



## Memorandum

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**TO:** Krista Power, City Clerk **FILE:**

**FROM:** Louisa Constanzo, Supervisor, Cultural Development, Community Programming & Events  
Community Services – Recreation & Culture

**DATE:** 05/04/2023 (mm/dd/yyyy)

**SUBJECT:** Neighbour Day – Date Change

**MEETING & DATE:** Committee of the Whole - 05/15/2022 (mm/dd/yyyy)

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This memo recommends changing the declared date for Neighbour Day to the third Saturday in September annually.

Neighbour Day is a day to celebrate and recognize the importance of building and maintaining solid relationships with those around us. It encourages us to get to know one another, celebrate our diversity, and foster a sense of belonging.

Communities in Canada and internationally celebrate Neighbour Day at various points throughout the year. There is no consistently designated date.

Committee of the Whole passed a resolution on March 9, 2020, declaring the third Saturday of June as Neighbour Day in the City of Thunder Bay annually. In April 2020, Administration provided a memo outlining the concept, proposed 2020 campaign, financial implications, ideas for future years and recommendations.

Since 2020, Neighbour Day activities have occurred on the third Saturday in June.

Feedback from organizers and participants in the first 3 years of Neighbour Day has resulted in a recommendation to move the event to September.

With many other events and recognized days throughout June, including Pride Month and National Indigenous People's Day, Neighbour Day has not gained as much traction as hoped in the community. It has been difficult to engage community partners due to conflicting commitments. Late June is also a very busy time for potential family participants with the end of school and start of the summer vacation and events season.

Administration recommends moving Neighbour Day to the third Saturday in September, this year September 23, 2023, to align with Culture Days. Culture Days is a national celebration of arts and Culture. It culminates at the end of September and includes a month of encouraging free public events/activities to celebrate creativity and community, aligning well with the Neighbour Days concept.

Moving Neighbour Day to September will facilitate:

- Timing and capacity for internal teams and external partners that are heavily involved in summer events;
- Building more awareness for the event by promoting at summer events;
- Continuing to build on new and existing relationships with Community partners;
- Leveraging marketing through Culture Days. The City of Thunder Bay is a festival hub through Culture Days allowing us additional marketing sources through the Culture Days website to promote Neighbour Days activities.

The following resolution is offered for Council's consideration:

WITH RESPECT to the Memorandum from Louisa Costanzo – Supervisor, Cultural Development, Community Programming & Events dated May 4, 2023, we recommend that the declared date of Neighbour Day be changed to the third Saturday in September annually;

AND THAT any necessary by-laws be presented to City Council for ratification.

Sincerely,

Louisa Costanzo

Cc                Norm Gale- City Manager  
                     Krista Power- City Clerk  
                     Kelly Robertson- General Manager, Community Services  
                     Leah Prentice- Director, Recreation & Culture Division