



INFORMATION REPORT

TO:	Chair and Members Emergency & Community Services Committee
COMMITTEE DATE:	October 13, 2015
SUBJECT/REPORT NO:	I HEART REC Marketing Campaign (CES15050) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Kim Stala 905-546-2424 Ext. 2534
SUBMITTED BY:	Joe-Anne Priel General Manager Community & Emergency Services Department
SIGNATURE:	

Information:

The Recreation Division's I HEART REC marketing campaign is built on the concept of citizen engagement. Launched in early 2015, the main goal of the campaign is to highlight the positive and meaningful impact that recreation has on people's lives, based on their own testimonials.

The campaign commenced with a call out for citizens to submit their personal stories. Advertisements were placed in local newspapers, the Recreation Guide, on social media channels and printed materials were posted in all Recreation centres. As well, front-line Recreation staff spoke to patrons about the initiative and encouraged them to share their stories.

The marketing unit of the Recreation Division created specific scoring criteria to evaluate all story submissions. A total of six to eight stories will be identified for inclusion in the Division's marketing efforts throughout 2015 and 2016. Each selected patron receives a free year's Recreation pass and their stories have or will be featured on one or all of the applicable venues; the inside cover of Hamilton Magazine, on bus shelters in August 2015, or, in the Fall/Winter 2015/2016 Recreation Guide. A video montage is created for each winner and uploaded on the Inside City of Hamilton YouTube channel and on Twitter.

In 2015, winning submissions thus far include a young boy whose life was changed by his basketball coach and mentor (attached as Appendix A to Report CES15050); a middle-aged man who defied all odds and swam one million meters after having two organ transplants (attached as Appendix B to Report CES15050); and the month of September will feature an elderly couple who credit swimming as being life-giving to them. The plan is for future stories to include a focus on new immigrants, children's testimonials and persons with special needs.

The campaign has been selected by Parks & Recreation Ontario (PRO) to be offered as a learning session for other municipalities at their 2016 PRO conference.

To date, 81 stories have been received and the feedback has been extremely positive. The plan is to continue the I HEART REC citizen-focused marketing campaign into 2016.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to Report CES15050: Marketing Ad "Domenic's Story"

Appendix "B" to Report CES15050: Marketing Ad "Boris' Story"