

Appendix 2

Mississauga 50th Anniversary Initiatives	Initiative Description	Initiative In-market Timing
City Manager's Office		
Strategic Communications and Initiatives		
1. Anniversary thematic, identifier and creative look and feel	A flexible design system to brand anniversary projects, initiatives and events	November 2023 to December 2024
2. Corporate e-mail signature	Deploy a temporary email signature for staff to use to promote Mississauga's 50th anniversary	January to December 2024
3. Marketing microsite	Dedicated anniversary microsite. Components may include historical timeline, calendar of events,	November 2023 to December 31, 2024
4. Anniversary branded promotional item(s) for purchase	Uniquely designed anniversary branded items such as tote bags, hats and t-shirts	May to November 30, 2024
5. Anniversary Brand Campaign including a video, proactive media pitching and social media	Recognizing and honouring our indigenous beginnings. Showing how the city has grown and evolved – physically and economically. Celebrating the communities and residents that have come together to build a city that welcomes and embraces everyone.	May to November 30, 2024
6. Sister City, Kariya, Japan, partnership	Opportunity to provide a unique cultural and educational exchange and to enhance the City's global reputation and trade.	TBD
7. Official events and openings to have anniversary theme	Include additional and enhanced anniversary elements into official events and ceremonies such as Mayor's Levee, Park Openings, Civic Recognition etc.	January to December 2024
8. Mayor and Council tool kit	A robust tool kit with image assets, stories, social media posts and other assets for use by Members of council to promote the City's 50th Anniversary	January to December 2024
9. Protocol and Employee Communications Support	Where appropriate include anniversary key messages into Mayor, Council and Senior Leaders speaking notes. Provide protocol support as needed to anniversary celebrations, events and activities. Ensure CAO messages recognize the anniversary and any activities as well as any 'all staff' emails.	January to December 2024
10. Speaker Series with UTM and Sheridan as part of Strategic Plan	As part of the City's Strategic Plan, host a speaker series with UTM and Sheridan with topics that speak to future of Mississauga	TBD
Corporate Services		
Legislative Services in Partnership with Strategic Communications		
1. Special Council Meeting to Commemorate Anniversary	Work with Clerks to select a Council meeting date for a Special Council Meeting to commemorate anniversary. Guest speakers, historical presentations, detailing events that will happen throughout the year.	TBC
2. An opportunity for students to be special guests of the Mayor and Council members for a day	Opportunity for local students to learn about Civics and municipal government.	TBC
Human Resources in Partnership with Strategic Communications		
1. Staff toolkit for Divisional anniversary celebration	A tool kit for Divisional leaders to use to celebrate the City's anniversary during team meetings.	January to December 2024

Transportation and Works		
Infrastructure Planning and Engineering		
1. Anniversary themed Tour de Mississauga	TBC	TBC
2. Anniversary themed Community Rides	Community rides take place in various wards over the summer months. Rides can be themed or highlight a significant Mississauga anniversary highlight	Q2, Q3
MiWay		
1. MiWay 50th Anniversary booklet (digital and printed for Transit employees)	MiWay is partnering with the Canadian Transit Heritage Foundation (transitheritage.ca) to produce a 50th Anniversary booklet - similar to the Mississauga Transit 25th Anniversary edition.	Q4 2023
2. MiWay and City 50th Anniversary Wrapped Bus	A MiWay bus wrapped in a design that celebrates the MiWay and City's 50th Anniversary	Q2 2024
Planning and Building		
Economic and Development		
1. Integrate theme into EDO activities	Integration with EDO regular business programs	January to December 2024
2. Small business involvement celebrating Mississauga 50th	Work with Digital Main Street and My Main Street Squad to get small business involvement to celebrate Mississauga's 50th through themed services and products. In addition, create a business toolkit, in collaboration with Tourism, to support local.	January to December 2024
3. Identify and Celebrate Mississauga Companies that are share Mississauga's 50th Anniversary	A branded social media campaign that acknowledges the longstanding businesses in Mississauga. An anniversary certificate with the 50th identifier could be presented.	January to December 2024
4. Social Campaign celebrating 50 year innovations	Social Campaign celebrating 50 years of innovations in our business community in Life Sciences and Aerospace and new assets, ie. Bombardier, Trillium Health District	January to December 2024
5. IDEA innovation identity	Showcase innovation success out of IDEA Square One and key milestones for IDEA Lakeview	January to December 2024
6. 50th Anniversary themed scaleup business challenge to support Mississauga	Partner with Smart Cities Group	TBC
Community Services		
Culture		
1. Use MCS NYE 2023 as a kick-off to 50th Anniversary	NYE event will include programming and key messaging elements to kick of the City's' 50th anniversary year.	December 31, 2023
2. Leverage MCS events and programming with anniversary themes	Opportunity to highlight the 50th Anniversary with onsite activations, programming and event thematic.	January to December 2024
3. Community Grants program to encourage events and programming that celebrate the anniversary	Align Project Grant themes to the 50th Anniversary. There are opportunities to frame the theme to capture the City's history and its current EDI goals (i.e. "Mississauga: Past, Present and Future", "Mississauga: Reflections and Representations", "The Cultural Histories of Mississauga", etc.) Possibility to increase grant amount to \$10,000 to entice more established organizations to apply for the grant.	January to December 2024

4. Poet Laureate(s) develop anniversary specific content	<p>Poet Laureates to write poems that could be read at official 50th anniversary events or at Council reflecting anniversary themes of past, present and future Mississauga. Would be supported by the Poet Laureate honorarium(s).</p> <p>As part of annual activities, Poet Laureates could host poetry <u>writing contest with Mississauga anniversary theme.</u></p>	TBD pending events - April 2024 (Poetry Month)
5. Public art installations, displays and or plaques with anniversary theme	<p>Permanent projects installed in late 2023 to early 2025, which receive plaques, will include the 50th anniversary logo. Cost included within existing project budgets. Anniversary branded plaques could be installed for projects such as: Tomken Arena, Central Library, Burnhamthorpe Community Centre, Carmen Corbasson Community Centre, South Common Community Centre, Park 535, and M City Park.</p> <p>Permanent project that could be themed to the anniversary could include a mural or installation on the LAC Flytower.</p> <p>Temporary public art projects themed to the anniversary could include the Poet Laureate Collaboration, Parks, Forestry & Environment Collaboration, and Placemaking Program <u>installations. Existing project budgets.</u></p>	<p>Plaques installed in 2024/25 pending vendor scheduling.</p> <p>Temporary projects throughout 2024.</p>
6. Citywide Street Banner Program	<p>\$70,000 allocated (pending 2024 budget approval) towards annual banner program. Banners to be designed by professional artist(s) and can be aligned with other corporate marketing initiatives and potential BIA collaborations. Funding in place to install banners City-wide on existing hardware <u>where it exists.</u></p>	June to December 2024
7. Music initiatives	<p>Local artist playlists celebrating Mississauga's musical history from the past 50 years - could focus on decades & neighbourhoods, work with Mississauga Music Walk of Fame.</p> <p>Hold a 50 anniversary song competition. Could host signwriting/composing workshops leading up to 50th anniversary with established musicians in different fields (ie. beatmaking workshop with Junia-T, Folk workshop with David Leask, Vocal workshop).</p> <p>Hold a remix competition for "Mississauga's Song" by Tommy Hunter. Could host "remixing masterclass/workshop" as part of the initiative.</p> <p>Music history exhibit in collaboration with Museums.</p>	January to December 2024
8. Collaborate with emerging young artists to create videos that celebrate Mississauga communities	TBC	TBD if project proceeds.
9. Renew Friendship Agreement with Mississauga's of the Credit First Nation	A renewal of the Friendship Agreement with the Mississauga's of the Credit First Nation with a ceremony and exchange of gifts to celebrate.	TBD

Museums		
1. 'Your Museum, Your City' Exhibition with anniversary focus	<p>This initiative includes a series of self-guided, city-wide scavenger hunts based on the Museum's collection, providing a learning opportunity with a gamified experience. New missions are introduced throughout the year to highlight dates of significance that tie into existing City initiatives (eg. Black History Month, Family Day, National Woman's Day, Museums Month! etc) to keep momentum for this year-long virtual exhibition. Physical markers will be installed in all wards and users can participate by submitting their own Mississauga memories, stories and photographs. Participants can win prizes including gift cards, City souvenirs, tickets to events and more.</p> <p>To satisfy more traditional audiences, the 50 artifacts will also be on display in a physical exhibition in the fall of 2024. They will also be incorporated into a curriculum-based education program specific to the history of the land and the City presented at Bradley Museum.</p> <p>The initiative aims to share the little known stories and hidden gems</p>	<p>In the fall of 2023, the public will be invited to vote on which artifacts will be included in the final exhibition.</p> <p>The initiative will run from January to December 2024</p>
Library		
1. Utilize local history collections to create content and in-branch displays	Currently working to catalogue a vast digital collection of Mississauga's past, which can be accessed by the public through our catalogue. We'd like to utilize some of the hidden gems from the past 50 years to support visual displays of our city's history	February 2024-December 2024
2. Reading Club with a focus on Indigenous, Black and Mississauga authors (similar to 'One Book. One City')	Continue our popular author talks sessions with a focus on Mississauga talent; encourage a big community read, encouraging citizens to read local.	Jan-December 2024
3. Develop an educators toolkit to share with Peel school boards	Compile how-to guides for teachers wishing to access the various resources and anniversary activities across the city. Tie- in with our Gr 4 read to success annual programming	Sept 2023 (coincide with the beginning of the school year)
4. Themed programming to celebrate our City's birthday - all ages (ex. Storytimes, hackathons/maker programming focused on the next 50 years, community scavenger hunts/photo contests, author talks/local author feature, etc.)	We will work to add the anniversary theme to our regularly scheduled programs, and also plan larger scale events that celebrate our local community.	January to December 2024
5. Recommended reading lists	Curated lists of books/resources developed by our librarians	January to December 2024
6. Special 50th Anniversary library card design	A special keepsake to commemorate our 50th year - our library cards will feature a new 50th anniversary design for 2024	January to December 2024
7. Reopening of Central Library as a vibrant, welcoming community hub.	The official re-opening of Hazel McCallion Central Library will be wrapped in the 50th anniversary thematic.	Q 1
Recreation		
1. Integration of 50th anniversary theme(s) into registered Recreation program portfolio.	Integration of 50th anniversary theme into registered programs and other special events and activities throughout the year including Family Day, camp programs, fitness programs, National Youth Week).	February to December 2024
2. Encourage the use of the anniversary theme at community festivals and sports events/tournaments;	Sauga Celebrates team will identify and work with community/sport event organizers to integrate 50th anniversary theme into 2024 activities.	April to December 2024

3. Enable community celebration through the Small Project Matching Grants Program	This program provides small grants of \$250 to \$2,500 to support community projects or initiatives that can: Strengthen neighbourhoods; Increase resident engagement; Support participation in events and activities at the neighbourhood level. The 2024 theme for this grant program can incorporate the 50th Anniversary.	Application launch August 2023 Application Deadline October 2023 Award Feb 2024 for implementation by December 31, 2024
4. Block party/community celebrations kit	Develop an "idea guide" and kit of branded materials/SWAG to support community event organizers to integrate the 50th anniversary theme into celebrations such as block parties, neighbourhood celebrations, and other activities throughout the year.	Launch in late 2023 for implementation in 2024
Tourism		
1. 'Come Home' year campaign	Tourism VFR Campaign to invite former residents/alumni back to Mississauga and celebrate with us. The Campaign deliverable to include major tourism partners, media and contesting to pay for travel costs. More to be announced as concept is still being developed.	Launch in late 2023 for implementation in 2024
2. Develop a Mississauga 50th anniversary digital activity passport and geocache specific areas of the City	Self guided tour of top 50 things to see and do in 2024 related to the anniversary	2024 Spring/Summer Launch
Parks, Forestry and Environment		
1. Planter Program at key City facilities	Working with the horticulture supervisor and horticulture team to develop and display a design commemorating the 50year anniversary	January to December 2024
2. Sports field stenciling	50th Anniversary decals painted on our artificial turf sports field, PF&E - Sports Portfolio	Q1, Q2
3. Beautification murals with anniversary theme	Built into ongoing beautification portfolio with a design commemorating the 50year anniversary	January to December 2024
4. Environment activities with a lens to the anniversary - 50 Acts of Green	50 actions that residents and businesses can do to support the environment at home and at work. (community clean up, tree planting, Adopt a garden)	January to December 2024
5. Tree planting	Planting of a tree in a City park in each ward	Q2, Q3
6. Vimy Park Cenotaph Redevelopment	Official opening of the redesigned Vimy Park Cenotaph recognizing the 50-years of the park.	Q4
7. City flower beds	Planting of special City flower beds to celebrate the anniversary	Q2, Q3
Partnership with Community Groups		
1. Doors Open Mississauga	In partnership with Heritage Mississauga host a Doors Open initiative offering a behind the scenes tour of unique places and spaces not normally open to the public in Mississauga.	TBC
2. Mississauga Friendship Association	Plans to host an event; details to be confirmed	TBC