



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: October 11, 2022

Report Number: CAO-2022-09

Subject: Tecumseh 100th Anniversary Celebration Report Out

Recommendations

It is recommended:

That Report CAO-2022-09 regarding the Tecumseh 100th Anniversary Celebration Report Out, **be received**.

Background

The Town's 100th Anniversary celebration event was held from July 2-4, 2022.

Throughout the course of the event planning, Council received regular updates on the celebration. The projected expenses were referred 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 anticipated grants and sponsorships, with the balance of \$158,500 to be funded from reserves.

The purpose of this report is to provide a final report out on the three-day event, including budgetary review.

Comments

The Mayor's 100th Anniversary Task Force (Task Force), together with Administration, planned an event-filled weekend from July 2–4, 2022.

With the grace of blue skies, attendees were able to partake in a variety of activities geared for all ages and interests. Starting from sunrise with our Indigenous partners, the Tecumtha Ogitchada Society offered prayers to mark the day and express appreciation and thanks for life and nature. Showcasing the three former municipalities prior to amalgamation, events were held in the former Township of Sandwich South, Village of St. Clair Beach and Town of Tecumseh – including a memorial walk, exhibits, pancake breakfast, bike rally, outdoor movies, mural and art unveiling, concerts and fireworks, providing enjoyment for the community at large. This celebration of the Town's rich history, agricultural past and the many community and sports groups who have a long history within the municipality resulted in a highly attended and successful event weekend.

An event of this magnitude would not be feasible without the involvement of the community and volunteers. The Task Force, which consisted of representatives from historical, business and community groups, along with members of Tecumseh Council and Administration, led a long planning process and brought to fruition the itinerary and execution of events. Appreciation is extended to all the community organization volunteers who generously gave of their time at the various events. Town staff were integral in ensuring all event aspects were successfully carried out.

The community will be able to reflect on the Town's 100th Anniversary celebration for years to come. The beautiful murals on the Royal Canadian Legion Branch 261 and in Council Chambers, together with the commissioned Indigenous art sculpture in the Town Hall lobby and Firefighter monument at Fire Hall Station 1 celebrate the Town's history and leave a lasting legacy.

Consultations

Mayor's 100th Anniversary Celebration Task Force

Financial Implications

Revenues

As part of its budgetary responsibility, Administration actively pursued grant funding opportunities and corporate sponsorships to support the projected expenditures. An overview of the grants Administration applied for was provided in [Report CAO-2022-03](#).

The Town successfully received the following grants:

Heritage Canada “Anniversary Grant”	Received \$29,500
Heritage Canada “Legacy Grant” - Firefighter Monument	Received \$10,000
Veterans Affairs Grant - Legion Mural	Received \$10,000
My Main Street – Legion Mural*	Received \$10,097
Reconnect Ontario**	Received \$39,417
Total Funding	\$99,014

* My Main Street Grant was a joint application with the Tecumseh BIA, for 50/50 cost share of the total funding in the amount of \$20,195.

** Reconnect Ontario was in support of the Town’s Canada Day and 100th Anniversary events in the total funding amount of \$42,117, of which \$2,700 was allocated for Canada Day expenses.

Administration also actively pursued corporate sponsors to help support the event expenditures through a sponsorship campaign which provided benefits such as logo or name on event website, on-air radio recognition, live public address mentions and the like.

A total of \$68,250 was received from corporate and community partner sponsorships – an increase of \$30,000 from the initial budgetary revenue target.

Expenditures

During 2022 budget deliberations, the anticipated event costs were budgeted at \$286,000. By securing cost savings on various expense line items, total expenditures resulted in being under budget by approximately \$41,953.

Accordingly, with a favourable offset from grant and sponsorship revenues, the balance of event expenditures to be funded from reserves is approximately \$76,000 – a savings of approximately \$82,000 from initial 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:

Christina Hebert, BA (Hons), MA, Dipl. M.A.
Manager Committee & Community Services

Reviewed by:

Tom Kitsos, CPA, CMA, BComm
Director Financial Services & Chief Financial Officer

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
None	None