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2 **Resolution Relating to**

RESOLUTION

Sponsor(s): Councilors Adrian,
Shannon, Paul, Mulvaney-Stanak

Introduced: 04/11/11

Referred to: _____

Action: _____

Date: _____

Signed by Mayor: _____

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7 FOURSQUARE DAY, APRIL 16, 2011

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12 **CITY OF BURLINGTON**

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14 In the year Two Thousand Eleven.....

15 Resolved by the City Council of the City of Burlington, as follows:

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17 That WHEREAS, Burlington was recently recognized by Men’s Health Magazine as the 13th
18 most socially networked city in the United States (thereby receiving an A- grade) based on social
19 media usage per capita and traffic on social media sites; and

20 WHEREAS, despite this excellent grade, Burlingtonians can strive for a grade of A+ and
21 break into the top five most socially networked cities which are Washington, DC, Atlanta,
22 Denver, Minneapolis and Seattle; and

23 WHEREAS, the City of Burlington through its various departments has already started
24 to engage in social media networking through the social network known as Twitter by sending
25 tweets through user names such as @BTVDPW (Public Works) @BPDVT (Police); and
26 @BURLCITYARTS; and

27 WHEREAS, Foursquare is an emerging social media network that through Twitter helps
28 residents and visitors locate and enjoy: merchandise, restaurants and venues, thereby
29 contributing to growth in the business community and increasing consumption of locally grown
30 and owned businesses; and

31 WHEREAS, any Foursquare user can become the “mayor” of a location based on
32 patronage of that location and it is thus appropriate that the City Council (that as a body has
33 several individual councilors who are known to utilize social media from time to time) and the
34 Mayor of the City of Burlington, on behalf of the many Foursquare “mayors”, join the growing

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39 number of other cities in the United States that have designated April 16, 2011 “Foursquare
40 Day”; and

41 WHEREAS, Burlington wishes to foster the growth of social media and its ability to
42 connect individuals and government thereby better serving the people and businesses that
43 continually help to place Burlington at the top of many quality of life lists; and

44 WHEREAS, Foursquare can be used to increase support for our local businesses and
45 help the Burlington Foursquare community engage the myriad of social, economic and cultural
46 opportunities that abound in our fair City;

47 NOW, THEREFORE, BE IT RESOLVED that April 16, 2011 is hereby proclaimed
48 “Foursquare Day” in Burlington

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