



150TH ANNIVERSARY ADVISORY COMMITTEE AGENDA

Date and Time Wednesday, March 26, 2014 at 1:00 p.m.
Place County of Frontenac Administrative Boardroom 2069 Battersea Road, Glenburnie
Members: Gary Davison, Councillor; Marcel Giroux, Community Member; Jim VandenHoek, Community Member; Phil Leonard, Community Member; Barbara Sproule, Community Member; Bud Clayton, Warden, Ex-Officio

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- 1. Call to order
2. Election of Chair
3. Adoption of the agenda
4. Disclosure of pecuniary interest and general nature thereof
5. Adoption of minutes
• Minutes of Meeting held December 11, 2013

3-10

- 6. Deputations and/or presentations
7. Communications
8. 150th Anniversary Advisory Committee (AAC) Work Plan
• 2014-049
150th Anniversary Planning Advisory Committee – 2014 Work Plan Update

11-13

This report is for information purposes only.

14-26

- Discussion/Comments on the Frontenac County - 150th Anniversary Plan
9. Working Group Updates

9. Working Group Updates

- Scholarship Program Working Group -
- Documentation of History Working Group - Philip Leonard
- Costume Ball Working Group - Marcel Gerieux
- Central Celebration Working Group - Councillor Davison & Philip Leonard
- Plowing Match Working Group - Jim VandenHoek
- Historic Artifacts Working Group -
- Passport Program Working Group - Jim VandenHoek

10. Other business

11. Next meeting date

- The next meeting of the 150th Anniversary Planning Advisory Committee is scheduled for Wednesday, April 23, 2014 and 10:00 a.m. at the County Administrative Office.

12. Adjournment



**Minutes of the 150th Anniversary Planning Advisory Committee Meeting
December 11, 2013**

A meeting of the 150th Anniversary Planning Advisory Committee was held in the Frontenac Boardroom of the County Administrative Office, 2069 Battersea Road, Glenburnie on Wednesday, December 11, 2013 at 9:00 AM

In attendance:

- Marcel Giroux, Chair
- Councillor Gary Davison
- Barbara Sproule
- Warden Janet Gutowski, Ex-Officio
- Jim Vanden Hoek
- Phil Leonard – regrets sick

Staff:

- Kristin Mullin, Communications Officer
- Anne Marie Young, Manager of Economic Sustainability

1. Call to order

Mr. Giroux, Chair, called the meeting to order at 9:0 a.m.

2. Adoption of the agenda

Moved By: Ms. Gutowski
Seconded By: Ms. Sproule

THAT the agenda for the December 11, 2013 150th Anniversary Planning Advisory Committee be adopted as circulated.

CARRIED

3. Disclosure of pecuniary interest and general nature thereof

The Chair instructed the recording secretary to record that, in accordance with the *Municipal Conflict of Interest Act*, no disclosures of pecuniary interest were declared.

4. Adoption of minutes

Moved By: Mr. Davison
Seconded By: Ms. Gutowski

THAT the minutes of the 150th Anniversary Planning Advisory Committee meeting held October 30, 2013 be approved as circulated.

CARRIED

5. Deputations and/or presentations – Nil

6. Briefings

Ms. VanBruinessen provided the 150th Anniversary Planning Advisory Committee with a briefing on its 2014 proposed budget and looked for specific direction regarding where these funds will be dispersed.

Ms. VanBruinessen asked the committee to over the course of the day decide what money they need for promotion, catering, and other expenses for 2014. Also to clarify if the money allocated to reserves each year was to be drawn on for expenses or if the money was to be saved for the major event.

7. 150th Anniversary Advisory Committee (AAC) Work Plan

a) Frontenac County Advisory Committees – Code of Conduct

Moved by : Ms. Gutowski
Seconded by: Ms. Sproule

THAT the 150th Anniversary Planning Advisory Committee receive the Frontenac County Advisory Committees – Code of Conduct.

CARRIED

b) **Report No. 2013-215
Frontenac County Advisory Committees – Mandatory Integrated
Accessibility Standards Regulation Training**

Moved By: Mr. Davison
Seconded By: Ms. Sproule

THAT the 150th Anniversary Planning Advisory Committee receive the Frontenac County Advisory Committees – Mandatory Integrated Accessibility Standards Regulation Training Report for information.

CARRIED

Ms. Amini provided a brief overview of the report and requested that each member sign the Training Record acknowledging that they have received and understood the training.

b) **150th Anniversary Planning Session**

Mr. Rob Wood, 8020 Info Inc. facilitated this planning session.

- Mr. Wood provided an overview of the agenda

Lightning Round: Reactions to Advance Input

Mr. Wood provided each member with an opportunity to provide his or her reactions to the advanced input which was attached to the agenda. The key themes included:

- Ms. Gutowski noted that most comments focused on the same priorities
- Mr. Giroux stressed that all major decisions must be made before June 2014
- Ms. Sproule asked about Centennial Park's capacity, Mr. Davison provided the specs mentioning that the area has about 12 acres. Mr. Giroux has booked North Frontenac Arena as a back-up in the case of rain.
- Mr. Vanden Hoak mentioned that the probability of funding partners is not likely and suggested that the committee should not ask private local businesses for funding
- The committee identified opportunities for corporate sponsorship as well as in kind sponsorship. Decided to make sponsorship have real value, inform local business of opportunities but not badger them for financial assistance, identify opportunities outside of the County.

Session #1 (Big Picture): Goals, Objectives & Desired Outcomes

- Goals, Objectives and Outcomes
- Celebrate present

- Recognize achievements
 - Look to future
 - Bring people to the County (like a family reunion)
 - Brag about rich lifestyle
 - Young people learn history
 - Exposure of way of life
 - Young people guardians of future – learn value of lifestyle
-
- The committee decided not to spend time/money advertising to those not connected to the County.
 - The committee decided that direct contact is the way to get people engaged and a letter should be developed to send out to County Alumni
 - The committee decided to investigate CFDC funding to get an intern to do the legwork for the committee
 - Invite VIP list asap
 - Approx. 150 volunteers needed
 - Transportation strategy to and from event
 - Approx \$250 investment in event (including gov't funding)
 - Security will need to be hired for event

The Committee recessed at 11:08 a.m.

The Committee reconvened at 11:28 a.m.

Session #2 (Initiatives): Proposed Programming, Events & Activities

- **Central Celebration**
(exhibition, food, live music, heritage displays, children's activities)
- Add date of central celebration to advertising Aug 21-23rd
- Representation from 3 levels of government, past wardens, olympic opening ceremonies, opening band, parade, food element, invite fire department, ems, police, continuous local music (Sarah Harmer)
Saturday – plowing match , headliners, historic artifacts, antique car/tractor club, "Sir John Eh", Saturday night – costume ball – North Frontenac Arena – Christina witherspoon music teacher, orchestra music, square dancing, prize for best costume, VIP's,
- Food, breakfast 2 days, corn roast, Beer gardens at Central celebration – Barley Days, Dan's Brewery,
- Sunday Closing Ceremonies – Abrams Brothers, Sarah Harmer – child youth activities
- **Plowing Match – across street on Saturday – private land**
- **Historic Artifacts Displays** (travelling museum, volunteer curator)
copying of photos, each township provide a sample, security, safe

transport, housing for items/staff, transportation? Get historical societies to talk and work things out on their own. County to provide tent and security as well as money for cabinet/display case

The Committee recessed for lunch at 12:33 p.m.

The Committee reconvened at 1:10 p.m.

- **Passport Stamp Program** (involving businesses from all 4 townships)
- Drive traffic to townships, to encourage residents to travel throughout the County, work group has been set up and are meeting on Dec 16th, marketing and incentives, 20 places to get stamp, 1 year duration, range of opportunities (\$\$),
- **Community Quilt** (created by volunteers in all four townships)
- Harrowsmith, Shelley quilting store owner. Displayed at Fairmount Auditorium when complete. Reveal at Central Celebration. Inclusion of aboriginal community. Design finalized in June 2014.
- **Scholarship program**
(gift/continuing program to recognize a County sec. school grad)
Secondary school student, living in the County, pursuing further education, demonstrating leadership in one of the pillars of the county's ICSP.
Judging of award. \$1000 investment out of already designated money, interest given to recipient. Mr. Davison recommended that the committee advise all of county council the committees intention to set up the scholarship fund.

Recommendation

The 150th Anniversary Committee recommends that the amount of \$1000 the of County of Frontenac 2013 Youth Fund be re-allocated to a one time scholarship award to be given to a secondary school student living in the County of Frontenac during the 150th Anniversary Year.

Moved by: Mr. Vanden Hoak

Seconded By: Ms. Sproule

- **Documentation of working history** (Story Me: Library program) (record individual/family stories; old photos) The County decided to determine what funding was available for video projects once the funding was decided on. Also to utilize the local high school video programs to provide coverage of the events.
- **Costume Ball** (featuring period costumes and classical music)
- **Attracting participants** – Lions, OPP auxiliary, St. Johns ambulance,
- **Legacy Projects** (one project for each township) The committee decided that there was not time to consider the legacy project funding at this time.

Total Event Projected Costs:

Central	\$80,000
Plowing Match	\$2000
Heritage Ball	\$8000
Passport	\$5000
Scholarship	\$1000
Quilt	\$2000
Historical Doc.	\$15,000
Artifacts	\$5000
Bussing	\$20,000
Marketing	\$50,000
Volunteer Train.	\$5000
Central Celebration Projected Costs	
Security	10,000
Entertainment	25,000
Production	15,000
Tent Rentals	10,000

The Committee recessed at 2:52 p.m.

The Committee reconvened at 3:00 p.m.

Session #3 (Initiatives): Enhancing and Confirming the Plan

- *Elaborate and confirm final proposed initiatives*
 - Review the pros/cons of proposed initiatives & develop a better understanding of options/alternative approaches. Confirm recommended initiatives.
 - Confirm the enabling strategies: funding, engagement and communications.
 - Discussion of organizational capabilities required to achieve future goals.
 - Structure for leadership, management, governance and accountabilities.
 - Confirm recommended timelines for development and implementation
 - Confirming the final plan of recommended 150th Anniversary initiatives.

Mr. Wood went over the event activities in order to ensure that all committee members were satisfied with the event plan.

Recommendation

The committee recommends that in order to ensure the success of the 150th Anniversary Celebration, that council provide staffing support through a CFDC intern position or equivalent County position.

Moved by: Mr. Davison
Seconded By: Ms. Sproule

Session #4 (Implementation): Follow-up on Today's Work

- *Plans for securing funding, resources and approvals:*
 - What approvals are (or may be) required?
 - Steps to engage/secure community partners and volunteer resources?
 - Request for support/resources from the County and/or townships?
 - Ideas/direction for the January 30th funding application to Canadian Heritage?
- *What further detail, research & follow-up is needed over the next month?*
 - In what areas, if any, will further research/information be required?
 - Are there any conditions/barriers to implementation to be addressed?
 - How best to pursue more detailed event planning and liaison with community groups?
 - Further development of a marketing/communications plan?
- Heritage grant application
- Report goes to County Council
- Letter of support from South Frontenac
- Letters of support from Lion's Club, Fire fighters, etc.
- Pricing tents/video
- Intern position 18 months

Wrap-up, Takeaways and Next Steps

8. Other business

9. Next meeting date

The next 150th Anniversary Planning Advisory Committee meeting is scheduled for Wednesday, February 26, 2014 at 10:00 a.m. at the County Administrative Building.

10. Adjournment

Moved by: Mr. Davison

Seconded by: Mr. Vanden Hoek

THAT the meeting hereby adjourn at 4:26 p.m.

CARRIED



Report 2014-049

COMMITTEE REPORT

To: Chair and Members of the 150th Anniversary Planning Advisory Committee

From: Marian VanBruinessen
Acting CAO/Treasurer

Prepared By: Anne Marie Young
Manager of Economic Development

Date prepared: March 21, 2014

Date of meeting: March 26, 2014

Re: **150th Anniversary Planning Advisory Committee –
2014 Work Plan Update**

Recommendation

THAT the 150th Anniversary Planning Advisory Committee accept this 2014 Work Plan Update report for information.

Background

The current year's work plan was approved by Council. This meeting's review represents the third opportunity of the Committee to address the activities laid out for 2014.

2014 Work Plan

Goal/Vision

The vision of the County of Frontenac stated in *Directions for Our Future* is Fresh with Opportunity Growing Vibrant, Innovative, Natural, Sustainable Places. Within the context of the Values and Principles detailed, the 150th Anniversary Planning Advisory Committee will be guided by the culture and heritage vision statement:

The County of Frontenac celebrates the arts and local history, and demonstrates the value it places on its artifacts and built heritage. Residents are part of a vibrant community that enjoys a wide range of formal and informal festivals and programs.

Mandate

To provide input and suggestions regarding the planning for the Sesquicentennial celebration of the County of Frontenac that will commence January 1, 2015.

Key Activities

1. Plan the celebration to include community engagement; partnership opportunities; recruitment of volunteers; communications plan, etc.
2. Continue to organize the major event and several smaller events.
3. Update the Celebration Plan for County Council by October 2014.

Proposed Planning Activities for 2014

1. Implementation of the Celebration Plan

Comment

Fundraising –

An application was completed and submitted to the Building Communities through Arts and Heritage Fund by the deadline of January 30, 2014. After investigating various expenses (tents, Coordinator salary) costs were found to be more than that stated in the original plan. Other costs that are not eligible for funding but attribute to the total project costs were required and included in the application. The on-line application was set up in such a manner that final numbers were automatically calculated and the final ask was \$180,000. After the application was received by the funding agency some questions were asked and further information was submitted. The contact from the Arts and Heritage Fund indicated that there were a great number of applications received this year and encouraged that we also look to applying to Celebrate Ontario Fund.

Volunteer Recruitment –

An email was received from a representative of the Portland District Recreation Committee expressing interest for the committee to participate in the Celebration Showcase.

Financial Implications

To date, \$90,000 has been allocated in reserves to support community-wide celebrations of the County's 150th Anniversary. Revenues from admission tickets for the grand ball and merchandise sales are expected to offset a portion of the cost of the central celebration.

Schedule of Remaining 2014 Meetings

Wednesday, April 23 at 10am
Wednesday, June 25 at 10am
Wednesday, August 27 at 10am
Wednesday, October 29 at 10am
Wednesday, December 10 at 10am



Review Draft

Draft Plan – Dec. 11, 2013

Frontenac County – 150th Anniversary Plan

The following draft plan was developed in a day-long planning workshop with the 150th Anniversary Planning Advisory Committee held in the Frontenac Boardroom of the County Administrative Office on December 11, 2013.

Introduction

The County of Frontenac will mark its sesquicentennial, or 150th anniversary, in 2015. This significant milestone presents an opportunity to celebrate the County's colourful history, feature local heritage, artists and artistic culture, as well as engage and connect community residents around their common identity and cherished, rural way of life.

The following plan recommends a number of activities, events and programs to appropriately celebrate this important milestone:

- **Frontenac County Showcase** (a three-day celebration with a flavour much like a grand country fair, presented Aug. 21-23, 2015, in a central location — in Centennial Park, South Frontenac; it would feature official ceremonies and recognition of community builders, accomplished local performers, social/food-oriented events, exhibitions and other events)
- **County Plowing Match** (in conjunction with the County Showcase)
- **Frontenac Heritage Ball** (part of the County Showcase, featuring costumes and a varied musical program related to the times and culture of the County)
- **Historic Artifacts Exhibition** (at Showcase/travelling to satellite locations)
- **History Documentation Projects** (producing themed videos that tell the County's history; recording family stories; and archiving old photos)
- **Community Quilt Initiative** (a commemorative artwork created by artisans across the County)
- **Frontenac Sesquicentennial Scholarship** (to recognize a graduating student who has demonstrated outstanding leadership in at least one of the County's sustainability pillars: social, cultural, economic or environmental)
- **Passport/Poker Run Program** (a community participation program that encourages residents to visit businesses in all four townships)
- **Visual Profile: 150th Everywhere** (encouraging community associations, event organizers and businesses across the County to feature the 150th logo/visual identity in their own activities and communications)



Goals, Objectives and Outcomes

The aim of this plan is to craft an extraordinary celebration that will:

- build a stronger sense of community and connection across the County
- celebrate the quality of life in the Frontenacs today and help people appreciate what's "different, better and special" about the community
- recognize past achievements and the pivotal contributions of various community builders over the years
- engage youth as "guardians of the future" with a full appreciation of the community's history and the fundamental values of the County lifestyle
- encourage all residents to look to the County's future

In addition to engaging residents across the community in this historic celebration, the program should encourage them to explore and better understand the full range, depth and breadth of the community. It is also expected to bring people back to the County (like a family reunion), support "buy local", attract visits from those living outside the County, or even encourage former residents to move back.

The 150th celebration is a platform to provide exposure to our particular way of life and champion the rich lifestyle the Frontenacs have to offer.

Primary Audiences:

It is recommended that the 150th Anniversary program focus primarily on people with a direct connection of some type to the County.

There are several components to this target audience:

- current residents/families in all parts (four townships) of the County
- family members with roots in the Frontenacs who have since moved away
- past residents of the County and school alumni
- friends and family members invited to visit from outside the County
- community groups (the agricultural community, local businesses, service clubs, lake associations, arts, heritage and cultural groups, environmental, recreation and sports groups, County/Township staff, seniors/youth, etc.)



Timeline for Planning and Events

2013 was a year of outreach and idea generation, as the planning committee reached out to the community to solicit suggestions for the anniversary celebration and test some initial concepts and proposed approaches.

2014 will be a year to get ready, and 2015 will be the year for implementation.

The following is a draft timeline for activities over the next 24 months. Please note that the three-day Frontenac County Showcase (including the Heritage Ball and County Plowing Match) will be the highlight in August 21-23, 2015. Other activities will take place over a period of some months.

It is anticipated that the 150th Anniversary visual identity/logo will be incorporated in community events to give the celebration profile throughout 2015.

- | | | | | |
|-------------|------|--|---|---|
| 2014 | Jan | | ! | Arts & Heritage funding application due |
| | Feb | | - | Planning continues |
| | Mar | | - | Planning continues |
| | Apr | | - | Planning continues |
| | May | | - | Planning continues |
| | June | | ! | Detailed plans developed and confirmed by committee |
| | July | | - | Planning continues; work on invitation/database under way |
| | Aug | | - | Marketing/publicity campaign starts rolling out |
| | Sept | | ⊙ | Profile at community events |
| | Oct | | ⊙ | Profile at community events |
| | Nov | | ⊙ | Profile at community events |
| | Dec | | | |
| 2015 | Jan | | ➔ | Heritage-themed videos/photos/stories start rolling out |
| | Feb | | ⊙ | Profile at community events |
| | Mar | | ⊙ | Profile at community events |
| | Apr | | ➔ | Heritage artifacts exhibition starts touring |
| | May | | ➔ | Commemorative Quilt Initiative under way |
| | June | | ➔ | Scholarship Award Announced |
| | July | | ➔ | Passport/Poker Run Program under way |
| | Aug | | ➔ | Frontenac County Showcase Aug. 21-23 |
| | Sept | | - | Wrap up major event administration |
| | Oct | | ⊙ | Profile at community events |
| | Nov | | ⊙ | Profile at community events |
| | Dec | | ⊙ | Profile at community events |



Sesquicentennial Programming, Events and Activities

The centrepiece of 150th anniversary celebrations will be the Frontenac County Showcase in August 2015 (including the Heritage Ball and County Plowing Match). Several other activities will occur at satellite locations, often in conjunction with other community events throughout the year.

Frontenac County 150th Anniversary Showcase

(main event celebrating the sesquicentennial and the “Frontenac spirit”)

Dates: Friday, Aug. 21 through Sunday, Aug. 23, 2015
 Location: Centennial Park in Harrowsmith, Township of South Frontenac
 Format: The flavour of presentation would be much like a grand country fair.
 Services: Bus services running to the central location from other townships will enable easy participation by residents anywhere in the County.

Fri. Aug. 21 – Frontenac Sesquicentennial Parade and march-past/review
 (Aft/Evening) – Barbecue or corn roast (local fundraiser staffed by volunteer org’n)
 – Anniversary exhibitions, vendor displays & food kiosks, beer tent
 – Family-oriented amusements and activities (runs throughout event)
 (6pm) – Official opening ceremonies/recognition of community builders
 – Live music with accomplished County headliner (Sarah Harmer?)

Sat. Aug. 22 – Anniversary exhibitions, vendor displays & food kiosks, beer tent
 (Afternoon) – County Plowing Match (w/ celebrities; across from Showcase site)
 (Evening) – Music stage with local performers (youth, fiddle, country etc.)
 – “Sir John, Eh?” musical celebrating Sir John A. Macdonald’s story
 – Heritage Ball (featuring costumes and prizes, VIPs, a varied musical program related to the times and culture of the County; estimated attendance of 200/100 couples; presented on site under a tent or, in case of rain, in the North Frontenac Arena)

Sun. Aug. 23 – Sunday brunch (11am–1pm; fundraiser staffed by volunteer org’n)
 (1pm) – Anniversary exhibitions, vendor displays & food kiosks, beer tent
 – Buzz event: Live music with top local headliners (Abrams Brothers?)
 – Official closing ceremonies concluding at 3pm

Heritage displays: would include old tractors, farm machinery, tools & antique cars.
 Anniversary exhibitions: refer to travelling displays of historic Frontenac artifacts as well as presentations of County history documentation (videos, photos, stories).



Other notes on the Frontenac County 150th Anniversary Showcase:

- Centennial Park in Harrowsmith offers a 12-acre site for Showcase activities and currently has a double soccer pitch, ball diamond, tennis courts, parking and canteen. About 4-5 acres of the site are not “manicured” but will be improved. The Township of South Frontenac has committed to an investment of \$25,000 for overall site upgrades.
- The North Frontenac Arena has been booked as a back-up in case of rain. It offers a 10-acre site.
- It is hoped that the associated County Plowing Match would be presented close by, on private land right across from the park.
- Official Ceremonies would feature components somewhat similar to an Olympic opening: a parade/march-past, music, hoopla, the “official opening” ceremony, promotion of key messages and high profile for the anniversary’s visual identity.

The event would be expected to include representation from three levels of government, past wardens and other VIPs. This would provide an important platform to recognize key community builders from past and present, announce the anniversary scholarship winner, and communicate key themes celebrating the County’s way of life and values, its colourful stories and significant arts, heritage and culture.

- Security, health and safety will be a key focus of attention (and cost item). Police/OPP Auxiliary services, EMS, St. John Ambulance and/or Red Cross, parade marshals and corresponding service facilities/emergency routes must be carefully planned.
- Volunteer organizations across the County are expected to play a key role, particularly fire departments, the Legions and service clubs like the Lions who could showcase their own fundraising projects at the social/ food-oriented events like the Friday night barbecue and Sunday morning brunch.
- The estimated volunteer requirement for the Showcase alone would be a minimum of 50 volunteers x 3 days = ~150 volunteers. Efforts will be needed to engage volunteers from across the County, not just those situated near the site or in South Frontenac.

Historic Artifacts Exhibition

- This program involves working with local historical groups to curate and exhibit a travelling show of historic artifacts, photos and commentary that would tell the colourful story of Frontenac County. Material would be incorporated from all four townships in the County to represent the community's collective history.
- While this program might be expected to appeal primarily to older residents, it will help to address an anniversary goal of helping youth and other residents, of all ages, to more fully appreciate the County's history, those who built the community, and its fundamental values.
- The exhibition would be featured at community events and venues throughout the anniversary year as well as at the highlight event, the Frontenac County 150th Anniversary Showcase. There may also be opportunities to coordinate the artifact exhibition with productions of the musical about Canada's first Prime Minister ("Sir John, Eh?") and with videos from the history documentation initiative.
- It is expected that the 150th Anniversary Advisory Committee would provide general direction for the exhibition, with specifics developed by the volunteer groups involved. Some resources may also be required to support their efforts as they assess requirements for transportation, presentation/display cabinets, storage and security.

History Documentation Projects

- This project would be anchored by the professional production of two or three short videos focused on themes central to Frontenac County's history and traditions such as the evolution of agriculture, the railway, logging and mining activities, notorious politicians and colourful community characters. It is expected that an RFP would be issued once funding is confirmed.
- A companion program would be mounted with volunteers, particularly the students and teachers in media programs at Sydenham and Sharbot Lake secondary schools. This could include documenting Anniversary events.
- This program would build on the Kingston Frontenac Public Library's *Story Me* initiative to record individual/family stories and photos that are part of Kingston Frontenac's history. Individual stories are presented together online to tell a bigger tale by sharing this collection of local memories with other Canadians and with the world.



Community Quilt Initiative

- This quilting project would bring together volunteer artisans from across the County to produce a special quilt to commemorate the 150th Anniversary.
- Blocks would be produced by volunteers to reflect historical traditions from all four townships and the aboriginal community in the Frontenacs. The design concept is to be juried and finalized in June 2014. The final product would be unveiled at the 150th Anniversary Showcase and thereafter be displayed prominently at a public location in the community (e.g. Fairmount Auditorium).
- Professional expertise and volunteer leadership/coordination would be provided by **Shelly Lacelle** from Wilton Creek Fabrics in Harrowsmith.

Frontenac Sesquicentennial Scholarship

The general criteria for this proposed \$1,000 150th Anniversary award would be:

- Eligibility: any secondary school student, resident in the County, who will be pursuing further post-secondary education and who has demonstrated leadership in one or more of the four pillars of the County's Integrated Community Sustainability Plan: social, cultural, environmental or economic.
- Application process and evaluation of candidates: An application process must be designed to solicit nominations from all secondary schools that service students resident in Frontenac County (which may include city schools) and from the community generally. A jury panel to evaluate the candidates should represent a range of perspectives – school-based staff such as guidance counsellors together with community leaders and champions in the four areas known as pillars of the sustainability plan.
- Funding: For 2015, it is recommended that \$1,000 for the award be funded through money already designated in the County of Frontenac 2013 Youth Fund. For the longer term, any surplus funds remaining from sesquicentennial activities (and/or annual County allocations in future) might be used to continue this award in subsequent years. If a fund were to be established, it might be administered professionally by a foundation like the Limestone Board Foundation or Community Foundation of Kingston & Area.
- Timeline: To be confirmed by June 2014.

Passport/Poker Run Program

- The goal for this initiative is to create a fun promotion that would drive traffic to businesses across/throughout the County (specifically, all four townships). This would build better public awareness and understanding of what local businesses have to offer, encourage residents to visit other parts of the County, as well as generate some trade for participating businesses.
- A work group has been set up with representation from all four townships on the committee. At least 20 businesses are expected to participate, with a wide range in pricing of products/services offered to visiting customers. In addition to marketing support, the menu of incentives for business participation might include prizes such as an expense-paid costume to attend the Frontenac Heritage Ball.
- The group aims to attract a couple hundred shopping participants, with the promotion/contest running through to August 2015 (end of the Showcase).
- While the exact concept is still being developed (i.e. either a passport stamp program or a “poker run” format), the program would involve active marketing to local consumers with incentives to encourage them to visit 20 businesses across the County and make a purchase to get a stamp or poker card to qualify to win prizes.

Legacy Projects

The committee has discussed a variety of potential legacy projects for each of the four areas (townships) in the County, including trailhead facilities, public art, a war memorial, museum projects, the oldest log cabin, waterfront pavilions, the canal, and something to highlight the Dark Skies designation.

Early deadlines for funding applications in January 2014, however, do not permit enough time for consultation with townships to develop and secure local approval of proposed legacy projects.



Visual Profile: 150th Everywhere

To kick-start community involvement, the Committee held a contest in 2012 for the creation of a logo to visually identify and promote the celebratory events of 2015. Donna Larocque, a graphic designer and owner of Donna Larocque's Sign Shoppe in Sharbot Lake, was awarded the \$1,000 prize for her winning design, which emphasizes the association of four people/four townships.

During the 150th Anniversary year, this visual identity and related key messages and themes would be featured prominently at community events throughout the year, including:

- Frontenac Heritage Festival and other arts events
- Snowmobile Runs
- Volunteer Firefighters ATV Ride for Dad
- Canada Day Celebrations
- Verona Lions Jamboree
- Blue Skies Festival
- Plowing Match
- Frontenac Essential Services Fair
- Annual Workshop for the Integrated Community Sustainability Plan
- Remembrance Day Celebrations
- Christmas Parades

Local businesses, non-profit and community service groups, public sector organizations and municipalities will also be encouraged to feature the logo/anniversary theme prominently in their advertising, marketing and communications during 2015.



Marketing Communications Program

- The structure of the marketing communications program is determined by primary audiences, defined as those with a direct connection to the County, including current residents/families, former residents and family members with roots in the Frontenacs who have since moved away, visiting friends and family, local businesses and community groups.
- The Advisory Committee does not recommend focusing or spending time and money on advertising to those not having some existing connection to the County (such as tourists from distant locations).
- Direct contact is the best way to get people engaged and a letter should be developed and sent out to County “alumni”. (Past examples locally indicate this would involve mailing to a database of 4,000+ addresses.)
- It is recommended that a electronic/direct mailing database (a single “monster list”) be compiled and verified by a central co-ordinator working with local community groups, clubs, associations, schools, churches, municipalities, event organizers and members of the public with contact information, addresses and email lists.
- Given that the celebratory 150th Anniversary events are “one-time” rather than annual events, early and repeated advance notice will be important.
- While the key strategy is regular one-to-one contact with residents and other participants/visitors, a full range of communications tools may be employed to promote the 150th Anniversary including presentations, media relations and advertising, on-site presence at community events, electronic content (website/social media/video/email), print materials and municipal mailings.
- Many top VIPs and high-profile celebrities (such as the Lieutenant Governor of Ontario or Don Cherry) are booked a long time in advance. Any VIPs to be invited to attend official ceremonies and play other roles in the 150th Anniversary program should be identified and invited as soon as possible.
- New accessibility standards will come into effect in 2015 and should be taken into account for communications (e.g. font size and format) as well as for transportation and design of public spaces.

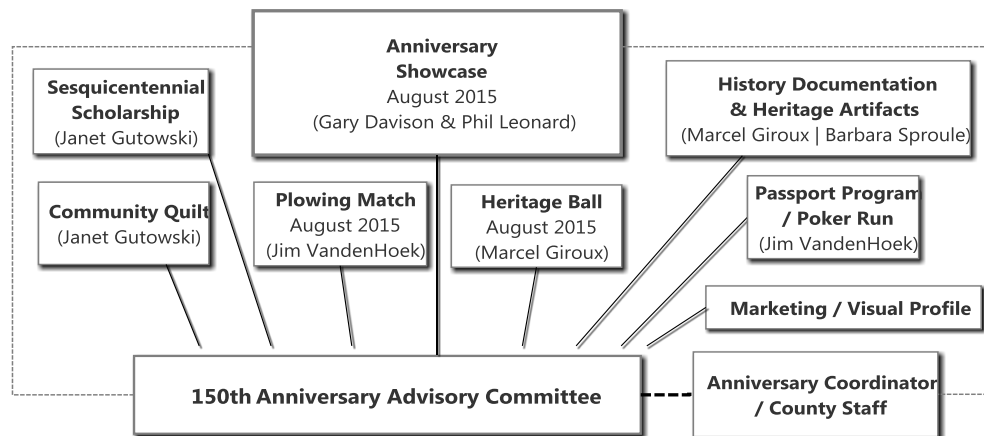
Governance, Resources and Operations

The successful implementation of the 150th Anniversary celebrations will depend substantially on volunteers, and further discussions with service clubs, community organizations and other volunteers are planned. It is expected that as many as 150-250 active volunteers will be needed.

In addition to the County’s support, government grants, local in-kind donations, sponsorships and other sources of funding, the 150th Anniversary Celebration will depend on significant volunteer support from local groups including:

- Committee volunteers and champions
- County and township staff, schools and the library
- Fire departments, Legions, Lions and other service clubs, historical societies and arts groups
- Plowing match volunteers
- Volunteers from each township for the Passport/Poker Run program

The general structure for leadership, management and accountability involves a community-based approach with coordination led by the 150th Anniversary Advisory Committee, which has representation from the four areas of the County.



A variety of organizational capabilities will be required to achieve future goals — some provided by volunteers, some through contracted services, and some contributed through active financial and staffing support from municipalities. In particular, the plan calls for a dedicated resource such as an intern to provide continuity and sustained effort if this plan is to be implemented successfully.



Draft Budget / Initial Cost Estimates for the 150th Anniversary Program:

Sources of Revenue:

County of Frontenac (\$30,000 x 4 years)	\$ 120,000
Township of South Frontenac (site improvements) ..	\$ 25,000
Community Anniversaries Arts & Heritage Program .	\$ 80,000
Other (CFDC, The Great Waterway, sponsors etc) ..	\$ <u>40,000</u>
TOTAL PROJECT BUDGET	\$ 265,000

Program Expenditures:

Frontenac County Showcase	
Security/Health & Safety	\$ 10,000
Entertainment/Headliners	\$ 25,000
Production Expenses	\$ 15,000
Tents and Other Rentals	\$ 10,000
Operations and Overheads	\$ <u>10,000</u>
Total	\$ 70,000
County Plowing Match	\$ 2,000
Frontenac Heritage Ball	\$ 8,000
Bus transportation provided to/from other townships	\$ 20,000
Site improvements (paid by South Frontenac Twp.)	\$ 25,000
Historic Artifacts – Travelling Exhibition	\$ 5,000
History Documentation Projects (video)	\$ 15,000
Commemorative Quilt Initiative	\$ 2,000
Frontenac 150 th Scholarship	\$ 1,000
Passport/Poker Run Program	\$ 5,000
Marketing (design, database, mailings, web etc)	\$ 50,000
Event Admin & Marketing Coordination (intern)	\$ 28,000
Visual Profile: 150th Everywhere	\$ 5,000 (logo already paid)
Volunteer Training & Expenses.....	\$ 15,000
Unallocated & Contingency (5% of total budget)	\$ <u>14,000</u>
TOTAL PROJECT BUDGET	\$265,000

- Social/food events like the Showcase barbecue or breakfast are fundraisers where costs are recovered through the purchases made by event attendees.
- Advisory Committee travel/incidental expenses are covered in a separate budget.



Notes on Funding:

- Initial planning work indicates that there is limited capacity among County businesses to undertake sponsorship of major events and programs. Many are small operations (few have 10 or more employees), and they also face weekly requests for financial support from other organizations.
- The recommended approach is to simply ask local businesses for their support — through whatever means they are able and comfortable with (financial, in-kind goods or services, participation in programs, providing profile for anniversary marketing materials, logo, flyers/signage or other communications). They should not feel “badgered” by demands for support.
- A half-dozen potential sponsors will be identified and approached with a request for support, tailored to fit their capacity, needs and desired benefits.
- The committee will assess potential opportunities for financial support or sponsorships from outside corporate sources — particularly those with commercial operations or a business stake in the County. These opportunities must offer real value to the potential sponsor.
- An effective presentation(s) will be required to explain the 150th Anniversary plan, sponsorship opportunities, and the benefits to them.

Next Steps for Follow-up and Implementation:

- Circulate draft plan to the Committee electronically for review by early January
- Final report to be distributed Jan.10th for Jan. 15th County Council meeting
- Complete the Arts & Heritage grant application (Anne Marie taking the lead)
- Letters of support needed for the application (e.g. from South Frontenac, Lions Club, legions, firefighters and so on)
- Investigate pricing for the tents, video & other items to confirm budget estimates
- Follow up on funding for the proposed 18-month intern/coordinator position
- Identify steps to engage/secure community partners and volunteer resources
- Identify any areas where further research/information will be required
- Further development of a marketing/communications plan
- Confirm recommended timelines for development and implementation, and any approvals that may be required.
- Confirm the final plan of recommended 150th Anniversary initiatives — major decisions must be made before June 2014.