



**Deliverable / Project: Advertising & Promotion – Heritage Week & Heritage Newsletters**

**Description of Project**

To allow Committee members the opportunity to promote and educate ongoing initiatives through heritage week and heritage newsletters. Heritage week (February 17<sup>th</sup> – 23<sup>rd</sup>, 2025) is celebrated nationally each February and sets out 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.

**Budget Breakdown**

**Total budget for this project: \$1000**

**Scheduled Start and Completion Timeline**

**Phase 1: December – January**

- Committee to select themes for vinyl banners located on the median on Broadway.
- Committee to discuss and plan display opportunities with local community partners.
- Committee to discuss and create advertisements, promotional materials, and educational resources to provide to the Committee Secretary to provide to the Communications Division.

**Who is leading this phase?**

- Committee can strike a Working Group (**motion required**) to select themes for vinyl banners located on the median on Broadway, discuss and plan display opportunities with local community partners, discuss and create advertisement, promotional materials, and educational resources to provide to the Committee Secretary to provide to the Communications Division.
- If Working Group isn't established, Committee to select a Lead for this project.
- **Committee Secretary:** To provide the Communications Division with Committee approved advertisement, promotional materials, and educational resources.



**Phase 2: February**

- Consult with Public Works staff to have banners placed on median poles
- Consult with Library and Recreation Centre staff to have display boards erected for Heritage week
- Assemble display boards for Heritage Week

**Who is leading this phase?**

- Committee Secretary to consult with Public Works, Library and Recreation Centre Staff
- Working Group (if established) or Councillor Sherwood and Lynda Addy

**Resources**