

Communications & Marketing Department

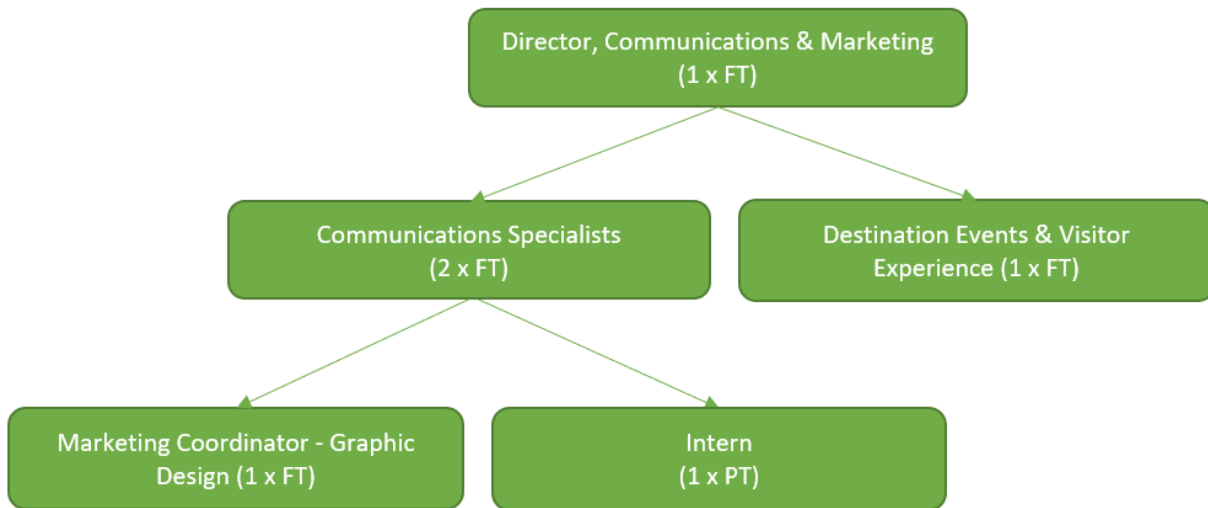
Service Area: Communications & Marketing

2022-2025 Operating Budget

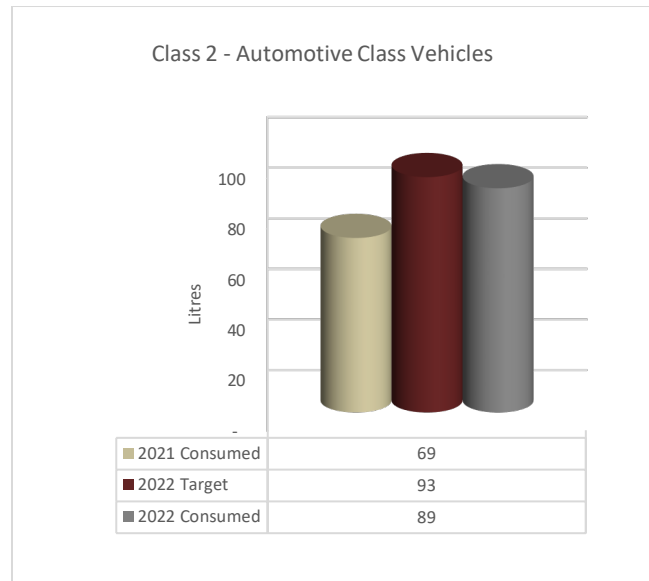
Roll-up

	2021 Actual	2022 Amended Budget	2022 Q2 Forecast	2023 Approved Budget	2023 Proposed Budget	2024 Proposed Budget	2025 Proposed Budget
REVENUES							
Activity Revenue	\$12,260	\$11,700	\$11,700	\$15,700	\$15,000	\$15,000	\$15,000
Grant Revenue	106,000	15,000	30,000	15,000	30,000	30,000	30,000
Other Revenue	12,800	30,200	22,300	32,000	36,200	36,300	36,400
TOTAL REVENUES	131,060	56,900	64,000	62,700	81,200	81,300	81,400
EXPENDITURES							
FTE Count	4.38	5.25	5.25	5.25	5.25	5.25	5.25
Wages & Benefits	449,518	538,983	536,534	558,146	581,839	608,464	631,126
Contracted & General Services	505,224	445,950	439,689	395,734	417,180	427,190	448,605
Materials, Goods & Supplies	13,526	17,511	17,511	17,583	17,680	17,880	18,200
Internal Charges	38,700	39,800	39,800	40,900	39,100	43,300	45,800
TOTAL EXPENDITURES	1,006,968	1,042,244	1,033,534	1,012,363	1,055,799	1,096,834	1,143,731
REVENUES LESS EXPENDITURES	(875,908)	(985,344)	(969,534)	(949,663)	(974,599)	(1,015,534)	(1,062,331)
Associated Amortization	13,480	13,404	13,404	13,404	13,480	13,480	13,480
Transfers to Reserves	(23,505)	(14,355)	(14,355)	(26,355)	(31,455)	(31,455)	(26,455)
Transfers from Reserves	101,771	116,500	116,500	90,000	90,000	90,000	100,000
Tax Funding Required	(797,642)	(883,199)	(867,389)	(886,018)	(916,054)	(956,989)	(988,786)

Service Area: Communications & Marketing	2023 Proposed	2022 Approved	2021 Amended	2020 Actual	2019 Approved	2019 Actual
FTE - Roll Up	5.25	5.25	4.75	4.3	4.3	4.3
Information & Engagement	4.15	4.15	3.65	3.20	3.20	3.20
Destination Events & Visitor Experience	1.10	1.10	1.10	1.10	1.10	1.10



Communications and Marketing Fuel Consumption Benchmarks



Communications and Marketing - Responsibilities

- Communication Strategy
- Departments Program and Communications and Marketing
- Emergency Communications
- Issues and Reputation Management
- Brand and Identity Management
- Advertising Management
- Publications Production
- Sign and Outdoor Display Management
- Vehicle Branding and Wrap Management
- Visitor Special Events Management
- Film Permitting Program
- Street Pole Banners Program
- Digital Management –Websites, Social Media, Apps, eNewsletters
- Photo Management
- Media Relations
- Public Relations
- Mayor Communications –Strategy, Speeches, Correspondence
- Public Input and Opinion Research Program
- Stakeholder Relations
- Wayfinding Strategy
- Intergovernmental Relations and Protocol Support
- Sponsorship and Municipal Naming Program
- Internal Communications Support

Communications & Marketing – Tactics Output and Indicators

Output Type	2022 (October to October)	2021 YTD (October to October)	2020 YTD (to October)	2019 YTD (to October)
Print Advertising	251	193	150	193
Radio Advertising	9	36	11	9
Signs (Wayfinding, promotions, construction impact, COVID, etc.)	547	187	299	239
Publications (brochures, posters, etc.)	119	94	77	36
Videos	31	7	17	1
Online Newsletters	102	117	110	52
Micro Sites	13	6	4	1
Commercial Film Permits	31	16	11	33
Destination Events	17	9	2	15
Street Pole Banners - Sets (annual)	8	3	4	9
Twitter followers	16,879	15,742	14,120	12,516
Twitter outbound posts	281	464	785	304
Facebook Page followers	44,885	42,687	38,707	35,725
Facebook outbound posts	568	488	424	226
Instagram Followers	44,246	43,076	40,700	35,100
Instagram outbound	175	238	112	61
YouTube followers	126	121	115	108
TikTok posts	12	16	0	0
TikTok followers	214	50	0	0
New Banff.ca pages	13	39	29	100
Website distinct users <i>*new measure</i>	624,007*	825,030	611,354	383,767
Website user sessions <i>*new measure</i>	938,241*	1,392,565	953,907	604,367
News releases posted online	23	30	28	17
News flashes and Alerts posted	108	31	103	82
Media interview requests	175	332	189	151
Speaking Engagements – notes	32	7	11	17
Latest News (news flash) subscribers	718	741	631	363
Emergency Alerts subscribers	3,891	2,648	2,140	1,261
Banff Info Newsletter subscribers	867	891	861	600
Banff Streets subscribers	411	470	465	307
Council Updates subscribers	305	315	301	209
Feedback subscribers	276	273	255	167
Housing newsletter subscribers	581	568	564	391
Major Projects subscribers	686	726	712	535
Bids subscribers	537	589	576	434
Town Council Agenda subscribers	192	195	185	150
Banff Special Events subscribers	672	696	654	430
Drop-In Session subscribers	322	321	0	0
Administration Jobs subscribers	677	734	696	592
Fire Dept. Jobs subscribers	298	304	276	230
Operations Jobs subscribers	465	498	480	416

We help make Banff better through these activities:

- Inform – create and enhance awareness
 - Ensure accurate, relevant, timely, factual information about Town of Banff programs and services is accessible to Banff residents, businesses and stakeholders, including media, and visitors
 - Provide public information on opportunities, assets, services, projects and community standards, as well as information beneficial for meaningful public input
- Influence – motivate behaviours
 - Help people see the benefits of behaving in ways that align with our community standards and ways that improve environmental stewardship, visitor/resident experience, and quality of life for residents
 - Market Town programs and local initiatives
 - Monitor perceptions and behaviours to enable and change in misperceptions
- Inspire – reinforce our brand
 - Ensure unified communications – in advertising, online and print publications, speaking engagements, media relations – reflect the Town of Banff’s mandate and goals, and reinforce its positive reputation
 - Help protect Banff’s reputation in the global marketplace
- Involve – facilitate participation and help the Town of Banff listen to ideas, opinions and local knowledge
 - Build and reinforce relationships with the people we serve
 - Support opportunities for meaningful public input on projects, promote engagement opportunities, provide information beneficial for public input

Communications – Information & Engagement

2022-2025 Operating Budget

	2021 Actual	2022 Amended Budget	2022 Q2 Forecast	2023 Approved Budget	2023 Proposed Budget	2024 Proposed Budget	2025 Proposed Budget
EXPENDITURES							
FTE Count	3.65	4.15	4.15	4.15	4.15	4.15	4.15
Wages & Benefits	\$372,614	\$427,307	\$424,761	\$442,452	\$464,320	\$485,472	\$503,536
Contracted & General Services	255,321	215,065	215,065	170,795	180,565	183,285	185,835
Materials, Goods & Supplies	5,522	3,931	3,931	3,983	3,780	3,930	4,100
TOTAL EXPENDITURES	633,457	646,303	643,757	617,230	648,665	672,687	693,471
REVENUES LESS EXPENDITURES	(633,457)	(646,303)	(643,757)	(617,230)	(648,665)	(672,687)	(693,471)
Associated Amortization	4,482	4,425	4,425	4,425	4,482	4,482	4,482
Transfers to Reserves	(16,410)	(11,410)	(11,410)	(18,910)	(20,680)	(20,680)	(20,680)
Transfers from Reserves	101,771	107,500	107,500	90,000	90,000	90,000	90,000
Tax Funding Required	(548,096)	(550,213)	(547,667)	(546,140)	(579,345)	(603,367)	(624,151)

COUNCIL EXPECTATIONS

- 1) The public is informed of all relevant Town initiatives and services in a timely, accurate manner that meets all legislative requirements.
- 2) Communications are useful to residents and meet the needs of a diverse public, are easily understood, and presented in an accountable, non-partisan manner.
- 3) The public is engaged through a variety of channels and through multiple feedback mechanisms.
- 4) The community vision and the values of community, heritage, environmental stewardship, partnership and inspiration are reflected in all Town communications.
- 5) The Town will work proactively with media to facilitate appropriate and timely access to information and spokespeople and to ensure correct information is provided.
- 6) Communications with public and internal stakeholders is maintained during periods of emergency or crisis.
- 7) The website continues to be the primary source of information for the public.
- 8) The reputation and brand of Banff in the global marketplace is protected and upheld.
- 9) Communication goals and action plan is set annually, and strategies are measurable.
- 10) The Communications department works with other departments/agencies to ensure communicating to the public is integral in all programs and initiatives.
- 11) Innovative marketing is integrated into our programs, projects and services to help them meet and exceed their goals.
- 12) Staff are well informed about the full range of services that the town provides so that they can uphold the town's reputation and answer questions.
- 13) Interdepartmental communications is clear, open and consistent.

Successes

Emergency Preparedness:

- extensive information provided during the evolving needs and restrictions of the COVID pandemic, and economic recovery
- A new Emergency Alerts notification system (Voyent Alert) was deployed and new subscriber base recruitment underway. New system adds value with other alerts such as road closures and parking bans, which will increase subscriptions
- Trained in new Alberta Emergency Alert System
- Notification on flood risk in spring 2022 and fire ban

Major projects supported through communications:

- Cybersecurity issue management
- Nancy Pauw Bridge construction and opening
- St. Julien Road reconstruction
- Banff Recreation Grounds Renewal
- Newcomers program roll-out
- Transportation Shift Campaign – motivate visitors take transit to and within Banff; drivers use Train Station Parking Lot; and notification about southside parking limitations
- 30km/h townwide speed limit
- The Aster development
- Banff Avenue Pedestrian Zone sign program
- Visitor Pay Parking and Resident Permit Programs
- Zero Waste Campaign
- Construction Waste Information
- Wildlife-Human Coexistence Resident Campaign
- Recreation program promotions
- Fenlands Turf, Fitness Room and Bike Workshop promo
- Farmers Market relocation for bridge construction
- Plaque program for Roam Transit Operations Centre, Rotary Park Transit Shelter, Nancy Pauw Bridge, Legacy Trail East
- Library of Things branding program
- FireSmart Roof Replacement campaign
- Support for Public Input on
 - Single-Use Items Bylaw
 - Horse Trail in Recreation Grounds
 - Public Input Policy
 - Spray Avenue Express Bus Lane
 - Southside Pay Parking Expansion
 - RCMP open house
 - Adventure Playground
 - Private Fitness Offerings

Challenges/Opportunities

Challenges:

- Significant change in population results in loss of “subscribed” residents and need to inform new residents on essential programs
- Challenge of staff contingency (back-fill) resilience over a long period of emergency activation
- Pandemic created false expectations about challenges that come with visitation, mainly traffic congestion
- Increased public input programs change expectations about when and how to provide input in Town decisions
- Changing provincial government representatives affects intergovernmental relations

Opportunities:

- Increased adaptability to digital channels enables cost-effective communications
- Effectiveness of on-the-ground communications (signs)
- Demonstrated leadership in emergency response, alert notification, and program communications
- Strengthening partnership with Parks Canada, Banff & Lake Louise Tourism; and Banff and Lake Louise Hospitality Association through unified efforts to address traffic congestion, labour shortages, evolving vision for tourism

2022 Priorities:	Status
• Banff Community Plan development support	✓ <i>Underway after external delay</i>
• Communications Policy Review	✓ <i>Complete</i>
• Public Participation Policy Development	✓ <i>Underway, complete in 2023</i>
• Citizen Satisfaction Survey – if appropriate during pandemic	✓ <i>New format underway in Q4</i>
• Policy Updates – Parade, Flag Protocol, Street Pole & Banners	✓ <i>Scheduled in Q4</i>
• Emergency Alert System replacement	✓ <i>Complete</i>

2023 Priorities:	Communication Format (RFD/Briefing/Policy/Bylaw/Workshop/Campaign/Etc.)
• Public Input Policy	• Council Workshop II & RFD
• Banff Community Plan development support	•
• Increase the subscriber base for email and texts from Town of Banff	•

Service Area: Destination Events – Visitor Experience (2 of 2)

The goal of this service area is to support appropriate tourism, foster economic opportunities, help protect the local environment and maintain an outstanding visitor and resident experience with professional services through:

- Visitor Special Events Management
- Film Permitting Program
- Street Pole Banners and Sidewalk Sign Program

Objectives:

- Deliver on the purpose identified in the Special Events Policy to produce safe, memorable Town-hosted events:
 - Indigenous Peoples Day
 - Canada Day
 - New Year's Eve
- Deliver on the purpose identified in the Special Events Policy by coordinating Town's review, approval and support in the production of events, permitting and guiding safe, memorable, economically and environmentally beneficial events organized and managed by external organizations, such as
 - destination events organized by Banff & Lake Louise Tourism (BLLT), including SnowDays, Santa Parade of Lights, and other activations
 - special event applications from other external organizations, including the Banff Marathon, Melissa's Road Race, Banff Centre Mountain Film and Book Festival, Winterstart 5 Miler, the Banff Christmas Market, and the Banff Farmer's Market.
- Manage and update Special Events Standards to advance strategic priorities of Council.

Destination Events - Visitor Experience

2022–2025 Operating Budget

	2021 Actual	2022 Amended Budget	2022 Q2 Forecast	2023 Approved Budget	2023 Proposed Budget	2024 Proposed Budget	2025 Proposed Budget
REVENUES							
Activity Revenue	\$12,260	\$11,700	\$11,700	\$15,700	\$15,000	\$15,000	\$15,000
Grant Revenue	106,000	15,000	30,000	15,000	30,000	30,000	30,000
Other Revenue	12,800	30,200	22,300	32,000	36,200	36,300	36,400
TOTAL REVENUES	131,060	56,900	64,000	62,700	81,200	81,300	81,400
EXPENDITURES							
FTE Count	0.73	1.10	1.10	1.10	1.10	1.10	1.10
Wages & Benefits	76,903	111,676	111,773	115,693	117,519	122,992	127,590
Contracted & General Services	249,902	230,885	224,624	224,939	236,615	243,905	262,770
Materials, Goods & Supplies	8,004	13,580	13,580	13,600	13,900	13,950	14,100
Internal Charges	38,700	39,800	39,800	40,900	39,100	43,300	45,800
TOTAL EXPENDITURES	373,509	395,941	389,777	395,132	407,134	424,147	450,260
REVENUES LESS EXPENDITURES	(242,449)	(339,041)	(325,777)	(332,432)	(325,934)	(342,847)	(368,860)
Associated Amortization	8,998	8,979	8,979	8,979	8,998	8,998	8,998
Transfers to Reserves	(7,095)	(2,945)	(2,945)	(7,445)	(10,775)	(10,775)	(5,775)
Transfers from Reserves		9,000	9,000				10,000
Tax Funding Required	(249,544)	(332,986)	(319,722)	(339,877)	(336,709)	(353,622)	(364,635)

COUNCIL EXPECTATIONS

- 1) That our business community and residents feel well-informed and consulted about events, projects and services.
- 2) Liaise regularly with other agencies to support tourism growth opportunities and events in the area.
- 3) Visitor Experience/Destination Events goals are reviewed regularly, and actions are updated annually.
- 4) Ensure traffic and pedestrian disruption is minimized.

Successes

- The team maintained close consultation with local Alberta Health Services on evolving pandemic requirements for events and provided updates to local and regional organizers.
- Provided videos of performers contracted for New Year's Eve, which was cancelled to COVID spike in cases.
- Facilitated 26 commercial film productions including an Amazon production centred at and around the Banff Springs Hotel and involving 150+ crew
- Produced successful Canada Day activities with:
 - 7 event sites, 44 distinct music or dance performances, including 14 marching bands
 - 100+ member bicycle parade and decoration competition
 - Interactive displays and games
 - Canada Day Market on Bear Street
 - More than 60,000 participants
- Produced first National Indigenous Peoples Day celebrations
 - Partnered with Whyte Museum, Parks Canada and Banff Centre
 - 3 main even sites for performances and interpretive demonstrations and cultural conversations
 - Shuttle bus serving all locations and Parking Lot
- Coordinated Banff Farmers Market on Parks Canada land during Pedestrian Bridge construction
- Supported safe production of key events, including:
 - SnowDays
 - Art in Nature Trails
 - Banff Marathon
 - Melissa's Road Race
 - Winterstart 5 Miler
 - Christmas Market
- Holiday Lights – Pageantry – replacement

Challenges/Opportunities

Challenges:

- Changing COVID restrictions affected event planning early in 2022, and COVID cases affected participation of performers, often at last-minute
- Team backfill coverage during planned or unplanned time off is challenging
- Labour shortages experienced by event organizers and local businesses affected some events, such as Santa Parade of Light and on-street activations
- Insurance premiums are increasing for many events
- Extensive support, review and advice is provided to event organizers and film producers, only to have cancellations
- Changing staff at several organizations responsible for annual major events presents challenges to reorient new managers about processes, responsibilities and Town requirements.

Opportunities:

- Pent-up demand for any activation, such as music performances or art trails, results in high satisfaction for even minimal investment.

2022 Priorities:**Status:**

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| • Update Special Event Standards – procedures guide, reflecting Council priorities and new Parks Management Plan, and develop new event application | ✓ <i>Ongoing</i>
<i>Alignment with Parks Management Plan delayed</i> |
| • Explore enhancements in Film Permit application process and film production promotion with BLLT and Parks Canada | ✓ <i>Ongoing</i> |
| • Explore with BLLT events and activation to support economic recovery | ✓ <i>Ongoing</i> |
| • Host first National Indigenous Peoples Day in Banff | ✓ <i>Complete</i> |

2023 Priorities:**Communication Format**

(RFD/Briefing/Policy/Bylaw/Workshop/Etc.)

- Explore with BLLT third party events and activation to support economic recovery
-

Annual Request for In-Kind Support for Banff & Lake Louise Tourism

Summary:

Banff & Lake Louise Tourism (BLLT) helps the Town deliver on these objectives of the Banff Community Plan:

- Create memorable national park experiences
- Encourage year-round tourism and related economic activities directed and supported by Banff's Vision, Banff Lake Louise Tourism, Parks Canada and the Banff Heritage Tourism Strategy
- Respond to the feedback, perceptions and recommendations of our visitors
- Facilitate and manage special event programming that supports the Banff Vision
- Promote Banff's unique mountain community



BLLT's primary objective in hosting and supporting destination events is to grow the tourism economy in the traditional "shoulder" seasons (January-April, November and December), while maintaining the strength of activities and high-quality visitor experience in summer months. Events also serve as marketing the destination for future years. The Town reviews and permits all BLLT events in the municipality.

BLLT also has a mission to host activities that enhance the quality of life for Banff residents. BLLT designs visitor-attraction events in a way that also add opportunities for residents enjoy activities that they would otherwise not be able to access. The municipal organization receives profile as a sponsor for activities, due to providing in-kind support to events that the Town has reviewed and approved.

BLLT is also partnering in 2022 on the cost of replacing holiday lighting on the high school fence along Banff Ave, with a contribution of approximately \$5,000.

In 2021 and 2022, the approved requests for in-kind support did not always come to fruition. The COVID-19 pandemic restrictions, followed by significant labour shortages in participating organizations and the event organizer forced some activities to be cancelled. Many of the in-kind contributions requested in 2022 were not realized due to cancelled activities. However, BLLT is planning to return many events and activations in 2023 as part of the ongoing economic recovery efforts and work to add to vibrancy in our community.

Description:

BLLT's request for in-kind services for 2023 represents a decrease of \$4,093 from the 2022 request, reflecting a reduction in planned Christmas and holiday programming.

The BLLT request for in-kind services from the Town of Banff:

	<u>2023</u> Request	<u>2022</u> <u>Approved</u>	<u>2021</u> <u>Approved</u>
Entry Sign Posting	\$1,524	\$762	\$1,525
Event Site Fees	\$9,280	\$15,680	\$8,950
Event and Traffic Signage and Equipment Rental	\$4,000	\$2,500	\$1,750
Road Sweeping and Route Closure Support	\$7,000	\$6,955	\$1,705
Grounds Support	\$6,000	\$6,000	\$3,500
TOTAL:	\$27,804	\$31,897	\$17,430

Included among BLLT's plans for 2023 are:

SnowDays, January 18-29: SnowDays returns in full capacity in 2023. The popular snow sculptures are returning to Banff. We have requested to expand upon the number of sculptures by adding in new locations. Sculptures will be placed at Banff Avenue Square, Central Park, Whyte Museum, Bear Street, Mason's Hall, the high school field and by the Banff Park Museum. The PlayZone will return to the high school field. Skijoring will also be returning to Banff Avenue (100 block). Tribute to Craft has been moved to the spring.

Tribute to Craft, April 10 – 23, 2023: The locally focused craft cocktail festival returns with in restaurant activations and satellite events.

Christmas, November 17, 2023-December 31, 2023: Our plans for Christmas in 2023 include the return of In Search of Christmas Spirit, continued sponsorship of the Banff Christmas Market at Warner Stables and Christmas animation and programming at Banff Avenue Square.

Taste for Adventure, Oct. 27-Nov. 12: an in-restaurant event promoting our destination restaurants and taste of place.

Sponsorship of a Variety of Third-Party Events: BLLT will also continue to sponsor a variety of third-party events in 2023 including, Banff Pride, Banff Marathon, Banff Craft Beer Festival, and FIS World Cup (TBD). We continue to look at additional third-party sponsorship opportunities for 2023.

BLLT would not be able to offer some activities if the Town of Banff did not grant waivers of fees or provide in-kind support. For example, after careful review each year, the Town waives permit fees for certain major (but not all) events that use streets and public places. These include use of Banff Avenue for Skijoring during SnowDays and Bear Street's purpose-built event areas for SnowDays and Christmas. The cost of permit fees for these large areas of Banff would be prohibitive. The Town of Banff recommended the use of these spaces for the specific events, and indicated permit fees for streets use would be waived, because they aligned with objectives of the Banff Community Plan, and achieve a public good. This is consistent with the Town's practice of waiving the permit fees for some BLLT commercial filming activities that promote the destination.

Operating Costs/Revenue(s):

In-kind support for these events does not add expenditure to the Town's tax-supported budget. Potential revenue for fees and rentals would be foregone, but without the in-kind support, the activity may not occur, which may affect visitation. Costs, in terms of labour resources, are absorbed in existing budgets for staff to review event plans, approve activities and site design, scheduling, delivering and removing essential event components such as signage, barricades, lighting and power access, streets maintenance, grounds management and waste services.

Resources Required to Implement & Maintain:

- Destination Events Specialist, Communications & Marketing
- Business Licencing and Destination Marketing, Planning & Development
- Parking, Traffic & Permit Management, Engineering Department
- Streets, Operations Department

- Municipal Parks, Operations Department
- Resource Recovery, Operations Department
- Bylaw Services, Protective Services
- Police, Protective Services

Estimated Delivery Date:

January through to December

Supporting Strategic Plan

Strategic Plan, priority area Enhancing Quality of Life:

The Town of Banff fosters a high quality of life, for all members of our community, regardless of their financial circumstances. The Town implements affordability measures under its control, and acts as a catalyst and a partner in the efforts of other local organizations. In addition, the Town works to promote and expand access to Banff's range of unique opportunities and natural assets that add value to the privilege of living in this mountain community.

Annual Request to Waive Banner Fees - 2023

Summary:

In 2022, events and activation finally returned to Banff, bringing eight changes in street pole banners, in comparison to only three sets in 2021 and four in 2020. The Town of Banff banners were renewed in 2022, with a full set ordered to replace designs that lasted almost 10 years.

Banners contribute colour and a festive spirit in harmony with the unique character of our mountain community. Banners may also celebrate milestones or anniversaries for major attractions in Banff, or major events.

The Town has 28 street poles on Banff Ave, 13 street poles on Bear Street, and 13 on St. Julien Road that accept banners. Banners on St. Julien Road are reserved for Banff Centre or Town use, and are not available for external requests. Eight banners on Cave Ave are exclusively used by Parks Canada or the Town.

The Town currently charges \$255 per application and \$70 per banner. Organizations may request as part of their application that Council waives the fees.

The following organizations request Banff Town Council waive the fees for banner application and installation in 2023:

- Banff & Lake Louise Tourism – **SnowDays** (January), \$3,125 in-kind value
- Banff Pride – **Banff Pride Week** (Sept.-Oct.), \$2,215 in-kind value
- Banff Centre – **Mountain Film & Book Festival** (Oct.-Nov.), \$2,215 in-kind value
- Banff & Lake Louise Tourism – **Christmas celebration** (December), \$3,125 in-kind value
- Banff & Lake Louise Tourism – **Banff & Lake Louise Alive** (banners in between events), \$3,125 in-kind value
- Banff Legion – **Memorial Banner Program** (November), \$3,125 in-kind value

Background

Policy C101 Street Pole Banners recognizes the benefit of a limited number of Street Pole Banners to animate the town and to promote special events or activities consistent with the purposes and values of the Town of Banff, Banff National Park and the UNESCO World Heritage site designation.

Organizations may apply to have fees associated with application and installation waived. The policy states the decision to waive fees can only be made by council at budget deliberations.

Policy C101 Street Pole Banners states a Street Pole Banner Application must be returned to the Town of Banff with the application fee.

In previous years, council has waived fees for not-for-profit organizations, and has rejected requests from for-profit organizations.

Waiving fees does not add expenditure in the budget; it is foregone revenue and an expenditure of staff time and overhead. The real costs of labour and overhead (i.e. fuel for vehicle lift and office heating) would be absorbed in existing budgets for staff reviewing applications, approving designs, and scheduling, installing and removing banners. Labour for application review and for banner installation/removal may affect delivery of other activities. Events such as snow and ice control and removal would take precedence over banner installation and removal.

Descriptions of activities associated with banners:

Banff Pride Week – (October)

The volunteer-run Banff Pride expanded its celebrations returned in 2021 and grew to its largest ever celebration in 2022. Activities have included:

- Market at the Pride House
- Mountain Top Drag Indiqueer
- Hot Mess Dance Party
- Sunday Slay Drag Brunch
- OUTdoors rock climbing
- Gender Free Haircut club
- Story time at the library
- The Corey Hotline
- Pride March Rainbow Walk and Flag Raising
- Pride House Speaker Series
- Bad Altitude Improve Show
- Banff Pride Sweat Sesh(s)
- LUX Cinema special showings
- Laugh Loft
- Friday Night Kiki
- Pride Party
- Pride Brunch

The Town is being asked to waive the fees for banners in support of an entirely volunteer-run organization that seeks to celebrate the inclusivity of the Banff community, welcome people who identify as LGBTQ+, and to demonstrate to residents and visitors that Banff is a diverse and safe place.

Banff Centre Mountain Film & Book Festival (Oct. to Nov.)

The internationally renowned Banff Centre Mountain Film and Book Festival takes place over nine days, welcoming 24,000 people to enjoy stories of remote journeys, extreme athleticism, ground-breaking expeditions, and cutting-edge adventures told through the eyes of adventurers, authors, photographers, and filmmakers from around the globe. The event celebrates Banff's mountain culture and history. The event showcases the globe, and welcomes the world to Banff. Then, the festival goes on the road, bringing Banff to 550 locations in 40 countries. The banners requested on Banff Ave (28) help connect the downtown to the global festival.

Memorial Banner Program, Banff Legion (November)

The Col. Moore Branch #26 Royal Canadian Legion (Banff Legion) requests installation of banners to recognize sacrifices made by local veterans during the First and Second World Wars, the Korean War and other conflicts. The non-profit organization formed after WWI to provide support to veterans and their families.

Initiated in 2021, the Memorial Banner Program created distinct banners to remember our veterans with photos. The Legion requests waiver of fees for 28 banners on Banff Avenue and the 13 poles on Bear Street for 2023.

Banff & Lake Louise Tourism Christmas Celebration (banners in December)

Holiday-themed banners are requested to enhance the pageantry surrounding Christmas and contribute to the overall vibrancy within the town, to the benefit of the entire community. Should this exemption be granted, any cost-savings realized would be re-invested by BLLT to further enhance Christmas programming and build on the popular In Search of Christmas show in the Cascades of Time Gardens.

Banff & Lake Louise Tourism SnowDays (banners in January)

SnowDays aims to benefit the entire community, by creating visitation, while providing opportunities for residents to enjoy a wide variety of activities they would otherwise not be possible. The event celebrates snow with sculptures, winter recreation and competitions from our mountain heritage.

Should this exemption be granted, the cost savings that would be realized would be re-invested by BLLT back into the event. *SnowDays* has become an increasingly popular event, increasing visitation in a period that is traditionally the third-lowest visitation month for the year behind. Initial results are promising with room nights during the festival period increasing by over 3,400 rooms in 2019, when compared to the same period in 2018.

This upcoming year, activities include:

- a family-friendly play zone on the high school field
- skijoring demonstrations on Banff Ave's 100 block
- mountain-culture-themed activities
- continuation of the renowned snow sculptures in Central Park, Bear Street, Banff Avenue, on Whyte Museum property, and possibly at the Train Station, if an ice rink returns to the site

BLLT requests the 28 banners on Banff Ave and the 13 banners on Bear Street.

Operating Costs/Revenue(s):

Waiving fees does not add expenditure in the tax-supported budget. Potential revenue of \$16,930 from current applications would be foregone. Costs, in terms of labour resources, are absorbed in existing budgets for staff to review applications, approve designs, and schedule, install and remove banners.

Legislation/Policy

Policy C101 Street Pole Banners

Resources Required to Implement & Maintain:

- Destination Events Specialist, Communications & Marketing
- Senior Planner, Planning & Development
- Streets Division, Operations Department

Estimated Delivery Date:

January through to December

Supporting Strategic Plan Element:

Strategic Plan, priority area Enhancing Quality of Life:

The Town of Banff fosters a high quality of life, for all members of our community, regardless of their financial circumstances. The Town implements affordability measures under its control, and acts as a catalyst and a partner in the efforts of other local organizations. In addition, the Town works to promote and expand access to Banff's range of unique opportunities and natural assets that add value to the privilege of living in this mountain community.

Previously Approved New Service Level Request – National Indigenous Peoples Day

Summary:

Host a special event in Banff in celebration of National Indigenous Peoples Day, which has been established on June 21 since 1996.

Description:

National Indigenous Peoples Day is a day for all Canadians to recognize and celebrate the unique heritage, diverse cultures and outstanding contributions of First Nations, Inuit and Métis peoples in Canada and in our local region.

In cooperation with Indigenous organizations, the Government of Canada chose June 21, the summer solstice, for National Aboriginal Day, now known as National Indigenous Peoples Day. For generations, many Indigenous peoples and communities have celebrated their culture and heritage on or near this day due to the significance of the summer solstice as the longest day of the year.

The Town of Banff would seek guidance from and collaboration with Indigenous peoples in the Banff region to plan a local event. Advice would be requested from the *Banff* Indigenous Advisory Circle that works with Parks Canada. This interest-based group, comprised of the Treaty 7 Nations and the Métis Nation, meets four times each year and works together according to a Terms of Reference developed by the group. The work towards facilitating an event in Banff would contribute to the valuable dialogue on the path to creating a framework for continuous Indigenous relations.

The Town would also seek collaboration with local organizations such as the Buffalo Nations Luxton Museum, the Whyte Museum, Banff Centre, and Banff & Lake Louise Tourism. The concept proposed for planning with neighbouring First Nations is to host activities to expose and engage residents and possibly visitors in Indigenous Peoples cultures and heritage on June 21 and possibly the days bridging to Canada Day.

Regarding the 94 calls to action, in celebrating National Indigenous Peoples Day, the Town of Banff would help support Action 45 iii of the National Truth and Reconciliation Commission's 94 Calls to Action, by renewing and establishing Treaty relationships based on the principles of mutual recognition, respect and shared responsibility to maintain these relationships.

This request would be to start with a modest budget of \$12,000 dedicated to contracting Indigenous artists and interpreters, while achieving cost-effectiveness through partnerships with local organizations. This would be a starting point for growing a celebration of Indigenous Peoples comparable to the activities for Canada Day, which has a \$114,000 budget. The Town would seek federal grant support for an Indigenous Peoples Day event, but awards of grants would not be known until early in 2022.

Operating Costs/Revenue(s):

	2022	2023	2024
Contracted Services	\$12,000	\$16,000	\$20,000

Type of funding: ongoing

Source of funding: taxation with a goal to off-set with federal grants in future years

Resources Required to Implement & Maintain:

Communications & Marketing resources for planning, implementing and promoting, and Operations Department support for infrastructure set up.

Estimated Delivery Date: June 21, with potential for activities through to Canada Day.

Supporting Strategic or Tactical Plan

Strategic Plan:

- Establish a framework for engaging with Indigenous communities.
- Develop policy to commemorate historical Indigenous contributions in our community.

Community Plan:

- We value our unique culture and will forever find ways to engage residents and visitors in education and interpretation opportunities that reinforce our community's authentic heritage.
- Support and facilitate cultural appreciation within the community.
- Encourage year-round tourism and related economic activities directed and supported by Banff's Vision, Banff Lake Louise Tourism, Parks Canada and the Banff Heritage Tourism Strategy.
- Facilitate and manage special event programming that supports the Banff Vision.

2023-2025 Budget Update

Operating Costs	2022	2023	2024	2025
Janitorial	\$12,000	\$16,000	\$20,000	\$20,000

Project Summary

Project Account #: 2-230-2002-6000

Project #: GG-95-20	Department: 230-Public Information	Project: Town Pageantry Replacement
Budget Year: 2023	Manager: Jason Darrah	Project Type: (None)
Budget Status: Open	Project Partner:	Asset Type: (None)
Year Identified: 2019	Start Date: 1/1/2020	Est. Completion Date: 11/30/2020

Project Description:

Summary:

The Town of Banff's Holiday Pageantry consisting of Christmas Tree Street pole toppers on Banff Avenue and holiday lights at key intersections which have a 10 year lifespan. Last replacement was in 2021. Next replacement in 2032.

Description:

As part of the Banff Refreshing in 2008 the Town purchased seasonal pageantry to be displayed on Banff Avenue. This consisted of street pole toppers in the form of Christmas Trees and Christmas lights. The Town of Banff-owned lights complement lighting purchased and installed by Banff & Lake Louise Tourism (BLLT) at locations such as the High School field and town entrances.

In addition, this project would replace the aging pageantry (snowflake decorations) at the main "arrival intersection" on Tunnel Mountain Road, near the hotel cluster at Tunnel Mountain Drive and Hidden Ridge Way.

Additional railway containers are included in this proposal to minimize damage to pageantry and other special events material, and to support need for storage for BLLT-owned holiday pageantry. The storage yard in the Industrial Compound is anticipated to be reduced in size in coming years, requiring innovative storage options. The Streets Division has identified stacking of containers as a solution to maximize space.

Transportation and purchase of two used full-size containers is estimated at \$16,000.

2020 Update

\$10,000 was kept in 2020 and remaining \$107,000 was pushed forward to 2021 due to Covid.

2022 Update - The replacement Christmas Tree Toppers were delivered in late 2021 and installed for Christmas. In 2022, the vendor is repairing installation and securing problems with the tree toppers. The remaining budget of \$7,898 is being used in 2022 to replace Christmas Light Strings on the High School Fence facing Banff Avenue, which were also purchased in 2008. The new lighting will be more energy efficient and easier to install, with refreshed snow flake decoration. Next replacement in 2032.

Budget Summary:

Account	Description	2023	2024	2025	2026	2027	2028 - 2032	Total
3200	General Capital Reserves	0	0	0	0	0	120,000	120,000
6000	Capital Expense	0	0	0	0	0	(120,000)	(120,000)
Net:		0	0	0	0	0	0	0