

# Staff Report

**Report From:** Janice Hallahan, Chief Administrative Officer

**Meeting Date:** March 18, 2024

**Subject:** Youth Initiative – “Mayor for a Day” Contest

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**Recommendation:**

That Goderich Town Council hereby receives the report prepared by the Chief Administrative Officer;

FURTHER THAT Goderich Town Council authorize staff to proceed with establishing a “Mayor for a Day” contest during Ontario’s Local Government Week (third week in October) to increase public and youth awareness of the important role local governments play in our communities.

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**Report Summary:**

To update Council on a proposed new youth initiative (Grades 5 and 6, and Grades 9 – 12) to increase public and youth awareness of the important role local governments play in our communities.

**Background/Analysis:**

Municipalities throughout the Province of Ontario and Canada offer a “Mayor for a Day” contest. The proposed initiative would occur each year during Ontario’s Local Government Week (third week in October), to increase public and youth awareness of the important role local governments play in our communities. The initiative focuses on primary school aged children in Grade 5 and 6, and secondary school grades 9 – 12. The Town would market this initiative through social media campaigns and on the Town’s website. Additionally, the Mayor will promote this initiative by attending all three Goderich schools. The following is the proposed format for each contest:

**Grades 5 and 6 Contest - Do you want to be “Mayor for a Day”?**

The Town of Goderich is accepting submissions for the 2024 “Mayor for a Day” contest. Students are asked to submit a letter, video or any other creative piece that answers these questions:

- Why would you like to be the Mayor for a day?
- If you were the Mayor, what would you do?
- What are the things you like most about Goderich?

The "Mayor for a Day" contest is a great way to engage local youth in municipal government. The contest is open to Grade 5 and Grade 6 students.

The deadline for submissions is October 2, and the winner will be announced on October 14. The winner will Call a Goderich Town Council meeting to Order, be provided a tour of Town-owned facilities, a meeting with the Mayor, and the recipient of the award will also receive a pizza party for their class and teacher.

Entries may be emailed to [townhall@goderich.ca](mailto:townhall@goderich.ca) or delivered in person to Goderich Town Hall at 57 West Street. Participants must answer all three questions in a letter, video, or any other creative piece to qualify.

### **Grades 9 – 12 Contest – Become Goderich's "Mayor for a Day"**

If you are in Grade 9 – 12, this is your chance to shine and make a positive impact on your Town! This is an extraordinary opportunity to gain invaluable insights into the workings of our local government.

Are you a high school student in Grades 9 -12 and live in the Town of Goderich? Do you have innovative ideas that can make a real difference in our community? Enter the "Mayor for a Day" contest.

### **How to Participate**

To join the contest, all you need to do is answer one of the following two questions:

- **Why do you want to be Goderich's Mayor for a Day?**

Share your passion for public service and community leadership. Tell us about the changes you'd like to see in Goderich and how you believe being the Mayor for a day can help you make a difference.

- **What are two ideas (programs or policies) you have to improve our Town?**

Put on your thinking cap and come up with two innovative ideas that could enhance the quality of life in Goderich.

Clearly explain your proposals, their feasibility, and how they would positively benefit our Town. Don't forget to outline your plan for implementing these ideas.

### **Eligibility Criteria**

To be eligible for the contest, you must be currently enrolled in Grades 9 -12, and live in Goderich.

**Deadline Date and Time:** October 2, 2024 at 4 PM

**Winner Will Be Announced:** October 14, 2024

Late submissions will not be accepted, so make sure to mark your calendar!

### **Selection Process**

All entries will be carefully reviewed and evaluated by a panel of judges from the Town of Goderich. The judging process will be fair and impartial, and winners will be selected based on the strength of their ideas and how well they address the evaluation criteria.

### **The Prize**

The winner of the "Mayor for a Day" contest will get an exclusive opportunity Call a Goderich Town Council meeting to Order and shadow the Mayor at a Council meeting, collect some really cool Town of Goderich swag, and join him for the Goderich Festival of Lights Ceremony and the Christmas Parade with the rest of Goderich Town Council. This unique experience will allow you to witness firsthand the decision-making process and gain insights into how our local government operates.

### **Submission Guidelines**

Choose your preferred format for entry: either a **well-crafted essay (maximum 750 words)** or a **creative 3-minute TikTok or YouTube video**.

Showcase your communication skills and let your personality shine through. Be sure to address all the evaluation criteria – creativity, feasibility of ideas, and benefit to the Town of Goderich – to increase your chances of winning.

Your submission must include:

- your full name
- grade you are studying in
- parent or guardian's email address

### **Linkages:**

- Corporate Strategic Plan Priority #4: Good Government – Demonstrating Good Government – Enhance youth engagement by hosting Youth Town Hall sessions with Council.

### **Financial Impacts/Source of Funding:**

The financial impact to the Corporation is minimal.

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Approved By: Janice Hallahan, Chief Administrative Officer