

# THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

## QUARTERLY UPDATE

**DATE:** November 21, 2023

**TO:** Committee of the Whole

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

**SUBJECT:** Community & Economic Development Q4

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### DEPARTMENT HIGHLIGHTS:

The Community and Economic Development department has had a busy final quarter executing remaining bicentennial events.

Staff continue to focus on managing special events, grant deliverables, connecting with community groups, planning promotion, and supporting economic development initiatives.

Almonte Old Town Hall has been extremely busy this quarter as host venue to numerous concerts, special events and

### 2023 PROJECT UPDATES/PENDING ITEMS:

Our bicentennial events continued with a fall celebration of local agriculture with a second sold-out Yellow Bus Farm Tour and a Mississippi Mills Harvest Dinner. Both events were well attended and well received by the community.

We were honoured to welcome the OPP Golden Helmets back to Pakenham on September 9<sup>th</sup>. This group of precision riders is made up of OPP officers from across Ontario. It was their first show since 2019. The crowd was impressed and grateful. The officers ride the motorcycles to the show themselves from their home detachments.

The Seven Gifts Public Installation was unveiled in Riverfront Park on September 17<sup>th</sup>. The Seven Gifts is based on the Anishinabek Algonquin teachings of the Seven Grandfathers. Created in collaboration with Indigenous Algonquin Anishinaabe Elders and local faith communities, the Seven Gifts draw attention to teachings that show us how to be together with our lands and waters. In total this project has a value of approximately \$140,000. All My Relations community group raised funds through a variety of events, grants, and community outreach. Mississippi Mills was successful in receiving a Federal Legacy Grant which contributed a significant portion of the budget.

Almonte Old Town Hall had an extremely busy fall/winter start.

For September to December the Ron Caron Auditorium was busy with public events nearly every weekend. The line-up included three Festival of Small Hall Concerts, Fibrefest events, Cheerfully Made Holiday Show, Standing Room Only Big Band Tea Dance, and two multi day theater productions. These events provide entertainment for residents, encourage tourism, and can lead to increased revenue for local businesses with ticket holders eating in downtown restaurants before and after the show.

Through the week the hall is in constant use with seniors' fitness classes, a variety of yoga from three different instructors (including men's only, chair yoga and more), choir and dance classes for youth on Monday and Tuesday evenings with the Almonte Dance Academy.

September 16 the Municipality partnered with the Downtown Almonte Businesses to celebrate the end of construction and reopening of Mill Street with a street celebration including live music, kids activities, prizes and a ribbon cutting.

Three film productions took place in Almonte during this quarter. Film companies sign a code of conduct and fill in an application. There were no road closures requested for filming this quarter.

<b>Almonte Old Town Hall Metrics – September/October Actuals</b>		
Number of public performance type events	4 concerts, 1 fashion show, 1 afternoon tea dance	6
Number of private functions	2 Weddings, 1 Celebration of Life, 1 Anniversary, 1 Hospital Leadership Team Meeting	5
Revenue from weekday <b>recreation</b> rentals	Yoga (3 different yoga instructors), Senior Fitness, Choir, Almonte Dance Company	\$2508.98
Revenue from Public Events	Fibrefest Standing Room Only 3 Festival of Small Halls	\$5359.59* + <i>Ticket Surcharge</i>
Revenue Private Functions	2 Weddings 1 Celebration of Life, 1 Anniversary, Meeting	\$2879.19
<b>Total Revenue September &amp; October</b>		<b>\$15,807.76</b>

<b>Almonte Old Town Hall Metrics – November/December Projections</b>		
Number of public performance type events	2 Plays (*Dec. play will be invoiced for ticket surcharge post event), 1 Craft Market	4
Number of private functions	1 wedding, 1 Hospital Fundraiser	2

Revenue from weekday recreation type rentals	Yoga (3 different yoga instructors), Senior Fitness, Choir, Almonte Dance Company	\$3363.28
Revenue from Public Events		\$10,887.00* + <i>Ticket Surcharge</i>
Revenue from Private Functions		\$1132.30
<b>Projected Total Revenue</b>		<b>\$15,382.30</b>

<b>Ticket Surcharge Revenue</b>	
September - October	\$1900.00
November - December (Projected)	\$3160.00
<b>Total</b>	<b>\$5060.00</b>

### Community Micro Grants

Mississippi Mills has given out a total \$2200 in neighbourhood micro-grants in 2023. The program has a total budget of \$3,600 with \$200 being awarded to each qualifying applicant. 2023 recipients to date have included a community BBQ as part of the Big Give, a Music Jamboree, eight neighbourhood block parties and a literary event planned for December.

We welcome new applicants to apply if they are interested in hosting a welcoming and inclusive neighbourhood event.

Almonte	Big Give BBQ, Music Jamboree, 7 block parties, 1 literary event (Dec.)	\$2000.00
Pakenham	-	-
Ramsay	1 neighbourhood party – Blakeney	\$200.00
<b>Total</b>		<b>\$2200.00</b>
<i>Remaining Budget for 2023</i>		<b>\$1400.00</b>

### LOOKING AHEAD:

Work continues on the Community Services Master Plan with municipal benchmarking as the next big step. Bicentennial working groups will be contributing items and ideas for a 2023 time capsule that will be formally lowered at a wrap-up event in early 2024.

We're looking ahead to a busy season for community theater events at Almonte Old Town Hall with a very special Bicentennial Musical called "Spinning Yarns" written by former resident Fern Martin along with the return of the Valley Players with "It Had to be You" in early December.

Work continues on Federal Legacy Grant projects which will be publicly announced in the new year. There will be a public art component and historic plaques that will both include community volunteers and public consultation.

The deadline for Mississippi Mills 2024 Community Grant Applications is November 30<sup>th</sup>. The Municipal Grant Policy has been established by Council to provide guidelines to organizations within Mississippi Mills who are seeking modest financial assistance. These guidelines along with the application are available on our website.

### ***Upcoming Events:***

**December 1<sup>st</sup>** 7:00 to 9:00PM is our annual Light Up the Night event in downtown Almonte. The working group has put together a special line-up in honour of the Bicentennial. Wayne Rostad will host and Juno award winning Kellylee Evans is special guest. This year LUTN was selected by The Music Performance Trust Fund of Canada to be live streamed across Canada and the US. MPTF is funding a professional crew who will be videoing and live streaming along with the cost of much of the entertainment. All performances will be live. This is a special one-time opportunity for residents or former residents who are unable to make it downtown to be able to watch online. We are encouraging local retirement communities to plan events for their residents to watch together.

**December 2<sup>nd</sup>** Pakenham Santa Claus Parade – leaves the Stewart Community Centre at 1PM. Attendees are invited back to the Community Centre after for public skating and hot chocolate and hot dogs provided by the Pakenham Civitan Club.

**December 3<sup>rd</sup>** Almonte Christmas Night Parades leaves the John Levi Community Centre at 5PM. Attendees are invited back to the Community Centre after for public skating and hot chocolate and hot dogs provided by the Almonte Lion Club.

Respectfully submitted by,  
Tiffany Maclaren,  
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Development

Reviewed by:  
Ken T. Kelly,  
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