

**Priorities Committee Meeting\_Mar14\_2017**

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**STRATEGIC INITIATIVE AND UPDATE****Strathcona County celebration of Canada 150****Report Purpose**

To provide the Priorities Committee with an overview of Strathcona County activities and events being planned to celebrate Canada's 150 anniversary.

**Strategic Plan Priority Areas**

**Economy:** N/A

**Governance:** N/A

**Social:** Events are being planned to provide a diverse range of opportunities for the community to mark and to come together to celebrate Canada's 150 anniversary.

**Culture:** Activities and events celebrating Canada's sesquicentennial will feature visual reminders, profile local and Canadian icons, define what it is that makes us Canadian, and highlight our beginnings as a nation and as a community.

**Environment:** N/A

**Other Impacts**

**Policy:** N/A acknowledge

**Legislative/Legal:** N/A

**Interdepartmental:** Activities and events are being coordinated across a number of departments and divisions.

**Summary**

In celebration of Canada's 150 anniversary, Strathcona County will be marking the celebration locally. In addition to taking advantage of existing programming, such as Canada Day celebrations, new initiatives are being introduced to bring the occasion to life. Care is being taken to make these both meaningful, through local context, as well as memorable. While there will be Canada 150 activities throughout 2017, the bulk of programming will be focused during the summer months from June to August.

**Communication Plan**

All related, County-led initiatives will be "branded" with a common look and feel to enhance visual recognition, and profiled through the regular channels, including the website, advertisements and social media. We will involve the Federation of Canadian Municipalities' Canada 150 Community Leaders in event plans and engage their support to promote these activities within their networks. A Canada 150 webpage has also been created as a central repository for Canada 150 events and activities. Community members can have their events added to this page by listing them on the Community Calendar.

**Enclosure**

- 1 Canada 150 event summary
- 2 Canada 150 event presentation – to be distributed via an addendum

