



## **Municipality of East Ferris - 2021 Centennial Celebration Wrap-Up Report by Co-Chairs Pauline Rochefort and Steven Trahan**

In the fall of 2019, the East Ferris Council decided to mark the Municipality's centennial in 2021 with a celebration. To mark this important moment in the Municipality's history, the Council approved a plan with goals, objectives, a program and a budget. The following is a summary of these elements and their status as the centennial celebration draws to a close on December 31, 2021.

### **Goals, Objectives and Evaluation**

<b>Goals</b>	<b>Objectives</b>	<b>Evaluation</b>
<b>To recognize our historical achievements</b>	<ul style="list-style-type: none"><li>• By December 2019 bringing citizens together in a Centennial Celebration sub-committee to collect, conserve and transmit our history.</li><li>• By December 2020 publishing "Corbeil: <i>notre chez-nous</i> /our home" with chapters dedicated to the Municipality.</li><li>• By December 2021 expanding the Library's online repository of history and information on the municipality and its villages.</li></ul>	<ul style="list-style-type: none"><li>• The sub-committee was formed and the book "Corbeil : <i>notre chez-nous</i> / our home" was published and released as planned. Comments posted on "Corbeil Ancestry" confirmed a high degree of satisfaction with the book.</li><li>• A total of 750 books have been printed and 240 remain for future distribution.</li><li>• The library is evaluating how to establish a repository of historical information about East Ferris and its villages.</li></ul>

<b>To boost our civicpride</b>	<ul style="list-style-type: none"> <li>• By April 2020 engaging community youth in a colouring contest e.g. Centennial Logo to be featured in the centennial program in the municipal calendar.</li> <li>• By September 2020 developing a bilingual program of monthly centennial celebration events and activities to run from January 2021 to December 2021 that are meaningful to 8,000 participants.</li> <li>• By December 2020 publishing the Municipal Calendar featuring the celebration program and the youth colouring contest.</li> </ul>	<ul style="list-style-type: none"> <li>• Due to the pandemic that began in March 2020, the coloring contest was postponed to September 2021 and entries will be presented in the 2022 municipal calendar.</li> <li>• The municipality opted for a full program of activities, which resulted in many hours of planning by the organizers as they found ways to host events in a pandemic environment. As online and outdoor events were the preferred form of programming, it is difficult to estimate the actual level of participation.</li> <li>• The special edition of the 2021 Municipal Calendar was published as planned. Overall, it was well received by citizens, but the omission of the community's First Nations background was noted. Local First Nation leaders were invited to participate in the November 27<sup>th</sup> birthday celebration.</li> </ul>
<b>To enhance our community identity</b>	<ul style="list-style-type: none"> <li>• By July 2020 developing a new municipal logo that reflects East Ferris past, present and future</li> <li>• By September 2020 producing a package of promotional items with new logo that citizens can purchase e.g. the pens, hats, sweat shirts</li> <li>• By September 2020 selecting municipal letterhead and suite of stationery products to be used for the centennial celebration promotion.</li> </ul>	<ul style="list-style-type: none"> <li>• A new logo was developed and presented to the community both online and via a rack card sent to every home and business in East Ferris. All feedback received was positive.</li> <li>• The Municipality had centennial clothing and promotional items designed and produced and made available for sale online at the new 1921 Boutique. A suite of stationery products was completed for the municipality.</li> <li>• A new website and Facebook page were designed which resulted in a significant increase in followers and visitors.</li> </ul>

<b>To establish new partnership with community groups and businesses</b>	<ul style="list-style-type: none"> <li>• By April 2020 developing an incentive program to encourage community organizations to plan activities as part of the centennial program</li> <li>• By May 2020 encouraging community groups to stage events as part of the centennial celebration program to include expanding on existing activities that are already enjoyed by East Ferris citizens</li> <li>• By May 2020 launching the sponsorship program and raising by April 2021 \$20,000 (TBC) in support of the centennial celebration program</li> <li>• By September 2021 install a permanent plaque in the new municipal office in recognition of the sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• The municipality's Economic Advisory Committee oversaw the sponsorship program and secured a number of community partners who contributed \$12,000. This program was deemed very successful in light of the pandemic and sponsors were featured as part of the Business Spotlight initiative and individual plaques were presented at the anniversary celebration on November 27.</li> <li>• It was difficult to encourage community groups to organize events as many were not operational due to the pandemic. Nonetheless, there were examples of participation, including the Action 50+ Club who organized a very successful car rally and the Lake Nosbonsing Anglers and Hunters who co-sponsored a fishing derby for youth.</li> <li>• The new Volunteer Appreciation program highlighted key members of community groups and organizations.</li> </ul>
<b>To draw people to East Ferris</b>	<ul style="list-style-type: none"> <li>• By October 2020 developing a promotional campaign featuring the new logo and using co-operative / participative methods of promotion involving residents e.g. Facebook frames</li> <li>• On Friday September 25<sup>th</sup> 2021 celebrating the new municipal office and Citizens Gallery</li> </ul>	<ul style="list-style-type: none"> <li>• The campaign was launched in January 2021 as planned and Facebook frames were uploaded by residents.</li> <li>• With the pandemic, the official anniversary celebration was postponed to November 27 and the design of the new municipal office was unveiled.</li> </ul>
<b>To create significant legacies</b>	<ul style="list-style-type: none"> <li>• By March 2021 the East Parks, Recreation and Culture Committee devising an Art on Loan program for the Citizens Gallery</li> <li>• By June 2021 hosting a Juried Art Exposition with selected pieces to be featured in the Citizens Gallery via an Art on Loan program</li> <li>• By September 2021 celebrating the new Citizens Gallery in the municipal office to feature art by community artists and for the free enjoyment of East Ferris citizens</li> </ul>	<ul style="list-style-type: none"> <li>• A subcommittee to oversee the art component of the Centennial program was formed and a full schedule of art activities was organized - a very successful program with full capacity workshops.</li> <li>• The art program culminated in a non-competitive art show on November 27 that showcased the tremendous artistic talent of East Ferris.</li> <li>• It allowed the municipality and its architect to identify artworks representing East Ferris that will adorn the new municipal office.</li> </ul>

## Program

### Fall of 2020

- Unveiling Municipal Logo
- Release of new Facebook page
- Launch of book Corbeil *notre chez-nous* / our home with the Municipality's history
- Release of commemorative calendar

### January 2021

- Promotional campaign and Facebook frames
- Kick-off Boutique 1921

### February

- Winter family fun: fishing, skating, snowshoeing, cross-country skiing, snow sculpture, online games and puzzles
- Bonhomme Carnaval: unveiling, historical plaque, new costume
- New municipal stationary

### March

- Launch of the art program
- New municipal website
- Announcement of ICIP funding in support of the new municipal office

## April

- New online volunteer recognition program

## May

- Expanded online Annual Sport Recognition Award and Sports Hall of Fame Award
- Municipality clean-up day
- Bat houses: home based workshop
- Release of East Ferris Edition Centennial Issue

## June

- Dreamcatcher workshop as part of National Indigenous People Day
- Actions 50+ heritage car rally
- Jack Lockhart online watercolour workshop
- Youth fishing derby

## July

- Canada Day Celebration: home decoration, kids play packages, GIS family game
- Release of the first East Ferris flag

## August

- Civic Holiday centennial celebration: youth pizza and dance party, fireworks
- Youth art workshops: puppet making and cupcake decorating

## September

- Youth colouring design contest
- Jack Lockhart in person watercolour workshop

## October

- Business spotlight
- Denise Gauthier-Boucher in person acrylic paint workshop

## November

- Birthday celebration: community play, music, art exposition, lighting of Memorial Park Christmas Tree, fireworks
- New municipal office unveiling

## December

- East Ferris Post-It: Christmas decoration competition
- Municipal calendar featuring youth colouring logos

## **Budget**

Council approved a \$100,000 program to be covered by a combination of grants, sponsorship revenues, event revenues and municipal contributions. The Municipality did not receive the full grant applied for and adjustments were made to the budget with the following final results.

**Revenues:**

Heritage Canada Funding	\$	36,900
Les Compagnons des francs loisirs (Ontario Arts Council and Heritage Canada)	\$	6,500
Business Sponsorships	\$	10,450
Registration Fees, and Book & Merchandise Sales	\$	29,112
Municipal Contribution	\$	4,683
	\$	87,644

**Expenses:**

Events & Activities	\$	46,878
Merchandise, Apparel and Books	\$	28,339
Marketing, Promotion Materials, Grant Writing	\$	12,427
	\$	87,644

**Net**

\$	0
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**Resources**

When Council approved the centennial plan, there were 11 members on the Organizing Committee. By the time November 27<sup>th</sup> rolled around there were many more citizens involved as per the following list.

Organizing Committee: Will Ball, Cécile Barham, Denise Beaupré, Nancy Best, Richard Champagne, Monica Hawkins, Jennifer Laporte, Gilles Mathon, Pauline Rochefort, Kim Rose, Joanne St. Denis, Laurette Taillefer, Steven Trahan and Jason Trottier. Support was provided by the Memorial Park Horticultural Committee, the East Ferris Firefighters, East Ferris Edition, École Saint-Thomas d'Aquin, Paroisse Sacré-Cœur and the Ontario Provincial Police. There are surely other names to be added to this list and we thank all who contributed in ensuring the success of the East Ferris Centennial Celebration.

Art Committee (including art exhibitors): Anne Brûlé, Denise Gauthier-Boucher, Louise Gauthier, Jack Lockhart, Pauline

Rochefort, Kim Rose, Joanne St. Denis, Michelle St. Onge, Laurette Taillefer, Karena Balls, Aline Cootes, Claude Champagne, Darlene Dagenais, Nancy Dobson, Alexandre Dubien, Joyce Effinger, Rob Effinger, Marguerite Gauthier, Monique Gauthier Natale, Xavier Gauthier Boucher, Jocelyne Gervais, Lynn Green, John Groom, Deborah Hickey, Robert Johannsen, Suzanne Kearns, Mary Lahaie, Josée Lefebvre, Bea Lockhart, Claudette Martel, Moira McKenzie, Amanda Murphy, André Rochefort, Bernard Rochefort, Catherine Rochefort, Rolande Rochefort, Kelly Schroeder, Alyssa Stapley, Kerry Somerville, Sarah Yackobeck and Carmen Weiskopf.

Centennial Book & Play Committee (including actors): Rolland Boissonneault, Richard Champagne, Lynn Dubien, Lisa Dupuis, Derek Hagard, Oscar Giroux, Lynn Green, Jean Langlois, Shirley Marasse, Marie-Anne Rochefort, Paul Rochefort, Pauline Rochefort, Michelle St-Onge, Laurette Taillefer, Suzanne Taillefer Boland, Lucille Voyer, Michel Voyer, Bill Vrebosch, Gisèle Vrebosch, Patrick Brochu, André Dupuis, Chantale Dupuis, Julien Dupuis, Kate Dupuis, Nicole Dupuis, Pierre Dupuis, Claude Gauthier, Chief Michael Gauthier, Monique Gauthier Natale, Barb Giroux, Viviane Giroux, Fernand Laferrière, Lucie Laperrière, Michel Martel, Brigitte Perron, Père Réal Ouellette, Julien Rochefort, Andréa Rochefort, Jase Rochefort, Ronald Roy, Élisabeth Simis and Carmen Weiskopf.

## **For Council input and discussion**

### **Results**

Were the goals of the event achieved?

### **Reactions**

What did participants value at the events? What comments were made?

### **Learning Points**

What could have been done better?



## **Follow-up Actions**

Are there any further actions to be taken?