Corporation of the City of Cambridge
Special Council Meeting
Addendum

Date: Tuesday, November 29, 2022, 6:30 p.m.
Location: Council Chambers

Please note this meeting will be held as a hybrid meeting with both in-person and virtual attendance options. Register to appear as a delegation by visiting: https://forms.cambridge.ca/Delegation-Request-Form. Members of the public can choose to either delegate in-person or through electronic participation. Alternative formats and communication supports available upon request. For more information, please contact the City’s Equity, Diversity, Inclusion and Accessibility Services at (519) 623-1340, ext. 4309 or submit your request through https://forms.cambridge.ca/Community-Services/Request-for-Accessible-Format-and-Communication.

The public wishing to speak at Council may complete an online Delegation Request form no later than 12:00 p.m. on the day of the meeting for Council Meetings occurring at 6:30 p.m. and no later than 12:00 p.m. the day before the meeting for Special Council – Statutory Public Meetings occurring at 10:00 a.m.

All written delegation submissions will form part of the public record.

4. Presentations
   *4.2 Presentation by Bronwyn Mondoux & Andrea Dyer, Cinnamon Toast re: 22-032-OCM Cambridge 50th Celebration Update
   This presentation will be provided in the minutes.

7. Consideration of Reports
   7.5 Office of the City Manager
   *7.5.1 22-032-OCM Cambridge 50th Celebration Update
RECOMMENDATION(S):

THAT Report 22-032-OCM update regarding the Cambridge 50th Celebration and civic pride campaign be received.

EXECUTIVE SUMMARY:

Purpose

- In 2019, Council directed staff to undertake a Civic Pride Initiative, to engage the public in a campaign that would evoke feelings of belonging, pride and togetherness in the community.
- As part of this work the City engaged the services of an external communications agency to develop a strategy to address this need.
- This report is to keep Council informed of the progress of the plan and introduce the Campaign Strategy for the 50th celebration along with the campaign pillars, tagline, visual identity and key audiences.

Key Findings

- Based on stakeholder engagement sessions that were held virtually with staff, senior leadership and community groups, the following themes/pillars emerged as key differentiators for Cambridge:
  o Architecture & Environment: A historic and built environment surrounded by 365 hectares of natural beauty.
  o Diversity & Culture: Arts to discover and people to meet.
Food & Dining: Over 100 established restaurants in Cambridge and growing!

History & Heritage: Museums and history like you wouldn’t believe.

Financial Implications

Initiatives related to the celebration of Cambridge’s 50th anniversary are being funded through capital project A/01022-20 - Community Spirit Strategy with an approved budget of $90,000. The 2023 operating budget includes proposed one-time funding of $85,000 for further communications and special events related to the Cambridge 50th celebrations.

STRATEGIC ALIGNMENT:

☐ Strategic Action; or
☐ Core Service

Objective(s): WELLBEING - Connect people to services that support individual and community wellbeing

Strategic Action: Not Applicable

Program: Communications

Core Service: Corporate Communications and Marketing

This initiative will aim to support and improve wellbeing in the community by creating a sense of belonging and civic pride. Communications will aim to highlight and further promote City programs and services which will generate greater access and engagement for our residents.

BACKGROUND:

The City is undertaking a Community and Civic Pride campaign to highlight the aspects that have made it a distinguishable municipality since its incorporation in 1973. To understand community perceptions relating to the City, six focus groups have been facilitated by an outside agency. By opening the floor to discussions with each of the groups, insights have been gathered to help forge and promote a sense of community pride within the City of Cambridge.

In July of 2022, a steering committee was formed, comprising of City staff from across the organization. The planned approach for the 50th celebration is to launch the civic pride communications campaign along with making ongoing enhancements to existing programs and services to make them extra special during the 50th year.
Staff are also engaging with community groups and members of the public to provide support and opportunities for various groups to celebrate the Cambridge 50th in their own unique ways.

ANALYSIS:

- As the City of Cambridge emerges from the impacts of the global pandemic and into its 50th anniversary year, there’s never been a better time to celebrate the stories, growth, achievements, and meaningful work that’s being done to reinforce the City as an exceptional place to live, work, and play.
- A variety of events will be planned over the year (2023) in celebration of Cambridge’s 50th. Staff are leveraging existing events and opportunities to highlight and celebrate this milestone.
- Celebration kits are being developed for community stakeholders so that they can engage in their own 50th celebrations with support from the City.
- A larger event that is unique to the 50th year is being explored by the Steering Committee.
- As the plans for the 50th Celebration are ready for implementation, council and the public will receive updates.

EXISTING POLICY / BY-LAW(S):

There is no existing policy/by-law.

FINANCIAL IMPACT:

This initiative is being funded through capital project A/01022-20 - Community Spirit Strategy with an approved budget of $90,000. The 2023 operating budget includes proposed one-time funding of $85,000 for further communications and special events related to the Cambridge 50th celebrations.

Additional funds may be required to facilitate any special large events dedicated to celebrate the 50th anniversary. Staff will report back to Council for approval of additional funding if required.

PUBLIC VALUE:

This project will aim to boost community pride, while creating a sense of belonging for residents. This project will also allow us to raise the profile and awareness around the many great services and programs that exist in the community providing further support to the wellbeing of members of our community.
ADVISORY COMMITTEE INPUT:
Staff will engage with appropriate advisory committees as more plans develop in order to maximize participation and engagement.

PUBLIC INPUT:
An Engage page for the Cambridge 50th is live and opportunities for engagement will be ongoing. Members of the public were invited to engage in choosing the 50th identifier that was developed by Conestoga College students.

INTERNAL / EXTERNAL CONSULTATION:
This idea started pre-pandemic when there was a lot of discussion about the great deal of negativity in Cambridge, particularly surrounding social issues. The Waterloo Wellbeing survey showed that people in Cambridge feel a lack of social cohesion and connectedness. The residential satisfaction survey further showed that while residents like working in Cambridge, only 4 people in ten considered themselves ambassadors.

The Mayor’s Office, Interim City Manager, Comms and stakeholders met to discuss how to improve negative perceptions and to remind people why Cambridge is a great place to live and work.

After the meeting, it was decided that an umbrella campaign which proactively framed and communicated the city’s successes should be created that leverage existing communications channels of city partners (ie. Chamber, community groups, BIAs, neighbourhood groups, etc.).

It was decided that the best option was to have a consultant develop the campaign, strategy and brand. This could include a visual identity, collateral material (street banners t-shirts, postcard, etc.) and help with the development of content, videos and photography to showcase Cambridge and showcase community success stories.

Due to the pandemic, the project was stalled and it was decided it would be ideal to move forward after we finished the new strategic plan. Timing also presented the additional opportunity to align with Cambridge’s 50th celebration in 2023.

This project will aim to boost community vitality overall, build community ambassadors and will build on the consultation and themes of the new strategic plan.
CONCLUSION:

This project will aim to boost community vitality overall, build community ambassadors while leveraging civic pride through the Cambridge 50th celebrations.

REPORT IMPACTS:

Agreement: No
By-law: No
Budget Amendment: No
Policy: No

APPROVALS:

This report has gone through the appropriate workflow and has been reviewed and or approved by the following as required:

Director
Deputy City Manager
Chief Financial Officer
City Solicitor
City Manager

ATTACHMENTS:

None