

# The Corporation of the Town of LaSalle

## Overview of Branding



# Town Crest



The Town crest was introduced in 1991. It depicts:

- a pair of hands shaking representing friendship
- a tractor representing fertile farmland
- a Canada goose representing wildlife
- a ship representing Le Griffon, the ship that sailed the Great Lakes



# Materials with Town Crest



The Corporation of the  
**Town of LaSalle**

Office of the C.A.O.  
Kevin L. Miller B.E.S., A.M.C.T.  
Chief Administrative Officer



*Recreation  
News and Views*

Department of Culture and Recreation, Town of LaSalle



January 2011

## 2008 SUMMER EMPLOYMENT

The Corporation of the Town of LaSalle  
Department of Culture and Recreation



The Department of Culture and Recreation will accept applications for summer employment for the following positions:

### Aquatics - Lifeguard/Instructor (35 hours/week)

Applicants must have and maintain as a condition of employment:

- National Lifeguard Service
- Lifesaving Society Swim Instructor & Lifesaving Instructor
- First Aid, CPR, AED
- Must be willing to work both indoors and outdoors
- Must be available to work late June through September without interruption
- These positions involve weekday, evening and weekend shifts

Copies of certifications MUST accompany application. Preference will be given to those with previous aquatic experience.

### Outside Labour Positions

Minimum 16 years of age by April 2008 and must:

- Have CPR Basic Rescuer
- Have Standard First Aid (Red Cross, St. John's Ambulance or Perimed)
- Have Class 'D' Ontario Driver's License, Class 'D' considered an asset
- Be physically fit and capable of performing tasks which include heavy lifting
- Demonstrate ability to work with minimal supervision
- Be able to operate a variety of motorized equipment including lawn mowers, rotifiers, power trimmers etc.
- Be willing to work as Boat Ramp attendants
- Be available to work May through September without interruption
- These positions involve weekday, evening and weekend shifts

### Summer Program Leaders

Minimum 16 years of age by June 2007 and must:

- Have CPR Basic Rescuer
- Have Standard First Aid (Red Cross, St. John's Ambulance or Perimed)
- Be interested in working with children and youth
- Be willing to work both indoors and outdoors

Only full-time secondary and post-secondary students will be considered. To qualify as a secondary school student, you must be currently registered in a high school program on a full-time basis or be entering a post secondary university or community college in the fall of 2008. A letter from the Registrar's Office for post secondary students; secondary students a letter from the Guidance Department and/or Principal's Office indicating full-time status from September 2007 through April 2008/June 2008 MUST be presented at the time of documentation. Failure to comply will mean disqualification.

In order to be considered, an applicant MUST be a resident of LaSalle and maintain LaSalle residency throughout the work period.

The rate of pay ranges from \$8.00 per hour to \$17.00 per hour as based on the 2008 salary schedule.

Interested applicants can obtain an application from [www.lasallecultureandrecreation.ca](http://www.lasallecultureandrecreation.ca) or in person at 5950 Maiden Road, LaSalle. Applications may be dropped off at the Town of LaSalle Municipal Offices located at 5950 Maiden Road. Closing date for above positions will be Friday, February 29 at 4:30 p.m.

While we appreciate all applications, we acknowledge only those applicants invited for an interview. No phone calls please. We thank all applicants, however only those to be interviewed will be contacted. Personal information is collected under the Authority of the Municipal Act, R.S.O. 2001 and will be used to determine eligibility for employment.

The Town of LaSalle is an equal opportunity employer.



The Corporation of the  
**Town of LaSalle**

**Patti Funaro**  
Supervisor of Programming

Vollmer Culture and Recreation Complex  
2121 Laurier Parkway, LaSalle Ont. N8J 0B4 Phone: (519) 969-7771 Ext. 114  
Fax: (519) 946-3348 email: [pfunaro@town.lasalle.on.ca](mailto:pfunaro@town.lasalle.on.ca)

### DAILY BOAT LAUNCH

Nº 1268

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Trailer Plate #: \_\_\_\_\_

Attendant: \_\_\_\_\_



**TOWN OF LASALLE**  
DAILY BOAT LAUNCH

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

Nº 1268

# Vollmer Culture and Recreation Complex Logo



VOLLMER CULTURE AND RECREATION COMPLEX

# Materials with Vollmer Complex Logo

**March Break at the Vollmer Culture and Recreation Complex March 14 to March 20, 2011**



**March Break Day Camp Island Getaway**  
Swimming, skating, crafts, sports, games and more!  
• Visits from Zoo 2 You & Emerald Isle Dance Society  
• \$135.00 per week (10% discount for 2 or more children of the same family) or \$30.00 per day  
• Daily lunch option available

**FREE Skate and Swim**  
Sponsored by: LaSalle Business Association  
**Sunday, March 20, 2011**  
Skate: 2-3:30 p.m.  
Swim: 12:45-2:45 p.m.

**Skating Schedule**  
Public Skating  
Monday, Wednesday, Friday 1:00-3:00 p.m.  
Tuesday, Thursday 1:00-4:30 p.m.  
Sunday 2:00-3:30 p.m.  
Parent & Tot Skating  
Monday, Tuesday, Thursday 10:30-11:30 a.m.  
Senior Skating  
Monday, Tuesday, Thursday 11:30 a.m.-12:30 p.m.  
Thursday 9:00-10:30 a.m.

**Swimming Schedule**  
Recreational Swimming  
Monday to Saturday 1-3 p.m.  
Monday to Sunday 3:15-5:15 p.m.  
Friday 6:00-8:00 p.m.  
Sunday 12:45-2:45 p.m.  
Cost: Children under 2 free, Children 2-6 yrs. old \$3.00, Over 7 years old \$4.00, Family \$17.22, Add use of slide \$1.00

**Fitness Sk**  
Tuesday 9:00-1  
Cost: Child under 2 free, Ages 1-7 \$1.00, 8-12 \$2.00, 13-17 \$3.00, 18-24 \$4.00, 25-34 \$5.00, 35-44 \$6.00, 45-54 \$7.00, 55-64 \$8.00, 65-74 \$9.00, 75-84 \$10.00, 85-94 \$11.00, 95-104 \$12.00  
Windsor Symphon  
Peanut Butter n' Jam Conco  
Town of LaSalle, Depart  
Recreation and TI  
**Sunday, Marc**  
Concerts at 2:00 p.m.  
Kin Club Room, V  
Tickets \$10 per ad  
Purchase tickets at the door, \*are designed for children under

**LOVE TO SKATE?**  
Private ice rentals are available for corporate parties, family/friend skates, Christmas parties etc.  
Birthday party packages are available  
**PASSES OF 11**  
Passes of 11 are available at the Front Desk of the Vollmer Complex. It's like getting one session for free! Passes can be used for all recreational skating.  
Adult/Children/Seniors \$ 30.00  
Family Pass \$119.99  
\*family passes for up to five skaters, including at least one adult

**RECREATIONAL SKATING CANCELLATIONS**  
Please note that from time-to-time, sessions of recreational skating may be cancelled due to tournaments or events taking place on the ice. Please check our web site for updates.

**FREE PUBLIC SKATES SPONSORED BY TIM HOKTOW'S**  
Gary Parent CAW Rink 2:00p.m. - 4:00 p.m.  
December 23, 2011 / December 30, 2011 / January 2, 2012 / January 4, 2012 / January 6, 2012

**NEW YEAR'S EVE FREE PUBLIC SKATE SPONSORED BY DEPARTMENT OF CULTURE AND RECREATION**  
Saturday, December 31, 2011  
Gary Parent CAW Rink 2:00p.m. - 7:00 p.m.

Town of LaSalle  
Department of Culture & Recreation  
Vollmer Culture & Recreation Complex  
2121 Laurier Drive  
519.969.7771  
www.lasallecultureandrecreation.ca



**Fitness Instruction is Fun and Exciting!**

The role of a Fitness Instructor has evolved far beyond being a basic "aerobic instructor". A qualified Fitness Instructor can lead groups in various formats of cardiovascular conditioning, muscle strength and endurance training, stretching and relaxation, or a calming cool-down.

Taking this course may qualify you to be considered for future employment as a fitness instructor with the Town of LaSalle's Department of Culture and Recreation.

To register or for more information, contact Nancy Bisnett at 519-969-7770, ext. 110.



**Wanted: Fitness Instructors!**

**Workshop (must attend both days)**  
Saturday, July 16 from 11 a.m. to 4 p.m.  
Sunday, July 17 from 12 p.m. to 4 p.m.

Vollmer Culture and Recreation Complex  
2121 Laurier Drive, LaSalle  
519-969-7771  
www.lasallecultureandrecreation.ca

Are you interested in helping people become fitter?  
Would you like to increase your knowledge?  
Would you like to make extra money?

- New Member (Fill in Sections 1, 2 & 3)
- Renewing Member (Fill in Sections 1 & 3)

Vollmer Culture and Recreation Complex  
2121 Laurier Drive, LaSalle, Ontario M9A 2R4  
519-969-7771 www.lasallecultureandrecreation.ca



Single Use  
**Fitness Pass**

Expiry Date \_\_\_\_\_ Issued By \_\_\_\_\_



VOLLMER CULTURE AND RECREATION COMPLEX  
**FITNESS CENTRE**  
MEMBERSHIP APPLICATION FORM

**1. MEMBERSHIP DETAILS**

Membership Start Date: m / d / y      Expiry Date: m / d / y  
First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Membership Type: Gold (+HST)  
 Gold Adult 3 month \$162.62     Gold Adult 6 month \$48.00/mos.     Gold Adult 12 month \$36.43/mos.  
 Gold Student 3 month \$147.86     Gold Student 6 month \$42.14/mos.     Gold Student 12 month \$33.29/mos.  
 Gold Senior 3 month \$147.86     Gold Senior 6 month \$42.14/mos.     Gold Senior 12 month \$33.29/mos.

Membership Type: Silver (+HST)  
 Silver Adult 3 month \$148.33     Silver Adult 6 month \$41.50/mos.     Silver Adult 12 month \$32.77/mos.  
 Silver Student 3 month \$135.00     Silver Student 6 month \$37.86/mos.     Silver Student 12 month \$30.00/mos.  
 Silver Senior 3 month \$135.00     Silver Senior 6 month \$37.86/mos.     Silver Senior 12 month \$30.00/mos.

Membership Type: Bronze (+HST)  
 Bronze Adult 3 month \$134.05     Bronze Adult 6 month \$36.74/mos.     Bronze Adult 12 month \$28.81/mos.  
 Bronze Student 3 month \$122.14     Bronze Student 6 month \$33.57/mos.     Bronze Student 12 month \$26.43/mos.  
 Bronze Senior 3 month \$122.14     Bronze Senior 6 month \$33.57/mos.     Bronze Senior 12 month \$26.43/mos.

Membership Type: Junior (12-15yrs) (+HST)  
 Jr. 6 month - \$129.95       Jr. 12 month - \$230.48

**2. MEMBERSHIP DETAILS (renewing members complete if details have changed)**

Sex:  Male  Female    D.O.B: m / d / y      Age: \_\_\_\_\_ yrs  
Address: \_\_\_\_\_ Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Telephone: (H): \_\_\_\_\_ (W): \_\_\_\_\_ (C): \_\_\_\_\_  
Email: \_\_\_\_\_  
Emergency Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

**3. MEMBERS DECLARATION & PAYMENT DETAILS**

Before signing this document, I have read, understand and hereby agree to the terms and conditions of membership as defined on the back of this membership form.  
Signature: \_\_\_\_\_ Date: m / d / y

Payment Information:  Paid in Full: Total \$ \_\_\_\_\_ OR  Preauthorized Payments: Monthly payment: \$ \_\_\_\_\_

**4. OFFICE USE ONLY:**

Payment Information:  
 Paid in Full      Amount Tended: \$ \_\_\_\_\_      Member Barcode: \_\_\_\_\_  
 Paid 1<sup>st</sup> & Last - P.A. Continuous      Payment Type: \_\_\_\_\_      Staff Initials: \_\_\_\_\_  
 Authorization #: \_\_\_\_\_  
 Trace #: \_\_\_\_\_

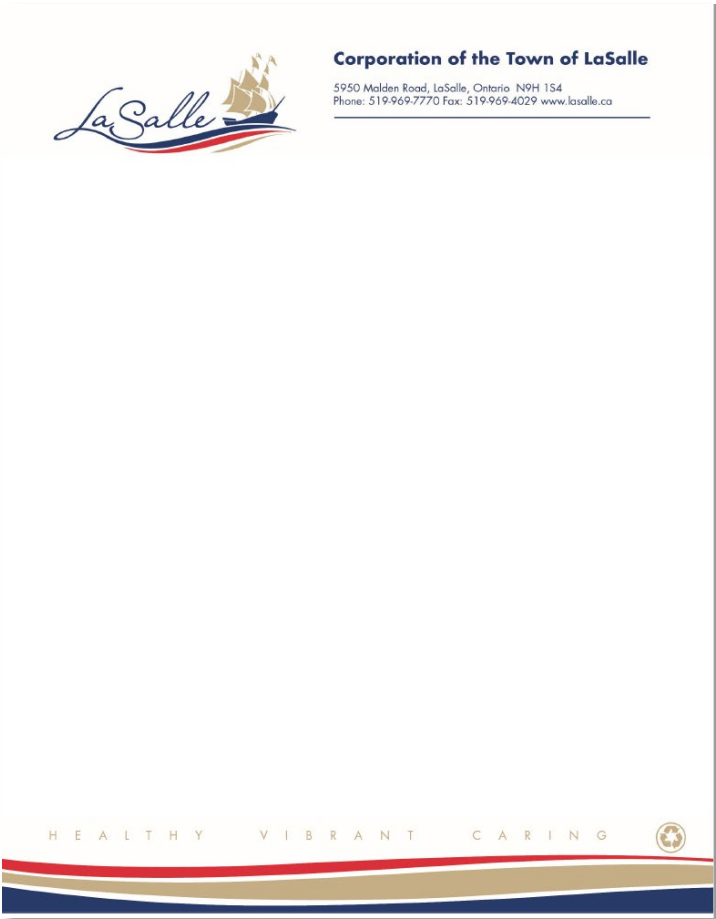
# Town of LaSalle Logo

The new Town of LaSalle logo was introduced in 2011.

The ship represents Le Griffon, the ship that sailed the Great Lakes. It includes the use of bright, vibrant and traditional colours; navy blue, red and gold.



# Corporate Materials with LaSalle Logo



**Town of LaSalle**  
Vollmer Culture and Recreation Complex

*Personal Trainer*  
*Culture and Recreation Department*  
Ph: 519-969-7771

2121 Laurier Drive  
LaSalle, Ontario, N9J 0B4  
Fax: 519-946-3348  
[www.town.lasalle.on.ca](http://www.town.lasalle.on.ca)



**Town of LaSalle**

**Dawn Hadre**  
*Corporate Communication and Promotions Officer*  
Ph: 519-969-7770 Ext. 1253  
[dhadre@town.lasalle.on.ca](mailto:dhadre@town.lasalle.on.ca)

5950 Malden Road  
LaSalle, Ontario, N9H 1S4  
Fax: 519-969-4469  
[www.town.lasalle.on.ca](http://www.town.lasalle.on.ca)



# Programming Materials with LaSalle Logo



## Summer OUTDOOR CONCERT SERIES

### LOCAL + LIVE + FREE

Help support families in need in our community. Please bring a donation of a non-perishable food item or school supplies.

**Sundays at 7 pm**  
**LaSalle Civic Centre-5950 Malden Road**

July 19    Silvio Perzulli &

## March Break Day Camp

March 11-15, 2013 at Vollmer Culture and Recreation Complex


Children between the ages of 4 and 12 will follow the Yellow Brick Road and step into a Wizard of Oz adventure! Discover a tornado, give the Tinman a heart, create the Witches' accessories and visit Emerald City. Of course, swimming, sports, games and crafts are planned too! Activities will take place between 9:00 a.m. and 4:30 p.m. each day. Early drop off begins at 7:30 a.m. with late pick up by 5:30 p.m. at no extra charge.



<p><b>Register For The Week!</b> \$137.70 per child for the week (After the first child is registered, 10% discount for each additional child from same household)</p>	<p><b>Register Day-By-Day!</b> \$30.60 per child per day (No discounts available. Please add \$5.00 for same day registration)</p>
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Bring a chair



## ACTIVITY GUIDE FALL 2014

Town of LaSalle Department of Culture & Recreation



**Vollmer Culture & Recreation Complex**  
[www.lasallecultureandrecreation.ca](http://www.lasallecultureandrecreation.ca)

### MARCH BREAK RECREATIONAL SKATE SCHEDULE

Monday March 11 to Friday March 15 2:00pm-4:00pm  
 Sunday March 17 2:00pm-4:00pm  
*Regular admission fees and policies apply*

### MARCH BREAK RECREATIONAL SWIM SCHEDULE

*To reserve your swim in advance, contact the Customer Service Desk at 519-969-7771, ext. 101*

Monday March 11 to Sunday March 17  
 Recreational Swim (Open to all ages)  
 1:00pm-3:00pm • 3:15pm-5:15pm  
 Leisure Swim 10:00am-1:00pm  
 (Adults over the age of 16 AND children under 5 accompanied by guardian in the water)  
*Regular admission fees and policies apply to all swimmers*




**Vollmer Culture and Recreation Complex**  
 2121 Laurier Drive, LaSalle • 519-969-7771  
[www.lasallecultureandrecreation.ca](http://www.lasallecultureandrecreation.ca)



## ACTIVITY GUIDE WINTER/SPRING 2012

Department of Culture & Recreation Town of LaSalle



Something for everyone  
**Vollmer Culture & Recreation Complex**  
**519.969.7771**  
[www.lasallecultureandrecreation.ca](http://www.lasallecultureandrecreation.ca)



# Materials with LaSalle Logo

**LaSalle Strawberry Festival 2016**  *laSalle Strawberry Festival*  
**June 9 - 12 Gil Maure Park, LaSalle** Celebrating LaSalle's 25th Anniversary 2016



**Events**

**Thursday, 6:30 p.m.**  
Miss LaSalle Pageant

**Friday, 9 p.m.**  
**Gob**

**Friday, 10 p.m.**  
Fireworks over the Detroit River

**Saturday, 10 a.m.**  
Parade

**Saturday, 9:30 p.m.**  
Steven Page, formerly of Barenaked Ladies

**Sunday, Family Day**  
**Strawberry Fest Admission**

**\$5 per person/per day**  
**Under 6/over 65 - Free**  
**Weekend Pass \$12**

For a complete schedule of events, visit our website [www.town.lasalle.on.ca](http://www.town.lasalle.on.ca)

## Town of LaSalle Transit Service



In March 2017, LaSalle Council agreed to enter into a contract with Transit Windsor to provide transit service in LaSalle. The service will start September 5, 2017.

**What is the transit route in LaSalle?**  
The route in LaSalle will be covered by one route utilizing two buses, one starting at St. Clair College and one in the area of Morton Drive at Front Road. The current route will capture approximately 70% of the houses located in LaSalle's urban area. See the route map on reverse side for details.

**What are the hours of operation?**  
The initial hours of operation will be one bus Monday to Friday from 7:00 am to 7:00 pm, and a second bus during the peak time morning and afternoon times. There will be one bus on Saturday from 7:00 am to 7:00 pm.

**How long is the route?**  
There will be two buses: one starting at St. Clair College and one in the area of Morton Drive at Front Road. It will take approximately 45 minutes for one bus to travel the entire LaSalle route.

**How much does it cost to ride the bus?**  
Passengers on the LaSalle route can ride for free from September to December 2017. Regular fares will start as of January 1, 2018. There will be several options available from single use fares (starting at \$3.00) to passes. All fares will be consistent with Transit Windsor fares. For current information about Transit Windsor fares, visit their website at [www.transitwindsor.ca](http://www.transitwindsor.ca).

**Can I buy a bus pass/tickets?**  
Bus passes and tickets will be available for purchase at the LaSalle Civic Centre (5950 Malden Rd., LaSalle) and at the Vallmer Culture and Recreation Complex (2121 Laurier Parkway, LaSalle) at the end of this year. They are also available at the Windsor International Transit Terminal (300 Chatham St. W., Windsor), and at all Transit Windsor third party locations.

**Will it connect to other Transit Windsor buses?**  
Passengers travelling on the LaSalle route will be able to transfer to Transit Windsor routes South Windsor 7, Dougall 6 and Dominion 5. South Windsor 7 travels to Devonshire Mall and Walker Rd. Dougall 6 and Dominion 5 travel to downtown Windsor. The current South Windsor 7 route will continue to run in the northwest part of LaSalle.

**How will I know when the bus is arriving?**  
The buses will be equipped with an Intelligent Transportation System (ITS) providing riders with real-time bus location. This means that riders will be able to send a text message and receive a reply about the next arrival time, or call and listen to automated information. Passengers can also utilize Google Transit to access trip information and travel routing with times.

**What kind of buses will run in LaSalle?**  
The buses for transit in LaSalle will be identical to the buses that are operated by Transit Windsor. They are full-size clean diesel buses.

**Will the buses be accessible?**  
The LaSalle route buses will be fully accessible. The Intelligent Transportation System (ITS) also has Stop Announcement (SODA requirement) providing onboard voice and visual announcements. There will be security cameras installed on each Transit Windsor bus. This feature will enhance the safety of our riders and operators.

**Will the buses have bike racks?**  
The buses will be equipped with bike racks from March 15 to December 15. There is no extra charge to use the bike rack. Each rack can hold up to two bicycles. They are available first come first serve. Bike racks are available for non-motorized, two-wheeled bicycles only.

**Background Information**  
The Town of LaSalle started a Transit Feasibility Study in the fall of 2015. Public information sessions were held at the Vallmer Culture and Recreation Complex and at the LaSalle Civic Centre. A telephone survey was conducted and questionnaires were made available to the public. The consultant, Steer Davies Gleave, made presentations at LaSalle Council meetings explaining the findings in their study; there is strong support in the community to invest in a public transit system.



## Kylie Masse Day in LaSalle

**Friday, August 18, 2017**  
**4:00 pm to 7:00 pm**

**LaSalle Outdoor Pool, 1200 Front Road**

Join us as we celebrate Kylie's World Record and Olympic Bronze Medal in backstrokes swimming! Welcome Kylie home along Front Rd. (west side of the road) from Reaume Chevrolet to the LaSalle Outdoor Pool starting at 4:00 pm. Ceremony by the Outdoor Pool at 4:15 pm. Make a sign to welcome Kylie home! Wear red and white to honour our Canadian athlete!

**Free Event!**

Meet Kylie • Swimming • BBQ • Kids Activities



[www.lasalle.ca](http://www.lasalle.ca)  
519-969-7770



# LaSalle's Big Picture Landscape 2016

LaSalle's Big Picture Landscape (BPL) was created in collaboration with Douglas Marketing Group in 2016 and launched the Living LaSalle campaign celebrating the Town's 25<sup>th</sup> anniversary. The BPL is an extension of the Town's brand telling the story of LaSalle.



"LaSalle supports the circle of life with facilities that accommodate every level of life. This community attracts events of all kinds from sporting to charitable functions. We have access to the Detroit River and farmland."

— Usha Jacob, Volunteer



HEALTHY VIBRANT CARING

  [WWW.LASALLE.CA](http://WWW.LASALLE.CA)



"The best part of living in LaSalle is the quality of life; within minutes we can access the great outdoors like the riverfront and trails, excellent schools and post-secondary education, and top-notch sports centres."

— Trevor Pitcher, PhD, Associate Professor and Director of the Freshwater Restoration Ecology Centre (in LaSalle), University of Windsor



HEALTHY VIBRANT CARING

  [WWW.LASALLE.CA](http://WWW.LASALLE.CA)



# BPL Projects

**LASALLE RECREATIONAL TRAIL**

**1991 TOWN OF LASALLE**

On June 1, 1991, the Township of Sandwich West received provincial approval to receive Town status; and, after several name suggestions, a vote was taken and the name became the Town of LaSalle.

**INTERESTING FACTS**

**YOU ARE AT LOCATION 260**

**TRAIL RULES + REMINDERS**

- ⊖ Cyclists keep right, pass on left and warn before passing
- ⊖ Use caution where trails intersect or cross streets
- ⊖ Stay in public areas and respect private property
- ⊖ Protect and preserve our natural environment
- ⊖ Use at own risk

**Dial 911 for Emergency**

WWW.LASALLE.CA

Canada LaSalle





# LaSalle's Big Picture Landscape 2021

The BPL was refreshed in 2021 to reflect the updated Strategic Plan 2050.

MISSION & BRAND POSITIONING

**MISSION:**  
The Town of LaSalle is committed to providing its residents, businesses and visitors with the quality program services to promote, create, maintain, and continuously improve its economic, social, and environmental growth and development.

**POSITIONING:**

- Safe
- Accessible
- Engaging
- Professional
- Community Oriented
- Clean
- Sustainable
- Connected
- Thriving
- Responsible
- High Quality
- Affordable

**MOVING FORWARD TOGETHER**  
Let's get back to **LIVING LaSalle**

**COMMUNICATION OBJECTIVE:**  
To create consistent, timely and accurate information for the Town and its stakeholders and to ensure the information is clear, concise and effective and to ensure the use of digital and non-digital media. Improve the use of technology, social media and create brand identity.

CORPORATE & INTERNAL COMMUNICATIONS

**INTERNAL COMMUNICATIONS**  
**STRATEGIC DIRECTION:**  
The Town of LaSalle is committed to enhancing organizational excellence and providing a positive work environment for its employees.

- Create a positive and motivating organizational environment
- Increase staff engagement
- Identify and promote opportunities for staff, volunteer and board for the best staff

CELEBRATING LASALLE

**CELEBRATING LASALLE**  
**STRATEGIC DIRECTION:**  
Celebrate and honor the community's ongoing LaSalle history as the foundation for its future and the overall vision for the Town's impactful and engaging community events and LaSalle history as an important and visible part of celebrating its rich history.

QUALITY SERVICES

**QUALITY SERVICES**  
**STRATEGIC DIRECTION:**  
Provide LaSalle's residents with quality services and programs. Highlight public, fire and other community services and programs to ensure that residents have a positive experience with the Town's services and programs.

- Enhance and improve existing programs, services and facilities to ensure a positive experience
- Enhance and improve existing programs, services and facilities to ensure a positive experience
- Enhance and improve existing programs, services and facilities to ensure a positive experience

COMMUNITY ENGAGEMENT

**COMMUNITY ENGAGEMENT**  
**STRATEGIC DIRECTION:**  
The Town of LaSalle is committed to providing its residents, businesses and visitors with the quality program services to promote, create, maintain, and continuously improve its economic, social, and environmental growth and development.

HOUSING AND BUSINESS DISTRICTS

**HOUSING AND BUSINESS DISTRICTS**  
**STRATEGIC DIRECTION:**  
The Town of LaSalle is committed to providing its residents, businesses and visitors with the quality program services to promote, create, maintain, and continuously improve its economic, social, and environmental growth and development.

WELL-BEING - QUALITY OF LIFE

**WELL-BEING - QUALITY OF LIFE**  
**STRATEGIC DIRECTION:**  
The Town of LaSalle is committed to providing its residents, businesses and visitors with the quality program services to promote, create, maintain, and continuously improve its economic, social, and environmental growth and development.

EVENTS, CULTURE & HISTORY

**EVENTS, CULTURE & HISTORY**  
**STRATEGIC DIRECTION:**  
Celebrate and honor the community's ongoing LaSalle history as the foundation for its future and the overall vision for the Town's impactful and engaging community events and LaSalle history as an important and visible part of celebrating its rich history.

ENVIRONMENTAL RESPONSIBILITY

**PRESERVE AND PROTECT - ENVIRONMENTAL RESPONSIBILITY**  
**STRATEGIC DIRECTION:**  
The Town of LaSalle is committed to providing its residents, businesses and visitors with the quality program services to promote, create, maintain, and continuously improve its economic, social, and environmental growth and development.

ECONOMIC DEVELOPMENT

**ECONOMIC DEVELOPMENT - LOCAL AND GLOBAL BUSINESS MIX**  
**STRATEGIC DIRECTION:**  
The Town of LaSalle is committed to providing its residents, businesses and visitors with the quality program services to promote, create, maintain, and continuously improve its economic, social, and environmental growth and development.

# Branding Elements



### Colour Palette

Develop a colour palette that complements the current brand but stands out as a unique campaign.



### Wave Element



Other Logos using Wave Element



# Town of LaSalle Website



[Our Community](#)

[Things To Do](#)

[Build Here](#)

[Town Hall](#)

[I'D LIKE TO...](#)

## Welcome to LaSalle

[Explore LaSalle](#)

- [Recreation Activities](#)
- [Swimming Schedules](#)
- [Garbage and Recycling](#)
- [Property Taxes](#)
- [Job Opportunities](#)

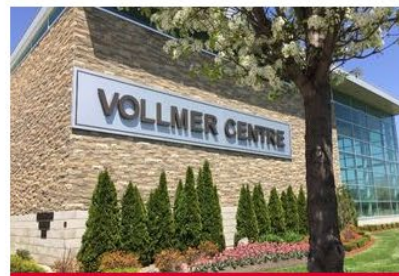
www.lasalle.ca/markets

### LaSalle Night Markets

LaSalle Civic Centre  
5950 Malden Road

LET'S MAKE MEMORIES

[LaSalle Night Markets](#)



[Vollmer Culture and Recreation Complex](#)

### CELEBRATING OUR HISTORY

Explore the rich history of our Town, from our early settlers to the foundation of what LaSalle is today.

[Historical Timeline](#)

### LaSalle Last Call Before Fall

September 8 & 9 Event Centre  
970 Front Road

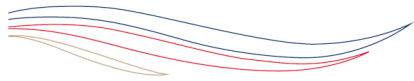
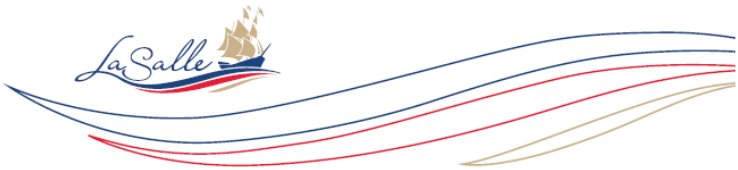
ADMISSION \$20/Night  
Online only

LET'S MAKE MEMORIES

[Last Call Before Fall](#)



# Materials with LaSalle Logo and Wave



**Dawn Hadre**  
Corporate Communication and Promotions Officer

dhadre@lasalle.ca  
P: 519-969-7770 x 1253  
F: 519-969-4469



5950 MALDEN ROAD, LASALLE, ONTARIO N9H 1S4

LIVING *LaSalle*

WWW.LASALLE.CA   

# Templates



## LaSalle Strategic Plan

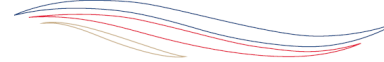
### Strategic Goals

Our journey to implementing our vision to be a safe and active community with vibrant neighbourhoods and thriving business districts, and our mission to provide exceptional public services in an environmentally and fiscally responsible manner, begins with five strategic goals building on what makes LaSalle, LaSalle. These goals will help us turn our vision into reality.

1. The Town of LaSalle is committed to enhancing organizational excellence.
2. The Town of LaSalle will sustain strong public services and infrastructure.
3. The Town of LaSalle will strengthen the community's engagement with the Town.
4. The Town of LaSalle will grow and diversify its local economy.
5. The Town of LaSalle will build on our high-quality of life.

Each of the strategic goals and initiatives will support LaSalle in this ambitious plan to deliver on its mission and achieve its mission in a way that is as unique as is the Town of LaSalle. Full details on the strategic goals and associated initiatives can be found at [www.lasalle.ca/strategicplan](http://www.lasalle.ca/strategicplan)

LIVING *LaSalle*



## VISION



*LaSalle will be a safe and active community with vibrant neighbourhoods and thriving business districts.\**

## MISSION



*The Town of LaSalle is committed to providing exceptional public services in an environmentally and fiscally responsible manner.\**

## VALUES

- Responsibility
- Approachability
- Accountability
- Passion
- Forward Thinking
- Collaboration

Title

Double tap to add text

Click to add title

Click to add subtitle

LIVING *LaSalle*



Town of LaSalle

LIVING *LaSalle*

# Signage

**WELCOME BACK  
BON RETOUR**

Please continue to follow the advice of our Public Health Officials to keep everyone safe.  
Veuillez continuer à suivre les conseils de nos responsables de la santé publique en vue de protéger tout le monde.



Maintain a physical distance of at least two metres from others.  
Maintenez une distance physique d'au moins deux mètres entre vous et les autres personnes.



Wear a face covering in public areas and when physical distancing is difficult.  
Portez un couvre-visage dans les endroits publics et les endroits où la distanciation physique est difficile à observer.



Wash your hands often for at least 20 seconds, or use an alcohol-based hand sanitizer.  
Lavez-vous les mains souvent pendant au moins 20 secondes ou utilisez un désinfectant pour les mains à base d'alcool.



Stay home if you are not feeling well or have symptoms of COVID-19.  
Restez à la maison si vous ne vous sentez pas bien ou si vous présentez des symptômes de la COVID-19.

**Max Occupancy  
Nombre max. de personnes**

**Let's get back to  
LIVING *LaSalle***

Federal Economic Development Agency for Southern Ontario / Agence fédérale de développement économique pour le Sud de l'Ontario

**Welcome Back LaSalle  
NOW  
OPEN**

Let's get back to  
**LIVING *LaSalle***

Federal Economic Development Agency for Southern Ontario / Agence fédérale de développement économique pour le Sud de l'Ontario

**MAINTAIN PHYSICAL DISTANCING  
RESPECTEZ LA DISTANCIATION PHYSIQUE**

**2 m (6 ft.)**  
← →  
**2 m (6 pi)**

Let's get back to  
**LIVING *LaSalle***

# Let's Get Back to Living LaSalle





# Event Materials



LaSalle  
**Outdoor  
Movie Night**

APRIL 05 LaSalle Civic Centre  
5950 Malden Road

LaSalle 30 YEARS



LaSalle  
**Night Markets**

APRIL 12 LaSalle Civic Centre  
5950 Malden Road

LaSalle 30 YEARS



LaSalle  
**New Years Eve  
Drive-in Fireworks**

VOLLMER COMPLEX  
LAURIER PARKWAY



LaSalle  
**Strawberry Festival**

**FAMILY DAY**

Sunday, June 11

35




LaSalle  
**Holiday Lights  
Heritage Nights**

Nov | Jan 26 - 9

LASALLE CIVIC CENTRE  
5950 MALDEN ROAD

FREE EVENT



LaSalle  
**Truck or Treat**

www.lasalle.ca/halloween

Saturday October 28  
12:00 pm - 4:00 pm

LaSalle Vollmer Complex  
2121 Laurier Parkway



www.lasalle.ca/springfling

LaSalle  
**Spring Fling**

Saturday April 22

Event Centre  
970 Front Road



LaSalle  
**Last Call  
Before Fall**

September 8 & 9

Event Centre  
970 Front Road

ADMISSION \$20/Night  
Online Only

EPIC WINE COUNTRY

BARRELS & BREWS

LaSalle

# Living LaSalle Microsite



LASALLE.CA

## CELEBRATING OUR HISTORY

Explore the rich history of our Town, from our early settlers to the foundation of what LaSalle is today.

ENTER VIRTUAL TIMELINE

**1701**

**Early Settlers**  
We recognize and respect the First Nations who are stewards of the land and waters of Turtle Island and who have embraced the stewardship since time immemorial.

**1749**

**The Petite Côte Region**  
Petite Côte, or "Little Coast," is the original name of the region that would become the Town of LaSalle.

LaSalle

- SPORTS
- TRAILS
- PLAYGROUND
- WASHROOMS
- PAVILION
- POINTS OF INTEREST

RESET FILTER

SUBMIT PHOTOS

HIGHLIGHT TRAILS



## Vollmer Culture and Recreation Complex Trail

2121 Laurier Parkway

Take a break and catch some sports or cool down at the splash pad. Then continue on your way along Laurier Parkway and you can connect to Maiden Road or Howard Avenue.

### Amenities



360 VISIT



# LaSalle Landing Graphic Concepts

Version A



Version B

