



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: April 7, 2022

Report Number: CAO-2022-05

Subject: Tecumseh 100th Anniversary – My Main Street Grant Agreement

Recommendations

It is recommended:

That Chief Administrative Officer Report No. CAO-2022-05, respecting the Tecumseh 100th Anniversary Celebration – My Main Street Grant Agreement, **be received**;

And that By-law 2022-025, being a by-law to authorize the Mayor and the Clerk to execute an agreement for the My Main Street Grant that will support mural projects within the municipality, **be adopted**.

Background

As Council is aware, a 100th Anniversary celebration event (Anniversary) is being planned for July 2-4, 2022. Previously, Council approved the proposed Anniversary 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 the Anniversary 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.

Comments

In accordance with Council's direction, Administration, on behalf of the Task Force has been planning the three-day Anniversary celebration within the approved 2022 budget. As part of its budgetary responsibility, Administration has actively pursued grant funding opportunities and corporate sponsorships.

My Main Street, a partnership between the Economic Development Council of Ontario and the Canadian Institute, is investing in local economic recovery with the Community Activator Grant (Activator). Activator is intended to help support the revitalization of approximately 200 neighbourhoods across Ontario by supporting 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. The request was intended to support the creation of three (3) murals: the mural on the Legion building and two murals in the BIA business district.

On March 15, 2022, Administration received notification from My Main Street that the Town's application was conditionally approved up to \$20,195. Subsequently, an agreement was forwarded to Administration that outlines the terms and conditions for the funding and forms Schedule 1 to By-law No. 2022-025.

Consultations

Tecumseh BIA
Mayor's 100th Anniversary Task Force

Financial Implications

The My Main Street grant funding is \$20,195 and will support the creation of three (3) murals: the mural on the Legion building and two murals in the BIA business district. The funding will be split 50/50 between the Town and the BIA.

The Legion Mural is expected to have a total cost of \$30,500 plus HST that includes artist's fees, materials and supplies plus \$2,500 for the unveiling ceremony. In addition to the Activator grant, this project is supported by a previously awarded \$10,000 grant through Veterans Affairs Canada, a \$4,000 corporate sponsorship. Funds for the Legion Mural has been planned within the event's approved budget.

The two BIA Murals are expected to have a total cost of \$15,000 plus HST that will be supported by the Activator grant.

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 checked="" 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
None	None