

To: Economic and Development Services Committee

From: Warren Munro, HBA, RPP, Commissioner,  
Economic and Development Services Department

Report Number: ED-22-219

Date of Report: November 23, 2022

Date of Meeting: November 28, 2022

Subject: Oshawa Centennial Celebrations Proposal

Ward: All Wards

File: 03-05

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## **1.0 Purpose**

The purpose of this Report is to provide an overview of a proposal to celebrate Oshawa's centennial year in 2024 and obtain Council approval for the proposal and all the components.

Attachment 1 to this Report is a list of capital projects scheduled for completion in 2023 and 2024 that represent suitable locations for a legacy project including the potential installation of public art to celebrate Oshawa's centennial year.

Attachment 2 to this Report is a list of current events that can celebrate Oshawa's centennial year with enhanced celebrations in 2024 subject to 2023 Budget deliberations and the approval of two (2) new Events Coordinators and one (1) new Cultural Development Coordinator.

Attachment 3 to this Report is a list of new events that can celebrate Oshawa's centennial year with new opportunities in 2024 subject to 2023 Budget deliberations and the approval of two (2) new Events Coordinators and one (1) new Cultural Development Coordinator.

Attachment 4 to this Report is a list of other initiatives that could be advanced to celebrate Oshawa's centennial year.

Attachment 5 to this Report shows the composition of the Community Centennial Committee ("C.C.C.").

## **2.0 Recommendation**

That the Economic and Development Services Committee recommend to City Council:

1. That, pursuant to report ED-22-219 dated November 23, 2022, the Economic and Development Services Committee select a site or sites from Attachment 1 as the legacy project for Oshawa's centennial year and for the potential installation of new public art to assist in the celebration Oshawa's centennial year.
2. That, pursuant to report ED-22-219 dated November 23, 2022, the Economic and Development Services Committee endorse the list of current events in Attachment 2 to include enhanced programming in 2024 subject to 2023 Budget deliberations and approval of two (2) new Events Coordinators and one (1) new Culture Development Coordinator to assist in programming and planning.
3. That, pursuant to report ED-22-219 dated November 23, 2022, the Economic and Development Services Committee endorse the list of new events in Attachment 3 to include new programming in 2024 subject to 2023 Budget deliberations and approval of two (2) new Events Coordinators and one (1) new Culture Development Coordinator to assist in programming and planning.
4. That, pursuant to report ED-22-219 dated November 23, 2022, the Economic and Development Services Committee endorse the other celebration initiatives in Attachment 4 to assist with celebrating Oshawa's centennial year subject to 2023 Budget deliberations and approval of two (2) new Events Coordinators and one (1) new Culture Development Coordinator to assist in programming and planning.
5. That the amount of \$60,500 receive pre-budget approval for the 2024 Budget to cover additional costs.

## **3.0 Executive Summary**

Not applicable.

## **4.0 Input From Other Sources**

The following were consulted in the preparation of this Report:

- Chief Administrative Officer
- Commissioner, Corporate and Finance Services
- Commissioner, Community and Operations Services
- Centennial Staff Steering Team ("C.S.S.T.")
- C.C.C.

## **5.0 Analysis**

### **5.1 Background**

The City of Oshawa was incorporated on March 8, 1924. Oshawa will celebrate its centennial year on March 8, 2024.

On February 19, 2019, Oshawa City Council considered Report CS-19-15, a report of the then Commissioner of Community Services regarding Oshawa's centennial year celebrations and approved the formation of the C.C.C.

The C.C.C. was formed in 2020 and includes a variety of community stakeholders, residents and City staff. The C.C.C. has been meeting bi-monthly to plan for the Centennial year.

On June 21, 2021, Oshawa City Council considered Report CS-21-65, a report of the then Commissioner of Community Services regarding an update from the C.C.C.

On February 9, 2022, Oshawa City Council considered Report CS-22-16 regarding the public feedback that was received on Oshawa's centennial celebration. On February 9, 2022, Council received Report CS-22-16 for information.

In May 2022, the C.C.C. led a facilitated planning session to develop a programming proposal to celebrate the Centennial. The C.C.C. reviewed a list of nearly 200 ideas, generated through the 2021 public consultation and previous C.C.C. meetings, in order to review, prioritize, and develop the ideas.

To mark the milestone, a range of capital projects suitable for a legacy project have been identified in this Report. Events and activities have been developed in consultation with the public, the C.C.C., the C.S.S.T. and various City departments.

### **5.2 Public Consultation and Community Feedback**

Staff undertook a four-week public consultation process in 2021 to gain feedback from Oshawa residents and businesses on how to celebrate the City's Centennial. A total of 172 submissions were received from Connect Oshawa. Below are three key questions, with answers, that were asked as part of that consultation with the most common answers following:

**Question 1:** To recognize the City's Centennial anniversary, what key initiatives should be the focus of City staff and the Community Centennial Committee?

#### **Most common answer:**

- 1) Creating a legacy project (e.g. new park, new facility, green space);
- 2) Hosting events/celebrations/festivals;
- 3) Environment and sustainability projects (e.g. tree planting); and,
- 4) Highlighting Oshawa's history and significant milestones.

**Question 2:** What types of signature events most interest you? Please select your top three priorities.

**Most common answer:**

- 1) Family-friendly (e.g. street festival);
- 2) Culinary (e.g. farmer's markets, restaurant specials); and,
- 3) Musical and theatre (e.g. concerts, performances).

**Question 3:** Which events should be enhanced? Please select all that apply.

**Most common answer:**

- 1) Summer in the City;
- 2) Canada Day; and,
- 3) Bright and Merry Market.

### **5.3 Capital Projects**

There has been significant interest in seeing a Centennial Capital Legacy Project to help celebrate Oshawa's centennial year.

Attachment 1 to this Report is a list of capital projects that are scheduled for completion in 2023 or 2024. All three sites are considered appropriate locations for Economic and Development Services Committee to recommend as locations for possible commemorative projects to be included in the centennial year. There is a potential that the selected site could include a public art, ceremonial garden or other commemorative items for centennial recognition.

The C.S.S.T. and C.C.C. have both reviewed and support the locations.

Should the Economic and Development Services Committee choose to select one or more of the sites identified in Attachment 1 to recommend to Council as the appropriate legacy project location to celebrate Oshawa's centennial year, the appropriate wording is provided below:

"1. That, pursuant to Report ED-22-219 dated November 23, 2022, [insert site or sites from Attachment 1] be endorsed as the legacy project for Oshawa's centennial year."

### **5.4 Events**

Oshawa's Centennial year is an opportunity to continue to grow and showcase Oshawa as a thriving community that has lots to offer its residents. Events are an opportunity for residents to celebrate their community while positively impacting businesses, driving economic growth and tourism. Events provide opportunities for public participation and community engagement and contribute to pride of place for residents. The proposed enhanced and new events for the Centennial year are an important opportunity to showcase Oshawa to not only its residents but also on a regional, provincial and national level.

Programming will be developed and delivered in partnership with community stakeholders and businesses and will be developed using an equity lens to ensure programs reflect the community we serve.

#### **5.4.1 Existing Events to be Enhanced in 2024**

These events are offered each year by the City. To celebrate the Centennial, they could be expanded, creating additional impact and excitement in honor of this milestone anniversary.

Attachment 2 to this Report contains a list of current events that can be enhanced to help celebrate Oshawa's centennial year. The expansion of these events is contingent upon the approval of two (2) new Events Coordinators and one (1) Culture Development Coordinator to assist in the planning process. It is intended that, if approved by Council, the new positions would start in the third quarter of 2023 and be tasked with planning enhancements to 2024 events with New Year's Eve 2023 as a kick-off for Oshawa's centennial year. One Event Coordinator is a full time permanent position while the second Event Coordinator and the Culture Development Coordinator are 18 month temporary positions.

This Report recommends that the Economic and Development Services Committee endorse the events in Attachment 2 as opportunities to enhance the celebration of Oshawa's centennial year, subject to Budget deliberations and the approval of two (2) new Events Coordinators and one (1) Culture Development Coordinator.

#### **5.4.2 Creation of New Events for 2024**

A number of new events can be developed to celebrate Oshawa's centennial year. These new events reflect the priorities identified through public feedback and consultation which indicated that events should be family-friendly, with an emphasis on cuisine, music/arts, and theatre.

The events noted in Attachment 3 may attract new audiences, support wider public engagement, and engage visitors from outside of the City. There is an opportunity to invest in the continuation of these events in future years.

Attachment 3 to this Report contains a list of new events that can be advanced to help celebrate Oshawa's centennial year. Advancing these events is contingent upon the approval of two (2) new Events Coordinators and one (1) Culture Development Coordinator to assist in the planning process. It is intended that, if approved by Council, the new positions would start in the third quarter of 2023. In addition to planning enhancements to current events starting with New Year's Eve 2023, the new staff positions would be tasked with advancing the new events in 2024.

This Report recommends that the Economic and Development Services Committee endorse the events in Attachment 3 as opportunities for new events to assist in the celebration of Oshawa's centennial year, subject to Budget deliberations and the approval of two (2) new Events Coordinators and one (1) Culture Development Coordinator.

## **5.5 Other Commemoration Initiatives**

In addition to expanded and new festivals and events, a wide range of ideas for projects, activities, and collaborations were identified and are outlined in Attachment 4. Proposed initiatives include projects related to environmental sustainability, expanded public artwork, community outreach and educational partnerships and marketing to ensure information about the centennial celebrations is well communicated to the entire community.

Advancing these initiatives is contingent upon the approval of two (2) new Events Coordinators and one (1) new Culture Development Coordinator to assist in the planning process. It is intended that, if approved by Council, the new positions would start in the third quarter of 2023. In addition to planning enhancements to current events starting with New Year's Eve 2023, the new positions would be tasked with advancing the proposed new projects for 2024.

This Report recommends that the Economic and Development Services Committee endorse the initiatives in Attachment 4 as opportunities for new projects and activities to assist in the celebration of Oshawa's centennial year, subject to Budget deliberations and the approval of two (2) new Events Coordinators and one (1) new Culture Development Coordinator.

## **6.0 Financial Implications**

The financial implications related to this Report include the cost of staffing and event and project costs.

Staff will be required to plan, coordinate and deliver the projects outlined herein, including event planning and execution, supporting and integrating activities planned by the community, general project administration, and outreach and marketing.

One permanent Event Coordinator will be required starting in July 2023, to support the current Events portfolio and support the development and planning of Centennial activities. This request has been submitted through the 2023 Budget as a potential adjustment.

Additional support from one temporary full-time Event Coordinator and one temporary full-time Culture Development Coordinator will be required to support the planning and delivery of Centennial activities, for eighteen months, beginning in July 2023 and ending December 2024. These positions have also been submitted through the 2023 Budget as potential adjustments.

The total cost for the proposed events and projects listed in Attachments 2, 3 and 4 is \$767,500 which includes one (1) new Event Coordinator and one (1) new Cultural Development Coordinator on 18 month contracts to start July 1, 2023. Both of these positions have been submitted as potential adjustments to the 2023 Budget for positions that have no budget implications to the 2023 Budget. The total amount of funds in the 100<sup>th</sup> Anniversary Project Budget Number 2323 is \$707,000. An additional \$60,500 is required. This Report recommends pre-budget approval for additional funding in the amount of \$60,500 in the 2024 Budget.

Any supplemental costs for public art can be accommodated in the Departmental budget.

Staff have begun investigating grant opportunities that may be available to support project plans and will continue to investigate and apply as appropriate. Sponsorship opportunities will also be developed and investigated.

## **7.0 Relationship to the Oshawa Strategic Plan**

The Recommendation in this Report advance the Accountable Leadership, Social Equity and Cultural Vitality goals of the Oshawa Strategic Plan.



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## Capital Project List

Table 1.0 below includes a listing of capital projects scheduled for completion in 2023 and 2024 that represent suitable locations for a legacy project including the potential installation of public art to celebrate Oshawa's centennial year.

**Table 1.0 Capital Project List**

<b>Capital Project</b>	<b>Project Type</b>	<b>Location</b>	<b>Timing</b>	<b>Additional Notes</b>
Ed Broadbent Waterfront Park	New Park	169 Harbour Road	Expected completion 2023	Potential to commission new public artwork if selected as Legacy site.
Rotary Park	Redevelopment	254 Centre Street South	Expected completion 2023	If selected, unveil during Centennial year and include a commemorating plaque. Potential to commission new public artwork if selected as Legacy site.
Bond/Simcoe Urban Park	New Park	North-East Corner of Bond/Simcoe	Expected completion TBD	If selected, execute a groundbreaking ceremony is 2024. Potential to commission new public artwork if selected as Legacy site.



## Existing Events to be Enhanced in 2024

Table 1.0 below includes a listing of current events that can be enhanced to help celebrate Oshawa's centennial year. The expansion of these events is contingent upon the approval of two (2) new Events Coordinators and one (1) new Culture Development Coordinator to assist in the planning process.

**Table 1.0 Current Events**

Event	Date	Proposed Enhancements	Budget Required
Oshawa Celebrates New Year's Eve	December 31, 2023	Increase entertainment and activities. Use event as launch of the Centennial year	\$5,000
Doors Open	May 2024	Introduction of bus transportation and expansion of site that highlight Oshawa's history	\$10,000
Peony Festival	June 8 and 9, 2024	Increase footprint, entertainment and activities	\$20,000
Canada Day	July 1, 2024	Increase firework display and entertainment	\$50,000
Summer in the City	July/August/September 2024	Expand locations throughout Oshawa and increase entertainment, musical acts and add theatrical performances	\$28,000
Kars on King	August 23, 2024	General Motors Oshawa plant-made identifier	\$5,000
Culture Days	September 2024	Increase programming and activities	\$12,000
Bright and Merry Market	November 2024	Increase programming and entertainment	\$45,000
<b>Total Budget</b>			<b>\$175,000</b>

## Creation of New Events for 2024

Table 1.0 below includes a listing of new events that can be advanced to help celebrate Oshawa's centennial year. Advancing these events is contingent upon the approval of a new two (2) new Events Coordinators and one (1) new Culture Development Coordinator to assist in the planning process.

**Table 1.0 Proposed New Events List**

Event	Date	Event Overview	Budget Required
Winterlicious/ Summerlicious	Winter/ Summer 2024	<ul style="list-style-type: none"> <li>▪ Culinary celebration that invites guests to explore local restaurants and enjoy prix fixe food and set menus.</li> <li>▪ Restaurants across Oshawa will be invited to participate in the festival. Restaurants will develop a menu at their selected set price, and the City will coordinate, promote, and advertise the event.</li> <li>▪ New initiative will promote the growth of and engagement between the City of Oshawa and its culinary sector.</li> <li>▪ Marketing strategies will include promoting dinner-and-a-show packages, and draws for a restaurant gift card.</li> </ul>	\$12,000
Official 100 <sup>th</sup> Anniversary	March 8, 2024	<ul style="list-style-type: none"> <li>▪ Ceremonial event with the Mayor and Councillors to mark the anniversary, with a flag raising and refreshments.</li> <li>▪ The 75th anniversary time capsule will be opened, and refilled in honour of the 100<sup>th</sup>.</li> <li>▪ Scholarships and bursary program awards will be presented.</li> </ul>	\$7,000
Indigenous Cultural Celebrations	Potentially June 21, 2024 (Indigenous Peoples Day)	<ul style="list-style-type: none"> <li>▪ Explore partnership with Indigenous communities (not limited to Bawaajigewin Aboriginal Community Circle, Mississaugas of Scugog Island, Métis Nation of Ontario Oshawa and Durham Region Métis Council) to build the event plan and grant application.</li> </ul>	\$35,000

Event	Date	Event Overview	Budget Required
		<ul style="list-style-type: none"> <li>▪ This would involve partnering with local Indigenous organizations to provide arts, culture and heritage programming to celebrate the unique heritage, diverse cultures and outstanding contributions of First Nations, Inuit and Métis peoples.</li> </ul>	
Art Festival	Summer/Fall 2024	<ul style="list-style-type: none"> <li>▪ A new arts festival that includes contemporary art experiences, music, and entertainment with a broad appeal.</li> <li>▪ Will be developed in collaboration with the Cultural Leadership Council and community partners.</li> </ul>	\$80,000
<b>Total Budget</b>			<b>\$134,000</b>

## Other Commemoration Initiatives

Table 1.0 below includes a listing of new projects, initiatives and collaborations that can be advanced to help celebrate Oshawa's centennial year. Advancing these events is contingent upon the approval of two (2) new Events Coordinators and one (1) new Culture Development Coordinator to assist in the planning process.

**Table 1.0 Proposed New Projects**

Project/Initiative	Timing	Overview	Budget Required
<b>Environmental Sustainability Projects</b>			
Anniversary Garden	Spring to Fall 2024	Multiple garden beds throughout the City will be planted to celebrate and highlight the Centennial	\$20,000
Current Project Expansions	Spring to Fall 2024	Working with Parks & Waste Operations, Planning Services and community organizations we will expand community environmental projects. Projects under consideration include an expansion to the City's Local Enhancement and Appreciation of Forests partnership, expansion of the Oshawa Environmental Advisory Committee's annual tree giveaway, and adding workshops and environmental education programs within the community.	\$30,000
<b>New Public Artwork (including potential Legacy Project)</b>			
Public Art Installations	2024	Staff will work with the Cultural Leadership Council and Public Art Task Force to identify new opportunities for public art. The budget is flexible, a portion of funds can be allocated from the Arts and Culture Reserve Number 17127 with additional funds from the Centennial budget.  Additional budget may be required in future years to support ongoing maintenance.	\$75,000

Project/Initiative	Timing	Overview	Budget Required
<b>Community Outreach and Collaboration</b>			
Community Partnerships and Outreach	2024	Working with partner and community organizations, support, integrate, and cross promote the activities planned by community groups and organizations within Centennial celebrations.	Not applicable
Community Centennial Grant	2024	<ul style="list-style-type: none"> <li>The creation of a new one-time grant opportunity for local organizations and groups to create new or expanded activities in celebration of the Centennial.</li> <li>Grant criteria and process to be created in collaboration with the Grant Committee.</li> </ul>	\$50,000
<b>Marketing and Promotion</b>			
Promotional Activities	2024	<ul style="list-style-type: none"> <li>Marketing and community outreach of the Centennial year and activities will ensure that residents are aware of and can participate in the various opportunities throughout the year</li> <li>In addition to regular marketing and promotion strategies, staff will develop additional digital and print marketing initiatives and will attend community events to promote activities</li> <li>A sign acknowledging the Centennial will be added to the City's Welcome to Oshawa signs, located on city borders</li> </ul>	\$30,000

Project/Initiative	Timing	Overview	Budget Required
<b>Educational Partnerships</b>			
Post-Secondary Bursaries and Scholarships	March 2024	<ul style="list-style-type: none"> <li>▪ Work with the three post-secondary institutions in Oshawa (Durham College, Ontario Tech and Trent University) to provide one-time bursaries/scholarships to students in the Centennial year</li> <li>▪ Criteria and execution to be developed in collaboration with the post-secondary institutions</li> <li>▪ Awards will be given at the Official 100th Anniversary date on March 8, 2024</li> <li>▪ Six (6) bursaries of \$2,000 each</li> <li>▪ Two (2) bursaries for each post-secondary school in Oshawa</li> </ul>	\$12,000
<b>Total Budget</b>			<b>\$217,000</b>

**Community Centennial Committee (C.C.C.) Membership**

<b>Member</b>	<b>No. of Members</b>
City-funded external agencies (Parkwood Estate National Historic Site, Robert McLaughlin Gallery, Oshawa Museum, Oshawa Public Libraries, Oshawa Seniors Citizens Centres)	5
Public Post-Secondary education institutions (Durham College, Trent University Durham G.T.A., Ontario Tech University)	3
Cultural Leadership Council Representative	1
City of Oshawa Staff	2
School Board Representatives (Public and Catholic)	2
Oshawa Central Council of Neighbourhood Associations	1
Downtown Oshawa B.I.A. and Chamber of Commerce	2
Indigenous Community representative	2
Oshawa Youth Council representative	1
Durham Tourism representative	1
Not for profit organizations (includes arts, culture, sports, recreation, community service clubs, etc.)	5
Individuals (e.g. Oshawa residents)	5
<b>Maximum Membership</b>	<b>30</b>

Note: The Downtown Oshawa B.I.A. has been disbanded by Council.