

**Municipality of Chatham-Kent**

**Chief Administrative Office**

**Corporate Initiatives& Communications**

**To:** Mayor and Members of Council

**From:** Amy Wilcox, FCPA, FCMA, PMP  
Manager, Corporate Initiatives& Communications

**Date:** November 7, 2022

**Subject:** 25th Anniversary of Amalgamation

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**Recommendations**

It is recommended that:

1. Administration acknowledges the anniversary of the 25<sup>th</sup> year of amalgamation through the offering of anniversary cupcakes at service centres as outlined in the report and displays.

**Background**

On January 1, 1998, the Corporation of the Municipality of Chatham-Kent was officially incorporated as a municipality. First settled in the late 1700s as an area primarily for farming, logging and ship dockyards, Chatham-Kent is a community of communities.

The year 2023 marks the 25<sup>th</sup> anniversary of the creation of the Municipality.

**Comments**

Similar to other municipalities and towns throughout Canada, administration would like to recognize this milestone. To mark the 25<sup>th</sup> anniversary of Incorporation, throughout 2023, the Municipality plans to host a variety of events, programs, and initiatives to celebrate this milestone. Examples of municipalities/towns who have recognized and celebrated their anniversary milestones, include, but not limited to the Town of Paradise, Municipality of Chester, and the District Municipality of Muskoka. All activities will be guided by current public health requirements.

Business units are encouraged to incorporate the 25<sup>th</sup> Anniversary into their programming and operations.

**Summary of Importance Dates**

Official Anniversary: January 1<sup>st</sup>, 2023

Remembrance of the first official Council Meeting: January 5, 2023

**Branding**

Development of 25<sup>th</sup> Anniversary branding to be used on corporate social media platforms, email signatures and the creation of celebration displays that will be shared at all walk-in centres. Displays will be designed in a manner that allows continued use of the displays. Refer to appendix for design concepts.

**Event**

Residents can enjoy an anniversary cupcake at one of the following service centres from 8:30 am to 4:30 pm. (insert locations)

**Costs**

Cupcake Celebration = \$1,000

Anniversary Design = in house resources

Displays = \$2,500 (designed in a manner for continued use after 2023)

**Areas of Strategic Focus and Critical Success Factors**

The recommendations in this report support the following areas of strategic focus:

- ☐ Economic Prosperity:  
Chatham-Kent is an innovative and thriving community with a diversified economy
- ☐ A Healthy and Safe Community:  
Chatham-Kent is a healthy and safe community with sustainable population growth
- ☐ People and Culture:  
Chatham-Kent is recognized as a culturally vibrant, dynamic, and creative community
- ☐ Environmental Sustainability:  
Chatham-Kent is a community that is environmentally sustainable and promotes stewardship of our natural resources

The recommendations in this report support the following critical success factors:

- ☐ Financial Sustainability:

The Corporation of the Municipality of Chatham-Kent is financially sustainable

☐ Open, Transparent and Effective Governance:

The Corporation of the Municipality of Chatham-Kent is open, transparent and effectively governed with efficient and bold, visionary leadership

☐ Has the potential to support all areas of strategic focus & critical success factors

☒ Neutral issues (does not support negatively or positively)

### **Consultation**

The Executive Management Team have been made aware of this report and were consulted.

### **Financial Implications**

Financial implications of this report were explained within the comment section of the report.

Prepared by: Amy Wilcox, Manager, Corporate Initiatives & Communications

Reviewed by: Michael Duben, Chief Administrative Officer

Attachment A: 25<sup>th</sup> Anniversary Logo

Appendix A: Sample Branding

PRIMARY



SECONDARY



ICON

