

Markham Celebrates Canada 150



General Committee

December 12, 2016

Overview

Purpose

To receive Council endorsement of the plan the City of Markham will undertake to celebrate Canada's 150th Anniversary in 2017

Vision

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.

Overview

Goals

- Foster national and community pride
- Create lasting legacies in the community
- Engage residents, businesses, stakeholders, and partners
- Increase awareness of Canada 150 activities taking place within our community and across the nation

Key Guiding Principles

- Leverage Markham's successful Pan Am experience
- Rebrand and realign **existing programs and events** to support Canada 150 and minimize the need for additional resources
- Limit the number of new activities to minimize resource requirements
- Leverage applicable grant programs
- Engage our residents to create their own self-sustaining celebrations

Overview

Markham's 150 Plan



Canada 150 Plan

1. Events & Programming

Staff is in the process of finalizing a calendar of Canada 150 themed events and programs.

a) New One-time Events & Programs

1. Markham Expo 150 – The signature event for Canada 150*
2. Southeast Community Centre & Library Opening
3. Markham in Motion – Walking for Canada 150*
4. TEDxMarkhamPublicLibrary: Celebrating Ontario 150 through Storytelling of Our History*
5. Markham 150 – Video history of Markham*
6. Celebratory event with Eabametoong First Nation

Note: * Grant funding request submitted and awaiting funder decision

Canada 150 Plan

1. Events & Programming

b) Enhanced Existing Events & Programs

Examples include:

1. Canada Day Celebration
2. Markham-Milliken Children's Festival
3. Applefest
4. Markham Sports Day
5. Rebrand culture, environmental services, library, parks and roads, recreation, sustainability **programs** with Canada 150 theme

Canada 150 Plan

2. New Community Legacies

- Veterans Square and Markham Cenotaph - \$1.9M investment
- Benjamin Thorne tribute at Thornhill Community Centre & Library - \$700,000 investment
- William Berczy Statue - Public Art Project
- Opening of the new community centre and library at 14th Avenue and Middlefield in 2017 and proposed recognition of the First Nations people – Aaniin Community Centre & Library
- Up to five additional community legacies, subject to grant approval from federal or provincial governments

Canada 150 Plan

3. Partnerships & Engagement

a) International Partnerships:

Establish the “Canada 150 International Partnership Committee” of Council to organize the hosting of Markham’s partnership and Sister Cities:

- Nördlingen, Germany (2001)
- Town of Cary, North Carolina (2002)
- Wuhan, Hubei, China (2003)

b) Connections to other Canadian Communities:

- Eabametoong First Nation (Fort Hope)

c) Local Neighbourhood Engagement:

Establish “Canada 150 Neighbourhood Engagement Committee” to outreach to all neighbourhoods and engage their involvement in the celebration of Canada and Markham

Canada 150 Plan

4. Branding & Awareness Building

In addition to the creation of a new visual identity to mark this important initiative, the following items will be contemplated to build awareness and create excitement:

- Banners, pins, flags, decal for city vehicles, vehicle wrap for one fire apparatus and the Water on Wheel trailer
- Traffic Box Wrap – Working with Unionville H.S. to create wraps that celebrate Canada and Markham

Staff is proposing a visual identity to brand the “Markham celebrates Canada 150” initiative that will be retired at the end of the 2017 calendar year.



Canada 150 Plan

4. Branding & Awareness Building

Markham's Canada 150 visual identity – What do the elements stand for?

The four multi-colour leaf components (shapes) symbolize the four Heritage Districts of Markham:

Markham Village
Unionville

Thornhill Village
Buttonville

The colours of the four leaves symbolize:
GREEN for our environmental focus,
BLUE for our economic prosperity,
YELLOW for social inclusion, and
RED for the vibrancy of our communities.

Each of the four Heritage districts (leaves) surrounding the two silhouette figures represents engagement of our community and our cultural diversity.

The two silhouettes of a child reaching up to an adult symbolize the passing of knowledge, experience and wisdom to our next generation.



1867-2017 *Markham*
celebrates Canada 150

Resourcing the Plan

a) Grants Sought to Support our Canada 150 Activities

The status of the 15 grant applications completed are as outlined below and projects will not proceed without grant funding.

Status	# of Grant Applications	Grant Amount Sought	City Portion
Grants Received	2	\$1,083,571	\$1,516,429
Grants Submitted & Awaiting Decision	11	\$1,492,620	\$3,105,825
Grants Not Approved	2	\$564,575	N/A
TOTAL	15	\$3,140,766	\$1,516,429 (c) \$3,105,825 (p)

Notes: Where “(c)” denotes amount committed and “(p)” denotes potential commitment should grant application received funding

Resourcing the Plan

b) 2017 Capital Investment to Activate New Events and Mobilize Engagement

- New One-time Events and Programs @ up to \$60,000
 - Additional funds to be leveraged through six active event/program grant applications or sponsorships
- Branding & Awareness Building @ up to \$ 40,000
 - Flags, pins, banners, (civic buildings/public realm)
 - Including neighbourhood kits – small paper flags
- Leveraging and Engaging our Neighbourhoods @ \$50,000
 - Seed funding aims to encourage community and neighbourhood activities without City of Markham's direct involvement as a demonstration localized engagement
 - \$2,000 per neighbourhood event to be managed by Council and new Committee (Maximum of 25 neighbourhood projects)

Resourcing the Plan

c) Celebrate Markham Grant Program – Leverage Community Groups in the celebration of Canada 150

- Program supports community events/program, encourages community inclusivity, and enhances Markham's reputation as a destination city by a financial contribution to those eligible non-profit organizations undertaking an eligible project held in the City of Markham
- Staff received Council endorsement to promote Canada 150 in the April 1, 2017 to March 31, 2018 funding cycle (Cycle 4) by prioritizing applications that contribute to this important celebration

Celebrate
Markham

Success Measures

- # of participants at events
- # of volunteers involved in Markham Celebrates Canada 150 events and programs
- # and \$ of community legacies leveraged from grants
- # of community partnerships
- # of media impressions for Markham's Canada 150 events and activities

Recommendations

1. That Council endorse Markham's plan to celebrate Canada's 150th Anniversary in 2017
2. That Council establish the following committees and direct staff to create appropriate terms of reference:
 - a) Canada 150 International Partnership Committee – the hosting of Markham's Partnership and Sister Cities;
 - b) Canada 150 Neighbourhood Engagement Committee - outreach and engage all neighbourhoods; and
 - c) Interdepartmental Committee of staff to support the implementation of Markham's Canada 150 Plan.
3. That Council appoint 2 to 3 Council members each to the "Canada 150 International Partnership Committee" and the "Canada 150 Neighbourhood Engagement Committee"
4. And further that Council appoint one or more Council members or community leaders to the **Federation of Canadian Municipalities' Canada 150 Community Leaders Network**, with estimated time commitment of less than 2 hours per month per member



Questions?