

# City of Mississauga Corporate Report



<p>Date: April 4, 2023</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Shari Lichterman, CPA, CMA, Acting City Manager and Chief Administrative Officer</p>	<p>Meeting date: April 26, 2023</p>

## Subject

**Mississauga's 50th Anniversary Celebrations Project Update**

## Recommendation

That report dated April 4, 2023 entitled "Mississauga's 50th Anniversary Celebration Project Update" from the Acting City Manager and CAO be received for information.

## Executive Summary

- The City of Mississauga's 50<sup>th</sup> anniversary will be celebrated in 2024 with city-wide community activities and programs happening throughout most of the year.
- The anniversary will provide an opportunity to recognize our heritage, highlight our accomplishments, celebrate our residents and to promote our future plans that will continue to make Mississauga a great place to live, work, invest and play.
- A 50<sup>th</sup> anniversary thematic, creative design, and identifier have been developed for stakeholders to integrate into relevant 2024 messaging, programming, projects, events, and other operational initiatives. This unified and aligned approach will create an impactful anniversary celebration.
- Staff have developed a robust list of over 50 initiatives, activities, and events that together will form the basis of the City's 50<sup>th</sup> anniversary celebrations.

## Background

The City of Mississauga was incorporated in 1974 and since then, Mississauga has grown into a vibrant, diverse and dynamic city that residents are proud to call home. In 2014, the City recognized the 40<sup>th</sup> anniversary of incorporation with activities such as a special Council meeting, a 40<sup>th</sup> anniversary 'Storify' page and a '40 Years 40 Saugas' Museum exhibit. Mississauga's 50<sup>th</sup> anniversary will provide an opportunity to recognize our heritage, highlight our accomplishments, celebrate our residents, and promote our future plans and vision as a

City. Staff have developed a plan that identifies and brings together key stakeholders, both internal and external, to develop, promote, and execute a series of community events, programming and other operational initiatives under a unified 50th anniversary theme and creative design.

## Comments

The 50<sup>th</sup> anniversary campaign is founded on three pillars: Reflect, aspire and celebrate.

*Reflect:* Recognize and acknowledge our past.

*Aspire:* Grow and plan how we can do better.

*Celebrate:* Past, current and future accomplishments and successes.

While our 50<sup>th</sup> anniversary is significant, the lands that make up present day Mississauga have roots that extend thousands of years beyond this milestone. Our story is long and shaped by many distinct voices that have helped make Mississauga the diverse, thriving and successful City it is today. The voices of Indigenous, immigrant, industry and resident communities will tell Mississauga's story through a lens of reflection, aspiration and celebration.

The creative design and identifier represents the city's journey over the past 50-years, weaving and unifying the many communities and voices of Mississauga. The design can be easily adapted by external stakeholders and a guide will be made available for its use. The creative identifier can be found in Appendix 1 of this report.

A 50<sup>th</sup> anniversary work plan has been developed with activities, programs and campaigns planned throughout the year. This plan can be found in Appendix 2 of this report. The celebrations include new initiatives as well as current programs and activities that will be aligned and unified under the anniversary thematic and creative design. These initiatives will be supported through existing operational and or capital budgets. A selection of initiatives are highlighted below:

- Citywide Museum Exhibition with virtual and physical exhibitions across the city
- A 50<sup>th</sup> anniversary branded library card
- MiWay 50th anniversary digital booklet
- Anniversary themed city street banners
- Ten-year brand anniversary campaign
- Small Project Matching Grants and Community Grants to enable community celebrations
- Temporary public art initiatives
- A time capsule to be opened on Mississauga's 75<sup>th</sup> anniversary.

It is proposed that the anniversary celebrations be launched at Mississauga's New Year's Eve event and continue throughout the 2024 calendar year. The 50<sup>th</sup> anniversary celebrations will

take place at the same time as the City is consulting the community to develop a refreshed Strategic Plan. This plan is expected to be finalized and launched in 2024.

## Engagement and Consultation

Engagement with key external City stakeholders is underway. Discussions have been positive and have focused on how stakeholders can celebrate the City's anniversary. The City plans to share marketing and communications assets, as requested, with external stakeholders to extend the reach and impact of the anniversary celebrations.

Members of Council will receive regular updates on the project status of the 50th anniversary celebrations and how it will be celebrated across the city. Members of Council will be invited to Official events and are encouraged to host anniversary celebrations of their own.

## Financial Impact

The proposed Mississauga 50th Anniversary Celebrations Work Plan consists of funded initiatives that will be supported through existing departmental budgets. When appropriate opportunities arise, applications for Federal and Provincial grant funding will also be made.

## Conclusion

Celebrating Mississauga's 50<sup>th</sup> milestone in 2024 will be an opportunity for the community to come together and celebrate. Council's approval of the 50<sup>th</sup> Anniversary Celebrations Project as outlined in this report will allow staff to move forward with planning and execution of Mississauga's 50<sup>th</sup> anniversary celebrations.

## Attachments

Appendix 1: Mississauga 50th Creative

Appendix 2: Mississauga 50th Anniversary Workplan



Shari Lichterman, CPA, CMA, Acting City Manager and Chief Administrative Officer

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