



## **The Corporation of the Town of LaSalle**

**To:** Mayor and Members of Council

**Prepared by:** Dawn Hadre, Corporate Communication and Promotions Officer

**Department:** Administration

**Date of Report:** February 1, 2020

**Report Number:** CAO-C&P-02-2021

**Subject:** LaSalle's 30th Anniversary

### **Recommendation**

That the report of the Corporate Communication and Promotions Officer dated February 1, 2021 (CAO-C&P-02-2021) regarding LaSalle's 30<sup>th</sup> Anniversary be received.

### **Report**

LaSalle was incorporated as a Town on June 1, 1991, and therefore the Town celebrates its 30<sup>th</sup> anniversary in 2021. In this honour, Douglas Marketing Group was engaged to create a 30<sup>th</sup> anniversary logo, which will be used alongside the current Town logo.



This logo will be included on the Town's communication and promotional materials in 2021 (example: LaSalle Collection Calendar, email signature, newsletters etc.). In addition, should any events be held this year, the 30<sup>th</sup> anniversary theme will be included in the promotion and planning of the event. Due to the COVID-19 pandemic, it is highly unlikely that any major events will take place. As such, the use of the 30<sup>th</sup> anniversary logo and theme may be extended in 2022.

To honour the Town's 30<sup>th</sup> anniversary, a promotional campaign is being developed to share milestones, special events and memorable moments. The campaign will launch the week of February 15, in conjunction with Ontario Heritage Week. Each February,

the Ontario Heritage Trust invites Ontarians to participate in Heritage Week in Ontario, to celebrate heritage in all its forms (cultural and natural, architectural, archaeological and collections), its diverse traditions and cultural expressions. Heritage Week provides a wonderful opportunity for individuals and communities to reflect on their contributions to Ontario, how heritage is conserved, promoted and commemorated, and how they might shape the future. [www.heritagetrust.on.ca](http://www.heritagetrust.on.ca)

Following the launch of the campaign, social media posts will share information about LaSalle. Information including newspaper articles, photos and facts about LaSalle over the years will be shared weekly on social media using #TBT (Throw Back Thursday) and #LivingLaSalleHistory.

With the development of the waterfront and the Benoit house, administration has been researching the history of LaSalle. Sharing this information will stimulate the community's interest in LaSalle's past as we develop the waterfront and the Benoit House.

In addition to the social media posts, administration will be using PlaceSpeak to share the historical information with the community. Using the Noticeboard feature in the software, the Town will be able to collect stories/photos/maps from the community. This gives the Town the opportunity to engage the community in LaSalle's past, and to celebrate our heritage and 30<sup>th</sup> anniversary. Administration will also update information on the history page on the Town's website.

## **Consultations**

Patti Funaro, Director of Culture and Recreation

## **Financial Implications**

None

## **Prepared By:**



Corporate Communication and  
Promotions Officer

Dawn Hadre

## **Link to Strategic Goals**

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable

## **Communications**

This is a communication/promotion project to enhance the public's knowledge about LaSalle's rich history.

## **Notifications**

Not applicable.

**Report Approval Details**

Document Title:	LaSalle's 30th Anniversary.docx
Attachments:	
Final Approval Date:	Feb 1, 2021

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia