



ACCESS BARRIE MEMORANDUM

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: R. JAMES-REID, EXECUTIVE DIRECTOR ACCESS BARRIE

NOTED: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: I LOVE BARRIE CONTEST

DATE: SEPTEMBER 24, 2018

The purpose of this memo is to provide information with respect to a "I Love Barrie" contest (Staff Direction Memo 18-G-051) (Item for Discussion 8.1, March 19, 2018). The contest will be open to students attending elementary schools within the City of Barrie for February 2019.

The "I Love Barrie" contest will be an extension of the Ward 10 contest organized by Councillor Mike McCann, whereby students who live or attend school in Ward 10 were invited to submit an essay outlining their favourite things about their home in Barrie. The contest engaged youth in local government and inspired young people to reflect on what they love about their community, with the goal of spreading positivity.

Staff in Access Barrie are going to expand the contest in 2019 to the entire City and invite students attending elementary schools throughout Barrie to participate. Staff will work with both school boards to promote the contest, and the City's regular channels of communication will be used to promote the contest.

The objective of the contest will remain the same; for students to write a 350-500 word essay on why they love Barrie. Entries will be submitted online via Barrie.ca and in person to Service Barrie. The contest will launch on February 14, 2019 (Valentine's Day) with a submission deadline of March 28, 2019. The top 3 submissions will be posted on Barrie.ca, featured on our corporate social media channels and the students will receive an "Experience Barrie Prize Pack". The judges of the "I Love Barrie" contest will include the Mayor, one City Councillor and a staff person from Access Barrie.

If you have any questions, please contact Cheri Harris, Manager of Marketing and Communications at ext. 4714.