



REPORT

TO: Mayor Lawlor and Members of Council

FROM: Paul Damaso, Commissioner, Recreation and Parks

DATE: July 10, 2023

REPORT NO.: RP-2023-012

SUBJECT: Halton Hills 50th Anniversary (2024)

RECOMMENDATION:

THAT Report No. RP-2023-012 dated July 10, 2023 regarding Halton Hills 50th Anniversary (2024) be received;

AND FURTHER THAT the proposed activities, to mark the Town's 50th Anniversary in 2024, as outlined in RP-2023-012 Halton Hills Anniversary (2024), be approved in principle, subject to final budget approval through the 2024 budget process;

AND FURTHER THAT a temporary exemption to the flag and proclamations policy be approved between January 1, 2024 to December 31, 2024 to allow the Town flag to be replaced by a 50th Anniversary commemorative flag on Town owned flag poles, as outlined in RP-2023-012.

KEY POINTS:

The following are key points for consideration with respect to this report:

- The Town of Halton Hills will mark its 50th Anniversary of incorporation on January 1, 2024.
- To mark this occasion, a working team comprised of Communications, Recreation and Parks (Community Development), Business, Environment and Culture, Halton Hills Fire Service, Halton Hills Public Library, and the Halton Hills Heritage Committee have proposed a year-long series of initiatives to mark the occasion.
- The theme for the Anniversary will be, "Recognizing the Communities of Halton Hills".

- The proposed initiatives outlined in this report are subject to 2024 budget approval.
- A temporary exemption to the flag and proclamations policy will be required to allow the Town flag to be replaced by the 50th Anniversary commemorative flag on the flag poles at Town Hall and Gellert CC for the duration of 2024.

BACKGROUND AND DISCUSSION:

The Town of Halton Hills was formed through the provincially mandated amalgamation of Esquesing Township, Georgetown and Acton in 1974. On January 1, 2024, the Town will mark its 50th Anniversary of incorporation. Other Ontario municipalities that will also be marking this Anniversary, in 2024, include Burlington, Mississauga, Caledon, Wasaga Beach, Clarington Township and Durham Region. To date, no official announcements have been made about those municipalities plans but each community is expected to mark the occasion in some way.

Given the significance of this milestone for the Town, a working team was struck to identify potential initiatives to mark the Town's 50th Anniversary. The Anniversary working team was comprised of representatives from Communications, Recreation and Parks, and Halton Hills Public Library. In addition, the Heritage Committee, Business, Environment and Culture Department and Halton Hills Fire Service have significantly contributed to the proposal. The recommended activities provide a year-long opportunity for residents and visitors to recognize the Town's significant milestone, while learning about the rich and storied history of the communities that came together to comprise what is now the Town of Halton Hills. The Heritage Committee has identified a theme that will provide the foundation for the Town's Anniversary activities, "Recognizing the Communities of Halton Hills." What follows is the proposed itinerary for the Town's 50th Anniversary initiatives in 2024.

Develop a 50th Anniversary Logo (Communications Division to lead)

The Town of Halton Hills would recognize 50 years since its inception and the historical significance of this milestone with a commemorative logo. The commemorative logo would be developed for use on letterhead, the Town's website, and select communication and marketing materials (that are traditionally produced throughout the year). The logo would also be displayed on flag poles at Town Hall and Gellert CC and on temporary interior flag poles within the Town's other public facilities. A temporary council exemption to the flag and proclamations policy will be required to allow the Town flag to be replaced by the 50th Anniversary commemorative flag on the flag poles at Town Hall and Gellert CC for the duration of the year. The commemorative logo would be used exclusively between January 1 to December 31, 2024, and unveiled, along with other planned activities for the Anniversary, at the October 10, 2023, council meeting.

Create a one-time legacy project grant (Community Development/R&P to lead)

A one-time budget allocation of \$10,000 would be approved, within the 2024 budget, to fund four, community-led, legacy projects (up to a maximum of \$2,500 in funding per project) during 2024. These projects could consist of public art, park or trail related projects, signage/plaques, or outdoor furniture/amenities. Separate to this funding, the Town will also continue to support annual events (through the Community Partnership Program) that may choose to incorporate a 50th Anniversary theme as part of their activities in 2024.

50th year Kick-Off, Halton Hills Lecture Series and Anniversary Programming (Halton Hills Public Library to lead)

On Wednesday January 10, at the John Elliott Theatre (JET), the Mayor, Council, and members of the public would be invited to join a special lecture in the 2024 Halton Hills Lecture Series. Prior to the start of the lecture, members of the public would be invited to meet, greet, and take photos with the Mayor and Members of Council as part of a reception to kick-off the Anniversary year. The reception will be followed by the Halton Hills Lecture Series, featuring a lecture from Mark Rowe, Archivist with the Esquesing Historical Society, who will speak on the history of Halton Hills.

Halton Hills Public Library Collections will promote the Town's local history and genealogy collections throughout the year. Examples of these collections will include:

- Local History Kits – these kits include a curated collection of books, maps, and research guides on the history of Halton Hills.
- Heritage Tours – this talking photo album includes photographs of heritage sites in Halton Hills with accompanying audio descriptions of the location and its history.
- Esquesing Historical Archives - documents and photographs related to families, businesses, and community groups local to Halton Hills.
- Halton Hills Images and Halton Hills Newspapers - local history images and newspaper indexes specific to Halton Hills and Esquesing Township; and
- Ancestry Library Edition - resource to assist with genealogy research.

The library will also recognize the 50th Anniversary of the Town and the library by developing a virtual exhibit on [Halton Hills Images](#). Utilizing historical photographs, archival records, and newspapers from the Esquesing Historical Society and the library, the exhibit will showcase the history of the towns and hamlets that amalgamated to form Halton Hills. The exhibit will also highlight the history of the Georgetown, Acton and Esquesing libraries and their amalgamation that paralleled the Town.

Heritage Committee Doors Open Celebration

The Heritage Committee has committed to planning a Doors Open program for 2024 to mark the Town's 50th Anniversary. Doors Open is a province-wide initiative that invites people to visit and discover heritage protected and culturally significant

buildings within a community. The buildings that will be selected for this event will tell the unique history of Halton Hills over the past 50 years and prior to the Town's incorporation. A working group of committee members has been struck to lead the initiative. Specific details on the planned activities will be provided by the Heritage Committee as they become available.

Culture Days Activities (Cultural Services to lead)

Culture Days is an annual celebration of arts and culture in the community and across Canada. In 2022, Halton Hills hosted 56 virtual and in-person events, earning the distinction of 4th place amongst all mid-size cities in the country. These events made an important contribution to the Town's quality of life and enhanced connections for people in the community. In 2024, there is an opportunity, through Culture Days, for interested community groups to develop and deliver 50th Anniversary-themed activities and/or events. Any community-led activities and events will receive extensive marketing and promotional exposure through Culture Days comprehensive promotional campaign.

Helson Art Gallery (Cultural Services to lead)

In 2024, the [Helson Gallery](#) will focus its annual "Locally Grown" exhibition around the Town's 50th Anniversary theme. Each year, the Locally Grown exhibition invites local artists to interpret themes through a variety of artistic mediums.

Halton Hills Volunteer Fire Fighters Anniversary Activities

The part time fire team will host several activities to recognize the 50th Anniversary of the Halton Hills Fire Service. Several initiatives are being considered but no final decision has been made at this time. Under consideration is the design of a 50th Anniversary decal for Halton Hills Fire Service and placing it on the Fire's vehicles; a 50th Anniversary barbecue; a commemorative crested t-shirt or golf shirt; and a curling bonspiel or golf tournament. Any planned activities would be funded through Fire Service fundraising efforts and the schedule of activities will be finalized by no later than early September to ensure alignment with the Town and Libraries planned activities.

STRATEGIC PLAN ALIGNMENT:

This report is administrative in nature and does not have an impact on the Town's Strategic Plan.

RELATIONSHIP TO CLIMATE CHANGE:

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

PUBLIC ENGAGEMENT:

Public Engagement was not needed as this report is administrative in nature.

INTERNAL CONSULTATION:

The following business areas were engaged in the development of this report: Communications, Recreation and Parks (Community Development), Business, Environment and Culture Department, Halton Hills Fire Service, Halton Hills Public Library, and the Heritage Committee.

FINANCIAL IMPLICATIONS:

Total funding requirements for the proposed 50th Anniversary program are \$20,000. This one-time funding would be required for the following activities: \$2,500 for 50th Anniversary flags and flag stands; \$500 for the pre lecture series Anniversary kick-off reception; \$10,000 for the CPP legacy project funding; \$2,500 for the Helson Gallery Exhibit and Culture Days programming; \$3,000 for Doors Open expenses (Doors Open registration, marketing/promotion, materials); and \$1,500 for contingency expenses. This funding request will be brought forward to council for formal approval through the 2024 budget approval process.

This report will require funding in a future budget year and therefore needs pre-approval for an approved funding source.

Reviewed and approved by,

Chris Mills, Chief Administrative Officer