



2023 Service Review Council Questions

SERVICE AREA: Communications - Information and Engagement

PAGE NUMBER: 8

ELECTED OFFICIAL: DiManno

QUESTION:

Can Administration elaborate on the challenge noted around the pandemic creating false expectations when it comes to visitation?

ANSWER:

There are several continuing impacts to Town communications and reputation caused by expectations created during the COVID pandemic. During Banff's State of Local Emergency, the Town employed drastic measures to protect the safety of the community, that included information road blocks, highway signs and communications campaigns during dramatic spikes in COVID cases in Banff. This has created a false expectation among some residents that the Town - outside a State of Local Emergency - can and should impose restrictions on visitors coming into Town to address traffic congestion and perceived over-crowding issues. Other examples of impacts of false expectations include other methods of communicating to residents and visitors and the rapid response times employed during the public health crisis. This has added to challenging expectations about rapid turn-around time for producing many communications products and material.



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SERVICE AREA: Communications - Visitor Experience

PAGE NUMBER: 11

ELECTED OFFICIAL: DiManno

QUESTION:

What is the current thinking for Canada Day 2023 celebrations?

ANSWER:

The Town will host activities on Canada Day to welcome people from the community, from the Bow Valley, the Alberta region, from across Canada and around the world. The Town will provide opportunities to interact, engage and participate in activities that increase awareness of our diverse heritage and foster pride in this iconic Canadian setting and UNESCO World Heritage Site. On Canada Day, a key part of the diversity of activities at four main event locations involves cultural groups providing interactive activities and performances to share and celebrate a diversity of backgrounds. The Town will invite representatives from the Blackfoot Confederacy (Siksika, Kainai and Pikani nations) and Stoney Nakoda Nations (Wesley, Bearspaw and Chiniki nations) to plan, organize and host Indigenous storytelling, cultural exchanges or performances. The Town also hosts local and regional cultural groups that provide musical and dance performances, cultural displays and ethnic food options from communities such as the Filipino-Canadian Association of the Bow Valley, Bolivian cultural group, Banff Belly Dance troupe, Banff Yosaca (Japanese) dance, Scottish Highland Regimental pipe and drum band, Chinese Dafa Association, and Verkhovyna Ukrainian Dance. The Town of Banff collaborates with the Town of Canmore to coordinate several large marching bands to visit the two towns on Canada Day. Canada Day will be celebrated with entertainment and multicultural engagement activities at up to four main sites: 1) Banff's Central Park; 2) The Pedestrian Hub on Bear Street; 3) The Caribou Zone of the Downtown Pedestrian Zone – which takes over Banff's Main Street, Banff Avenue; 4) Banff High School Field Activity Zone. The event celebrates the natural and cultural heritage of Canada's first national park through Parks Canada interpreters, displays and walking tours. More than 14 musical performances and entertainment will be offered from event stages. Musicians include local performers and regional cultural entertainment. An additional 15 cultural dance performances and marching bands will occur in the Downtown Pedestrian Zone. If a summer-long pedestrian zone does not occur, other locations will be identified for activities. In keeping with the environmental protection focus within a national park, a human-powered parade is a new highlight of Canada Day, traversing the town to all event sites and ending in the Downtown Pedestrian Zone, or other main stage location. The event also hosts a special Canada Day Market featuring regionally grown produce and locally made or prepared goods and crafts. The Family Fun Zone at the Banff High School Field features games and opportunities to try mountain recreation activities. The Town provides a park and ride service for intercept parking outside the downtown with Roam Transit, and additional services from Calgary on the On-It Regional Transit Service. The Town invites opportunities for Parks Canada interpreters to provide event participants and spectators with information on Canada's first national park and its rich cultural and natural heritage.



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ELECTED OFFICIAL: DiManno

QUESTION:

Should we be budgeting for helping to create the venue and space for an event on National Day for Truth and Reconciliation?

ANSWER:

In 2021, the Town hosted an event on September 30 for the first National Day for Truth and Reconciliation. Due to scaled down activities for Canada Day and other activations in 2021 due to unplanned COVID restrictions, the Town was able to allocate \$11,800 towards honoraria for Elders and Indigenous Leaders, catering for participants, sound equipment and technician contracting, theatre rental and promotional materials. During a period when the pandemic challenged many organizations from providing new services, the Town facilitated this event for the community. The event provided a platform for people in the community to hear from Survivors and families of Survivors of the Residential Schools system and its many tragedies. In 2022, the Town did not have unallocated budget for hosting an event but dedicated resources to promoting activities organized by partner organizations such as Banff Centre and Whyte Museum. A future event for National Day for Truth and Reconciliation could be hosted by the Town of Banff, or if community partners prefer, the Town could sponsor activities hosted by these other organizations.

A Town-hosted event with similar additional budget, would require collaboration of staff dedicated to Resident Focused Community Events, Destination Events, and Special Projects. Sponsorship could provide "grant" funding from the Town to enhance any partner activities. Sponsorship or hosting could be in support of the Council Priority on Building Relationships and Partnerships, and as an activity to help advance the Indigenous Framework by creating another opportunity for collaboration with regional First Nations and Metis Peoples. Funding from Canadian Heritage for activities on this national day is not available to non-Indigenous organizations.



2023 Service Review Council Questions

SERVICE AREA: Communications - NSLR Marketing Position

PAGE NUMBER:

ELECTED OFFICIAL: Pettigrew

QUESTION:

do we have space for that new position ?

ANSWER:

We are increasingly sharing office space to accommodate additional people, as is the case with short-term intern positions or on-site contracts. With additional space being modified for the Planning & Development Department, and with the Hybrid Work Procedure now in place that allows some staff to work remotely a few days a week, there will be a Town Hall-wide review of existing space to maximize current availability for any new positions through shared approaches and reallocations.



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SERVICE AREA: Communications - NSLR Marketing Position

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ELECTED OFFICIAL: DiManno

QUESTION:

When was the last time a Communications Specialist position was added? 2013?

ANSWER:

The Communications Specialist position was created in 2013. More recently, an Advertising Coordinator/Graphic Designer was hired by the Town over a three-year period, according to a News Service Request in 2020, with a transition from part-time to half-time, then full-time in 2022. The department also has periodic intern positions, usually when successful with grant support.



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ELECTED OFFICIAL: DiManno

QUESTION:

Can you describe what Council should expect if this position isn't approved in terms of service levels?

ANSWER:

Over the past few years, the work of all departments and the number of projects have increased. The level of communications support to projects has also increased, due largely to public expectations. The communications department cannot continue to serve all departments at current levels of service. The new position is proposed to help deliver the same level of service, but does not account for increased level of communications or public engagement. Without a new Communications Specialist position, communications support will take longer and some projects will not be served internally. Externally supported projects and programs through contracts will increase costs and timelines will still increase due to requirements of procurement and consultant management. Most projects and programs will require more time, or will have delayed start. Timeline for services such as information and promotion materials, advertising, engagement planning and implementation, stakeholder relations, and campaigns will require more time. In addition, fewer strategic communications analysis or planning will be conducted as the Director will be completely involved in implementing tactics and just-in-time response to requests.