



Municipalité East Ferris Municipality
2021 Centennial Celebration Plan
Plan Fête du centenaire 2021

Message / Un mot

Centennial Celebration Advisory Committee /

Comité aviseur Fête du centenaire

We are delighted to recommend to Council this Centennial Celebration Plan that aims to ensure the broadest opportunity for residents to participate in the Municipality's centennial celebrations.

Il nous fait plaisir de présenter au Conseil municipal ce plan des commémorations communautaires prévues pour la Fête du centenaire de la municipalité. Il vise une grande participation de la part de tous les citoyens.

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NOTE : Le plan est présenté en anglais cependant la célébration est prévue dans les deux langues officielles du Canada.

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Introduction

In 2021, East Ferris is celebrating 100 years since its severance on December 6th, 2021 from Ferris Township and incorporation as “*Canton East Ferris Township*.” The Township was later renamed “*Municipalité East Ferris Municipality*” January 2011. This anniversary provides a great moment to celebrate the Municipality’s history and accomplishments. It also provides a timely opportunity for citizens to gaze into the community’s vibrant future and to be excited and proud as they embark on this journey. For these reasons, a celebration program is proposed to run from January to December 2021. At the heart of the celebrations, is the official opening of a new municipal office, and fire and community halls.

East Ferris - Committed to its Heritage

Over the years East Ferris has evolved into a municipality from a township with a rural setting to a semi-urban community. The character of the municipality has been shaped by many elements such as its geography, its people including the Algonquin First Nations and the French settlers, the lumber industry, the Canadian Pacific Railway, the Catholic Church, the Dionne Quintuplets and tourism. Over the years a sense of common purpose and rootedness has emerged. At the heart of the municipality are the villages of Astorville and Corbeil. The villages formed in the mid to late 1800s are built near the shores of Lake Nosbonsing and Trout Lake and are the communities citizens call “our home / *notre chez-nous!*”

East Ferris - Committed to its Future

People are attracted to East Ferris’ lakes and villages and with an affordable rural lifestyle this has resulted in significant population increases. The municipality’s population has reached the 5,000 citizens threshold and the community is now often described as being decentralized, with citizens less connected. As the composition of the population changes, so do preferences for public and private goods as well as environmental and cultural amenities. The centennial celebration is the perfect moment to engage citizens, encouraging them to come together in common purpose.

2021 Centennial Celebrations

Vision

Municipality of East Ferris, our home / *notre chez-nous*, is a vibrant and healthy community.

Mission

Engage residents, staff and guests in celebrating the hard work, creativity and planning that has guided the Municipality of East Ferris for 100 years and together embark on a promising and vibrant future.

Target Audience

- Current residents: 5,000
- Former residents: 1,500
- Potential future residents to include our youth, Algonquin First Nations and new immigrants: 1,000
- Current and former Councils, Committees and municipal staff along with their families: 500
- Influencers with impact on the future growth and aspirations of East Ferris: 100

Goals, Objectives and Measurements

Goals	Objectives	Performance Indicator	Evaluation Method
To recognize our historical achievements	<ul style="list-style-type: none"> By December 2019 bringing citizens together in a Centennial Celebration sub-committee to collect, conserve and transmit our history By December 2020 publishing “Corbeil: <i>notre chez-nous</i> /our home” with chapters dedicated to the Municipality By December 2021 expanding the Library’s online repository of history and information on the municipality and its villages 	<p>Quantitative: publish a bilingual heritage book, establish digital archives with video and image galleries at the Library</p> <p>Qualitative: focus group discussion with community citizens</p>	Book sales, notes of observation and focus group
To boost our civic pride	<ul style="list-style-type: none"> 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 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 By December 2020 publishing the Municipal Calendar featuring the celebration program and the youth colouring contest 	Quantitative: number of youth entered in contest, number of community groups staging centennial celebration events	Analysis of event registry, notes of observation
To enhance our community identity	<ul style="list-style-type: none"> By July 2020 developing a new municipal logo that reflects East Ferris past, present and future By September 2020 producing a package of promotional items with new logo that citizens can purchase e.g. the pens, hats, sweat shirts By September 2020 selecting municipal letterhead and suite of stationery products to be used for the centennial celebration promotion 	<p>Quantitative : sale of promotional items</p> <p>Qualitative: online feedback via new municipal website</p>	<p>Promotional items sale, analysis of event registry</p> <p>Online survey</p>

To establish new partnership with community groups and businesses	<ul style="list-style-type: none"> • By April 2020 developing an incentive program to encourage community organizations to plan activities as part of the centennial program • 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 • By May 2020 launching the sponsorship program and raising by April 2021 \$20,000 (TBC) in support of the centennial celebration program • By September 2021 install a permanent plaque in the new municipal office in recognition of the sponsors 	<p>Quantitative: volunteer / participant ratio as compared to other community events, fundraising targets achieved</p> <p>Qualitative: informal focus group discussion with community citizens</p>	<p>Event registry, dollars raised, focus group feedback</p>
To draw people to East Ferris	<ul style="list-style-type: none"> • 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 • On Friday September 25th 2021 celebrating the new municipal office, fire and community halls and Citizens Gallery 	<p>Quantitative: Facebook participation, number of visitors</p> <p>Qualitative: informal visitor feedback</p>	<p>Event registry, onsite count, observation note</p>
To create significant legacies	<ul style="list-style-type: none"> • By March 2021 the East Parks, Recreation and Culture Committee devising an Art on Loan program for the Citizens Gallery • By June 2021 hosting a Juried Art Exposition with selected pieces to be featured in the Citizens Gallery via an Art on Loan program • 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 	<p>Quantitative: number of participating artists</p> <p>Qualitative: informal visitor feedback</p>	<p>Event registry, observation note</p>

Program, Resources and Budget

Program	Resources	Budget
<ul style="list-style-type: none"> By December 2019 bringing citizens together in a Centennial Celebration sub-committee to collect, conserve and transmit our history By December 2020 publishing “Corbeil: <i>notre chez-nous</i> /our home” with chapters dedicated to the Municipality By December 2021 expanding the Library’s online repository of history and information on the municipality and its villages 	<p>Sub-committee of community researchers and writers</p> <p>Contract for translation, editing and publishing with Nicky Poulin Communications</p> <p>Contract with VS Group to expand Astorville heritage website to include Corbeil and East Ferris</p>	<p>\$2,000 – for office supplies and travel to University of Sudbury and Gatineau National Archives (2020)</p> <p>\$1,000 - based on 500 books = \$16,000 - \$15,000 revenue assuming \$30 sales price (2020)</p> <p>\$5,000 (2021)</p>
<ul style="list-style-type: none"> By May 2020 engaging community youth in a colouring contest as part of the centennial program in the municipal calendar 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 and to form part of the 2021 and 2022 calendar By December 2020 publishing the Municipal Calendar featuring the celebration program and the youth colouring contest 	<p>Sub-committee of community youth, parents and educators</p> <p>Centennial Celebration Committee</p> <p>Municipal staff</p>	<p>\$1,000 – to publish a 1 page flyer to promote the event in Ferris Glen and ESTA school bags (2020)</p> <p>-</p> <p>\$5,000(2020) \$5,000 (2021)</p>

<ul style="list-style-type: none"> • By July 2020 developing a new municipal logo that reflects East Ferris past, present and future • By September 2020 producing a package of promotional items with new logo that citizens can purchase e.g. the pens, hats, sweat shirts ○ By September 2020 selecting municipal letterhead and suite of stationery products to be used for the centennial celebration promotion 	<p>Centennial Celebration Committee to retain Canadore College to assist with development</p> <p>RFP to secure corporate partner to develop a line of official East Ferris centennial memorabilia</p> <p>Municipal staff</p>	<p>\$1,000 for design awards (2020)</p> <p>\$1,000 (2021)</p> <p>\$5,000 (2021)</p>
<ul style="list-style-type: none"> • By April 2020 developing an incentive program to encourage community groups, /organizations to plan activities as part of the centennial program • 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 • By May 2020 launching the sponsorship program and raising by April 2021 \$20,000 (TBC) in support of the centennial celebration program • By September 2021 install a permanent plaque in the new municipal office in recognition of the sponsors 	<p>Centennial Celebration Committee</p> <p>Centennial Celebration Committee</p> <p>Economic Advisory Committee sub-committee</p> <p>Economic Advisory Committee</p>	<p>\$30,000 = 10 applicants x \$3,000 (2021)</p> <p>\$1,000 to promote the incentive program (2020)</p> <p>\$1,000 to promote the sponsorship program (2020)</p> <p>\$1,000 (2021)</p>
<ul style="list-style-type: none"> • 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 • On Friday September 25th 2021 celebrating the new municipal office, fire and 	<p>Contract VS Group</p> <p>Contract with event</p>	<p>\$1,000 (2020)</p> <p>\$28,000 (2021)</p>

community halls and Citizens Gallery	planning company – to include development of ideas e.g. parade, time capsule, tree planting ceremony, birthday cake, decorations, fireworks	
<ul style="list-style-type: none"> By May 2021 devising an Art on Loan program for the Citizens Gallery By June 2021 hosting a Juried Art Exposition with selected pieces to be featured in the Citizens Gallery via an Art on Loan program 	<p>East Ferris Parks, Recreation and Culture Committee</p> <p>Sub-committee of artists to oversee the organization and promotion of a Juried Art Exposition in accordance with a theme reflecting East Ferris</p> <p>Launch the Exposition and recruit artists by holding in September 2020 a seminar with well known artist e.g. Jack Lockhart</p> <p>Set-up a qualified Jury to include respected artists e.g. Lynn Johnston and hold a juried art show at the Corbeil Park Hall June 2021</p> <p>Contract for framing the selected pieces for display in the new Citizens Gallery</p>	<p>\$1,000 for promotion (2020)</p> <p>\$1,000 = \$2,000 for fees - \$1,000 for artist registrations (50 x \$20) (2020)</p> <p>\$5,000 for fees, promotion and refreshment (2021)</p> <p>\$4,000 assuming 10 / 15 pieces @ \$300 / 400 (2021)</p>

<ul style="list-style-type: none"> By September 2021 install a plaque in the municipal office to recognize the community work in establishing the new Citizens Gallery to feature art by community artists and for the free enjoyment of East Ferris citizens 	and for public viewing on September 25 th 2021 Economic Development Committee	\$1,000 (2021)
Costs – 2020 Budget Costs – 2021 Budget Total Costs Grant(s) Sponsorship Revenues Municipal Contribution Total Revenues		\$15,000 <u>\$85,000</u> \$100,000 \$75,000 \$20,000 <u>\$5,000</u> \$100,000

Draft Centennial Calendar

2020

September

- Art Seminar
- Unveiling Municipal Logo

December

- Book Launch
- Unveiling Youth Celebration Logo /Colouring Contest

2021

January

- Wasi Ski Trail – opportunity for a senior ski and snowshoe loppet
- Lake Nosbonsing Curling Club - opportunity for a youth bonspiel

February

- Expanded Winter Carnaval
- Expanded Sports Recognition and Hall of Fame program

March

- East Ferris Minor Hockey

April

- Knights of Columbus Steak, Auction Ball
- Four Seasons Club Easter Brunch and Egg Hunt

May

- Action 50+ Car Rallye
- Expanded Tradeshow

June

- Juried Art Exhibition
- Youth Nature Seminar hosted by Algonquin First Nation as part of National Indigenous Peoples Day

July

- Expanded Corbeil Country Ribfest
- Expanded Canada Day

August

- Expanded St-Thomas d'Aquin Pique-Nique

September

- Grand Opening, Flag Raising Ceremony

October

- First Artisans market at new municipal office as part of Small Business Week
- Lake Nosbonsing Angles and Hunters

November

- Expanded issue of Edition East Ferris

December

- Expanded Astorville Village Christmas Concert and Tree Lighting