

DATE OF MEETING    DECEMBER 1, 2023

AUTHORED BY        ADRIENNE BREEN, MANAGER, CULTURE AND EVENTS

**SUBJECT              RECOGNIZING NANAIMO'S 150 YEARS OF INCORPORATION**

## **OVERVIEW**

### **Purpose of Report:**

To provide the Finance and Audit Committee with information on funding options to acknowledge Nanaimo's 150th year of incorporation through internal and external recognition events and initiatives.

## **BACKGROUND**

In 1874, the City of Nanaimo officially incorporated. It was the sixth municipality to be incorporated in British Columbia and since that time City staff have continually provided services and support to the community. The year 2024 marks 150 years since incorporation, providing an opportunity to recognize current and former staff and Council members for their efforts and to create connection between the City of Nanaimo, community partners and residents.

## **DISCUSSION**

Acknowledgement of the City of Nanaimo's 150 years of incorporation provides a chance to recognize present and former staff and to highlight the City's many strong leaders and cultural and community partners who have contributed to Nanaimo's vibrancy over the last 150 years. In 1974 the City of Nanaimo recognized 100 years of incorporation with centenary activities, including a range of events and opportunities for the community throughout the calendar year. For 2024, City staff support the opportunity to form a working group with community representation to develop a range of corporate and community recognition initiatives and to update Council on potential activities and events.

There is potential for staff to submit an application for a Heritage Canada grant to support community events and commemorative initiatives.

Options for current and former staff recognition could include:

- A corporate and community logo with a 150 theme.
- Activities and initiatives to acknowledge current and former staff and Council members, including a logo/brand design for letterhead, email signatures, corporate clothing, flags, lapel pins and awards to acknowledge the achievements of current and former staff and Council members.

Options for community recognition could include:

- A large scale City event to recognize 150 years of incorporation, such as a Winter Illumination event in January, 2025 to correspond with the 150<sup>th</sup> anniversary of the first Council meeting.
- A resource kit for community organizations enabling them to weave the 150 year theme into their community events.
- A commemorative table top book.
- Community awards for outstanding achievement and or leadership. |

#### **Option #1 – Add \$50,000 to 2024 to Recognize Nanaimo's 150 years of incorporation Funded from General Revenue**

- Staff would form a Community Working Group to develop options for acknowledgment of Nanaimo's 150 years of incorporation.
- The advantages of this option: Working Group would collaborate on a range of activities and initiatives to recognize the milestone.
- The disadvantages of this option: Funding would come from taxation and would put upwards pressure on the tax increase.
- Financial Implications:
  - Impact on 2024 Property Taxation ~ 0.04% increase, and
  - Impact on 2025 Property Taxation ~ 0.03% decrease.

#### **Option #2 – Add \$50,000 to 2024 to Recognize Nanaimo's 150 years of incorporation Funded from Reserves**

- Staff would form a Community Working Group to develop options for acknowledgment of Nanaimo's 150 years of incorporation.
- Funding would come from the Strategic Infrastructure Reserve Fund.
- The advantages of this option:
  - Working Group would collaborate on a range of activities and initiatives to recognize the milestone.
  - There is no impact on the property tax increase with funding coming from reserves.
- The disadvantages of this option: The funds from the Strategic Infrastructure Reserve Fund will no longer be available to fund other Council initiatives.
- Financial Implications: There are sufficient funds in the Strategic Infrastructure Reserve Fund to fund this initiative. The estimated 2024 ending balance in the reserve is \$1,738,126.

#### **Option #3 – Status Quo**

- No funding would be allocated to develop options for acknowledgement of Nanaimo's 150 years of incorporation.
- The advantages of this option: No additional property tax revenues will need to be raised to fund this initiative and reserve funds will be available to fund other Council initiatives.
- The disadvantages of this option: There will be little to no recognition of Nanaimo reaching 150 years of incorporation.

## **CONCLUSION**

Nanaimo's 150<sup>th</sup> year of incorporation provides an opportunity to recognize the City's past, present and future through a variety of community and corporate events and initiatives. |

### **SUMMARY POINTS**

- In 1874, the City of Nanaimo officially incorporated. It was the sixth municipality to be incorporated in British Columbia and since that time City staff have continually provided services and support to the community.
- The year 2024 marks 150 years since incorporation, providing an opportunity to recognize current and former staff and Council members for their efforts and to create connection between the City of Nanaimo, community partners and residents.
- This milestone provides opportunity for residents to gather and participate in an event recognizing Nanaimo's 150 years of Incorporation.

#### **Submitted by:**

Adrienne Mercer Breen  
Manager, Culture & Special Events |

#### **Concurrence by:**

Darcie Osborne  
Director, Recreation & Culture

Laura Mercer  
Director, Finance

Richard Harding  
GM, Parks, Recreation & Culture

Dale Lindsay  
CAO |