assets. In our research we identified that you currently have just over 10,000 followers on your Facebook page. Our goal would be to increase traffic to your social media platforms and enhance positive stories about Prince Albert and area. Operationally, Capstone would propose to become part of the administration of the social media platform pages to alleviate extra workload for your current staff.

Capstone Community Marketing has a proposal to enhance our community's brand. We are proposing that for five (5) posts a week including photography, research, writing and editing and drone capabilities, Capstone Community

Marketing will charge \$50,000.00 for a 52 week contract. Included in the weekly postings will be interviews of local business, photography of the natural beauty and interesting stories of arts, culture, sport and people. We would consider a six month contract at \$35,000.00 as start-up is time consuming. We are open to negotiate these terms. Our drone capabilities will enhance regional images.

In addition, Capstone is asking for a \$2,000 promotion budget to “push” ads on Facebook. A typical ad costs \$25/USD and will run for 5 days.

Who We Are

Capstone Community Marketing has a national award winning television producer, Saskatchewan Economic Development of the Year, as well as a SUMA Economic Development award winner. We have 18 years of television producing and directing experience that can benefit the city and align with your current Communication Master Plan.

Let Capstone Community Marketing bring these skills to you at affordable prices.

Our methodology has proven results. Please call us @ 306-980-7090 or 306-980-7098 and our email address is info@capstonecommunity.ca

Sincerely,

Perry Trusty, B.A., Ec.D.
Rhonda Trusty
1471 Sibbald Crescent
Prince Albert, Sk.



Some Story Ideas:

City Architecture and Brick Factory

Shop Local Businesses

Train Bridge/ Little Red and area

Sports stories – examples of golf, hockey, bowling, soccer, archery....

Fishing at our lakes

Unusual jobs that people have held

Prince Albert’s history to mining, forestry and farming.

First Nation and Metis stories

Cultural stories of art, music, drama

Olympians – Leroy Coates, Brittany Hudak

Street Names

History of Schools

Persons of Interest

The Weir and the river

Past/current Teachers

Winter Festival Stories

Exhibition Stories

PANP and lakes in the region

Developers We Have Worked With

Forster Harvard Development Corp.

Avatex DevCorp Inc.

Limetwig Homes

Springwood Developments

Creekside Community





City of
Prince Albert

CORR 20-101

TITLE: Social Media Marketing

DATE: December 15, 2020

TO: Budget Committee

PUBLIC: X

INCAMERA:

ATTACHMENTS:

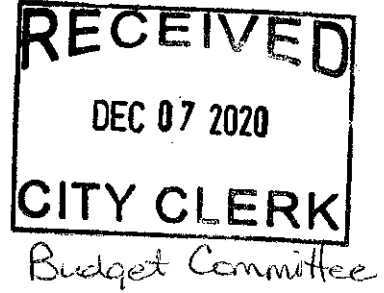
1. Email dated December 2, 2020.

Written by: Taryn Svenson

Savannah Price

From: Sherry Person
Subject: Monday City Council Session - Presentation on Social Media

From: Taryn Svenson <tarynsvenson11@gmail.com>
Sent: Wednesday, December 2, 2020 5:18 PM
To: Mayor <mayor@citypa.com>
Subject: Monday City Council Session - Presentation on Social Media



Good Afternoon Mayor Dionne,

I just wanted to reach out as I noticed on this past Monday's Council meeting notes that a Perry Trusty had put in a proposal to do some social media marketing to promote the City of Prince Albert. Even though I believe Perry's concepts & overall ideas are great, I do believe that a few components of video marketing & personalization are also required in order to effectively deliver our City's message into other provinces.

If there happens to be a tender or this is a strategy that you and your council may want to seriously consider, then I humbly ask that I (& possibly my husband) be a consideration if you are in search of this type of marketing support for any social media strategies.

Based on our 25 years of traditional & online Digital Marketing experience, we would like to be able to present to you a New branding concept for our City based on a recent successful video messaging strategy we did for another high profile businesses in our community.

Please let me know if you would like to set up a time to meet to learn more.

Thank you kindly for your consideration.

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Have a great day!
**Taryn
Svenson**

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