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To: ["Direct to Mayor and Council - DL"](#)
CC: ["City Manager's Correspondence Group - DL"](#)
Date: 5/25/2021 7:54:39 AM
Subject: Upcoming NR - I Love Broadway Campaign (May 25, 2021)

Dear Mayor and Council,

I am writing to inform you that the City will be issuing a news release **today** (May 25) to announce the launch of our "I Love Broadway" campaign to remind residents that Broadway businesses are open during construction of the Broadway Subway.

Should they be helpful to you, some key messages we will be sharing in the media release include:

- The I Love Broadway campaign will run on digital and social media channels at key times over the next several years. City staff are providing the campaign graphics to 1,400 Broadway businesses and three Business Improvement Associations (BIAs) to help share the campaign far and wide. City staff have also delivered window decals to ground-floor businesses.
- The impetus to run a campaign is based directly on feedback from businesses after construction of the Canada Line. Businesses shared their perspectives that a marketing program is a key support mechanism for businesses during major projects and that it needs to coincide with the start of construction.
- The City engaged a business and community liaison group to preview the campaign creative and provide feedback. The Broadway Subway Project's partners (Province of B.C. and TransLink) will share information on the campaign through their social media and other communications channels.

Best,
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməŋəm (Musqueam), ləwəwú 7mesh (Squamish), and səliwətəł (Tsleil-Waututh) Nations.