



The Corporation of the Town of Tecumseh

Chief Administrative Officer

To: Mayor and Members of Council

From: Margaret Misek-Evans, Chief Administrative Officer

Date to Council: February 22, 2022

Report Number: CAO-2022-03

Subject: Tecumseh 100th Anniversary Celebration Update

Recommendations

It is recommended:

That CAO Report No. CAO-2022-03, regarding the Tecumseh 100th Anniversary Celebration Update, **be received**.

Background

As Council is aware, a 100th Anniversary celebration event is being planned for July 2-4, 2022. Previously, Council received an update on the celebration, approved the proposed agenda and referred the projected expenses to the 2022 budget deliberations at the Regular Council meeting of November 9, 2021 (RCM-358/21). Subsequently, through 2022 budget deliberations, Council approved event costs budgeted at \$286,000, offset by \$127,500 in grants and sponsorships, with the balance of \$158,500 to be funded from reserves.

The purpose of this report is to provide an interim update on funding sources for the upcoming event. For Council's reference, the draft event schedule is found in Attachment 1.

Comments

In accordance with Council's direction, Administration, on behalf of the Mayor's 100th Anniversary Task Force (Task Force), has been planning the 3-day Anniversary celebration (Anniversary) scheduled July 2 – 4, 2022 within the approved 2022 budget. As part of its budgetary responsibility, Administration has actively pursued grant funding opportunities and corporate sponsorships.

Grant Applications

Heritage Canada Community Anniversaries Grant – The Community Anniversaries grant (CAG) provides funding to local groups for non-recurring local events, with or without a minor capital project. Eligible events and capital projects are those that commemorate the 100th anniversary or greater of a significant local historical event or personality.

In the summer 2021, an application for the CAG was submitted on behalf of the Town of Tecumseh (Town) for the Anniversary in the amount of \$69,050. The request was to support Anniversary volunteers, artists and performers, venue fees, equipment rental, advertising and the creation of two (2) murals.

In November 2021, the Town received confirmation that the CAG was approved however it was less than the original request. The total funding received for the CAG was \$29,500; a shortfall of \$39,550. The Town was informed that as the CAG is a national program, the amount awarded is dependent on funding distributed across all regions and all successful applicants. This year the requests were significantly higher than in previous years and therefore the amounts awarded reflect the demand.

Veterans Affairs Canada Commemorative Partnership Program, Community War Memorial Funding – The Community War Memorial (CWM) funding supports the construction, restoration or expansion of a community war memorial.

In October 2021, an application for the CWM Fund was submitted on behalf of the Town for the Anniversary in the amount of \$10,000. The request was for the creation of a mural to be painted on the outside wall of the Royal Canadian Legion, Branch 261 that would honour local veterans, the 100th anniversary of the poppy, with a highlight of Dr. (Colonel) Paul Poisson, Tecumseh's first Mayor and World War I hero.

Recently, the Town received notification that our application was successful with an award of \$10,000 towards this significant commemorative mural.

Heritage Canada Legacy Fund – The Legacy Fund provides funding for community-initiated capital projects that restore, renovate or transform an existing building or exterior space (such as a statue, community hall, monument, or garden) intended for community use. Eligible capital projects are those that commemorate the 100th anniversary or greater, of a significant local historical event or personality.

In December 2021, an application for the Legacy Fund was submitted on behalf of the Town for the Anniversary in the amount of \$10,000. The request was for the creation of a monument celebrating the 100th anniversary of Fire and Rescue Services that includes bronzed firefighter equipment atop a granite based etched with the names of those who served and lost their lives in service to the community.

As of the date of this report, the Town has not received notification of the application's results.

Reconnect Ontario 2022 – Reconnect Ontario (Reconnect) supports festivals and events that have a tourism economic impact and motivates visitors to rediscover Ontario, reconnect people with local experiences and increase tourism spending.

In January 2022, an application for Reconnect was submitted on behalf of the Town for the annual Canada Day Event and Anniversary in the amount of \$56,915; \$10,000 for Canada Day and \$46,915 for the Anniversary. The request is to support contract staffing, materials and supplies, equipment rental, advertising, and performers and artists.

As of the date of this report, the Town has not received notification of the application's results.

My Main Street Community Activator – My Main Street, a partnership between the Economic Development Council of Ontario and the Canadian Institute, is investing in the local economic recovery with the Community Activator Grant (Activator) to help support the revitalization of approximately 200 neighbourhoods across Ontario. Activator supports main street events, activities, enhancements and policies designed to draw visitors and increase local vibrancy.

In February 2022, a joint application with the Tecumseh BIA for Activator was submitted in the amount of \$20,195. The request is to support the creation of three (3) murals: the mural on the Legion building in the amount of \$18,500 and two murals in BIA business district in the amount of \$1,695.

As of the date of this report, the Town has not received notification of the application's results.

Sponsorship Campaign

Since the fall 2021, the Task Force and Administration have been actively pursuing corporate sponsors to help support the Anniversary. The sponsorship campaign includes various levels of support options: Platinum Sponsorship - \$4,000; Diamond Sponsorship - \$1,500; Gold Sponsorship - \$1,000; Silver Sponsorship - \$500; and Bronze Sponsorship - \$250. Each level of sponsorship provides the contributor with varying degrees of benefits such as logo or name on event website, on-air radio recognition, live public address mentions, and vendor space at the event.

The approved budget called for a revenue target of \$39,000 from direct sponsors. As a result of not securing the full requested funding amount from the CAG, the Task Force and Administration has increased its efforts to secure additional sponsorship to help offset the revenue deficit. As of the date of this report, a total of \$57,500 of corporate sponsorship has been confirmed.

Consultations

Mayor's 100th Anniversary Celebration Task Force

Financial Implications

Sources of funds to support projected expenditures are outlined in the Comments section of the report.

The Task Force and Administration continue to explore funding opportunities and pursue corporate sponsorships in order to achieve approved budgetary revenue targets. In the event that forecast revenues are below expectations, the Task Force and Administration will review the event schedule to determine opportunities for cost-savings and, if necessary, request Council for additional budget allocation in order to ensure a balanced event budget.

Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input checked="" type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input checked="" type="checkbox"/>	Ensure that Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input type="checkbox"/>	Integrate the principles of health and wellness into all of Tecumseh's plans and priorities.
<input type="checkbox"/>	Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses.
<input checked="" type="checkbox"/>	Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

Communications

Not applicable ☒

Website ☐

Social Media ☐

News Release ☐

Local Newspaper ☐

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Kerri Rice
Manager Special Projects

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
1	Draft Event Schedule