

Community Heritage Legacy Videos

Report Purpose

To present two new historical videos.

Council History

December 8, 2009 – Council adopted the Community Heritage Legacy Framework, a document that guides work related to increasing awareness of Strathcona County's history and heritage

Strategic Plan Priority Areas

Economy: The videos tell the story of the area's many resources that attracted people to the region over the years.

Governance: The videos build understanding of how Strathcona County developed as a specialized municipality, and as a community.

Social: The Community Heritage Legacy Framework is developed from a community development perspective. The framework connects awareness of history and heritage to the four key guiding principles of social sustainability: social inclusion; community connectedness; social responsibility, and health and well-being. It is a premise of the framework that if residents have a greater appreciation of our cultural and natural heritage, they will feel more connected to their community.

Culture: The videos align with the strategic priority of culture - to create community connections, to celebrate our cultural heritage, and to "define and strengthen the community's understanding of and appreciation for its identity and heritage."

Environment: The videos tell a story of our natural heritage and the unique geography in our region.

Other Impacts

Policy: A basic understanding of Strathcona County's history will inform overall planning and policy-making in the organization.

Legislative/Legal: N/A

Interdepartmental: Information in the videos will provide the organization with background and a basic understanding of how Strathcona County developed as a community and as a municipality. This information can then be used and shared in everyday service delivery.

Summary

The past where we live are two short videos that relay information about Strathcona County's history and heritage. The goal of the videos is to increase awareness of local history.

1. *A specialized municipality* explores Strathcona County's history as a municipality.
2. *A rich and plentiful country* depicts the resources that have helped draw people to the area now known as Strathcona County.

Communication Plan

The past where we live videos will be posted to Strathcona County's website and also to YouTube.

To reach the greater public, the videos will be promoted on the County's website, social media, and in print and e-newsletters. Residents will be encouraged to view the videos

online, and community leaders to preview them at meetings and events, so as to extend the reach to their members and audiences. These stakeholders would include the museum, library and schools; educators and youth leaders; history and nature groups.

Within our organization, the videos will be promoted on the Insider and departments will be made aware they are available. It will be encouraged to present the videos at department meetings. It is also recommended the videos be incorporated into orientations with new employees and new Councils. The videos can be used in interactions with the public and community groups, as well as at public events, where appropriate.

Beginning December 13, 2016, the videos will be available online at:
www.strathcona.ca/history

Enclosures

- 1 *A specialized municipality
- 2 *A rich and plentiful country

* Videos are not attached to this report, but will be presented at the December 13, 2016 Council meeting. Once presented, the videos will be available online at
www.strathcona.ca/history