



CLEARVIEW

REPORT TO COUNCIL

REPORT NUMBER: LS-004-2017

DEPARTMENT: Legislative Services – Clerk’s Office
Recreation Services – Tourism Department

MEETING DATE: March 6, 2017

SUBJECT: Canada 150 Project Updates

RECOMMENDATION:

Be It Resolved, that Council of the Township of Clearview hereby:

- 1) Receive Report Canada 150 Project Updates for information; and
- 2) Approve the list of projects identified in this report.

BACKGROUND:

2017 marks a tremendous milestone in Canadian history. It represents 150 years of shared Canadian identity. As staff, we are inspired by projects taking shape across our country, province, county and township. Together with community partners, council and municipal staff, we would like to come together to further enhance the celebration with several Canada 150 projects.

COMMENTS AND ANALYSIS:

Proposed Canada 150 projects:

1. **Council Time Capsule:** Request each Councillor to contribute an item that is symbolic of their ward for the year 2017. The Mayor and Deputy Mayor would each contribute an item that is symbolic of Clearview as a whole.

A brief ceremony will be held on December 11, 2017 council meeting to add all items to the capsule and seal the box. Staff propose that the box will be open every 25 years. Each council operating in each 25-year interval would add additional items to the box. The capsule will be held at the Township office, unless a more suitable place is established at a future building or date.

2. Clearview Canada 150 Geocaching Challenge

Geocaching is real-world, outdoor treasure hunting game using GPS-enabled devices such as an app on your mobile phone. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache (container) hidden at that location.

The Clearview Canada 150 Geocache Challenge invites locals and visitors to find geocaches hidden throughout Clearview Township. The challenge will be to locate 10 or more geocaches, at which time participants can then come into the Administration Centre and collect a Canada prize pack. The Clearview Canada 150 Geocache Challenge will be launched on June 5 and happen until September 1, 2017; however, the legacy of the geocache locations will live on as permanent locations.

The Challenge will encompass all of Clearview Township with 25 unique locations selected. The experience will encourage locals and visitors to visit different communities, venues and areas throughout the Township.

3. 150 Day Countdown to the Small Halls Festival – A Digital Photo Journal

To officially countdown the number of days until the Small Halls Festival, the 150 Day Countdown – A Digital Photo Journal will be a social media campaign featuring 150 people and places throughout Clearview. The campaign focuses on one photograph per day posted on the Clearview Tourism Facebook page as a way to engage visitors and increase excitement about the Small Halls Festival. Unique locations that lend well to a number will be highlighted and people holding signs that have a number countdown will also be included.

4. Tulip Days in May

In 2016, Clearview Township hosted the first Tulip Blooming Celebration at Fountain Park, Stayner. The tradition will continue in 2017 to celebrate the Canada 150 Tulips that have been planted throughout the Township, including Stayner, Creemore, and Brentwood. A Community Celebration is planned for Thursday May 18th, 11:30am-1:30pm at Fountain Park, Stayner in partnership with the Stayner Garden Club, local schools and CFB Borden will be invited to attend. In addition, Stayner Collegiate Institute, the Brentwood Horticulture Society and the Creemore Horticulture Society have planted Canada 150 Tulips. Clearview Township will promote the gardens and ultimately, the tulip blooms as part of "Tulip Days in May".

5. Other Community Engagement Initiatives

Clearview Township has the rights to use the Canada150 logo for "non-commercial purposes" and it will be used on many of the corporate and tourism marketing materials, such as the Activity Guide and rack cards.

The Clearview Tourism Department has engaged with numerous community partners to ensure that events and activities happening throughout the year

have a Canada 150 enhancement. For example, the Kinsmen Duck Races corporate duck race is themed Canada 150. The vendors at the Music, Market & Park It will be encouraged to have red and white décor at booths. The Stayner Garden Club is asking residents and businesses to plant red and white flowers in gardens and planters. Lastly, Creemore and Stayner will both be hosting large Canada Day Celebrations on July 1.

CLEARVIEW STRATEGIC PLAN:

Community Heritage – preserving and sustaining Clearview’s natural, cultural and built heritage.

Service Excellence – providing cost effective services that benefit from community participation and partnerships.

COMMUNICATION PLAN:

Events will be advertised through regular media outlets to ensure the community is aware of all Canada 150 events taking shape in Clearview Township. Social media will be the primary communication vehicle for the Geocaching Challenge and the Photo Journal.

FINANCIAL IMPACT:

Council Time Capsule will have minimal impact on the overall budget. Estimate \$200 to \$300.

Clearview Canada150 Geocaching Challenge and Tulip Days in May promotional expenses will be charged to the Recreation Programming budget in the amount of approximately \$3000.

The 150 Day Countdown to Small Halls Festival – A Digital Photo Journal will have minimal expenses of less than \$500 and will be charged to the Small Halls Festival budget.

REPORT SCHEDULES:

N/A

PREPARED BY:

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REVIEWED BY:

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