

To: Council in Committee of the Whole

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

Report Number: CNCL-23-95

Date of Report: September 27, 2023

Date of Meeting: October 2, 2023

Subject: Update on Planned Activities for the Centennial Year
Celebrations

Ward: All Wards

File: 03-05

1.0 Purpose

On December 12, 2022, City Council considered Item ED-22-219, a report of the Commissioner of Economic and Development Services regarding Centennial Celebration proposals for Oshawa's centennial on March 8, 2024 and passed the following motion:

- “1. That based on Report ED-22-219 dated November 23, 2022 concerning the Oshawa Centennial Celebrations Proposal that Rotary Park be selected 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; and,
2. That 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; and,
3. That 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; and,
4. That 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; and,

5. That the amount of \$60,500 receive pre-budget approval for the 2024 Budget to cover additional costs.”

The purpose of this Report is fourfold.

Firstly, this Report recommends that Council reconsider Part 1 of their decision of December 12, 2022 regarding Rotary Park being selected as the Legacy Project and location for new public art for Oshawa’s centennial year.

Secondly, this Report recommends that Council select an appropriate Option from Section 5.2 of this Report regarding the scale and format for the City’s Centennial Celebration Event.

Thirdly, this Report provides an update of the activities planned to celebrate Oshawa’s centennial year in 2024.

Fourthly, this Report recommends that Council authorize staff to proceed with the process to install permanent public art at the Downtown Urban Square at the northeast corner of Bond Street East and Simcoe Street North and at Ed Broadbent Waterfront Park whether or not either site is selected as the Legacy Project for Oshawa’s centennial year.

Attachment 1 to this Report is a copy of Report ED-22-219 dated November 23, 2022.

Attachment 2 to this Report presents options for Council to consider for the City’s Centennial Celebration Event on March 8, 2024.

Attachment 3 to this Report presents Existing Events to be Enhanced in 2024 that do not require Council reconsideration but includes minor edits shown with strikethrough and red font.

Attachment 4 to this Report presents New Events to be Created in 2024 that requires Council reconsideration to relocate funds to a new TeachingCity Oshawa Project in support of Oshawa’s centennial year in 2024.

Attachment 5 to this Report presents Other Commemoration Initiatives that do not require Council reconsideration and includes minor edits to the original table and provides updates on individual projects. The original version of Attachment 5 is affixed to this Report as Attachment 4 to ED-22-219 (see Attachment 1 to this Report).

2.0 Recommendation

It is recommended to City Council:

1. That, pursuant to Report CNCL-23-95 dated September 27, 2023, Council select an Option from Section 5.1 of this Report.
2. That, pursuant to Report CNCL-23-95 dated September 27, 2023, Council select an

Option from Section 5.2 of this Report regarding the scale and format for the March 8, 2024 Centennial Celebration Event.

3. That, pursuant to Report CNCL-23-95 dated September 27, 2023, Council reallocate the \$7,000 for the March 8, 2024 event to a new public art project, in collaboration with TeachingCity Oshawa and Durham College, for temporary installation of art on the street level windows at the Mary Street Parking Garage.
4. That, pursuant to Report CNCL-23-95 dated September 27, 2023, Council endorse the Downtown Urban Square as a location for new permanent public art whether or not the Downtown Urban Square is selected as the Legacy Project for Oshawa's Centennial year and authorize staff to proceed generally in accordance with Attachment 5 to this Report.
5. That, pursuant to Report CNCL-23-95 dated September 27, 2023, Council endorse Ed Broadbent Waterfront Park as a location for new permanent public art whether or not Ed Broadbent Waterfront Park is selected as the Legacy Project for Oshawa's Centennial year and authorize staff to proceed generally in accordance with Attachment 5 to this Report.
6. That, pursuant to Report CNCL-23-95 dated September 27, 2023, Council approve an additional \$75,000 from Arts and Culture Reserve 17127 to fund new public artwork at the Downtown Urban Square and at Ed Broadbent Waterfront Park generally consistent with Attachment 5 to this Report.

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, Safety and Facilities Services
- Centennial Staff Steering Team ("C.S.S.T.")
- Community Centennial Committee ("C.C.C.")

5.0 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.

On December 12, 2022, Oshawa City Council considered Report ED-22-219 which proposed a range of events and activities that were developed in consultation with the public, the C.C.C., the C.S.S.T. and various community partners.

5.1 Options for the Capital Project as a Legacy Project

On December 19, 2022, City Council considered Item ED-22-219, a report of the Commissioner of Economic and Development Services regarding Centennial Celebration proposals for Oshawa's centennial on March 8, 2024 and selected Rotary Park 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.

Item ED-22-219 listed the following three sites as options for Council to consider as the Legacy Project:

- Ed Broadbent Waterfront Park
- Downtown Urban Square
- Rotary Park

5.1.1 Option 1: Do not select a Legacy Project

Option 1 contemplates City Council deciding to not select a Legacy Project for the City's Centennial.

City staff have reviewed the three Legacy Projects identified in ED-22-219 in terms of the construction schedule, likelihood of being open in 2024 and public perception. Each of the sites have challenges associated with them as detailed in Sections 5.1.2, 5.1.3 and 5.1.4.

Should Council wish to select Option 1, Do Not Select a Legacy Project for the City's Centennial, the following motion should be adopted:

"That, pursuant to Report CNCL-23-95 dated September 27, 2023, that City Council reconsider their decision of December 12, 2022 and not select a Legacy Project for the City's Centennial celebrations."

5.1.2 Option 2: Rotary Park

Option 2 contemplates re-affirming Rotary Park as the Legacy Project for the City's Centennial.

Facilities Management Services has advised that the Rotary Park Redevelopment has been delayed from 2024 to 2025 based on the Council direction (Report CNCL-23-21) to pursue a grant under the Green and Inclusive Community Buildings Program. In May 2023, the City was advised that the grant application was unsuccessful.

However, pre-qualification for bidding on the future construction tender proceeded and has recently closed. It is anticipated that the tender will be released in the early fourth quarter of 2023 but as noted above, it is unlikely that the park will be finished in 2024.

It is not unreasonable to re-affirm Rotary Park as the Legacy Project for the City's Centennial since significant work will be undertaken at Rotary Park and a groundbreaking event may be able to be accommodated.

Should Council wish to select Option 2, and re-affirm Rotary Park as the Legacy Project for the City's Centennial, the following motion should be adopted:

"That, pursuant to Report CNCL-23-95 dated September 27, 2023, that City Council reaffirm its decision of December 12, 2022 and select Rotary Park as the preferred Legacy Project for the City's Centennial celebrations."

5.1.3 Option 3: Downtown Urban Square

Option 3 contemplates selecting the Downtown Urban Square as the Legacy Project for the City's Centennial.

The City obtained the two parcels of land that comprise the Downtown Urban Square on February 18, 2022. In the intervening time, the City has undertaken environmental testing to ensure that the land can be used for parkland in accordance with the relevant Provincial guidelines.

Facilities Management Services has advised that approval from the Ministry of Conservation, Environment and Parks is anticipated in the first quarter of 2024 with construction to proceed following that approval. Accordingly, the completion date for the Downtown Urban Square is not anticipated until mid-2025 assuming there are no other unforeseen delays.

It is not unreasonable to select the Downtown Urban Square as the Legacy Project for the City's Centennial since significant work will be undertaken at Downtown Urban Square and a groundbreaking event may be able to be accommodated.

It is important to note that the permanent public art display in the Downtown Urban Square will proceed if Council adopts Recommendation 4 of this Report, whether or not the Downtown Urban Square is selected as the Legacy Project.

Should Council wish to select Option 3, Downtown Urban Square as the Legacy Project

for the City's Centennial, the following motion should be adopted:

"That, pursuant to Report CNCL-23-95 dated September 27, 2023, that City Council reconsider their decision of December 12, 2022 and select the Downtown Urban Square as the preferred Legacy Project for the City's Centennial celebrations."

5.1.4 Option 4: Ed Broadbent Waterfront Park

Option 4 contemplates selecting Ed Broadbent Waterfront Park as the Legacy Project for the City's Centennial.

Ed Broadbent Waterfront Park was officially opened by the City on June 1, 2023. Nevertheless, there will be improvements to enhance Ed Broadbent Waterfront Park in fourth quarter of 2023 and throughout 2024 including the installation of a temporary public art display and a permanent public artwork by an Indigenous artist.

In addition, it is anticipated that the use of the public stage at Ed Broadbent Waterfront Park will increase in 2024 enhancing the public perception of the facility.

Accordingly, it is not unreasonable to select Ed Broadbent Waterfront Park as the Legacy Project for the City's Centennial since it is open, available and may have an increase in usage. Nevertheless, this may seem counterintuitive to the public since a large public event to open Ed Broadbent Waterfront Park was held on June 1, 2023.

It is important to note that the permanent public art display in Ed Broadbent Waterfront Park will proceed if Council adopts Recommendation 5 of this Report, whether or not Ed Broadbent Park is selected as the Legacy Project.

Should Council wish to select Option 4, Ed Broadbent Waterfront Park as the Legacy Project for the City's Centennial, the following motion should be adopted:

"That, pursuant to Report CNCL-23-95 dated September 27, 2023, that City Council reconsider their decision of December 12, 2022 and select Ed Broadbent Waterfront Park as the preferred Legacy Project for the City's Centennial celebrations."

5.2 Options for Centennial Event

Council endorsed a slate of events and activities to celebrate the City's centennial through the approval of ED-22-219. These City-run activities create opportunities for residents to gather and celebrate, showcase Oshawa as a thriving community, and support economic growth and tourism.

Attachment 2 to this Report provides Council with Options with respect to the scale of the events which range from a large scale formal event to a low scale informal event which was the original proposal.

5.2.1 Option 1: Large Scale Formal Event

Option 1 contemplates a large scale formal event generally consistent with Attachment 2 and includes, but is not limited to the following:

- Formal celebration at an off-site location (e.g. Regent Theatre);
- Ceremonial event to mark the anniversary;
- Formal event with invited guests only;
- Formal speeches, entertainment, performances, and video;
- Catered reception following the ceremony held off-site (e.g. Parkwood, the Robert McLaughlin Gallery);
- Downtown beautification project (banners, planters, storefronts, buildings);
- Event logistics;
- Live-streaming; and,
- Opening of the 75th anniversary time capsule.

Should Council wish to select Option 1, a large scale formal event, generally consistent with Attachment 2, the following motion should be adopted:

“That, pursuant to Report CNCL-23-95 dated September 27, 2023, that City Council reconsider their decision of December 12, 2022 and adopt Option 1: Large Scale Formal Event as the preferred alternative for the City’s Centennial celebrations, generally consistent with Attachment 2 to this Report.

That, pursuant to Report CNCL-23-95 dated September 27, 2023, that the budget request of \$155,000 to fund a large scale formal event be recommended to the Mayor for consideration in the 2024 Budget deliberations.”

5.2.2 Option 2: Medium Scale Semi Formal Event

Option 2 contemplates a medium scale semi-formal event generally consistent with Attachment 2 and includes, but is not limited to the following:

- Semi-formal celebration at an off-site location (e.g. Regent Theatre);
- Ceremonial event to mark the anniversary;
- Semi-formal event with invited guests only;
- Formal speeches, entertainment, performances, and video;
- Downtown beautification project (banners, planters);
- Event logistics;
- Live-streaming; and,
- Opening of the 75th anniversary time capsule.

The only measurable difference between Option 1 and Option 2 is that Option 2 does not include a catered event at an off-site location.

Should Council wish to select Option 2, a medium scale semi-formal event, generally consistent with Attachment 2, the following motion should be adopted:

“That, pursuant to Report CNCL-23-95 dated September 27, 2023, that City Council

reconsider their decision of December 12, 2022 and adopt Option 2: Medium Scale Semi-Formal Event as the preferred alternative for the City's Centennial celebrations, generally consistent with Attachment 2 to this Report.

That, pursuant to Report CNCL-23-95 dated September 27, 2023, that the budget request of \$100,000 to fund a medium scale semi-formal event be recommended to the Mayor for consideration in the 2024 Budget deliberations."

5.2.3 Option 3: Low Scale Informal Event

Option 3 contemplates a low scale informal event generally consistent with Attachment 2. Option 3 represents a minor alteration to the original proposal and includes, but is not limited to the following:

- Hosted at Regent Theatre or at City Hall in Council Chambers;
- Ceremonial event with the Mayor and Councilors to mark the anniversary, with a flag raising and refreshments;
- Formal speeches, entertainment, performances, and video;
- Downtown beautification project (banners, planters);
- Event logistics;
- Live-streaming; and,
- Opening of the 75th anniversary time capsule.

Should Council wish to select Option 3, a low scale informal event consistent with the original proposal and also generally consistent with Attachment 2, the following motion should be adopted:

"That, pursuant to Report CNCL-23-95 dated September 27, 2023, that City Council reconsider their decision of December 12, 2022 and adopt Option 3: Low Scale Event as the preferred alternative for the City's Centennial celebrations, generally consistent with Attachment 2 to this Report.

That, pursuant to Report CNCL-23-95 dated September 27, 2023, that the budget request of \$50,000 to fund a low scale informal event be recommended to the Mayor for consideration in the 2024 Budget deliberations."

5.2.4 Option 4: Free Public Concert

Option 4 contemplates a free public concert at an appropriate venue generally consistent with Attachment 2 and includes, but is not limited to the following:

- Free concert, featuring prominent Canadian acts, offered to Oshawa residents. Tickets would be released and be available on a first come first serve basis (approximately 5,000 tickets);
- City staff work with staff at OVG360 – Tribute Community Centre to secure the venue, band and other event logistics;
- Creation of an Oshawa promotional video to commemorate the milestone; and,

- Creation, installation, and design of commemorative banners on major thoroughways in downtown area and Lakeview Park.

Should Council wish to select Option 4, a free public concert generally consistent with Attachment 2, the following motion should be adopted:

“That, pursuant to Report CNCL-23-95 dated September 27, 2023, that City Council reconsider their decision of December 12, 2022 and adopt Option 4: Free Public Concert as the preferred alternative for the City’s Centennial celebrations, generally consistent with Attachment 2 to this Report.

That, pursuant to Report CNCL-23-95 dated September 27, 2023, that the budget request of \$182,500 to fund a free public concert be recommended to the Mayor for consideration in the 2024 Budget deliberations.”

5.3 Update on Existing Events to be Enhanced, New Events and Other Commemorative Initiatives to celebrate the Centennial

5.3.1 Update on Existing Events to be Enhanced to celebrate the Centennial

Events are offered each year by the City including but not limited to Canada Day, the Peony Festival and the Bright and Merry Market (see Attachment 3). In order to augment Centennial celebrations these events will be expanded, creating additional impact and excitement in honor of this milestone anniversary.

Council has already provided funds for the events in Attachment 3 through the 100th Anniversary Project Budget Number 2323.

Accordingly, Attachment 3 to this Report does not require Council reconsideration of the decision made with respect to ED-22-219 but includes minor changes to the nomenclature shown on Attachment 3.

5.3.2 Update on New Events to celebrate the Centennial

New events will be developed to celebrate Oshawa’s Centennial consistent with Council’s approval of ED-22-219. 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.

Attachment 4 to this Report provides the update to the new events previously approved by Council through the adoption of ED-22-219 and also contains a new event as a TeachingCity Oshawa collaborative project. This project envisions Durham College students designing temporary art for the street level windows at the Mary Street Parking Garage with funding in the amount of \$7,000 to be re-allocated from the 100th anniversary account.

Accordingly, Attachment 4 to this Report requires Council reconsideration of the decision made with respect to ED-22-219 but also includes minor changes to the nomenclature shown on Attachment 4. Section 2 of this Report contains the appropriate language.

5.3.3 Update on Other Commemorative Initiatives to celebrate the Centennial

Numerous projects, activities, and collaborations were identified and endorsed by Council. These initiatives include projects related to environmental sustainability, public artwork, community outreach and educational partnerships and marketing.

Attachment 5 to this Report contains updates on the list of the events and activities that were endorsed by Council through Report ED-22-219.

Through Report ED-22-219, Council directed City staff to work with the Cultural Leadership Council and Public Art Task Force to identify new opportunities for public art, and allocated \$75,000 from the 100th Anniversary Project Budget Number 2323 towards this.

Following this investigation period, City staff, in collaboration with the Public Art Task Force, have recommended two public art projects to proceed.

1. Downtown Urban Square Public Artwork – An artist will be commissioned to develop a new permanent public artwork that will be installed in the forthcoming Bond Simcoe Urban Square.
2. Ed Broadbent Waterfront Park Public Artwork – Staff are currently exploring the possibility of commissioning an Indigenous artist to develop a permanent public artwork for Ed Broadbent Waterfront Park. Staff are in the process of developing a working group comprised of Indigenous community members who have a background or interest in art to help form this project. The delivery of this project is contingent on receiving community support.

Attachment 5 to this Report contains updates on the list of the events and activities that were endorsed by Council through Report ED-22-219 including further details on the proposed public art projects. The original version of Attachment 5 is affixed to this Report as Attachment 4 to ED-22-219 (see Attachment 1 to this Report).

6.0 Financial Implications

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

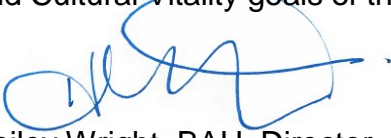
There are no additional financial implication for the events and activities identified in Attachments 3, 4 and 5. Staffing and project costs for these activities were outlined in Report ED-22-219.

Financial implications for the City's Centennial Celebration Event range from \$50,000 to \$182,500 dependent on the Option Council selects from Section 5.2 of this Report.

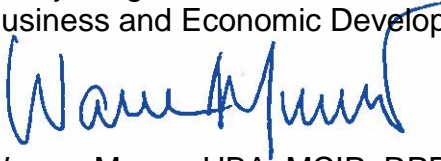
Staff have applied to the federal Building Communities Through Arts and Heritage Community Anniversary grant, and are investigating additional grant opportunities that may be available to support project plans. Sponsorship opportunities are also being investigated.

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.



Hailey Wright, BAH, Director,
Business and Economic Development Services



Warren Munro, HBA, MCIP, RPP, Commissioner,
Economic and Development Services Department

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

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 100th 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.



Hailey Wright, BA Hons, Director,
Business and Economic Development Services



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

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

Capital Project	Project Type	Location	Timing	Additional Notes
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
Total Budget			\$175,000

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"> ▪ Culinary celebration that invites guests to explore local restaurants and enjoy prix fixe food and set menus. ▪ 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. ▪ New initiative will promote the growth of and engagement between the City of Oshawa and its culinary sector. ▪ Marketing strategies will include promoting dinner-and-a-show packages, and draws for a restaurant gift card. 	\$12,000
Official 100 th Anniversary	March 8, 2024	<ul style="list-style-type: none"> ▪ Ceremonial event with the Mayor and Councillors to mark the anniversary, with a flag raising and refreshments. ▪ The 75th anniversary time capsule will be opened, and refilled in honour of the 100th. ▪ Scholarships and bursary program awards will be presented. 	\$7,000
Indigenous Cultural Celebrations	Potentially June 21, 2024 (Indigenous Peoples Day)	<ul style="list-style-type: none"> ▪ 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. 	\$35,000

Event	Date	Event Overview	Budget Required
		<ul style="list-style-type: none"> ▪ 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. 	
Art Festival	Summer/Fall 2024	<ul style="list-style-type: none"> ▪ A new arts festival that includes contemporary art experiences, music, and entertainment with a broad appeal. ▪ Will be developed in collaboration with the Cultural Leadership Council and community partners. 	\$80,000
Total Budget			\$134,000

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
Environmental Sustainability Projects			
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
New Public Artwork (including potential Legacy Project)			
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
Community Outreach and Collaboration			
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"> ▪ 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. ▪ Grant criteria and process to be created in collaboration with the Grant Committee. 	\$50,000
Marketing and Promotion			
Promotional Activities	2024	<ul style="list-style-type: none"> ▪ 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 ▪ 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 ▪ A sign acknowledging the Centennial will be added to the City's Welcome to Oshawa signs, located on city borders 	\$30,000

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

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

Member	No. of Members
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
Maximum Membership	30

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

March 8, 2024 Commemorative Event

Table 1 below includes a breakdown of four options with various scales of celebration for commemorative event being planned for the official Centennial Anniversary on March 8, 2024. Each option has different event elements, budgets, and formalities associated depending on the scope and scale.

Table 1 Official 100th Anniversary Options

Options	Event Overview	Budget Required
1 – Large Scale Formal Event	<ul style="list-style-type: none"> ▪ Formal celebration at an off-site location (Regent Theatre) ▪ Ceremonial event with the Mayor and Councillor, V.I.P.'s, Past Mayors, to mark the anniversary ▪ Formal event with invited guests only (Invitation to the Prime Minister, Premier, M.P.'s, M.P.P.'s, and community stakeholders) ▪ Event to include formal speeches, entertainment, performances, and video ▪ V.I.P. catered reception following the ceremony held off-site (Parkwood, 80 Bond) ▪ Downtown beautification project (banners, planters, storefronts, buildings) ▪ Event logistics to include security, police, parking, road closures, transportation, décor, and venue rentals ▪ Live-streamed or broadcasted to the public for viewing ▪ The 75th anniversary time capsule will be opened, and refilled in honour of the 100th ▪ Awards to post-secondary students to be presented ▪ Creation of an Oshawa promotional video to commemorate the milestone ▪ Creation, installation, and design of commemorative banners on major thoroughways in downtown area and Lakeview Park 	\$155,000

Options	Event Overview	Budget Required
2 – Medium Scale Semi-formal Event	<ul style="list-style-type: none"> ▪ Semi-formal celebration at an off-site location (Regent Theatre) ▪ Ceremonial event with the Mayor and Councillor, V.I.P.'s, and Past Mayors to mark the anniversary ▪ Semi-formal event with invited guests only (Invitation to M.P.'s, M.P.P.'s, and community stakeholders) ▪ Event to include formal speeches, entertainment, performances, and video ▪ Downtown beautification project (banners, planters) ▪ Event logistics will include security, parking, décor, and venue rentals) ▪ Live-streamed or broadcasted to the public for viewing ▪ The 75th anniversary time capsule will be opened, and refilled in honour of the 100th ▪ Awards to post-secondary students to be presented ▪ Creation of an Oshawa promotional video to commemorate the milestone ▪ Creation, installation, and design of commemorative banners on major thoroughways in downtown area and Lakeview Park 	\$100,000
3 – Low Scale Event (Original Proposal)	<ul style="list-style-type: none"> ▪ Hosted at City Hall in Council Chambers ▪ Ceremonial event with the Mayor and Councillors to mark the anniversary, with a flag raising and refreshments. ▪ The 75th anniversary time capsule will be opened, and refilled in honour of the 100th ▪ Open to the public to participate ▪ Awards to post-secondary students to be presented ▪ Creation of an Oshawa promotional video to commemorate the milestone ▪ Creation, installation, and design of commemorative banners on major thoroughways in downtown area and Lakeview Park 	\$50,000

Options	Event Overview	Budget Required
4 – Free Public Concert	<ul style="list-style-type: none"> ▪ Hosted at Tribute Community Centre ▪ Free concert, featuring prominent Canadian acts, offered to Oshawa residents. Tickets would be released and be available on a first come first serve basis (approximately 5,000 tickets) ▪ City staff work with staff at OVG360 -Tribute Community Centre to secure the venue, band and other event logistics ▪ Creation of an Oshawa promotional video to commemorate the milestone ▪ Creation, installation, and design of commemorative banners on major throughways in downtown area and Lakeview Park 	\$182,500

Update on Existing Events to be Enhanced in 2024

Below is an updated list of the City-run events and activities that are planned for the Centennial year. This attachment supersedes the events and activities endorsed by Council through Report ED-22-219 (Attachments 2, 3, and 4). There is no additional financial implication for the events and activities outlined in this attachment. Staffing and project costs for these activities were approved through Report ED-22-219. Table 1 below includes a listing of current events that will be enhanced to celebrate Oshawa's centennial year.

Existing Events to be Enhanced in 2024

Event	Date	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 sites 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 Events in the Park	July, August and September 2024	Increase programming and entertainment	\$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
Budget			\$175,000

Note: Edits from Attachment 2 of ED-22-219 with deletions shown as strikethrough and new language in red font that do not require any further Council deliberation.

Creation of New Events for 2024

Table 1 below includes a listing of new events that can will be offered to celebrate Oshawa’s centennial year.

Table 1 Creation of New Events for 2024

Event	Date	Event Overview	Budget Required
Winterlicious/ Summerlicious Oshawalicious	2024	<ul style="list-style-type: none"> ▪ Culinary celebration that invites guests to explore local restaurants and enjoy prix fixe food and set menus ▪ 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 ▪ New initiative will promote the growth of and engagement between the City of Oshawa and its culinary sector ▪ Marketing strategies will include promoting dinner and a show packages, and draws for a restaurant gift card ▪ This initiative is contingent on sufficient culinary establishment engagement. In the instance this activity does not proceed due to low engagement, this budget will be reallocated within another Centennial offering 	\$12,000
Official 100 th Anniversary	March 8, 2024	<ul style="list-style-type: none"> ▪ Section 5.1 of this Report provides Options for Council to consider on the scale of the event ▪ See attachment 2 to this Report for a list of options for the March 8, 2024 Commemorative Event ▪ Please note: The funds budgeted for this activity in ED-22-219 were primarily intended for a commemorative project, and as such are recommended to be reallocated to the below TeachingCity Temporary Public Art Project 	\$7,000 Select an option from Section 5.1 of this Report

Event	Date	Event Overview	Budget Required
TeachingCity Temporary Public Art Project	2024	<ul style="list-style-type: none"> ▪ As a TeachingCity collaborative project, artwork by Durham College students will be installed on the street level windows of Mary St. Garage 	\$7,000
Indigenous Cultural Celebrations	Potentially June 21, 2024 (Indigenous Peoples Day)	<ul style="list-style-type: none"> ▪ Partner 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 ▪ 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 	\$35,000
Art Festival	Summer/Fall 2024 Expected May 2024	<ul style="list-style-type: none"> ▪ A new arts festival that includes contemporary art experiences, music and entertainment with a broad appeal ▪ Will be developed in collaboration with the Cultural Leadership Council, Public Art Task Force and community partners 	\$80,000
Budget			\$134,000

Other Commemoration Initiatives for 2024

Table 1 below includes a listing of new projects, initiatives and collaborations that will be advanced to help celebrate Oshawa’s centennial year.

Table 1 Other Commemoration Initiatives for 2024

Project/ Initiative	Timing	Overview	Budget Required
Environmental Sustainability Projects			
Anniversary Garden	Spring to Fall 2024	Four centennial gardens will be planted in the north, south, east, and west areas of the City.	\$20,000
Environmental Projects	Spring to Fall 2024	Working with Operations Services and community organizations, we will expand community environmental projects. Projects will include an expansion to the City’s Local Enhancement and Appreciation of Forests partnership, tree plantings, and adding workshops and environmental education programs within the community.	\$30,000
New Public Artwork			
Public Art Installations	2024	<p>The Public Art Task Force has recommended two public art projects.</p> <ol style="list-style-type: none"> 1. The development of a contemporary public artwork for the Bond Simcoe Urban Square. 2. A text based project by an Indigenous artist or author for installation in the north end of Ed Broadbent Park. <p>Staff are currently developing an advisory circle to guide this project. The experiences of other municipalities indicate that these types of projects can take significant time to be developed thoughtfully, and as such staff are not yet able to provide an estimated time of installation.</p> <p>Additional project funds may be drawn from the Arts and Culture Reserve Number 17127 and/or operating funds as appropriate.</p> <p>Additional budget may be required in future years to support ongoing maintenance.</p>	\$75,000

Project/ Initiative	Timing	Overview	Budget Required
Community Outreach and Collaboration			
Community Partnerships and Outreach	2024	<ul style="list-style-type: none"> ▪ 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"> ▪ The creation of a one-time grant opportunity for not-for-profit organizations, community groups, local artists, artisans, performers, and cultural carriers to create new or expanded activities in celebration of the Centennial, ▪ The purpose of this grant is as follows: <ul style="list-style-type: none"> – Support activities that celebrate the people, places, and milestones that connect to the area known as Oshawa, its history, present, and/or future. – All activities funded through this program must include a free public component. – Applicants are eligible to apply for funds of up to \$5,000. 	\$50,000

Project/ Initiative	Timing	Overview	Budget Required
Marketing and Promotion			
Promotional Activities	2024	<ul style="list-style-type: none"> ▪ 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. ▪ 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. ▪ A sign acknowledging the Centennial will be added to the City's Welcome to Oshawa signs, located on the City's borders. ▪ An artist pin will be produced to commemorate the City's Centennial Year. Staff will issue an open call for designs to local artists and the submissions will be juried by the Public Art Task Force. The Community Centennial Committee will select the design. The pins will be produced and distributed at Centennial events throughout the year. 	\$30,000
Educational Partnerships			
Post-Secondary Awards	March 2024	<ul style="list-style-type: none"> ▪ Work with the three post-secondary institutions in Oshawa (Durham College, Ontario Tech University and Trent University) to provide one-time bursaries/scholarships to students in the Centennial year. 	\$12,000
Budget			\$217,000