

18
123

TO:	CHAIR AND MEMBERS BOARD OF CONTROL MEETING ON JANUARY 18, 2006
FROM:	COUNCILLOR JONI BAECHLER CHAIR – CELEBRATE 150
SUBJECT:	CELEBRATE 150 FINAL REPORT

RECOMMENDATIONS

That, on the recommendation of Councillor Joni Baechler, Chair of the Celebrate 150 initiative, the following actions **BE TAKEN**:

- (a) The Mayor **FORMALLY ACKNOWLEDGE** the tremendous contributions of the Celebrate 150 Committee volunteers and event organizers who made our sesquicentennial celebrations so successful.
- (b) The remaining unused funds estimated to be in between eight and ten thousand dollars **BE USED** to purchase, or as a contribution toward the purchasing of a piece of public art as a public remembrance of the Londoners who have contributed and continue to contribute to this great city on a daily basis.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- Administration Report concerning the framework for the 150th Anniversary of the City's incorporation (July 28, 2004).
- Board of Control Report with revisions adopted by Council. Authorizing Administration to proceed with planning activities for the anniversary year. (September 1, 2004).
- Information report by the Celebrate 150 Chair outlining the Steering committee structure (November, 2004).
- Board of Control Report - Chair of the Celebrate 150 Steering Committee Recommendations and Plan. (December 1, 2004).

BACKGROUND

Council at its meeting held on December 1, 2004 approved the following recommendation:

That, on the recommendation of the Chair of the Celebrate 150 Steering Committee, the following actions BE TAKEN regarding the commemoration of the City of London's 150th Anniversary:

- *The 150 Celebrate London Logo Policy BE ADOPTED.*
- *That funds of \$50,000 be identified in the 2005 budget for the following: adequate staffing to continue with the coordination of the Celebrate 150 events to include but not be limited to web site updating, ensuring logo policy adherence, coordination of Steering committee and sub-committees, completion of merchandising agreement, communications and marketing strategy implementation, sponsorship coordination.*
- *London City Council extends its formal recognition and support for the many volunteers and community leaders that worked on the Celebrate 150 plan.*

The above recommendation formally recognizes the contribution of the Celebrate 150 Committee and event coordinators in implementing a year long series of events highlighting our City's past, present and future.

18	124
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CELEBRATE 150 EVENTS

Celebrate 150 encompassed 155 events that engaged our community and fostered many partnerships. The charts in appendix A show how broad the participation was across all sectors of the London community – Over 80% of all Celebrate 150 Events involved more than one sector (Business, Children & Youth, Diversity, Performing Arts, Visual Arts, Heritage and Museums, Film/Media Arts, Environment, Sports, Libraries and Schools, Seniors and Festivals). Appendix B shows those events that developed additional programming, or those organizations that added new programming for the schedule of events for the year. A listing of promotional events is attached as Appendix C of this report. Promotional events were organized by the community featuring the Celebrate 150 logo or were promoted on the Celebrate 150 website as a way of connecting with the city's celebrations and raising awareness of what is going on in London.

ACCOMPLISHMENTS

Celebrate 150 is a shining example of a City initiative that provided maximum community benefit for minimal investment. Through the prudent use of marketing and communications tools the community was able to create community development initiatives and legacy items for future generations of Londoners.

Lasting Legacies – The Past

- Books - *100 Fascinating Londoners, On the Beat, The Carty Chronicles of Landmarks and Londoners, Politics and other Games and Notes, Volume 4, I Remember When... and Walking Guide to Historic Sites*, in London.
- 1855 Boundary Project – a horse and buggy painted on the 1855 city boundaries provided an opportunity for Londoners to reflect on how much the City has grown since incorporation.
- Heritage Baseball Brochure – co-produced by Museum London, and the Labatt Park Reunion Committee is a timeless publication that can be used for future events and tourism marketing of Labatt Park and heritage baseball.
- City Engineer's Publication of *Pipes, Pavement and Pillars* provided an opportunity for previous City Engineers, City Council and staff to reflect on the divisions public service history.
- Legacy of Trees – along the north, south and main branch of the Thames River.
- Completion of the Victoria Park tree planting reflecting the original layout of the tree planting in the park.
- Orchestral Score called the *Forest City Prelude*. Commissioned by Richard and Beryl Ivey Foundation.
- Western Fair coins – celebrating on one side the 130th year of the fair and on the other the 150th anniversary of the city's incorporation.
- Community initiatives across the city.

Museum London has expressed an interest in obtaining all non-paper products – The Celebrate 150 flags, telescopic banners, the Western Fair coin, as well as a copy of the Orchestral Score for *Forest City Prelude*, the sesquicentennial piece commissioned by the Richard and Beryl Ivey Foundation.

Marketing and Communications – The Present

Using up to date communication technology, private sector partnership and volunteer involvement the Celebrate 150 committee was able to deliver our messages in a variety of ways:

- The Celebrate 150 website - received numerous compliments and commendations for its ability to provide regular updates to events and provide excellent graphics for London's happenings during this celebratory year.
- Celebrate 150 Merchandise – clothing, pins, and mugs were available for sale online and at City Hall.
- London Free Press – *150 Moments that Define London, 150 People that Shape London*, the Urban League's *150 Great Things about London's Neighbourhoods* and *150 moments* in the paper everyday.
- Celebrate 150 video available for online viewing produced by A Channel, Kate Young and Chris Doty highlighting London's rich history.

It is difficult to quantify the complete value of the volume and breadth of print media capturing our City's events, moments in time, legacies throughout this year.

Economic and Community Development – The Future

Londoners voiced their support for community initiatives that help keep London known as the Forest City, preserve the Thames as our Heritage River and help us build a strong economy for our community. Through volunteering, attending conferences or donating their time, people participated

18 125

in Reforest London 150, Environmental Stewardship of the Thames educational program at the Children's Museum and the Next London opinion pieces in London Free Press, first conference co-sponsored with Huron College in September 2005. Many of these initiatives started during the sesquicentennial year will be continued by business, educational and community organizations.

FINANCIAL IMPACTS

The City allocated \$50,000 for the Celebration 150 initiative in 2005. This funding was used to hire a part-time coordinator and to assist with various marketing initiatives.

The Community was able to leverage other sources of funding as a result of the Celebrate 150 initiative. There was a good deal of in-kind support provided for Celebrate 150 initiatives in addition to direct financial support from London's private sector companies such as Good Life Fitness, London Life, and TD Bank Financial Group to support events and projects. \$10,000 was raised from the Richard and Beryl Ivey Community Fund towards the production and performance of Omar Daniel's Forest City Prelude. \$70,000 raised for youth neighbourhood centres from the Mayor's Gala allocated through the United Way and London Community Foundation.

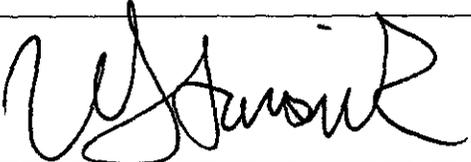
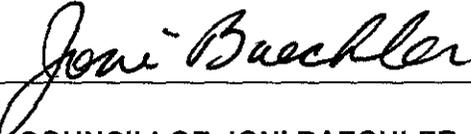
The Ontario Trillium Foundation funded three projects connected to Celebrate 150. There was \$29,000 provided to the Hamilton Road Community Association for a community history project for the St. Julien Community Festival. \$41,400 was provided to the London Police Services and Museum London to develop a commemorative book and exhibition to honour the 150th Anniversary of the London Police Service. \$48,900 was provided to the Urban League to start Reforest London which involved planting new trees in London so that it can truly merit the name Forest City.

CONCLUSION

The Celebrate 150 Committee's plan was to implement a year long series of events highlighting the City of London's past, present and future. The success of this initiative has been illustrated through increased community engagement, partnership and pride for London.

Events, publications and exhibits dedicated to London's past, allowed us to remember and reflect on our own unique identity as the geographic, economic and cultural centre of the region. Events that reflected our present diverse populations and interests demonstrated that there are a wide variety of activities for us to choose from to enrich our connections with our neighbours and local businesses. Those opinion articles, conferences, and reports where we examined London's future have enabled a large cross-section of London's community from all sectors to talk about why London is great, and how we can all work together to make the next 50 years even better. Celebrate 150 has delivered a lasting legacy for future citizens of London.

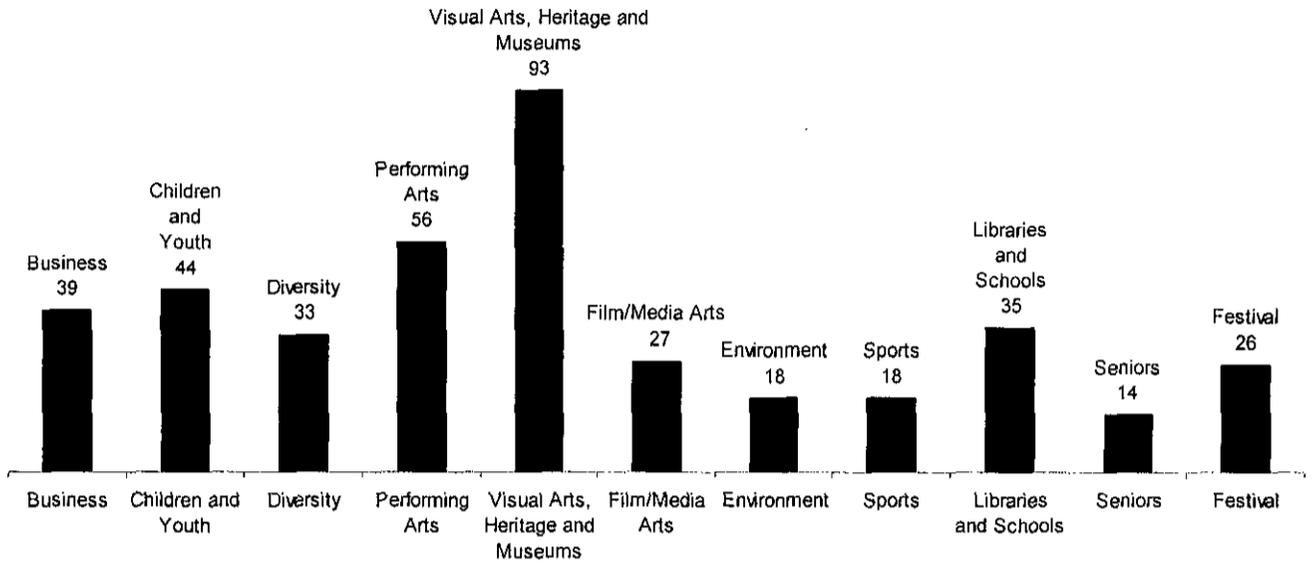
Existing organizations were able to build new partnerships, new sponsors and new programs have led organizations broaden their sustainability plans and strengthen community partnerships.

<p>PREPARED BY:</p>	<p>RECOMMENDED BY:</p>
	
<p>VICTORIA STASIUK COORDINATOR CELEBRATE 150 COMMITTEE</p>	<p>COUNCILLOR JONI BAECHLER CHAIR CELEBRATE 150 COMMITTEE</p>

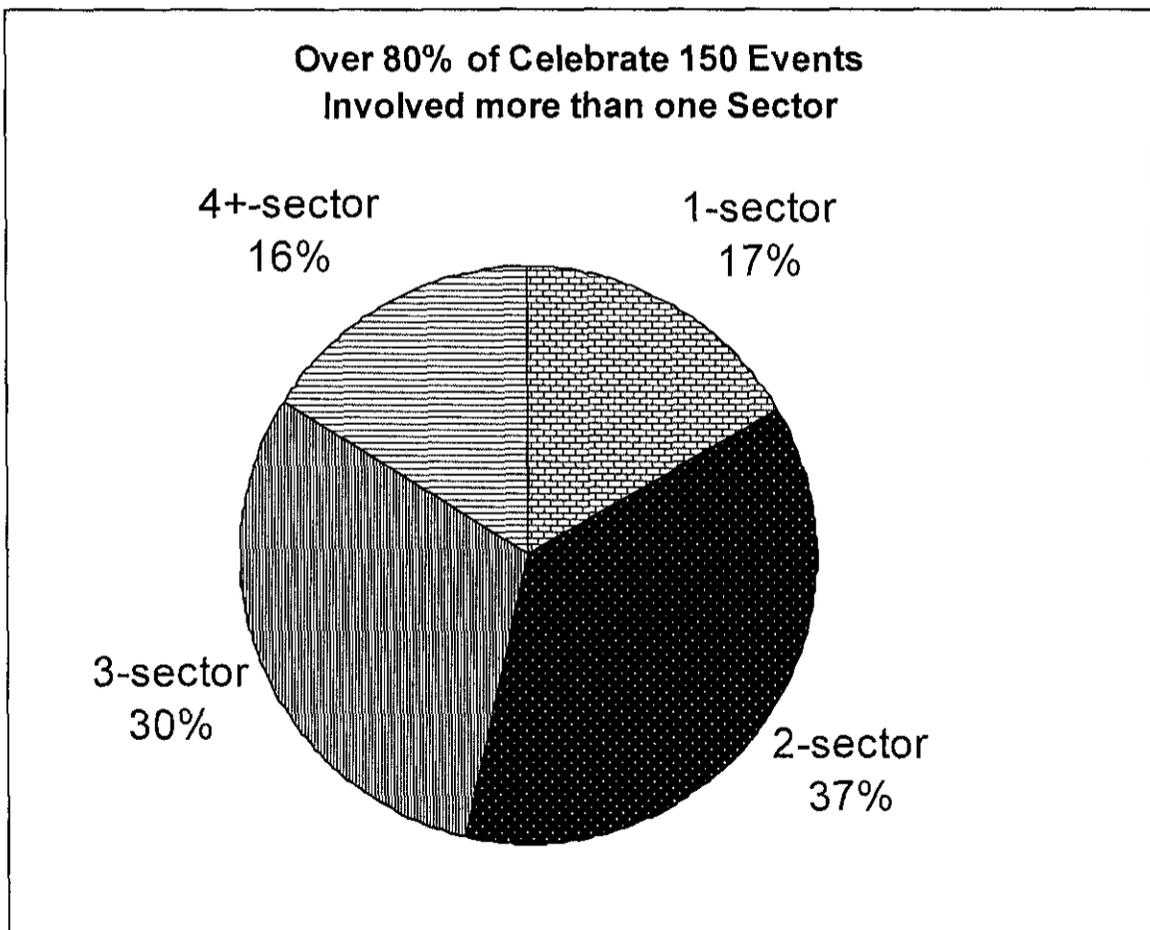
18 126

Appendix A – Summary of Participation

of Events Held by Each Sector (Total =155)



Over 80% of Celebrate 150 Events Involved more than one Sector



18	127
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Appendix B – 80 Events Providing Connection to Celebrate 150 Themes of Past, Present or Future

Date	Program	Description	Organization
2004-12-31	Children's New Year's Eve Celebrations	The annual Family New Year's Eve Celebration with various events and activities, including a Celebrate 150 cake.	Western Fair
2005-01-01	Eldon House Levee	At one of the oldest family residences in London, 'Colonel Talbot' welcomed Londoners to reflect on London's history.	Museum London
2005-01-01	Celebrate London	Councillor Baechler kicked off the year with "Happy Birthday London" greetings. Family fireworks and entertainment at 9 p.m. Entertainment included Franklin the Turtle, Stayin Alive and 54 40.	City of London
2005-01-18	Reforest London 150: Media announcement	Official launch of Reforest London 150 - principal legacy piece to put the forest back into the Forest City.	City of London
2005-01-20	Breakfast with the Mayor	The Mayor recognized the city's 150th anniversary in her Chamber of Commerce address.	London Chamber of Commerce
2005-01-23	Afternoon Variety Show	The Grand Theatre profiled local performing arts talent in celebration of the 150th. The master of ceremonies, a history teacher, added interesting commentary on the city's history.	The Grand Theatre
2005-02-02	150th Anniversary of London Police Services	Marked the start of a year of activities, including a historical book, an anniversary hockey tournament, etc.	London Police Services
2005-02-05	Grand Opening and Open House: Paul Lewis Black History Room	A year-round, permanent collection of Black History information, artifacts and memorabilia.	Lifeline Christian Centre
2005-03-26	Artwork reflecting the past 150 years	Students from Grade JK-12 reflected on the past 150 years of their community and create artwork exploring this theme.	Museum London
2005-03-26	Historic Artwork and Artifacts curated by UWO Visual Arts students.	UWO museum studies students curated an exhibition using Museums London's collection of historic artwork and artifacts.	Museum London
2005-04-16	Archaeology History in London	Discovering the past 12,000 years of London's History.	London Public Library
2005-04-20	Sesquicentennial Scavenger Hunt	Involved answering questions about London's history.	Investing in Children
2005-04-27	Mayor's Gala Dinner	A special video was produced for this evening that highlights the history of London.	Mayor's volunteer team
2005-04-27	Mural and Banners, Westmount Shopping Centre	Artists produced banners and a mural that highlighted the history of everyday life in London.	Westmount Shopping Centre
2005-04-28	150 Moments that Define London	London Free Press published a series of memorable moments in the life of the Forest City in a special section.	London Free Press
2005-05-01	Planting in Victoria Park	50 Trees were planted in Victoria Park as part of the city's commitment to ensuring London will be the Forest City for many years to come.	City of London
2005-05-07	Reforest London 150 Gibbons Park Community Planting Event	During the event visitors had an opportunity to plant shrubs and trees, buy a tree and learn how to plant it, and go on a walking tour of the park.	Reforest London 150, City of London, UTRCA, Thames Region Ecological Association (TREA), Thames Canadian Heritage River Committee
2005-05-18	St. Paul's Cathedral Service	The ecumenical service celebrated London's 150th Anniversary.	St. Paul's Cathedral
2005-05-25	University of Western Ontario Celebrate 150 Breakfast	Theodore Baerg, celebrated opera singer and professor in Western's Don Wright Faculty of Music, spoke and performed at this event. Addresses by Mayor and Paul Davenport were also given.	University of Western Ontario
2005-05-27	Royal 2005 Philatelic Exhibition	A special commemorative envelope on London's sesquicentennial was unveiled as part of the opening ceremonies.	The Royal Philatelic Society of Canada, Middlesex Stamp Club
2005-05-27	Celebrate 150th Pace	Western Fair Raceway is featured a special City of London "Celebrate 150" Pace.	Western Fair

18	128
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**Appendix B – 80 Events Providing Connection to
Celebrate 150 Themes of Past, Present or Future (continued)**

Date	Program	Description	Organization
2005-05-28	Sesquicentennial exhibit	Visitors could learn about some of London's past celebrations in this year's special sesquicentennial exhibit.	Fanshawe Pioneer Village
2005-06-03	Tosca	Orchestra London presented one of opera's most popular creations, Puccini's Tosca.	Orchestra London, The Grand Theatre
2005-06-13	Commemorative envelope announcement	Canada Post Envelope Project was re-announced at the Council meeting.	City of London staff
2005-06-18	Cruisin' London - Dare to be There	First annual heritage car rally in Victoria Park, in honour of the City's sesquicentennial event, coordinated by Controller Polhill and Tourism London.	London Tourism Office
2005-06-21	City boundary of 1855 Announcement	The paintings on the roads of the old city boundary of 1855 showed how the boundaries of London have grown over time.	Joni Baechler
2005-06-25	You Are Here	A multi-media art exhibition of map-related work exploring and charting our experience as Londoners.	You Are Here Collective
2005-06-28	MNR Tree Donation Announcement	Khalil Ramal (London--Fanshawe MP) made an announcement about donating 5000 trees to the City of London in honour of the city's legacy tree planting program.	Province of Ontario, Ministry of Natural Resources
2005-06-30	The Donnelly Trial	A new play by Christopher Doty re-creates the tension of the original court proceedings in the case of the savage murders of the Donnelly family near Lucan, Ontario, 125 years ago.	Chris Doty
2005-07-01	The Hickory Course at Thames Valley	Hickory stick golf clubs were used for the first hole.	Thames Valley Golf Club
2005-07-07	Future Creatives	McIntosh Gallery (UWO) looked to the future with an exhibition profiling young and emerging artists.	McIntosh Gallery, University of Western Ontario
2005-07-14	Announcement of funding for Thames River Through Time Project	Madeleine Meilleur, Ontario's Minister of Culture, announces \$25,000 in funding for the "Thames River Through Time Program" from the Ontario Trillium Foundation.	Province of Ontario, Ministry of Culture
2005-07-17	You Are Here Opening	Opening event and artist tour for the exhibition exploring and charting our experience as Londoners in conjunction with maps dating from 1863.	You Are Here Collective
2005-07-23	Heritage baseball game at the Labatt Park Reunion	A demonstration vintage baseball match was held in a tribute to North America's oldest stadium in continuous use.	Fanshawe Pioneer Village
2005-07-30	On The Beat: 150 Years of Policing in London, Ontario	An exhibition drawn from the London Police Services' historical collection.	Museum London, London Police Services
2005-07-31	Enactment of Council in 1854	The opening weekend for Fanshawe Pioneer Village's reenactment of the election of 1855, held throughout the season. Historical Vignettes included a nomination meeting, election debate and the municipal election.	Fanshawe Pioneer Village
2005-09	Time Capsule Project	Londoners contributed their thoughts about London to the time capsule that was buried in Victoria Park and will be opened in 50 years.	The City of London
2005-09	Environmental Stewardship of the Thames - Thames River Through Time	The project brought children in direct contact with what is required to be careful stewards of our heritage river, the Thames.	London Regional Children's Museum
2005-09-07	London 150 Film Series	Westmount Branch proudly presented a film series dealing with the history of our fair city, starting with The Early Scots of Lambton and West Middlesex (88 mins).	London Public Library
2005-09-08	Hume Cronyn Film Festival - Opening Night at Cronyn Memorial Church	Foxfire (1987) PG; The Making of Foxfire (1987) Unrated. Special Guest: Susan Cooper Cronyn, widow of Hume Cronyn, noted children's author and screenwriter of 'Foxfire' and 'To Dance With the White Dog'.	London Public Library

18	129
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**Appendix B – 80 Events Providing Connection to
Celebrate 150 Themes of Past, Present or Future (continued)**

Date	Program	Description	Organization
2005-09-09	Opening Day of the 130th Western Fair	Celebrate 150 coins were handed out by City Councillors and Western Fair Board members during the first afternoon of the fair.	Western Fair Association
2005-09-09	Western Fair President's Luncheon	Luncheon included recognition of the City's 150th Birthday with a special birthday cake for 300 guests including the Mayor and City Council.	Western Fair Association
2005-09-12	Building London: the Importance of Context	Part of Doors Open Lecture Series; in partnership with the Architectural Conservancy of London.	Doors Open, Architectural Conservancy of London
2005-09-15	Hume Cronyn Film Festival	Shadow of a Doubt by Alfred Hitchcock [clips] (1943) PG; Lifeboat by Alfred Hitchcock (1944) PG Introduced by: Wes Kinghorn, Woodfield Community Association.	London Public Library
2005-09-15	Doors Open Site Orientation meeting	Doors Open Orientation session sees Celebrate 150 video	Landmarks London
2005-09-19	Reconstructed Lives: London Writers and Historical Biography	Part of Doors Open Lecture Series; in partnership with the Friends of the London Public Library.	Doors Open, Friends of the London Public Library
2005-09-21	London 150 Film Series	Notes From Yesterday: Looking Back at London (50 mins); Bridges of London (22 mins).	London Public Library
2005-09-22	Hume Cronyn Film Festival	Ziegfeld Follies [clips](1946) PG; A Doll's House (1980) Unrated. Introduced by: Margaret McNay, Faculty of Education, UWO.	London Public Library
2005-09-23	St. Julien Park Community Festival: Then and Now - Celebrating London's 150th Birthday	The festival included historical displays, multicultural performers, live entertainment, and more.	Hamilton Road Community Association.
2005-09-24	The Next London: A Community Forum on the Urban Future	A follow-up to The London Free Press "The Next London" series brought together key Londoners to talk about London's future.	Huron University College, The London Free Press
2005-09-26	Year of the Veteran	Part of Doors Open Lecture Series; in honour of our Veterans. Speakers included: Dan Brock, Claus Breede, Charlie Fox, Barry Callow.	Doors Open
2005-09-28	London - the Making of a Diverse and Multicultural Community	An opportunity for the public to learn about LDRRAC and to learn what the City of London, other institutions, community organizations and private sector firms are doing in the area of diversity.	London Diversity and Race Relations Advisory Committee
2005-09-29	Times of London: A Pictorial Essay	Exhibition and launch of William Zierhofer's art book, which features an artist's impression of buildings from the past and London's current artists.	The Arts Project
2005-09-29	Hume Cronyn Film Festival	Batteries Not Included (1987) PG. Introduced by: David Robson, English Teacher.	London Public Library
2005-10-01	Doors Open	This annual event uniquely marked the city's 150th anniversary by creating a downtown walking tour for our sesquicentennial.	Landmarks London
2005-10-01	Doors Open Sesquicentennial Walking Tour	A written and oral tour that chronicled the growth periods of London's downtown from the Forks of the Thames to City Hall.	Doors Open London
2005-10-01	Lost Soul Stroll	A ninety-minute walking tour of downtown London, showcasing the darker moments in the community's history.	Doors Open London
2005-10-06	Hume Cronyn Film Festival	To Dance With the White Dog (1993) Unrated. Introduced by: Reverend Rae Fletcher, Bishop Cronyn Memorial Church.	London Public Library
2005-10-13	Hume Cronyn Film Festival	Hume Cronyn Interview by Chris Doty [clips] (2001); Hume Cronyn's Memorial Service, New York (2003). Special Guest: Chris Doty, local documentary producer and historian.	London Public Library
2005-10-16	The Great Immigration	Concert with Fanshawe Chorus London and the Gerald Fagan Singers, featuring the Concert Players' Brass, organ, and the music of London's ethnic cultures.	Fanshawe Chorus London

18	130
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Appendix B – 80 Events Providing Connection to Celebrate 150 Themes of Past, Present or Future (continued)

Date	Program	Description	Organization
2005-10-16	Launch of the book On The Beat: 150 Years of Policing in London, Ontario	An illustrated history of the London Police Service, written by Mark Richardson, research by John Lisowski.	Museum London, London Police Services
2005-10-17	Pipes, Pavement & Pillars	Presentation of a 150-year perspective on the history of Public Works in London to members of Council and City of London staff.	City of London
2005-10-20	150 People that Define London	London Free Press published a special section on individuals who were (and are) key to London's growth, aiming encourage Londoners to learn more about their ancestors and contemporaries and to celebrate them.	London Free Press
2005-10-20	A Gala Evening with Christopher Plummer	Canadian film and theatre superstar, Christopher Plummer, joins Orchestra London for this special gala evening of words and music celebrating London's sesquicentennial. A commission by Omar Daniel commemorating the City of London's Sesquicentennial.	Orchestra London
2005-10-23	City of London Parks and Recreation Celebrate 150	Celebrating the city's 150th birthday with various sporting and children's events and displays highlighting the history of our recreation facilities and parks.	City of London Parks and Recreation
2005-11-02	London 150 Film Series	Guy: A Royal Canadian (27 mins); Memories of the L & PS (48 mins).	London Public Library
2005-11-05	London 150 Film Series	Lost April: The Flood of '37 (58 mins); A Great Day For London: The Royal Tour of 1939 (27 mins).	London Public Library
2005-11-09	TD Bank Financial Group Tree Planting Media Announcement	TD Bank Financial Group announced 150 trees to be planted in the Pond Mills area as a legacy to the City's 150th anniversary.	TD Bank Financial Group
2005-11-16	London 150 Film Series	Let's Go to the Grand! - A Documentary in Three Acts (48 mins).	London Public Library
2005-11-17	Planting Along the Thames	150 Trees were planted on each branch of the Thames as part of the city's commitment to ensuring London will be the Forest City for many years to come.	City of London
2005-11-19	London 150 Film Series	Canada Remembers 1945-1995 (52 mins); First Hussars Regiment (30 mins).	London Public Library
2005-11-20	100 Fascinating Londoners book release	Mike Baker, Museum London's Curator of Regional History, released the "100 Fascinating Londoners". The editors and contributors were on hand to sign the book.	Lorimer Publishers and London Public Library
2005-11-22	The Past and the Present: Celebrating 150 years of Fashion	Event celebrated the history of London through fashion.	Fanshawe Pioneer Village.
2005-11-26	Historic Sites book launch	A Walking Guide to Historic Sites in London, selected and plaqued by the Historic Sites Committee of the London Public Library Board, 1970 – 2000.	London Public Library's Historic Sites Committee
2005-11-26	London Public Library Marks 110 years of Service to the Community	110th anniversary of the public library reflected the theme of past (publication of Walking Guide by the Library Board's Historic Sites Committee, present (launch revamped web site targeted to youth and children) and future (Funds raised from the sales of Perpetual Illuminations prints will go to the Library's Creative Cities fund to support author series, art exhibitions, music, theatre and more).	London Public Library
2005-11-29	The Carty Chronicles of LANDMARKS AND LONDONERS	London and Middlesex Historical Society produced a book that told stories of London (from the Carty pages). Research and writing by the LMHS.	London and Middlesex Historical Society
2005-11-30	London 150 Film Series	Discovery Tour (84 mins). Maggie Whalley takes us on a tour of downtown London's major buildings.	London Public Library
2005-12-14	Celebrate 150 Special Luncheon featuring Christopher Doty	Christopher Doty - Historian, Filmmaker, and Playwright, discussed his local theatrical and documentary projects profiling the more interesting aspects of London's past.	Canada Club of London
2005-12-14	London 150 Film Series	Vagabonds & Visionaries: The London Story (88 mins).	London Public Library
2005-12-31	150 Great Things about London's neighbourhoods	A compilation of memorable events, objects, organizations, and people appeared in The London Free Press.	Urban League

18	131
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Appendix C – Listing of Promotional Events
75 Events Used the Logo or Posted Information on the Web Calendar (continued)

Date	Program	Description	Organization
2005-01-28	GoodLife Snowfest 2005	The event featured an Ice Carving Symposium and various competitions, contests and demonstrations.	GoodLife Fitness Clubs
2005-01-29	Revelations: A Journey From The Past To The Present	An artistic display of Caribbean Culture through Dance/Drama/Fashion, featuring highly choreographed scenes and dances.	London Cross Cultural Learning Centre, Caribbean Students' Organization (UWO)
2005-01-30	Opening Gala to Celebrate Black History Month	Included a historical portrayal of John Brown, the abolitionist who was eventually hung for treason, live entertainment, and the official opening of an Art Exhibition honouring Black History Month.	Black History Month
2005-02-02	Campus Black History Month Opening Ceremonies.	The official kick off to BHM and celebrating the occasion to the campus community.	Black Student's Association, UWO
2005-02-05	African Culture Show	Annual African Culture Show	The African Students Association, UWO
2005-02-11	Nathaniel Dett Chorale and the Joe Sealy Jazz Quartet	Afrocentric choral performance including classical, spiritual, gospel, jazz, folk and blues.	Cross Cultural Learner's Center
2005-02-11	A Black History Month Program for Children and their Families	A program of storytelling, singing, dancing, music and science with some of the presenters providing workshops.	Children's Museum
2005-02-11	World of Motorcycles Expo	Featured custom motorcycles, retail dealers, accessories, and services of interest to motorcycle enthusiasts of all descriptions.	World of Motorcycles Expo
2005-02-12	Soul: A Display of Black Artistry	An elegant evening of a formal dinner, show, and dance, as part of Black History Month events.	Black Students' Association - UWO
2005-02-12	First Annual Red Cross International Film Festival.	An opportunity to connect with the diverse cultures of London and where people may have come from before here.	Canadian Red Cross
2005-02-18	Regional Communication Center of London	The French community centre of London (CCRL) celebrated 30 years of Ontarian French music during a cabaret evening in a St. Valentine perfume.	CCRL
2005-02-19	Third Annual African-Canadian Film Festival	LBHRC presents its third Film Festival in honour of Black History Month.	LBHRC
2005-02-19	Hockey Day in London	A full day of activities for Londoners to participate in with their families dedicated to our favourite sport.	London Sports Council
2005-02-19	Chinese New Year Celebration	Featured authentic Chinese Cuisine, cultural performances as well as an auction to help raise additional funds towards the Tsunami relief effort through the Canadian Red Cross.	Chinese Canadian National Council - London Chapter
2005-02-20	Black History Celebration	Black History Celebration Historical and Musical Entertainment.	Just Events
2005-02-20	15th Annual Amabile Festival	The Amabile Choirs presented Part 2 of "Amabile Coast to Coast, A Canadian Celebration".	The Amabile Choirs
2005-02-27	Closing Gala in Honour of Black History Month	Entertainment included Denise Pelley, Saidat Vandenberg, the CaribCana Steel Band and many others.	Wolfe Performance Hall and Centre Library
2005-03-10	London Music Festival and Conference.	Event offered opportunities for contemporary musicians to perform and attend industry workshops.	Scene Magazine.
2005-03-30	EMCO Trade Show	Business Trade Show uses Logo at event.	Emco Corporation
2005-04-03	Jack Richardson Music Awards	Free Rock & Pop Concert and awards show paid tribute to the London Music Scene.	Mario Circelli
2005-04-20	Kids First Day	This program celebrated the future of London - our children.	Investing in Children
2005-04-28	Banting House garden expansion announcement	The Canadian Diabetes Association released a plan to expand the garden at the Banting House National Historic Site, as a sesquicentennial project.	Banting House National Historic Site
2005-04-30	19th Annual Forest City Feis	Irish Dance Competition.	Forest City Feis

18 132

**Appendix C – Listing of Promotional Events
75 Events Used the Logo or Posted Information on the Web Calendar (continued)**

Date	Program	Description	Organization
2005-04-30	"That's Entertainment - A Flower Show"	Garden Show.	The Garden Club of London.
2005-05	Volunteer Certificates	Westmount Shopping Centre designed and produced certificates for all the volunteers contributing to the Celebrate 150 events.	Westmount Shopping Centre
2005-05-02	Buffy Sainte-Marie	Intimate evening concert with legendary Juno, Grammy and Academy Award winner Buffy Sainte-Marie with opening roots artist Alana Levadoski.	Aeolian Hall, Southern First Nation Secretariat, Nokee Kwe, First Services Student Development Centre
2005-05-06	Celebrating 25 years of French Public Education	Opening ceremony with the Minister of Culture and Minister Responsible for Francophone Affairs. BBQ. Karaoke in French.	Centre Communautaire Regional de London.
2005-05-08	Forest City Road Races	New routes featuring a downtown start and finish, access to Victoria Park and the core area.	London Life
2005-05-17	Interplay: Tensions and parallels between Sport and Art	A unique exhibition that combined Sport and Art and coincided with the Memorial Cup Games.	The ARTS Project.
2005-05-21	31st Canadian Croatian Folklore Festival	A celebration of music, song and dance.	Canadian Croatian Cultural Society
2005-05-23	Teddy Bear Picnic	A pretend picnic during Victoria Day Weekend with various children's activities.	London Regional Children's Museum
2005-05-28	London's Bike Fest & Commuter Challenge	Promoted events to educate people about bicycle safety, maintenance, and local trails, to advocate bike use, and to get people out on their bikes for fun and transportation.	Covent Garden Market
2005-06	Celebrate 150 Merchandise.	Pins and mugs available at the Concierge desk.	Celebrate 150.
2005-06-01	Fireworks at the Thames	Annual Canada Day activities.	
2005-06-04	4th Annual London Ukrainian Festival	100 dancers and musicians, traditional Ukrainian food and crafts.	London Ukrainian Centre
2005-06-05	Geranium Heritage House Tour	An architectural walking tour in the Blackfriars area of London with visits to the interiors of several houses.	Architectural Conservancy of Ontario (ACO) - London Branch.
2005-06-05	Left Bank at the Forks	A community celebration honouring the 25th anniversary of the gallery opening.	Museum London & Eldon House
2005-06-09	London International Children's Festival	Performing and visual arts for children, free programs and activities at Galleria Mall.	London International Children's Festival
2005-06-12	Eldon House Strawberry Garden Tea	Strawberry shortcake and afternoon tea were served in the Eldon House Gardens.	Eldon House
2005-06-18	Chelsey Park Open House	Senior's home offers open house and sesquicentennial cake.	Chelsey Park
2005-06-21	New Canadians Exhibition	The 4th Annual New Canadians Exhibition featured – 11 artists who are newcomers to Canada within the last 5 years; also featured music, literature and performance.	The ARTS Project
2005-06-21	Aboriginal Solidarity Day	Paid tribute to the many vital contributions made by Aboriginal Peoples to Canadian society and remembered the tradition of London's aboriginal peoples.	N'Amerind Friendship Centre
2005-06-29	My movies in the park	Free movies for everybody in Victoria Park.	Thinklondon
2005-07-01	Pride London Festival	The ten-day festival held at Western Fair, included entertainment, crafters, vendors and warehouse dances.	Pride London Festival
2005-07-02	Tyson Tour reunion	Junior Golf Tournament. The Tyson Tour has been associated with City pro Fred Kern for thirty years and this reunion event drew upon many of the former champions and participants of this pioneering junior golf program.	
2005-07-04	SARI Golf Tournament at Sunningdale Golf and Country Club	Event organizers use Celebrate 150 promotional materials during event.	SARI Therapeutic Riding

18 133

**Appendix C – Listing of Promotional Events
75 Events Used the Logo or Posted Information on the Web Calendar (continued)**

Date	Program	Description	Organization
2005-07-15	Home County Folk Festival	The long-running annual free summer folk festival provided music, literary and craft programs, demonstrations and concerts as well as year-round activities.	Home County Folk Festival, Aeolian Hall
2005-07-18	London Organ Festival	London's rich choral and organ history is highlighted in the national festival, with the participation of Canadian, Austrian and American organists, the Karen Schuessler Singers and the Gerald Fagan Singers.	Royal Canadian College of Organists
2005-07-20	Croquet Anyone?	An engaging evening of croquet on the elegant grounds of Elsie Perrin Williams Estate.	Heritage London Foundation
2005-07-22	London Early Music Festival	Six events throughout the city.	London Early Opera
2005-07-28	Rib Festival	A world-class rib competition; the second-largest in Canada.	The Memorial Boys & Girls Club of London
2005-08-11	Ballet Folklorico de Antioquia (The Antioquian Folk Ballet)	The ballet group performed with a live band in honour of the 20,000 Londoners that are from Colombia.	R.M. DESIGN, Embassy of Colombia, Gobernacion de Antioquia, City of Medellin
2005-08-12	Festa Italiana 2005	First annual three-day festival to celebrate Italian Culture. Food, fashion, music, dance and lots of entertainment for all age groups. All proceeds donated to Italian Seniors' Project.	Italian Seniors' Project
2005-08-14	The Aeolian Summer Music Festival	Celebrate 150 Logo was used on posters for this summer event featuring music.	The Aeolian Hall
2005-08-17	Animus: A sound opera	A performance narrated by Canada's premiere sound poet, Penn Kemp with dancer Wave Weir, cellist Brenda Muller and actor Jeff Culbert, as part of the Aeolian Summer Music Festival.	Aeolian Hall
2005-08-20	Harvest Festival	Vintage agricultural equipment in operation as this season's grain is threshed.	Fanshawe Pioneer Village
2005-08-29	150-year-old Stuff in a 150-year-old House Sale-Abraction	The Antiquities Shoppe, located in a distinctive red-painted wooden-framed house predating the major 19th century fire of London, celebrated the 150th anniversary with discounts in inventory stock items.	Wellington Gateway Association
2005-09-10	Beyond Bounds: Art in London 1970-1987	Celebrated the work of London artists who pushed the boundaries of art by questioning traditional media and by introducing new subject matter and ideas.	Museum London
2005-09-13	Ron Benner: As the Crow Flies, 1984/1991 - 2005	This installation depicted sites on bodies of water due South of London, through the use of photographs and plants indigenous to each region.	Museum London
2005-09-17	CAMPsites	Ten artists explored itinerancy and provided a thought-provoking interpretation of space and home in our world.	Museum London
2005-09-17	Reclaiming Creativity	The conference aimed to inspire everyone to reclaim their personal expression from mass media and the corporate workplace, exploring the diverse forms of creativity through learning, sharing and networking.	Aeolian Hall
2005-09-17	A Guiding Vision: Selection from the Permanent Collection by Museum London's Tour Guides	Included both contemporary and historical works by notable artists such as Eric Atkinson, Molly Lamb Bobak, Eva Bradshaw, Jack Bush, A J Casson, David Milne, Paul Peel and Tony Urquhart among others.	Museum London
2005-09-23	Gathering of Good Minds	A Celebration of First Nations Art, Culture and Wisdom at Museum London, Covent Garden Market and the London Museum of Archaeology.	
2005-10-03	Random Acts of Poetry	Penn Kemp read poems from her collections, Poem for Peace in Two Voices, Sound Spoke and Saravasti Scapes, appearing at unexpected locations around the city to surprise people with poems.	Pendas Productions

18

134

**Appendix C – Listing of Promotional Events
75 Events Used the Logo or Posted Information on the Web Calendar (continued)**

Date	Program	Description	Organization
2005-11-05	Holiday Home Tour	Five festively decorated homes throughout London.	Thames Valley Childrens' Centre Auxiliary
2005-11-05	"A Child's Dream 150 years ago" Playhouse Project	London's three major retailers partnered with Habitat for Humanity London to display custom built themed playhouses which reflected London's 150th Birthday celebration.	Habitat for Humanity London
2005-11-05	The 50th Annual Greek Bazaar	The Golden Jubilee Bazaar included Greek pastry sale, specialty foods, handicrafts and lunch.	Greek Ladies Philoptochos of Holy Trinity Greek Orthodox Church
2005-11-05	Canadian Celtic Choir Tribute Concert - Year of the Veteran	Special Guests - Jim Chapman, Peter Garland, Rob Larose, Mathews Hall Senior Choir (Margo Surman, conductor), The Pipes and Drums of the London Police.	Canadian Celtic Choir
2005-11-13	Serenata Series	Joshua Grunmann performed the world premiere of a <i>Suite Française pour le piano, Opus 88</i> written for him in 1985 by London composer Gerhard Wünsch.	Serenata Series
2005-11-18	The Spirit of New Orleans	Reception in support of Habitat for Humanity's "Operation Home Delivery" for the City of New Orleans.	F. G. International
2005-11-25	WinterFest Weekend 2005	Santa Clause Parade, Fire and Ice festival in Old East Village.	
2005-11-25	Lighting of the Lights	A yearly tradition with London families featuring a spectacular illumination of thousands and thousands of bulbs.	City of London
2005-12-01	A 'Grand Avenue Christmas' - a Victorian Holiday Showcase	Showcase in support of Orchestra London - two of London's most splendid Victorian mansions, decked out in their sumptuous best for the holidays.	Orchestra London
2005-12-03	The London Singers Celebrate 150	A special collaboration of musicians from the London Community (the London Singers), university (UWO), high school (H.B. Beal Singers and Catholic Central Concert Choir), and many churches and soloists from the London area.	The London Singers
2005-12-11	Children's Christmas Party at Eldon House	Games, Christmas crafts, music, treats and all the Christmas highlights of Eldon House, with Father Christmas also making an appearance.	Museum London