



Meeting Date: March 15, 2023

Submitted by: Heather Kepran, Communication Specialist

Report No: CPS-20-2023

Subject: Celebrating Middlesex Centre's 25th Anniversary

Recommendation:

THAT Report CPS-20-2023 regarding plans for celebrating Middlesex Centre's 25th Anniversary be received as information.

Purpose:

This report provides an initial overview of the activities planned to celebrate the 25th anniversary of the Municipality of Middlesex Centre.

Background:

The Municipality of Middlesex Centre was established on January 1, 1998, with the amalgamation of the former Townships of Delaware, Lobo, and London. This year, 2023, marks 25 years since our new municipality was formed. Over that time, we've grown from a municipality of roughly 13,600¹ to one of nearly 20,000 residents.

Now is this the time to celebrate all we've accomplished over the past 25 years, and bring together the residents, businesses, service groups and clubs that continue to make our community vibrant and successful.

Analysis:

An internal group of staff from all departments came together to develop a program for the year. Rather than one large event, several smaller events and programs are planned throughout the year, targeted at different age groups and interests. To keep costs and additional staffing requirements low, some existing / planned municipal activities will include a 25th anniversary element.

¹ From the 2001 Census (Statistics Canada): 1996, 12,985 residents (adjusted population) and 2001, 14,242 residents.

The tentative list of events and programs include, but are not limited to:

Activity/Task	Timeline(s)
Family Fun Day	Summer
25 th Anniversary Logo for use at arenas, venues, materials	Year-Round
Historical Information Display(s) with support of Middlesex Centre Archives	Spring - Autumn
New MXC Signage/Letters Unveiling	To be confirmed
Mayor's "State of the Municipality" Event	Autumn
Time Capsule for Municipal Office (part of Renovation)	Autumn
Launch of New Volunteer Recognition Program	Summer - Autumn
Photo Contest	Summer - Autumn

It is expected that this list of events/programs will evolve as staff engage with potential partner organizations, including but not limited to community groups, sports clubs, and service groups.

Supporting outreach through communication channels (social media, print, etc.) will be associated with events and programs as appropriate.

Some items on the list are already underway, such as the new Middlesex Centre 25th Anniversary Banners on display at the Komoka Wellness Centre and Ilderton Arenas.



Financial Implications:

Funding for the 25th anniversary programs and events was included in the 2023 budget under the general government operating budget (\$25,000). Grants and sponsorships will be sought to offset and/or add to the funds available.

Strategic Plan:

This matter speaks to our corporate value of Respect and aligns with the strategic priority of:

- Engaged Community