

# THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

## QUARTERLY UPDATE

**DATE:** September 19, 2023

**TO:** Committee of the Whole

**FROM:** Tiffany MacLaren, Manager Community and Economic Development

**SUBJECT:** Department Name Quarterly Report – Q3

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### DEPARTMENT HIGHLIGHTS:

The Community and Economic Development department has had an exceptional busy summer quarter with community events, summer celebrations and tourism initiatives.

Our department continued to focused on managing special events, grant deliverables, connecting with community groups, planning promotion, and supporting economic development initiatives.

Our Bicentennial working members were a big help implementing and running events across the community.

Our team expanded through the addition of two summer students who were with us from late May to the end of August.

### 2023 PROJECT UPDATES:

#### Events:

We hosted the second annual Mississippi Mills Community Awards on June 14<sup>th</sup>. Seven deserving recipients were honoured with speeches and received a special award. The event included a dessert reception featuring baking purchased from businesses across the municipality.

A major bicentennial event “Millworkers Walk” took place on June 16<sup>th</sup>. Coordinated by department staff and members of the Bicentennial Heritage Working Group residents and students from Holy Name of Mary, Naismith, R Tait and Almonte Secondary School walked to the Mississippi Valley Textile Museum recreating the different routes taken by Mill Workers over the years. Games, prizes, and activities were set up in the park for attendees to enjoy. It was great to see residents getting into the spirit by dressing in costumes representing workers over the years.

Canada Day Eve in Pakenham and Canada Day in Almonte 2023 were both well attended community celebrations. Canada Day in Almonte was expanded this year with the help of the Almonte Bicentennial Committee and a Celebrate Canada Grant. Many students, volunteers and department staff members worked together to run a great day of kids activities, live music and fireworks. Midway through the celebrations we received a tornado warning. Staff quickly activated a plan to keep the public informed and safe. As the storm approached the show was paused and the crowd was directed into the John Levi Community Centre to shelter. No one was injured and the storm ended in time to get the show back on track.

August was extremely busy with three major events. August 5<sup>th</sup> our staff along with our Bicentennial Agriculture Working group coordinated a sold-out Farm Tour that travelled across the municipality. Two packed school buses visited McPhail's, Sunflowers, Clayton Community Hall, the RCMP stables, the Nanne Farm and Dairy Distilleries.

August 12, We partnered with Canada's Walk of Fame to host a Hometown Stars celebration in Gemmill Park. We worked with the Naismith 3 on 3 to attract local players to the event. Guest speakers included Mallory Tolcher, a Canadian basketball artist, Kory Hallas, a former Almonte resident who played for team Canada for many years and Jim and Beverly Naismith. Jim Naismith is James Naismith's grandson and accepted the honour on his behalf. Canada's Walk of Fame presented a plaque that will be installed in Almonte along with a donation of \$10,000 to the charity of the recipient's choice. Jim chose to see their donation go to the Naismith Museum, located at the Mill of Kintail. After the ceremony we hosted a reception at the Mississippi Valley Textile Museum which gave attendees the opportunity to visit "Post Up" the Mallory Tolcher Exhibit that the Arts and Heritage Bicentennial Working Group sponsored.

August 18-20<sup>th</sup> was an extremely busy weekend in Pakenham with our Bicentennial Come Home to Pakenham event. Staff and working group members organized a variety of events for all ages that took place all weekend. Some highlights of the weekend included a craft beer fest with fireworks, a family dance at the Stewart Community Centre and an antique car show with over 100 cars!

We coordinated 5 movies in the park through August. Unfortunately, due to weather we were forced to cancel 2 out of 5. Since we prepay for the rights to screen these films publicly we are making plans to hold PA Day Movie events in partnership with the MMYC this fall.

In addition to the major events above we supported several community events with Bicentennial funding, micro grants, staff support or/and equipment to celebrate the our bicentennial across the municipality. These events included Claytonfest, Appleton Community Picnic and the Service Club Bicentennial Community Event and others. Department staff attended Augusta St. Park – Music in the Park Wednesdays all month bringing 200 treats each week.

## Grants:

We were successful in three grant applications related to the Bicentennial. Staff continue manage projects and grant deliverables in partnership with other municipal departments and community organizations.

- A \$500,000 Tourism Grant through the Government of Canada Tourism Relief Fund (lights, flag poles, events, banners, benches, riverwalk upgrades, coins etc.)
- A \$8,000 Celebrate Canada Grant towards July 1<sup>st</sup> Celebrations (headliner Monkey Junk)
- A \$103,075 Legacy Grant through the Department of Canadian Heritage (multiple projects that will remain as a legacy of our bicentennial year: the Seven Gifts, A shade pavilion in Clayton, A bandstand/gazebo in Metcalfe Park, heritage plaques across the Municipality, public art) This grant has a two-year window for project completion.

Business Park sales continue with one lot sold and a second conditionally sold. Staff met with our real estate agent to discuss marketing efforts as a first step to reviewing the current process.

Work continues towards an abattoir feasibility study. Staff have submitted a grant application to the Grass Roots Growth Program at OMAFRA that focuses on providing funding to initiatives that will support government priorities, such supporting the growth of Ontario's agri-food sector, ensuring sustainability of agriculture, and fostering vibrant rural economies.

## *Department Staffing:*

Two Tourism and Information summer students, Heather Joynes and Emily Botham joined the department on May 15. Over the summer they helped to coordinate and attended several community events. The organized and staffed the Tourism 'booth' at Almonte Old Town Hall, they took photos and videos across the municipality and created several Instagram posts that have and will be used to promote the municipality.

## KPIs:

Almonte Old Town Hall Metrics – May, June, July & August 2023		
Number of public performance type events	1	Art in the Attic, no concerts
Number of private functions	6	Weddings, Celebration of Life, Anniversary, Family party
Revenue from weekday recreation type rentals	\$6381.89	yoga classes, dance lessons, seniors' fitness

		Puppets Up Workshops, Celtfest Workshops, Drama Camp
Revenue from Public Event	\$854.80	Art in the Attic
Private Functions	\$4139.25	2 weddings 2 celebrations of life 1 anniversary party 1 family dinner
Municipal – no revenue		Community Services Focus Groups Library event
<b>Total Revenue</b>	<b>\$11,375.94</b>	

## LOOKING AHEAD:

September 20<sup>th</sup> Mississippi Mills is hosting a presentation by Alex de Wit(He/Him) Economic and Business Advisor, Economic Development Division of Ontario Ministry of Agriculture, Food and Rural Affairs. His presentation will discuss how Community Economic Development (CED) is a foundation for rural prosperity and resiliency. This presentation can hopefully be a first step towards getting stakeholders and team members engaged in Economic Development strategic planning.

### *Department Fall/Winter 2023*

- September 9 OPP Golden Helmets in Pakenham
- September 16 Downtown Almonte Reopening Celebration
- September 17 Unveiling of the 7 Gifts
- September 20 Business Breakfast
- September 23 “The Store of Almonte” Documentary Screening Part 2
- September 20 CED101 with OMAFRA
- September 30 Truth and Reconciliation Vigil, led by MMYC, supported by Mississippi Mills
- October 14 Yellow Bus Farm Tour #2
- October 14 Balloon Rides at the Agricultural Hall
- October 14 Heritage Dinner
- November Business Awards (TBD)
- December 1 Light Up the Night 2023 (Bicentennial Theme)
- December 2 Santa Claus Parade Pakenham (Bicentennial Theme)
- December 3 Christmas Night Parade Almonte (Bicentennial Theme)

### *Community Events Fall Winter*

- September 9 & 10 Fibrefest
- September 8, 9 & 10 Almonte Fair
- September 17 Terry Fox Run

- September 17 Apple Pie Fest and Classic Car Show NLRM
- November 11 Remembrance Day
- December 2 Family Christmas Day at the NLRM
- December 9 Kintail Country Christmas
- January Pakenham Frostfest

*Almonte Old Town Hall Public Events Fall/Winter 2023*

- October Festival of Small Halls (3 concerts)
- Almonte in Concert (2 concerts)
- Standing Room Only Big Band Swing Dance
- November Cheerfully Made Christmas Show
- November Millworkers Musical – a Bicentennial presentation
- December Valley Players production

**BICENTENNIAL HIGHLIGHTS:**

[www.mississippimills.ca/200](http://www.mississippimills.ca/200)

[www.mississippimills.ca/events](http://www.mississippimills.ca/events)

Respectfully submitted by,

Reviewed by:

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Tiffany MacLaren  
Manager Community and  
Economic Development

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Name,  
Title

**ATTACHMENTS (if applicable):**

1. List all attachments in order they are to appear