

Mississauga's 50th Anniversary

April 26, 2023

Mississauga Celebrates 50

In 1974, the Towns of Streetsville, Port Credit and the Township of Mississauga amalgamated to form the vibrant and diverse City of Mississauga.

2024 marks the City's 50th anniversary.



Mississauga Celebrates 50 | Approach

City wide cross organizational support approach.

City Departments will **adopt** and **align** to the anniversary design, imagery and message themes.

External stakeholder engagement and sharing of marketing and communications assets.



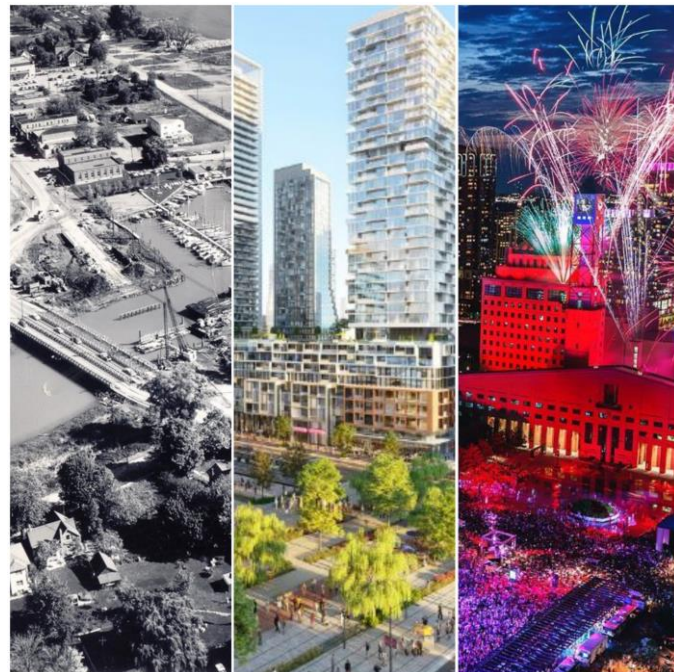
Mississauga Celebrates 50 | Thematic

Reflect. Aspire. Celebrate.

Reflect: Recognize and acknowledge our past.

Aspire: Grow and plan how we can do better.

Celebrate: Past, current and future accomplishments and successes.

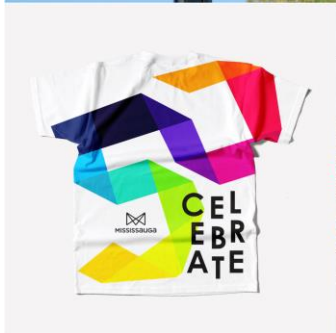


Mississauga Celebrates 50 | Creative



The 50th anniversary creative represents Mississauga's journey over the past 50-years, unifying the City's many communities and voices.

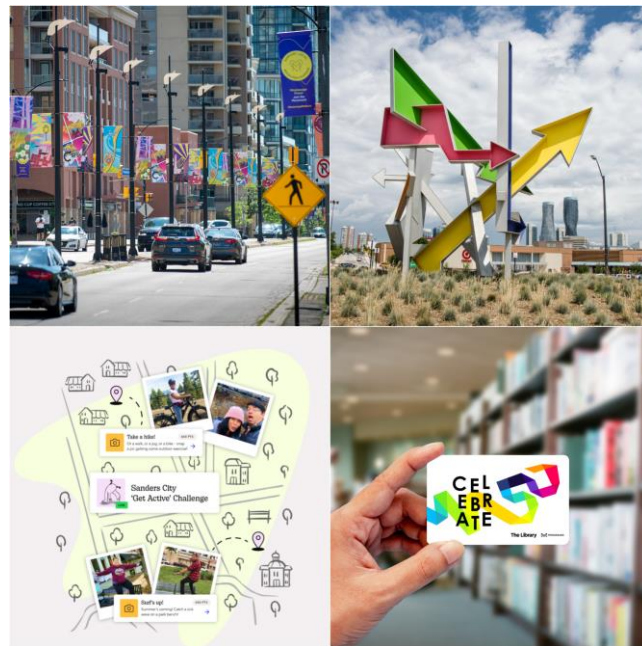
Mississauga Celebrates 50 | Creative



Mississauga Celebrates 50 | Work Plan

City Initiatives

- Over 50 initiatives planned.
- Anniversary themed programming and events.
- City-wide street banners.
- Public art projects.
- A virtual and physical Museum exhibit.
- Special edition Library card.
- Anniversary reading list, book club and an educators toolkit.



Mississauga Celebrates 50 | Work Plan

City Initiatives

- Community Celebration Kits.
- A 'Come Home' year campaign.
- Mississauga 50th digital activity passport.
- Planter, garden bed and tree plantings.
- Showcase innovation success - IDEA.



Mississauga Celebrates 50 | Work Plan

Members of Council & Community Involvement

- Regular celebration **updates**.
- **Invitation** to Official Events and openings.
- Participate in a special **commemorative Council meeting**.

- **Community stakeholder outreach**.
- **Community Grant Program**.



Mississauga Celebrates 50 | Timing

Activity	2022		2023				2024			
	Summer	Fall	Winter	Spring	Summer	Fall	Winter	Spring	Summer	Fall
Planning	Yellow	Light Green	Green							
Final Work Plan				Light Green						
LT Update				March 9						
Council Update Presentation				April 26						
Programming, Event & Tactic development				Light Blue	Dark Blue	Dark Purple				
Launch and Deployment						NYE'24	Dark Purple	Pink	Orange	Yellow-Orange

THANK YOU!

MISSISSAUGA

CELEBRATES



Right-Link