



Riverview 50th Celebrations



Planning Guide





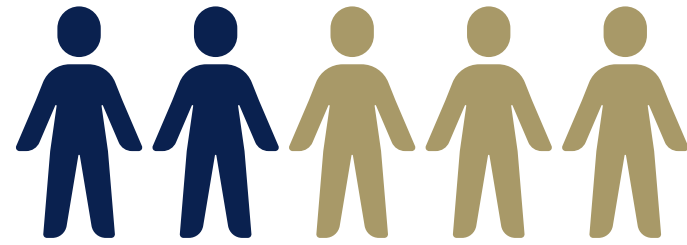
Vision

Riverview celebrates 50 years on July 9, 2023.

Riverview prides itself on its sense of community, and all residents should feel part of the 50th anniversary celebrations.

While the 50th anniversary itself takes place on a specific date, celebrations for the town's "50th anniversary year" would allow a diversity of activities and participation.

Planning Committee



**Ad-hoc committee formed in February 2022
to begin planning the celebrations.**

Heath Johnson (Chair)

Ann Seamans (former Mayor)

Trevor MacDougall (community member)

Jonathan Walsh (community member)

Emma Etheridge (community member)

Paulette Tingley (Town Staff)

Ashly Barron (Town Staff)

A special thank you to all committee members.

**Planning Guide contents are generated from regular
planning sessions, internal surveys, and consultation.**



Guiding Principles



Structure

Parks, Recreation & Community Relations will take lead role in celebrations, but not tasked with organizing all celebrations.

Look & Feel

Events and activities related to the 50th anniversary should be unique and branded differently from other annual events.

Budget

Celebrations should be conducted with a reasonable budget, approved by council within the 2023 budget process.



Community

Co-hosting a diverse offering of events to engage the whole community, ranging from an awards gala to barbeques in the park.



Local Business

Provide a chance for the business community to shine with weekly spotlights, throwbacks and shop-local campaigns.



Arts & Culture

Showcase local talent and bring awareness to our history through a digital photo wall, concerts, art exhibits and story-telling.



Legacy

Leave a memory of the celebrations that will last into the future with an art installment, historical publication or time capsule.

Ensuring Capacity

and providing opportunities for everyone to participate

Parks & Recreation

- Augment Current Events
- 3-4 Branded Events
- Internal Marketing

Riverview 50th Celebrations

Community-Based

- Funding Opportunities
- Business Spotlights
- Community Partnerships

Core Elements



Community Grants

Grants awarded to partners, community groups and businesses that wish to host an event

Showcase Events

Each major festival will co-host an additional event, branded for Riverview 50th

Anniversary Celebration

A special recognition event hosted on July 9, 2023 to celebrate the Town's official birthday

Sample Showcase Events



Time Capsule



Golden Tree



Larger Concerts

» Commemorate July 9, 2023

Dedicated event on the Town's birthday

The official anniversary will be marked with a special community event, ranging from a ceremony and legacy-unveiling to an outdoor concert



At-A-Glance Schedule



Winter

- Grant Applications
- Winter Carnival
- Enhanced Fireworks



Spring

- Maple Fest
- Special Awards Gala
- External Activities



Summer

- SUNFEST; Canada Day
- July 9 Celebration
- Summer Concerts & Block Parties



Fall

- Harvest Festival
- Light-Up Riverview (special tree)
- Christmas Ornament

Engagement & Awareness



1

Communications

Strategic use of radio, billboard, and social media to inform residents in a sustainable manner.

2

Photography

Professional photography will be captured. Residents will be able to submit historical photos for a digital display wall.

3

Partnerships

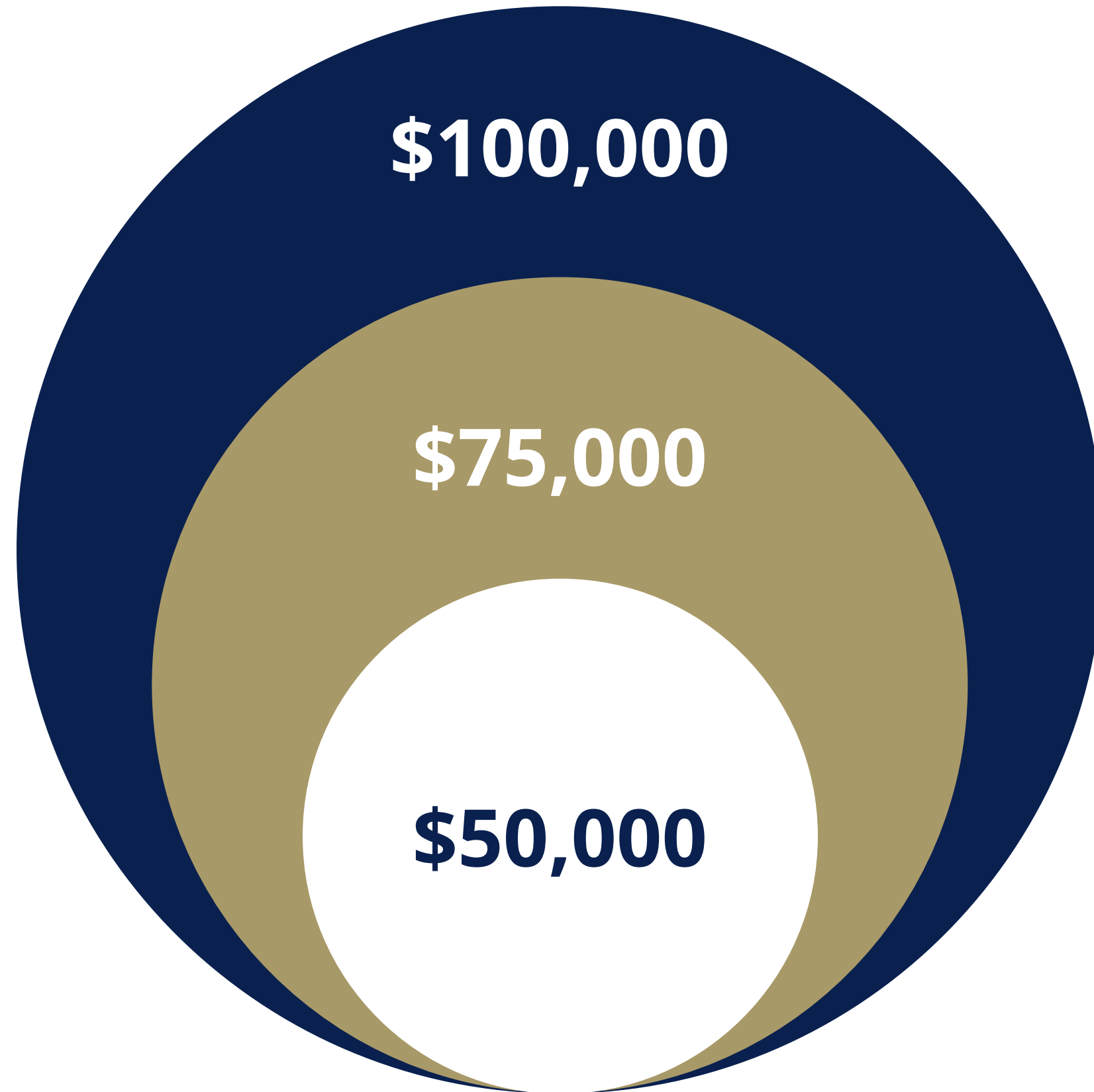
Consideration given to existing partners and marketing tools to support co-branded events.

4

Branded Items

Pewter ornaments, water bottles, totes, t-shirts, hats. Some will be available for purchase as well.

Scalable Events



- Added Events
Community-Hosted Events
\$100,000
- Enhanced Existing Events
Community-Hosted Events
\$75,000
- Enhance Existing Events Only
\$50,000

Optional Packages



Options	\$50,000	\$75,000	\$100,000
Events & Concerts	✓	✓✓	✓✓✓
Community Grants	✓	✓✓	✓✓✓
Staffing & Promotion	✓	✓✓	✓✓✓
History Project		✓	✓✓
Art Installation		✓	✓✓
Tree Giveaway			✓



Connect

Building a sense of community

Recent Advertisement

Initial information mailed as part of the Fall Mailer Card

Email Address

celebrate50@townofriverview.ca

Participation

Residents, community groups and local businesses encouraged to become involved



Questions

