



Report for Council

Report number: COM-01-2023

Subject: The Nation celebrates its 25th anniversary

Prepared by: Amélie Deschamps, Communications and Marketing Coordinator

Reviewed by: Josée Brizard, CAO - Clerk / Aimée Roy, Deputy Clerk

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Context

The Nation celebrates its 25th anniversary in 2023. The administration and the recreation department are planning a campaign to celebrate the anniversary of the municipality. This report lists an overview of what the team would like to accomplish in the year 2023.

Report

1. Logo

A logo will be created internally to avoid additional costs. This logo will be used to promote the anniversary with consistency throughout the campaign. It will be used on social media, email signatures, invoices, letters, posters and more.

2. Video

A commemorative video, 1-3 minutes in length, would be created to represent the past 25 years. The video would aim to create a sense of belonging and pride among area residents and entrepreneurs. The secondary objective is to attract potential residents to settle in The Nation.

The video would consist of testimonials from people involved in the community (for example: mayor, entrepreneur, farmer, volunteer, etc.), photos submitted by the community using a form and interesting facts.

The team contacted Beauregard Media to obtain a quote for the video editing.

3. Time Capsule

The time capsule consists of various ways to present the history of the creation of the municipality, the important events that have taken place over the past 25 years, the various facilities of the municipality, interesting facts, photos, the 25th anniversary programming and more.

Everything will be published/displayed on our website, in various publications on our social media, as well as on posters distributed in the community.

The team contacted KB Media to obtain a quote for printing the posters.

4. Booth

Booths would be set up at events in the area to engage with the community and be able to celebrate the anniversary with residents. In addition, this will add promotion to encourage people to participate in local activities. The team offers the following events: the "festival du Canard et de la Plume", the Limoges Community Day, the Curd Festival, the St-Bernardin Party at the Park Day, and the Riceville Fair.

The kiosks would display the commemorative video on a screen, the time capsule posters, a drawing of baskets filled with local products (using funds from the recreation department), a form to register for the Telmatik communication system as well as

possibly a dunk tank activity to raise funds for a local charity/non-profit organization to be determined.

5. Distribution of free trees

The team contacted South Nation Conservation to collaborate on distributing free trees to residents. This would aim to give back to residents while protecting the local forest cover. The team is awaiting a response from South Nation Conservation regarding the possibility for a potential collaboration.

6. Day 25

Every 25th of the month, from March to November, The Nation social media will feature local businesses to encourage the community to buy local. This is also intended to thank the entrepreneurs of the region and to encourage economic development.

7. Other Options

During the team's brainstorming, other ideas emerged. Here are some interesting ideas we had discussed, but which seem more expensive to execute:

7.1 Concert

Organize a concert by an artist from the region in their hometown (for example: Katherine Levac, Mélissa Ouimet, etc.).

7.2 Merchandise

Create merchandise with the 25th anniversary logo and distribute it in our local product baskets, to our investors, to our involved residents, to our employees, etc.

7.3 The Nation 25th Anniversary Gala

Organize a gala where employees, current and past council members, people involved in the community, investors and others are invited. Anyone else who wishes to be present could purchase a ticket. Anecdotes, special mentions, a presentation, a photo booth and more could be part of the event.

Relevance to priorities

2034 Strategic Plan

Supporting local events as part of our anniversary would indirectly support pillar C of the 2034 strategic plan, being that of cultural sustainability. Specifically, we will develop a campaign calendar to promote local events, our heritage, and our history.

The Nation's Economic and Tourism Development Action Plan

Promoting businesses would indirectly support Orientation 2 of The Nation's economic and tourism development action plan, being that of support adapted to the needs of businesses. More specifically, this initiative will contribute to the development of local entrepreneurship through support tailored to the needs of start-up and growing businesses.

Financial Considerations

Activities	External company	Cost	Internal estimated hours
Logo	-	-	4 hours
Video	Beauregard Media	\$4,200 - \$5,500	21 hours
Time Capsule	KB Media	\$1,495 - \$2,190	8 hours
Booth	-	-	55 hours
Distribution of trees	South Nation Conservation	Coming	-

Recommendation

The team recommends going ahead with options 1, 2, 3, and 6, as well as 4 and 5, if possible. We are requesting \$10,000 to cover what we would like to accomplish during The Nation Municipality's 25th anniversary year. We also want you to review options 7.1 through 7.3, which require a larger budget, so you can determine if you would like to explore those.