

THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

STAFF REPORT

DATE: September 6, 2022
TO: Committee of the Whole
FROM: Jeanne Harfield, Clerk
SUBJECT: Bicentennial Proposals for 2023

RECOMMENDATION:

THAT Committee of the Whole recommend that Council approve the proposed bicentennial initiatives for 2023;

AND THAT Committee of the Whole recommend that Council support the application to grants to help support Mississippi Mills bicentennial.

BACKGROUND:

Council has deemed that 2023 will mark the bicentennial for Mississippi Mills, as such, the municipality, has begun the planning process to celebrate this important milestone. Earlier in 2022, Council appointed members to seven different working groups as well as provide \$5,000 per working group to assist with the execution of events or programs.

DISCUSSION:

Over the summer, the seven bicentennial working groups have met to brainstorm and propose their ideas for events, programs, or commemorative plans to mark the importance of the bicentennial. Based on the working group submissions, below is an overview of the proposed event and commemorative projects for 2023. In addition to the events and commemorative ideas, the municipality also has engaged with local graphic designers for a bicentennial logo and will create social media campaigns as well as a designated web page within the municipal website to be the central location for all things bicentennial.

The funding source for the proposed events will either come from approved budget for the bicentennial, budget for existing events or projects or external grants from federal or provincial governments.

Proposed Events:

1. Blockbuster Event on July 1, 2023

Date: July 1, 2023

Lead: Staff with partnership from community organization

Working Group support: Almonte Bicentennial Working Group

Funding Source: External Grants and MM Funds*

Estimated Expense: \$50,000

In order to celebrate the bicentennial the Almonte Bicentennial Working group's main proposal is to add on to the Canada Day celebrations in Almonte by bringing in a showcase performer like a well known Canadian artist or band.

There are grants available to help off-set the cost. The working group also proposed partnering with local organizations to help with the planning and execution of the event. Please note that this budget is in addition to the existing Canada Day event budget.

*External grants from the federal and provincial governments, municipal funds will include money that is already included in the budget for Canada Day events in Almonte as well as additional funds for the Almonte Bicentennial Working group.

2. Appleton Old Fashioned Canada Day Picnic

Date: Around Canada Day

Lead: Community Volunteers

Working Group Support: Ramsay Bicentennial Working Group

Funding Source: MM funds

Estimated Cost: \$1,000

An old fashioned community picnic in Appleton on Canada Day, this will include games, entertainment, and fireworks.

3. Come Home to Pakenham

Date: July 21-23, 2023

Lead: Staff

Working Group support: Pakenham Bicentennial Working Group

Funding Source: MM funds

Estimated Cost: \$6,000

Event in Pakenham over a full weekend in July, the event would include a dance, live music, family activities, scavenger hunt, baseball games, tug of war, pancake breakfast, fish fry dinner and craft vendors.

4. Farm Tours

Date: spring, summer, and/or fall

Lead: Staff

Working Group Support: Agricultural Bicentennial Working Group

Funding Source: MM Funds

Estimated Cost: \$6,000

Two or three farm tours during 2023, these farm tours will be a ticketed event with buses that bring attendees to local farmers to learn about agriculture in Mississippi Mills and the different roles that farmers play. The tours will include a private bus, luncheon, and potential local vendors. The dates and details of these events will be promoted by the municipality closer to the event.

5. Indigenous Artists Weekends – Partnership with Mill of Kintail

Date: July 2023

Lead: Staff and Mill of Kintail

Working Group Support: Indigenous Bicentennial Working Group

Funding Source: External Grants* and MM Funds

Estimated Cost: \$20,000

Following Canada Day and before Celfest, the Indigenous Bicentennial working group in conjunction with the Mill of Kintail is proposing to organize a multi-day event with a kick off performance from an indigenous artists or group. Following the concert, the Mill of Kintail will host indigenous artists, vendors, workshops and more.

*The Mill of Kintail will apply for grants from the federal and provincial governments to put on the event. MM Funds will come from budget allocated to the Indigenous Working Group for the Bicentennial.

6. Indigenous Learning – Partnership with Mississippi Mills Public Library

Date: Throughout 2023

Lead: Mississippi Mills Public Library and Staff

Working Group Support: Indigenous Bicentennial Working Group

Funding Source: Library

Estimated Cost: Library Budget

The Library would host an event like story time with an Indigenous story teller and potentially a craft workshop with a local indigenous leader.

7. The Workers: Walk the Walk re-enactment

Date: Summer 2023

Lead: Staff and Volunteers

Working Group Support: Arts & Culture/Museum and Heritage

Funding Source: MM Funds

Estimated Cost: \$1,520

At one time Mississippi Mills had 16 textile mills in 5 communities (Almonte, Appleton, Blakeney, Clayton and Pakenham). The proposal is to have mill worker re-enactment in the five different communities. Volunteers would gather in the

communities in costume to match the different decades the mills were in operation and walk from former mill workers' cottages to one of the textile mills. A photographer would capture the volunteers/re-enactors walking to the mills.

8. Opening of the Seven Grandfathers Teaching Installation - Partnership with All My Relations

Date: September 30, 2023

Lead: All My Relations with Staff

Funding Source: External Grants*

Estimated Cost: \$75,000

All My Relations has been working on a permanent sculpture of the Seven Grandfathers Teaching. The interactive sculpture will be a permanent installation in Kirkland Park and will include 7 marble pillars with animal carvings, brass castings, a plaque that provides a description in 3 languages as well as a removable ceremony bowl that can be used for sacred ceremonies. All My Relations has already secured grants for portions of the project and is working with staff to secure the remainder of the funding through grants. There will be events during the year where members of the public can come out and watch the artists work. The official opening with a ceremony and reception will take place on September 30, 2023. The reception following the ceremony will be hosted by the Sivarulrasa Gallery.

*All My Relations has been working with external partners for grants and have been successful in obtaining approximately \$24,000.00 in grants. The Municipality is currently drafting a submission for a legacy grant to cover the remaining of the work. All My Relations is also looking into other funding sources such as other grants or in-kind donations.

Commemorative Projects:

9. Commemorative Coin

Lead: Staff

Working Group Support: All Working Groups

Funding Source: MM Funds

Estimated Cost: \$25,500 (cost recovery)

A municipal-wide coin to be a memento for the bicentennial celebrations. This coin is being designed by a local artist and will be created by Alliance Coin & Banknote located in Almonte. The coin could be used as a keepsake and sold by the Municipality for \$5 per coin. Approximately 5,000 coins will be minted.

10. Time Capsule

Lead: Staff

Working Group Support: All Working Groups

Funding Source: MM Funds

Estimated Cost: \$500

To remember 2023 in the future, the Almonte Bicentennial working group proposed partnering with local schools and groups to create a time capsule that can be opened in the future. This will include the entire municipality with staff being the main coordinator. There could also be a small event where the items are placed in the capsule and it is either buried or placed in the municipal vault.

11. Historical Plaques

Lead: Staff

Working Group Support: Ramsay, Almonte, Pakenham and Arts Culture/Museum & Heritage Bicentennial Working Groups

Funding Source: External Grants*

Estimated Cost: \$10,000

Outdoor exhibits plaques/panels in the Municipality to commemorate significant events or buildings. Each panel would feature information regarding the significance of the site as well as old photographs. Multiple working groups proposed historic or milestone plaques within specific areas of the Municipality. In order to have consistent plaques, staff is proposing that approximately 15 plaques to be installed throughout the municipality. The locations of these plaques would be based on recommendations from the working groups. The Municipal Historical researcher can then research the importance of the proposed locations and draft content for the plaques.

*The Municipality will apply for grants with the goal to cover 100% of the cost of the 15 plaques for the municipality.

Other ideas

12. Blakeney Walking Tour

Lead: Volunteer

Working Group Support: Ramsay Bicentennial Working Group

Funding Source: MM Funds

Estimated Cost: \$500

Create a map and tour of Blakeney outlining where certain buildings used to be. Include pictures of what the landscape used to be. These pamphlets would be designed and then available to the public at municipal buildings.

13. Nothing but Net

Date: August 5, 2023

Lead: Staff

Working Group Support: Arts Culture/Museum & Heritage Bicentennial Working Groups

Funding Source: MM Funds

Estimated Cost: \$2,000

Launch an outdoor exhibit on Saturday, August 5 at the Naismith Foundation's Annual 3 on 3 basketball tournament. The outdoor exhibit would stay up for 3 months. The artist, Mallory Tolcher, work explores the beauty of basketball. The

work features a series of unique, hand-crafted basketball nets using a variety of materials and designs that explore form and function within the context of community sport. Prints of the work would be available for purchase.

14. Floral Clock

Lead: Staff and Volunteers

Working Group Support: N/A

Funding Source: Fundraised

Estimated Cost: \$15,000

A delegation to Council from community volunteers was heard earlier this year, their proposal was to install a floral clock in Mississippi Mills. Following their delegation staff have worked with Allan Goddard on determining an appropriate location for the floral clock. Following review of potential areas, the space in front of the Municipal Building (3131 Old Perth Road) in front of the existing flag poles has been proposed as the location for the floral clock. The current Municipal Building sign, that is old and faded, will be removed as well as a pine tree. A tree will be planted to replace the removal of the pine tree.

15. Flag Poles

Lead: Staff

Working Group Support: Indigenous Bicentennial Working Group

Funding Source: MM Funds and Grants

Estimated Cost: \$6,000

In order to recognize the Indigenous culture and heritage in our municipality, the Indigenous Bicentennial working group is proposing that the municipality install a flagpole in front of the main municipal office (3131 Old Perth Road) that will permanently fly indigenous flags. In consultation with the working group the municipality will determine the appropriate flags to fly on this flagpole.

*Staff will look to grants to help offset the cost of the new flagpole. Please also note that as part of budget 2023, staff will be seeking additional funds for both a community flagpole and an Indigenous flagpole.

16. Beautification

Date: All of 2023

Lead: Staff

Budget: Already part of budget

To help unify the community with colours of the bicentennial, staff are proposing to have bicentennial colours in community flowers and municipally ordered flower baskets. An additional consideration is to reach out to Lanark County or North Lanark Home Hospice to determine if there is a possibility for “bicentennial” trees that residents would be able to purchase and plant on their property to commemorate the bicentennial.

17. Preserving History

Date: All of 2023

Lead: Staff

Budget: Already part of the budget

Staff is currently working on an electronic records management project as well as digitizing archive records. In order to preserve history, an option would be invite members of the public to bring in their archives (photos, press clippings, etc.) to be scanned in by the municipality and have it stored with other scanned municipal records and be made available to the public. The scanning of public documents would require community volunteers and may be an opportunity to partner with outside organizations such as the library or museums.

Support for Community Events:

18. Support for Movies in the Park and Music in the Park

Date: Summer 2023

Lead: Staff

Estimated Cost: \$1,500

To provide additional financial support for the volunteers and organizers of the music in the park and movies in the park. This could include, providing themed cookies or cakes for each event, and micro-grants to go towards more attractions.

19. Naismith 3 on 3

Date: Naismith Foundation 3 on 3, August 2023

Lead Working Group: Almonte Bicentennial Working Group

Funding Source: MM Funds

Estimated Cost: \$500

To build off the Naismith 3 on 3 tournament, the municipality would design a branded bicentennial jersey to be donated to the foundation.

20. Bicentennial Themed Events

Date: All of 2023

Lead: Staff

Estimated cost: none

Encourage existing event organizers to theme events around the bicentennial, this could include using the bicentennial logo, colours, and a nod to the heritage of the municipality. The municipality should also encourage organizers to apply for municipal grants or micro-grants.

21. Incentives for Indigenous Artists

Date: All of 2023

Lead: Staff

Funding Source: MM Funds

Estimated Cost: In kind donations

To incentivize community-run events to bring in Indigenous artists or vendors the Indigenous Bicentennial Working group proposed providing in-kind incentives to event organizers such as waiving rental fees, sound systems, and promoting grants for these organizations. The Indigenous bicentennial working group could provide names of artists for these community organizations, but the booking of artists would be the responsibility of the community event/organizers.

Marketing and Communications

22. Bicentennial Logo

Cost: \$3,000 was already accounted for in the 2022 budget

Staff worked with local design company Xquisit Designs to develop a bicentennial logo. The logo is attached. The logo will be used in all marketing and communication materials and will also be shared with local organizations and groups to use as well. The official colours of the bicentennial (blue and orange) will also be used throughout the municipality as well and we will encourage event organizers to incorporate bicentennial themes and colours into their event.

23. Website and Social Media

Cost: existing communications budget

Staff will develop a dedicated bicentennial page on the municipal website, this will include calendar of events, historical information and more. Staff will also create a social media content calendar to have regular updates on social media pages regarding the bicentennial events and also promote the history of the municipality through fun historical posts. Brochures and print products (posters and flyer) will also be managed by the communications coordinator.

24. Student Support

Cost: TBD

In order to encourage student and youth involvement into the Bicentennial, the municipality will reach out to the Almonte District High School to try and secure a co-op student placement for 2023. This student would assist the Clerk's department with the execution of the bicentennial events.

OPTIONS:

Staff are proposing that all of the above listed ideas to celebrate the bicentennial be approved.

FINANCIAL IMPLICATIONS:

Earlier this year, Council provided pre-budget approval of \$58,000.00 of this \$35,000 was to go towards bicentennial working groups an additional \$15,000 for existing municipally led events and funds for advertising and micro-grants.

The table below outlines the breakdown costs for the proposed events. The table includes possible grants funding and staff will continue to explore grant options and collaborate with the working groups or community organizations to apply for grants.

Event/Commemorative Idea	Budget	Funding Source
Blockbuster Event on July 1, 2023	\$50,000	External Grants - \$35,000 MM Funds - \$15,000*
Appleton Canada Day Picnic	\$1,000	MM Funds - \$1,000
Weekend in Pakenham Event	\$6,000	MM Funds - \$6,000
Farm Tours	\$6,000	MM Funds - \$6,000
Indigenous Artists Weekends – Partnership with Mill of Kintail	\$20,000	External Grant - \$17,500 MM Funds - \$2,500
Indigenous Learning	TBD	Library
The Worker: Walk the Walk re-enactment	\$1,520	MM Funds - \$1,520
Opening of the Seven Grandfathers Teaching Installation	\$75,000	External Grants - \$75,000
Commemorative Coin	\$25,500**	MM Funds - \$25,500**
Time Capsule	\$500	MM Funds - \$500
Historical Plaques	\$10,000	External Grants
Blakeney Walking Tour	\$500	MM Funds - \$500
Nothing But Net	\$2,000	External Grants - \$2,000
Floral Clock	\$17,000	Fundraised - \$15,000 MM Funds - \$2,000
Flag Poles	\$6,000	MM Funds - \$6,000
Support for Movies & Music in the Park	\$1,500	MM Funds - \$1,500
Naismith 3 on 3 jersey	\$500	MM Funds - \$500
Bicentennial Logo	\$3,000.00***	MM Funds - \$3,000***
TOTAL	\$226,020.00	External Grants - \$139,500 Fundraiser - \$15,000 MM Funds - \$71,520

*The \$15,000 is a combination of funds already budgeted for as part of the regular Canada Day celebrations plus Bicentennial funds.

**The commemorative coin will be cost recovery – each coin would be sold for \$5 per coin

***The bicentennial logo was part of the approved 2022 budget

The Municipality will apply to as many grants as possible where the project or event is applicable. We will also partner with organizations such as the Mill of Kintail and more to co-host events in order to share in the planning as well as the costs. Grants are not a guaranteed source of income, should the municipality not be successful in obtaining grants we may need to adjust plans in order to stay within the approved budget.

The entire Mississippi Mills portion of funding includes \$3,000 already accounted for in 2022 budget for the branding and \$25,000 for the coins. However, if all 5,000 coins are purchased the municipality will recovery their cost for the commemorative coin. If we remove those two items, the total municipal contribution to the bicentennial is \$43,520.00. This is \$8,520.00 over the allocated \$35,000.00. However, Council has approved an additional \$15,000 to go towards existing events and this amount could be used to help offset the overage. Additionally, some events, such as the farm tour, blockbuster, or weekend in Pakenham may be ticketed which would help offset the cost of running those events.

SUMMARY:

Over the summer the bicentennial working groups have met numerous times to put forward proposals for ideas to celebrate the bicentennial. In total 24 different initiatives are proposed to Council for their consideration to celebrate Mississippi Mills bicentennial in 2023.

As a result, there are 24 initiatives for 2023 to help celebrate the bicentennial. The total estimated budget is \$226,020.00, the municipality is hoping to secure grants of approximately \$139,500.00 to offset the cost. The balance will either be fundraised, allocated as part of budget 2023 or use ticket sales to offset the cost of the events. The bicentennial is an important milestone for the municipality and will take staff resources, community volunteers and partnerships to be successful.

Respectfully submitted by,

Jeanne Harfield,
Clerk

ATTACHMENTS:

1. Bicentennial Logo
2. Bicentennial Commemorative Coin