
SUBJECT: City of Markham Celebrated Canada 150 in 2017
PREPARED BY: Sara Tam, ext. 7533

RECOMMENDATION:

- 1) THAT the report, “City of Markham Celebrated Canada 150 in 2017”, be received;
- 2) AND THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to provide a high-level overview of the program implemented by the City of Markham to recognize and to raise community awareness on the 150th anniversary of Canada and Ontario in 2017.

BACKGROUND:

2017 marked a significant moment in the History of Canada. 150 years ago, Quebec, Ontario, New Brunswick and Nova Scotia – united to create the Dominion of Canada. On account of the British North America Act that became law on July 1, 1867, these British colonies would be recognized as an independent nation. In the years that followed, other provinces and territories joined the Dominion.

The major themes of the 150th anniversary of Confederation are diversity and inclusion, reconciliation with Indigenous peoples, environment, and youth.

City of Markham’s preparation started in 2015 with the application for Federal and Ontario governments’ grant funding for eligible infrastructure and programming projects. Further preparation was undertaken in 2016 to involve partners such as the Eabametoong First Nation and Markham’s sister cities. A number of reports were provided to Markham Council:

- June 15, 2015 – Canada 150 Community Infrastructure Program – Grant Application (7.6)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2015/Council/cl150623/cl150615.pdf>
- March 22, 2016 – Canada 150 Community Infrastructure Program (7.6)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2016/Council/cl160405/cl160322.pdf>
- June 14, 2016 – Canada 150 Community Infrastructure Program (Intake Two) – Grant Application (7.6)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2016/Council/cl160628/cl160614.pdf>
- June 28, 2016 – Eabametoong First Nation Partnership (12.2.6)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2016/Council/cl160913/cl160628.pdf>
- October 17, 2016 – German Pioneers Day – October 11, 2016 (12.2.6)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2016/Council/cl161101/cl161017.pdf>

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- December 13, 2016 – Markham Celebrates Canada 150 (3.5)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2017/Council/cl170130/cl161213.pdf>
 - December 13, 2016 – William Berczy (12.2.6)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2017/Council/cl170130/cl161213.pdf>
 - January 30, 2017 – Canada 150 Update: Community Infrastructure Program Intake Two and Mandates of Council Committees (7.6)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2017/Council/cl170213/cl170130.pdf>
 - May 15, 2017 General Committee – Minutes of the March 31, 2017 Canada 150 Neighbourhood Engagement Sub-Committee (16.0)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2017/General/gc170606/GC170515.pdf>
 - June 8, 2017 General Committee – Minutes of the April 25, 2017 and May 18, 2017 Canada 150 Neighbourhood Engagement Sub-Committee (16.0)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2017/General/gc170619/GC170608.pdf>
 - September 18, 2017 General Committee – Minutes of the May 1, 2017 and June 14, 2017 Canada 150 International Partnership Sub-Committee (16.0)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2017/General/gc171002/Minutes%20-%20GC170918.pdf>
 - November 6, 2017 General Committee – Minutes of the August 23, 2017 Canada 150 International Partnership Sub-Committee (16.0)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2017/General/gc171120/GC171106.pdf>
 - January 22, 2018 General Committee – Minutes of the October 3, 2017 Canada 150 International Partnership Sub-Committee (16.0)
<http://www2.markham.ca/markham/ccbs/indexfile/Agendas/2018/General/gc180205/GC180122.pdf>

OPTIONS/ DISCUSSION:

It was a corporate- and community-wide effort to execute our City's Markham Celebrates Canada 150 program in 2017. Legacy projects and events created many memorable moments in the City of Markham. Our vision for the program was to "celebrate Canada's 150th birthday by engaging and mobilizing our diverse and vibrant communities to showcase Markham as a premier city that is a leader in sustainability, inclusion, and innovation."

City of Markham achieved the vision by:

- Building on past successes, such as the hosting of the Toronto 2015 Pan Am & Parapan Am Games;
- Engaging our residents and stakeholders to create their own celebrations;
- Maximizing external funding sources, such as available grant programs; and
- Rebranding and realigning existing city programs and events.

Markham Celebrates Canada 150 program achieved the following results:

1. Branding and Awareness Building

- a. Unique logo, "Markham Celebrates Canada 150", was created and applied universally to all city emails, advertisements and select communication opportunities;

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- b. Celebration kits for community groups that included items such as Canadian flags, Markham Celebrates Canada 150 buttons, flags, and stickers, and #Markham150 photo prop;
 - c. Corporate presentation template was updated with unique theme;
 - d. Residents invited to submit selfie video answering the question, “What does Canada 150 mean to you?”
 - e. Dedicated webpages were created on city’s official website;
 - f. City Page on the Economist & Sun and the Liberal newspapers were used to promote upcoming events and programs;
 - g. Promotion of the commemorative Markham 150 flag that was available for purchase by the public;
 - h. Special floral displays, including Canadian canoes and floral beds at Markham Civic Centre, Milne Park, and various parks;
 - i. All city fleet vehicles received a Markham Celebrates Canada 150 decal;
 - j. Banners were hung on the Markham Civic Centre grounds; and
 - k. Logo was added to population signs located at all gateways to the city.
 - 2. Infrastructure / Legacy Projects for the Community** – City of Markham funded infrastructure projects that will leave a lasting legacy across Markham. Projects B, C, D, and E received funding from the Canada 150 Community Infrastructure Program totaling \$1,634,075. With the exception of Project F, which held its official opening as part of the Markham Expo 150 weekend in 2017, official opening of the remaining projects will be scheduled in 2018.
 - a. Veterans Square and Markham Cenotaph - \$1.9M investment, 50% grant-funded;
 - b. John Daniels Park Gateway - \$927,881 investment, 45% grant-funded;
 - c. Entrance improvements and Benjamin Thorne tribute at Thornhill Community Centre & Library - \$342,537 investment, 39% grant-funded;
 - d. Stiver Mill Phase 2 - \$347,388 investment, 37% grant-funded;
 - e. William Berczy Statue – A developer-funded public art project; and
 - f. Opening of the Aaniin Community Centre & Library – The facility was named in recognition of the Indigenous people who first inhabited the lands that now make up the City. Aaniin means ‘hello’ or ‘welcome’ in Ojibway.
 - 3. Community Events and Programming** – New and enhanced existing events and programs were an important part of the Markham Celebrates Canada 150 program. Examples include:
 - a. Markham’s signature event, Markham Expo 150 - A 3-day event, with funding from Canada 150 Community Celebration Program and Ontario150 Community Celebration Program that provided something for everyone, including:
 - Music Under the Stars;
 - Berczy Statue Dedication;
 - A Night of Fun!
 - A Series of Signature Events
 - ONTOUR Concert Series; and

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- Largest fireworks display in the history of Markham;
 - b. Canada Day Celebration – a popular community tradition with added features, such as Star Search Markham;
 - c. Trees for Tomorrow – Canada 150 Edition – 150 parks received one new maple tree and donation to the Highway of Heroes Tree Campaign in honour of our veterans;
 - d. Applefest - Celebrating Canada and its 33rd year in operation;
 - e. Markham-Milliken Children Festival;
 - f. “Present | Perfect | Continuous”, a year-long rotation of its most popular works by F.H. Varley, a member of the Group of Seven who lived in Markham;
 - g. “From the Ground Up” exhibition that explored archaeological discoveries from the Museum grounds from the mid-1800s;
 - h. Snap and share selfie taken with Canada 150-wrapped Fire Engine 9-1-1;
 - i. Aaniin Community Centre Youth Outreach & Engagement Project, with funding from Ontario 150 Partnership Program;
 - j. “Geared for Growing”, an exhibition that explores the machinery of agriculture, with funding from Ontario 150 Community Celebration Program;
 - k. Special Canada 150 traffic box wraps designed by Unionville High School students;
 - l. Markham Cycling Day;
 - m. Markham Sports Day; and
 - n. Doors Open.

4. Partnerships and Engagement – Two new Sub-Committees of Council and the partnership program with Eabametoong First Nation provided direction to staff on the following:

- a. Canada 150 International Partnership Sub-Committee was created to host the delegates from our sister cities of Nördlingen, Germany and Town of Cary, North Carolina. A unique program was designed for each delegation and both took part in the Markham Expo 150 weekend, particularly the dedication ceremony for the Berczy Statue;
- b. Canada 150 Neighbourhood Engagement Sub-Committee was created to guide the development of a unique one-time grant program. More than \$36,000 in funding for 91 local community projects of not more than \$500 per project were approved. Markham residents and community members submitted applications for local projects and events in celebration of Canada’s 150th anniversary of Confederation; and
- c. Arising from the City’s partnership with Eabametoong First Nation, a cultural and economic collaboration took place as part of the Markham Expo 150 weekend.

To maximize external funding sources, a total of 16 applications were made by the City of Markham to other levels of government to fund infrastructure and new programs and events to support our Markham Celebrates Canada 150 program. In total, the City was successful in receiving \$1,895,760 in grants, of which 89% came from the Federal government and the remainder from the Province of Ontario.

Grants Obtained to Support Markham Celebrates Canada 150 program

Type	Funder	Grant Received
Infrastructure	Federal	\$1,634,075
Community Events & Programming	Federal	\$50,000
	Provincial	\$211,685
TOTAL		\$1,895,760

Other external funding sources included sponsorships of events and in-kind services such as the selection of the City of Markham by the Province of Ontario to host one of its ONTOUR Concerts.

Markham executed a diverse, engaging, and successful program to celebrate Canada, Ontario, and the City throughout 2017. It could not have happened without engaged and committed residents, businesses, volunteers, partners, stakeholders, sponsors, funders such as the Canada 150 Program from the Federal government and the Ontario150 and ONTOUR Programs from the Province of Ontario, dedicated City of Markham Council, and committed City of Markham staff.

FINANCIAL CONSIDERATIONS

N/A

HUMAN RESOURCES CONSIDERATIONS

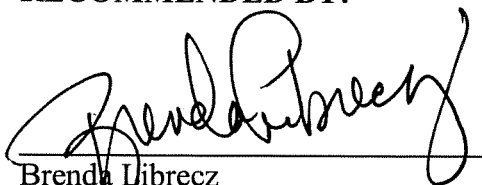
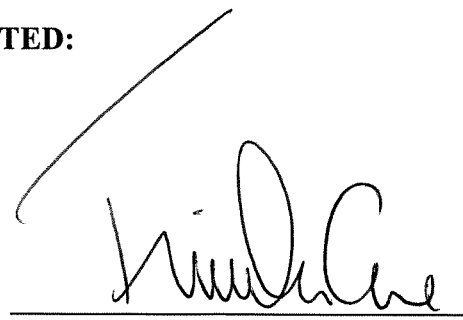
N/A

ALIGNMENT WITH STRATEGIC PRIORITIES:

This program aligns to the City of Markham Strategic Plan, "2015-2019 Building Markham's Future Together", by supporting the Corporate Goals of Exceptional Services by Exceptional People; Engaged, Diverse and Thriving City; and Stewardship of Money and Resources.

BUSINESS UNITS CONSULTED AND AFFECTED:

N/A

RECOMMENDED BY:
Brenda Librecz
Commissioner, Community & Fire
Services
Trinela Cane
Commissioner, Corporate Services**ATTACHMENT**

1. Retrospective in Photos - City of Markham Celebrated Canada 150 in 2017