



SUBJECT: Burlington 150 anniversary opportunities
TO: Environment, Infrastructure & Community Services Cttee.
FROM: Recreation, Community and Culture

Report Number: RCC-13-22

Wards Affected: all

File Numbers: 965-01

Date to Committee: September 15, 2022

Date to Council: September 20, 2022

Recommendation:

Receive and file recreation, community and culture department report RCC-13-22, Burlington 150 anniversary opportunities.

PURPOSE:

Vision to Focus Alignment:

- Increase economic prosperity and community responsive city growth
 - Building more citizen engagement, community health and culture
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Background and Discussion:

The City of Burlington is turning 150 years old in 2023! Incorporated as a village in 1873, Burlington will reach its sesquicentennial.

Similar to reports presented to Council on Canada 150 in 2017, staff can consider a wide range of activities from no/low cost which can be incorporated into existing workplans to more elaborate initiatives requiring an investment from Council.

Strategy/process

Staff reviewed many of the tactics used to celebrate Canada 150 that were already built into existing operating budgets and workplans. Some of those items include:

- Theming the Canada Day Event to focus on Burlington 150 with talent, vendors, and recognition.
- Encouraging 150 Love My Neighbourhood events.
- Educating school age children in registered programs about the history of Burlington.
- Encouraging community and businesses to celebrate in their own way.
- Focusing the Community Investment Grants towards celebrating Burlington 150 or the history of Burlington.
- Adding a celebratory logo on staff uniforms.
- Planting flowerbeds with the City's colours.
- Encouraging local culture boards to theme, educate and present artist, and displays about Burlington's geography, history, people, culture, innovations.
- Encouraging council advisory committees to participate, especially the Heritage Committee.
- Adding historical fun facts such as great Burlingtonians to digital displays.
- Building an awareness campaign through a variety of media including City Update, City Talk, City's website and social media.
- Planting 150 trees.
- Hosting historic walks.
- Seeking community volunteers to support and engage in Burlington 150 celebrations.
- Hosting community conversations on their hopes, dreams and wishes for the next 150 years of Burlington.

Options Considered

Staff could consider some other additional enhancements to existing events – example longer or bigger fireworks display at Canada Day or securing Burlington headliner talent.

Should committee wish, they could direct staff to bring forward options to be considered during the 2023 budget by directing the Director of Recreation, Community and Culture to reach out to all departments and local boards on potential activities to celebrate Burlington's sesquicentennial, and potential cost estimates for Council's consideration during the 2023 budget approval process.

Financial Matters:

At this time, staff can incorporate the Burlington 150 theme into existing workplans and budget allocation. Should committee want to see a more elaborate celebration or Burlington 150 program, staff would need time to review potential opportunities and provide a cost estimate of options for Council's consideration during the 2023 budget approval process.

Total Financial Impact

Not applicable

Source of Funding

Not applicable

Other Resource Impacts

Not applicable

Climate Implications

Staff strive to limit or eliminate carbon emissions associated with activities or products. Depending on the activity, weather could have an impact and mitigation strategies will be assessed if applicable.

Engagement Matters:

Staff will inform the community about the sesquicentennial next year and seek out volunteers to help support ideation on activations, programming, or other opportunities to mark the milestone.

In addition, staff will share this information with all local boards of council as well as advisory committees of council once they are established post-election.

Conclusion:

Burlington will be celebrating its 150th anniversary in 2023! Staff and the community can mark this milestone by theming existing opportunities and educating residents on this milestone.

Respectfully submitted,

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Report Approval:

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Counsel.