



TOWN OF GODERICH 2027 BI-CENTENNIAL COMMITTEE AGENDA

Wednesday, April 8, 2026

2:00 PM

Meetings are broadcasted, recorded and livestreamed, and are available on the Internet. All meetings are hybrid format (both electronic platform and in-person at the Town Hall, Council Chambers)

If you wish to attend this hybrid meeting by audio or video conference, please contact Jess Stoecker at jstoecker@goderich.ca or 519-524-8344 Ext. 204, Town Hall, Council Chambers

	Pages
1. CALL TO ORDER	
2. DISCLOSURE OF PECUNIARY INTEREST	
3. CONFIRMATION OF THE AGENDA AND ADOPTION OF MINUTES	
3.1 Approval of Agenda	
Moved by: _____	
Seconded by: _____	
That the Town of Goderich 2027 Bicentennial Committee hereby accepts the April 8, 2026, Agenda, as presented.	
3.2 Adoption of Minutes	3
Moved by: _____	
Seconded by: _____	
That the Town of Goderich 2027 Bicentennial Committee hereby adopts the March 4, 2026, Minutes, as printed.	
4. DELEGATIONS AND PRESENTATIONS	
5. PUBLIC COMMENTS RELATING TO AGENDA ITEMS	
6. STAFF REPORTS	
7. CORRESPONDENCE RECEIVED AND COPIED FOR WHICH THE DIRECTION OF THE COMMITTEE IS REQUIRED	
8. CORRESPONDENCE RECEIVED FOR INFORMATION	
9. CORRESPONDENCE RECEIVED AND RECOMMENDED ACTION NOTED	
10. UNFINISHED BUSINESS	
10.1 Liz Petrie, Chair re: 1977 TVO Production	
10.2 Joint Celebration with the City of Guelph	

11.	NEW BUSINESS	
11.1	Date for Volunteer Fair	
12.	WORKPLAN AND BUSINESS PLAN	6
12.1	Laura Herman, Event Planning Committee Chair re: Draft Bicentennial Schedule of Events	16
12.2	Garry LaRose, Marketing and Promotion Committee Chair re: Draft Workplan	21
12.3	Faith Wilson, Logistics and Operations Committee Chair re: Social Media Proposal	23
12.4	Lori Rounds & Marion Goodman, Sponsorships & Donations Committee Chairs re: Draft Workplan	30
12.5	Vlorat Vitija, Volunteer Committee Chair	
12.6	Susan O'Brien & Nancy Hughes, History & Culture Committee Chairs re: Draft Workplan	31
13.	FUNDING/IMPLEMENTATION STRATEGY	
14.	CLOSED SESSION	
15.	REPORTING OUT OF CLOSED	
16.	ADJOURNMENT	

Moved by: _____

Seconded by: _____

That the Town of Goderich 2027 Bicentennial Committee does now adjourn at ___ PM to meet again at the next Regular Meeting scheduled for May 6, 2026.



Town of Goderich 2027 Bicentennial Committee

**Wednesday, March 4, 2026
2:00 PM**

- Present Liz Petrie, Council Representative, Chair
 Laura Herman, Member
 Vlorat Vitija, Member
 Susan O'Brien, Member
 Garry LaRose, Member
 Lori Rounds, Member
 Marion Goodman, Member
 Nancy Hughes, Member
 Clare Day, Member
 Faith Wilson, Member
- Staff Present Janice Hallahan, Chief Administrative Officer
 Jenna Ujiye, Tourism and Community Development Manager
 (part of meeting)
 Jess Stoecker, Administrative Assistant to the Director of
 Legislative Services/Clerk
- Others Present Mike Zarytshansky
 Teagan Regier
 Amy Regier
 Denise and Larry McCabe
 Phil Main
 Judy Jenkins
 Marilyn Bruinsma, COPA
 John Thompson
 Alexander Bome (online)
 Robyn Ross
 Cathy Basden

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- 1. CALL TO ORDER**
 - 2. DISCLOSURE OF PECUNIARY INTEREST**
 - 3. CONFIRMATION OF THE AGENDA AND ADOPTION OF MINUTES**

3.1 Approval of Agenda

Moved By: Member LaRose
Seconded By: Member Day

That the Town of Goderich 2027 Bicentennial Committee hereby accepts the March 4, 2026, Agenda, as presented.

CARRIED

3.2 Adoption of Minutes

Moved By: Member Goodman
Seconded By: Member Rounds

That the Town of Goderich 2027 Bicentennial Committee hereby adopts the February 18, 2026, Minutes, as printed.

CARRIED

4. DELEGATIONS AND PRESENTATIONS

4.1 Bicentennial Logo Winner Photos: Mike Zarytshansky & Teagan Regier

4.2 Phil Main re: Bicentennial Podcast

Moved By: Member Herman
Seconded By: Member Hughes

That the Town of Goderich 2027 Bicentennial Committee and Phil Main collaborate on 12 podcast episodes that will launch on Founders Day 2026 to kick off the Bicentennial events.

CARRIED

5. PUBLIC COMMENTS RELATING TO AGENDA ITEMS

Judy Jenkins asks the Committee if the logo is available to be distributed to organizers of Class Reunion events.

6. STAFF REPORTS

7. CORRESPONDENCE RECEIVED AND COPIED FOR WHICH THE DIRECTION OF THE COMMITTEE IS REQUIRED

8. CORRESPONDENCE RECEIVED FOR INFORMATION

9. CORRESPONDENCE RECEIVED AND RECOMMENDED ACTION NOTED

9.1 Alexander Bome re: Resignation

Staff Recommendation: Receive with regret and authorize the Clerk to advertise for the vacancy.

10. UNFINISHED BUSINESS

10.1 Service Club Proposals - Canadian Owners and Pilots Association (COPA)

10.2 Slogan Brainstorming Session

Moved By: Member O'Brien
Seconded By: Member Day

That the Town of Goderich hereby accepts the following as the official Bicentennial Slogan: Making Waves Since 1827.

CARRIED

Moved By: Member LaRose
Seconded By: Member O'Brien

That the Town of Goderich 2027 Bicentennial Committee approves that the Logo and Slogan can be widely used for all bicentennial advertising together or separately.

CARRIED

10.3 Liz Petrie, Chair re: 1977 TVO Production

11. NEW BUSINESS

11.1 Sponsorship Funding Policies

Staff Recommendation: refer to the sponsorship committee for information

12. WORKPLAN AND BUSINESS PLAN

12.1 Garry LaRose, Marketing Committee Chair re: Draft Workplan

Moved By: Member Goodman

Seconded By: Member Hughes

That the Town of Goderich 2027 Bicentennial Committee approves that Member LaRose and Jenna Ujiye, Tourism and Community Development Manager, work together to create a story for the Goderich 2026 Visitor Guide at a cost of approximately \$1,100.00 plus HST.

CARRIED

12.2 Lori Rounds & Marion Goodman, Sponsorship & Donations Committee Chairs re: Draft Workplan

12.3 Susan O'Brien, History and Culture Sub-Committee Chair re: Draft Workplan

12.4 Joint Celebration with the City of Guelph

13. FUNDING/IMPLEMENTATION STRATEGY

14. CLOSED SESSION

15. REPORTING OUT OF CLOSED

16. ADJOURNMENT

Moved By: Member Rounds

Seconded By: Member Wilson

That the Town of Goderich 2027 Bicentennial Committee does now adjourn at 3:50 PM to meet again at the next Regular Meeting scheduled for April 8, 2026.

CARRIED

CHAIR, Liz Petrie

SECRETARY, Janice Hallahan

Work Plan Item	Topics	Committee Member Project Lead*	Time Interval in 2026	Status	Notes
1 Sponsorships & Donations		Lori Rounds & Marion Goodman		Draft Workplan created	Requested funding policies for information
2. Marketing & Promotion		Gary LaRose		Draft Workplan created	
3. Ticketing & Information					
4. Dances		Laura Herman & Logistics Coordinator			
5. Entertainment					
6. Decorations					
7. Set up & Tear down					
8. Souvenirs					
9. Socials		Staff, Faith Wilson, Garry LaRose	ongoing	Facebook account created January 9, Instagram created January 29, posting is ongoing Draft Workplan Created	
10. Special Events		Laura Herman & Faith Wilson			
11. Bar					
12. Children's Programs					
13. Senior Events		Laura Herman & Faith Wilson			
14. History		Susan O'Brien & Nancy Hughes		Draft Workplan created	
15. Livery/Theatre					
16. Website		Staff	ongoing	live, information being added	https://www.goderich.ca/en/stay-and-play/goderich-bicentennial.aspx#
17. Fireworks					
18. Parade					
19. Support		Vlorat Vitija			
20. Vendors					
21. Meals					
22. Sanitation					
23. Security					
24. Parking & Transportation					
25. Grant Opportunities	Building Communities through Arts and Heritage and other grants as they are announced.	Staff			Building Communities through Arts and Heritage (approval of Council to proceed) and Community Anniversaries Grant (staff currently reviewing criteria - will require Council authorization if proceeding)
26. Volunteer Coordinator position		Vlorat Vitija		completed	
27. Logistics and Operations Coordinator position		Faith Wilson		Completed	require Committee appointment and will work closely with Special Events Coordinator

Work Plan Item	Topics	Committee Member Project Lead*	Time Interval in 2026	Status	Notes
28. Service Club Involvement					
29. Airmen's Memorial Legacy Project		Susan O'Brien			Council concurred and referred project to the Bicentennial Committee at the December 8, 2025 Council meeting - David Yates lead contact
30. Logo Competition	logo competition to choose the official brand of the Bicentennial Celebration	Staff	Winner to be announced February 10, 2026	Completed	Council approval received on February 9, 2026
31. Slogan	Slogan ideas to choose the official slogan of the Bicentennial Celebration	Committee		Completed	Slogan: "Making Waves Since 1827" approved at the March 4, 2026, meeting

* Town staff will provide resources and assistance with the execution of

Proposed Business Plan for Goderich Homecoming 2027

Date: June 24 - 27, 2027

Mission Statement

To commemorate Goderich's 200th anniversary through a vibrant homecoming weekend that celebrates our community's history, fosters connections among residents, and attracts visitors to showcase the spirit of Goderich.

Goals and Objectives

1. **Host a Successful Event:** Attract at least {__,000 – what is the goal?} attendees over the week/weekend.
2. **Raise Funds:** Generate at least {\$ __,000 – what is the goal?} in revenue for community projects and initiatives.
3. **Promote Community Engagement:** Foster connections among residents, local businesses, and visitors.
4. **Celebrate Goderich's Heritage and Marine Heritage:** Create a platform to share and celebrate Goderich's 200 years of history and culture.

Target Audience

1. **Primary Audience:** Goderich residents (past and present), families, and local community members.
2. **Secondary Audience:** Visitors from surrounding communities and former residents of Goderich.

Event Activities and Programming

Proposed Activities

1. **Parade:** {Kick off the week/weekend or choose the Saturday of the weekend – Choose What date applies for the event} with a festive parade featuring local organizations, schools, and community groups.
2. **Entertainment:** Live music and performances by local artists and bands.
3. **Theatre/Livery:** Cultural showcase highlighting Goderich's history; record of events in the order they happened – Dave Armour has reached out to elected officials and staff.
4. **Children's Zone:** Family-friendly activities, games, and crafts for children.
5. **Senior Events:** Activities, social hours, and entertainment for seniors.
6. **Teen Programming:** Sports tournaments, pageants, scavenger hunts for kids and teenagers.
7. **Food and Beverage Vendors:** Partnerships with local restaurants and food trucks to provide diverse dining options.
8. **Historical Exhibits:** Display artifacts, host history forum(s) at the Goderich Museum that provides a detailed account of historical events (including Marine) to educate attendees.

9. **Royal Canadian Navy:** The Mayor and CAO have been in discussions with the Royal Canadian Navy to bring a navy vessel to Goderich either before, during, or after the Homecoming (TBD).
10. **Reunion Areas:** Designated spots for groups to reconnect and share stories.
11. **Fireworks or Drone Show:** Commence or close the festivities with a fireworks or drone show that illuminates the sky to celebrate Goderich's spirit.

Marketing and Promotion Strategy

Marketing Channels

1. **Social Media:** Utilize Facebook, Instagram, Homecoming website for regular updates and engagement.
2. **Local Media:** Partner with local newspapers, radio stations, and community blogs for coverage.
3. **Flyers and Posters:** Distribute promotional materials in local businesses, schools, community centres, and medical clinics.
4. **Email Campaigns:** Use newsletters to keep the community informed about planning progress and volunteer opportunities.
5. **Collaborations:** Work with local businesses, service clubs and organizations to promote the event.

Budget Overview

Expenses	Expense Category	Estimated Amount
Advertising	Website/Advertising/Promotions	\$
	Signage	\$
	Tickets/Information	\$
Events	Parade	\$
	Children's Events	\$
	Teen Events	\$
	Senior Events	\$
	Theatre/Livery	\$
	Special Events Held prior to Main Event	\$
	Day Time Entertainment	\$
	Fireworks/Drone	\$
	History	\$
Set-Up/Tear Down	Sanitation/Clean-up	\$
	Security/EMS/First Aid/Buses/Parking	\$
	Decorations	\$
	Set-Up/Tear Down	\$
Food	Food Vendors/Meals	\$
Contingency Fund	Contingency	\$
TOTAL EXPENSES		\$

REVENUE SOURCES

Revenue Source	Description	Estimated Amount
Sponsorships/Donations	Different tiers of sponsorship packages for local businesses	\$
Fundraising	# of fundraising events between 2025 – 2027	\$
Ticket Sales/Dances	Hosting Friday/Saturday/Sunday dances	\$
Bar/Licensing	Daily beer gardens and nightly dances	\$
Souvenirs	Event related merchandise. If the Committee decides to proceed with the Commemorative Coin, additional \$'s will need to be added	\$
Vendor Fees	Charges for food vendors who set up food trucks/booths	\$
Grant Opportunity	Apply to Community Anniversaries – Government of Canada	\$200,000 Maximum Grant
TOTAL REVENUES		\$

Funding Strategy

- **Initial Funding Request:** {\$____,000} in seed funding from Goderich Town Council, to be repaid from revenue generated through the event.
- **Sponsorship Packages:** Establish a tiered sponsorship system encouraging local businesses to invest at various levels.
- **Community Fundraising Events:** Organize fundraising events leading up to the homecoming to generate additional revenue.

A successful homecoming event relies on a **diverse funding strategy**: combining internal and external sources, and a detailed **implementation plan** managed by a dedicated committee with clear communication.

The funding strategy should leverage the community's spirit and alumni engagement that surrounds homecoming.

- **Ticket & Merchandise Sales:** This is a core revenue stream. Offer tiered ticket options (e.g., individual event access, weekend passes, VIP perks). Sell school-branded merchandise like T-shirts, hats, and accessories through online stores and physical booths at events.
- **Corporate Sponsorships & Local Business Partnerships:** Reach out to local businesses to sponsor specific events (e.g., legends hockey game, a gala, concert) in exchange for promotional opportunities. In-kind sponsorships, where vendors provide services or products (like catering or equipment rentals) at a reduced or free cost, can also significantly lower expenses.
- **Alumni & Individual Donations:** The majority of donations often come from individuals.
 - **Peer-to-Peer Fundraising:** Empower engaged alumni and students to create their own fundraising pages and reach out to their personal networks.
 - **Donation Matching Challenges:** Secure a challenge gift from a major donor or local business that agrees to match all other donations up to a certain amount, creating a powerful incentive for others to give.
 - **Giving Societies:** Establish exclusive donor clubs with unique perks like early event access or special recognition to foster loyalty among top contributors.
- **Event-Specific Fundraisers:** Integrate specific fundraising activities within the main events:
 - **Auctions/Raffles:** Host silent or live auctions for unique items like signed memorabilia, local artwork, or exclusive experiences (e.g., a scenic flight with Papple Aviation, an underground Compass Minerals tour, etc.).

- **Concession Sales:** Maximize sales of food and beverages at high-traffic events like the hockey game or concert.
- **Activity Fees:** Charge entry fees.

Implementation Strategy

A clear, organized implementation plan ensures a smooth and memorable event.

- **Early Planning & Goal Setting:** Planning commences 22-24 months in advance of the event. Define clear, measurable goals (e.g., attendance numbers, funds raised for the Homecoming) to guide decision-making.
- **Committee Formation:** The Homecoming will oversee the entire process, with sub-committees (Chair and their teams) for specific areas like marketing, logistics, entertainment, and fundraising – see the following Organizational Structure (each Sub-Committee listed under item 9.1 of the November 5, 2025, Agenda).
- **Budgeting & Financial Management:** Create a detailed, itemized budget that includes all potential expenses and revenue streams. Monitor this closely to stay on track and have a contingency plan for unexpected costs.
- **Venue & Logistics:** Secure all necessary venues and permits early. Plan all logistical details, including catering, equipment, seating, and signage, ensuring accessibility for all guests.
- **Marketing & Promotion:**
 - **Multi-channel promotion:** Utilize social media, email campaigns, event websites, flyers, and local media to build excitement and inform the community.
 - **Create a theme, logo, and hashtag:** A unifying theme and a catchy event hashtag help to tie all activities together and generate buzz online.
 - **Offer incentives:** Use "early bird" discounts on tickets to drive initial sales and ensure early cash flow.
- **Execution & Day-Of Management:** Conduct a full run-through a week before the event to spot any potential problems. On the day, have a clear chain of command and ensure all team members and volunteers know their roles and responsibilities.
- **Post-Event Follow-Up:** After the event, thank all attendees, sponsors, and volunteers. Gather feedback through surveys to identify what worked and what can be improved for the following year.

Organizational Structure

Bi-Centennial Homecoming Committee: Composed of community volunteers and appointed Committee Chairs to various Sub-Committees:

Grouped Sub-Committees:

- 1) Event Planning – Dances, Entertainment, Meals, Bar, Children, Teen and Senior Programs, Fireworks, Parade, Socials (Churches)
- 2) Marketing and Promotion – Marketing & Promotion, Website, Ticketing & Information, Decorations
- 3) History – History, Theatre/Livery
- 4) Sponsorship and Fundraising – Special Events Prior to the Homecoming Celebrations, Decorations, Souvenirs, Vendors
- 5) Volunteer Coordination – Community Members, Service Clubs, Schools, Organizations
- 6) Logistics and Operations – Set-up and Tear Down, Sanitation, Security, Parking & Transportation, Accessibility, and Support (e.g., general administrative assistance to the main committee and other event sub-committees – CAO, Treasurer, Clerk, Tourism & Community Development Manager, Public Works and Parks staff, etc.).

Suggested Timeline

DATE	MILESTONE
September 2025 – March 2026	Form/confirm the Steering Committees and appoint subcommittee chairs
	Secure initial permits and venue arrangements.
	Finalize the event budget and initial funding requests.
	Begin outreach for sponsorships and community partnerships.
April 2026 – September 2026	Launch marketing and promotional campaigns.
	Confirm entertainment acts and vendors.
	Finalize the detailed event schedule and programming.
	Open volunteer recruitment and training sessions.
October 2026 – December 2026	Confirm logistics such as transportation, caterers, and supply orders.
	Finalize all event details, including layouts and schedules.
	Distribute promotional materials, focusing on social media and local outreach.
	Hold final meetings with all committees to coordinate efforts.

January 2027 – May 2027	Conduct ongoing communication with volunteers and subcommittees to ensure preparations are on track.
	Implement community engagement activities to maintain momentum (e.g., local previews of event programming).
	Finalize vendor contracts and confirm final details with entertainers.
	Continue promoting the event through social media, community flyers, and local media.
	Secure final sponsorships and donations.
	Host pre-event community meetings to keep the public informed and engaged.
	Conduct training sessions for volunteers regarding their roles and responsibilities.
	Finalize logistics, including the setup schedule and inventory checks.
	Finalize logistics and confirm all vendors and entertainment.
	Conduct a pre-event meeting with all volunteers.
	Start physical setup of the event venue.
June	Ensure all aspects of the event are in place and functioning smoothly.
TBD	Execute the event with ongoing evaluations and adjustments as necessary.
September 2027	Evaluate event success through feedback surveys and committee debriefing sessions.
	Thank volunteers and sponsors publicly for their contributions.
	Report back to the community regarding funding raised and future initiatives.

Monitoring and Evaluation

- **Feedback Surveys:** Distribute surveys to attendees to gather feedback on their experience.
- **Financial Analysis:** Conduct a review of the budget vs. actual expenses and revenues.
- **Post-Event:** Hold a debriefing meeting with the Homecoming Committee to discuss successes and areas for improvement. Submit Event Report to Goderich Town Council.

Conclusion

The Goderich Homecoming Event 2027 aims to bring the community together in celebration of our rich history while supporting local initiatives. With the commitment of dedicated

volunteers, a well-structured plan, and the backing of the Goderich Council, we envision a successful and memorable weekend for all who attend.

DRAFT PROPOSAL:

✦ THURSDAY, JUNE 24 — COMMUNITY KICKOFF

Concert in the Park – 6:00–10 PM

REQUIRE: EVENT COMMITTEE TO ORGANIZE/COLLABORATE WITH BIA

Enjoy an evening of live music to launch our Bicentennial weekend in style.

DJ from 10pm-12am – GLOW IN THE DARK THEME (Glow for Goderich 200)

Night Market on The Square – 5:00–10:00 PM

REQUIRE: COLLABORATE WITH BIA

Local artisans, food vendors, makers, and performers fill The Square for a vibrant open-air market.

Beverage Gardens – 5:00–12AM

REQUIRE; EVENT COMMITTEE TO ORGANIZE & COLLABORATE WITH SERVICE GROUPS (KINSMEN/KINETTES)

Operated by local service club, featuring local craft beer, cider, wine, and non-alcoholic options.

And regular bar options as well.

Opening Welcome – 6:00 PM

REQUIRE: EVENT COMMITTEE TO ORGANIZE

Gather at the Concert Stage for the official start of Goderich's 200th celebration.

Other Ideas to engage COMMUNITY:

- House/Lawn decorating for 200th Bday
- Poem Contest
- Highschool Reunion element – or recommend classes to congregate
- Art show featuring Goderich theme work – collab with MacKay Centre
- 200 minute walk or run event
- Restaurant involvement
- Rotary club hot dog wagon – Rotaract
- Podcast Series – advertising leading up, then live podcast during the weekend on stage

MAJOR EVENT TO STILL BE DETERMINED

IDEAS:

- Snowbirds / Lancaster
- RCMP Musical Ride
- OPP Golden Helmets
- Kite Show

CONFIRMED SERVICE GROUP INTERESTED IN BEING INVOLVED:

Optimist Group	Goderich Kinettes	MacKay Centre
Goderich Legion	Ladies Auxillary	
Memorial Community Centre		
IODE	Goderich Kinsment	

DRAFT PROPOSAL:

FRIDAY, JUNE 25 — HERITAGE & HOMETOWN SPIRIT

Goderich Bicentennial Golf Tournament & Pickel Ball Tournament

REQUIRE: COMMUNITY MEMBER TO ORGANIZE

A friendly community tourney with historical trivia holes and prizes.

Sidewalk Sales in the Downtown Core – 9:00 AM–5:00 PM

REQUIRE: COLLAB WITH BIA

Local shops spill into the streets for once-in-200-years deals.

Museum Tours & Heritage Exhibits – All Day

REQUIRE: COLLAB WITH MUSEUM

Special bicentennial displays highlighting Goderich's founding and evolution.

Heritage/Historical Walking Tours – 10:00 AM, 1:00 PM, 3:00 PM

REQUIRE: COLLAB WITH HISTORICAL SOCIETY, LIVERY

Guided tours exploring architecture, famous residents, and untold stories.

Livery Show – Evening performance

REQUIRE: COLLAB WITH LIVERY

Goderich historical play

Legion Community BBQ – 4:30–7:00 PM

REQUIRE: COLLAB WITH LEGION

Classic summer favourites hosted by our Royal Canadian Legion.

Beverage Gardens – 5:00–12AM

REQUIRE; EVENT COMMITTEE TO ORGANIZE & COLLABORATE WITH SERVICE GROUPS

Operated by local service club, featuring local craft beer, cider, wine, and non-alcoholic options. And regular bar options as well.

Evening Street Dance / Band Performance – 8:00–12:00AM

?? Disco, Denim & Diamonds theme ??

REQUIRE: TOWN APPROVAL TO BE ON STREET VS BANDSTAND

- need newer and old bands that would draw a crowd.

History of Rock and Roll in Goderich, have a line up of old and new local bands

A lively street celebration with live music, family fun, and dancing under the lights.

DRAFT PROPOSAL:

SATURDAY, JUNE 26 — CELEBRATING COMMUNITY

Farmers' Market – 8:00 AM–12:00 PM

REQUIRE: BIA

Local growers, bakers, and artisans line The Square with fresh offerings.

Community Breakfast – Morning

REQUIRE: COLLAB WITH LOCAL FIRE DEPARTMENT

Neighbourhood congregations welcome everyone for warm hospitality.

Music in The Square – Throughout the Day 9AM TO 4:00PM

REQUIRE: BIA & EVENT COMMITTEE TO ORGANIZE

Rotating performances from local musicians and emerging artists.

Also include a live podcast series with the likes of Phil Main (MARKETING COMMITTEE)

Kids play Area on the Square

REQUIRE: EVENT COMMITTEE TO ORGANIZE & COLLAB WITH OPTIMIST CLUB

Bouncy castles, 200 theme crafts, FOAM PARTY, little car parade, etc

Cornhole Tournament on the Square – 10:00 AM–3:00 PM

REQUIRE: EVENT COMMITTEE TO ORGANIZE – LEGION GROUP

Family-friendly fun with prizes and bragging rights at stake!

Road or Ice Hockey Tournament on the Square OR at the YMCA – 10:00 AM–4:00 PM

REQUIRE: EVENT COMMITTEE TO ORGANIZE – COLLAB GODERICH MINOR HOCKEY

Teams compete in a classic Canadian showdown.

Slo Pitch 1 day Tourney at Bannister Park

REQUIRE: COMMUNITY MEMBER TO ORGANIZE – COLLAB WITH GODERICH MINOR BALL

Co-ed 1 day tourney

Ask Minor Baseball to organize and run beer garden there

G2G RAIL TRAIL RIDE

REQUIRE: EVENT COMMITTEE TO ORGANIZE

Heritage/Historical Walking Tours – 10:00 AM, 1:00 PM, 3:00 PM

REQUIRE: COLLAB WITH HISTORIAL SOCIETY, LIVERY

Guided tours exploring architecture, famous residents, and untold stories.

Livery Show – Evening performance

REQUIRE: COLLAB WITH LIVERY

Goderich historical play

Food Truck Rally – 11:00 AM–8:00 PM

REQUIRE: EVENT COMMITTEE TO ORGANIZE

A curated lineup of LOCAL food trucks offering gourmet and casual eats.

DRAFT PROPOSAL:

Beachfront Events – Afternoon

REQUIRE: EVENT COMMITTEE TO ORGANIZE

- **Boat Parade** showcasing decorated vessels cruising the shoreline
- Family activities, beach games, and more (KITES)
- Volleyball tourney

BBQ IN HARBOUR PARK – 5:00–7:00 PM

REQUIRE: COLLAB WITH LIONS CLUB OR

Harbour Park location

A community favourite hosted BBQ/Picnic

Beverage Gardens – 12:00 PM – 6:00 PM

REQUIRE; EVENT COMMITTEE TO ORGANIZE & COLLABORATE WITH SERVICE GROUPS

Operated by local service clubs, featuring local craft beer, cider, wine, and non-alcoholic options. And regular bar options as well.

Big Band Bicentennial Concert – 8:00–12:00 AM

REQUIRE: EVENT COMMITTEE TO ORGANIZE & MEMORIAL ARENA

A spectacular evening performance at Memorial Arena Centre

DRAFT PROPOSAL:

🚗 SUNDAY, JUNE 27 — LEGACY DAY

Car Show at the Flea Market – 9:00 AM–1:00 PM

REQUIRE: COLLAB WITH CAR GROUPS TO ORGANIZE

Classic cars, antiques, and unique vehicles on display.

Time Capsule Event

REQUIRE: EVENT COMMITTEE TO ORGANIZE

Put something together that could be sealed for Goderich 250

Community Church Services – Morning

REQUIRE: LOCAL CHURCH TO TAKE THIS ON TO ORGANIZE

Local congregations open their doors OR join a combined **All Faith Service in the Park** celebrating unity and heritage.

Community Choir Sing Along – Morning

REQUIRE: CHOIR GROUP TO ORGANIZE

Goderich 200 Parade – 1:30 PM

REQUIRE: TOWN PARADE COORDINATION

MASS PIPE BAND

A grand parade featuring floats, local groups, historical themes, and community pride.

Closing Ceremonies – 3:00 PM

REQUIRE: EVENT COMMITTEE TO ORGANIZE

Reflections on 200 years of Goderich—music, acknowledgements, and raising our sights toward the next century.

Include a massive Birthday Cake for Goderich

Initial Draft proposal for marketing and promotion of Goderich's Bi-Centennial celebration

Soft launch: Goderich 2026 visitor's guide with extensive preview of our history and the upcoming events for 2027.

March 6, 2026 deadline.

Choosing dates for launch of media advertising and promotional spots, including all of the four local radio stations. Contact with Scott Miller, CTV London, for proposed television reporting prior to and during the events.

Require person or persons to launch our online presence and social media broadcasting including social media influencers.

Choosing dates for launch of print advertising e.g. Lifestyle Magazine, and Goderich Sun. Other print possibilities to be considered if budget allows.

Contact our MP, MPP, Premier, and Prime Minister to attend the events. Dates to be arrived at.

Promotions: Giveaway items such as key chains, lanyards etc. Sale items, mugs, drink cozies, tshirts, hoodies, blankets, all with bicentennial logos.

Partner with heritage committee to approach George Hoy and Peter Sturdy to discuss the possibility of utilizing their

knowledge and Goderich historical artifacts in a separate setting to be determined.

Partnership with Goderich Tourism is imperative and I would nominate Jenna to be second in command of the marketing/promotion committee.

Proposed budget allocation for the above: 8,500.00

Social Media Proposal:

For the Goderich Bicentennial celebrations, social media is going to be a great contributor to marketing and promoting the event. Below are proposed subjects that we would like to feature on the Bicentennial social media pages to promote the events happening, build excitement, but also celebrate our history and past within the town of Goderich.

Faith Wilson and Garry LaRose will be cocreating and formulating content utilizing a variety of resources and Canva, that will be featured on the social media pages which will be approved by Janice Hallahan (CAO) and posted by town staff.

Please see below proposed topics, as well as a schedule from June 2026 to June 2027:

Save the Date:

- Released on Founder's Day (June 29th, 2026)
- Save the date for the Goderich Bicentennial
- Minimal details
- To remind people and build excitement for the Bicentennial celebration

Podcast Highlight/Sneak Peek:

- Each month, a post will be curated based on the topic of the podcast by Phil Main
- The post will be released at the same time as the podcast release
- This may help reach more people (some people may become more intrigued to listen to the podcast if they see a post about what the podcast is going to be about)

Event Highlight Reel:

- Posted leading up to the bicentennial dates
- Highlight and outline events and their details to get people excited about what we have planned
- ONLY post if the event is 100% confirmed
- 2 per month - this may increase as we get closer to the event date

Throwback Thursday

- Then & now, photo challenge
- Ask people from the town to go and recreate photos from the past
- Have them send it in to the town
- We post it
- Have a prize for this
- Winner announced at the Bi-centennial

Alternative Option:

- People send in old photos that are of some sort of significance to the town of Goderich and we feature these photos with a brief caption
- Perhaps we do this if we don't receive as many "Then & Now" photo challenge submissions

Timeless Tuesday

- Based on historical figures, buildings, events, etc.
- Once a month starting after Founder's day
- Perhaps the Culture and History committee/chair could formulate the content

Local Legends - Bi-weekly wednesday

- Highlight local talent, businesses, figures, etc.
- Reach out to businesses VIA email to ask if they want to be featured
- Based on demand, we may need to increase post frequency
- They could email in a video of themselves for us to post, or a written post/picture(s)
- Once a week
- This could include:
 - How they are contributing to the Bicentennial
 - What they are excited about
 - About their business/history of their business
 - What they love most about Goderich

Proposed Schedule:

Month	Date	Post Description	Topic	Notes
June	29th	<input type="checkbox"/> "Save the Date"		
	29th	<input type="checkbox"/> Podcast Highlight		
July	8th	<input type="checkbox"/> Local Legends		
	15th	<input type="checkbox"/> Event Highlight Reel		
	16th	<input type="checkbox"/> Throwback Thursday		
	22th	<input type="checkbox"/> Local Legends		
	28th	<input type="checkbox"/> Timeless Tuesday		
	29th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
August	5th	<input type="checkbox"/> Local Legends		
	12th	<input type="checkbox"/> Event Highlight Reel		
	13th	<input type="checkbox"/> Throwback Thursday		
	19th	<input type="checkbox"/> Local Legends		
	25th	<input type="checkbox"/> Timeless Tuesday		
	26th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
	2nd	<input type="checkbox"/> Local Legends		

September	9th	<input type="checkbox"/> Event Highlight Reel		
	10th	<input type="checkbox"/> Throwback Thursday		
	16th	<input type="checkbox"/> Local Legends		
	22nd	<input type="checkbox"/> Timeless Tuesday		
	23rd	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
October	7th	<input type="checkbox"/> Local Legends		
	8th	<input type="checkbox"/> Throwback Thursday		
	14th	<input type="checkbox"/> Event Highlight Reel		
	21st	<input type="checkbox"/> Local Legends		
	20th	<input type="checkbox"/> Timeless Tuesday		
	28th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
November	4th	<input type="checkbox"/> Local Legends		
	11th	<input type="checkbox"/> Event Highlight Reel		
	12th	<input type="checkbox"/> Throwback Thursday		
	18th	<input type="checkbox"/> Local Legends		
	17th	<input type="checkbox"/> Timeless Tuesday		
	25th	<input type="checkbox"/> Event Highlight Reel		

	TBD	<input type="checkbox"/> Podcast Highlight		
December	2nd	<input type="checkbox"/> Local Legends		
	9th	<input type="checkbox"/> Event Highlight Reel		
	10th	<input type="checkbox"/> Throwback Thursday		
	16th	<input type="checkbox"/> Local Legends		
	22nd	<input type="checkbox"/> Timeless Tuesday		
	30th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
January	6th	<input type="checkbox"/> Local Legends		
	13th	<input type="checkbox"/> Event Highlight Reel		
	14th	<input type="checkbox"/> Throwback Thursday		
	20th	<input type="checkbox"/> Local Legends		
	26th	<input type="checkbox"/> Timeless Tuesday		
	27th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
February	3rd	<input type="checkbox"/> Local Legends		
	10th	<input type="checkbox"/> Event Highlight Reel		
	11th	<input type="checkbox"/> Throwback Thursday		
	17th	<input type="checkbox"/> Local Legends		

	23rd	<input type="checkbox"/> Timeless Tuesday		
	24th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
March	3rd	<input type="checkbox"/> Local Legends		
	10th	<input type="checkbox"/> Event Highlight Reel		
	11th	<input type="checkbox"/> Throwback Thursday		
	17th	<input type="checkbox"/> Local Legends		
	23rd	<input type="checkbox"/> Timeless Tuesday		
	24th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
April	7th	<input type="checkbox"/> Local Legends		
	14th	<input type="checkbox"/> Event Highlight Reel		
	15th	<input type="checkbox"/> Throwback Thursday		
	21st	<input type="checkbox"/> Local Legends		
	27th	<input type="checkbox"/> Timeless Tuesday		
	28th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
	5th	<input type="checkbox"/> Local Legends		
	12th	<input type="checkbox"/> Event Highlight Reel		

May	13th	<input type="checkbox"/> Throwback Thursday		
	19th	<input type="checkbox"/> Local Legends		
	25th	<input type="checkbox"/> Timeless Tuesday		
	26th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
June	TBD			

Sponsorship Levels

	Flyers/Posters	Signage	Featured Ads	Event Naming	Legacy Naming
250-500	x				
501-1000	x				
1001-1500	x	x			
1501-2000	x	x	x		
2001-5000	x	x	x	x	
5001-9999	x	x	x	x	
10001 +	x	x	x	x	x

Letters to be sent to all businesses in the Town of Goderich offering sponsorship opportunities

Advertising - flyers to be delivered to all households in Goderich which would list all the events and all the sponsors

Signs to be created for the major events showing the sponsors to be displayed at the events

If possible to find one sponsor that will be named as the major sponsor for the entire event

Possible budget

Amount	# of sponsors	Total
250	15	\$ 3,750.00
500	10	\$ 5,000.00
1000	5	\$ 5,000.00
1500	1	\$ 1,500.00
2000	2	\$ 4,000.00
2500	1	\$ 2,500.00
3000	1	\$ 3,000.00
4000	1	\$ 4,000.00
5000	2	\$ 10,000.00
10000	1	\$ 10,000.00
		\$ 48,750.00

DRAFT PROPOSAL: History and Culture Sub-Committee

Goal: (a) to provide participants with events and artifacts that bring the history and heritage of Goderich to life through engaging activities; and to provide opportunities to showcase our community culture.

1. Legacy Project(s)

- **Item: Commonwealth Airmen Memorial**

Collaborate with David Yates to dedicate a memorial to airmen lost during Commonwealth Air Training Exercises

- *Require:* Council approval to install memorial; decide on location; may require additional fundraising initiatives; Town assistance to complete grant proposals
- *Cost:* TBD (some funding generated by book sales)
- *Questions:* We discussed the memorial being placed in Bingham Park (overlooks the Lake, which is appropriate)
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- **Item: Bicentennial Monument**


Located in Lions Harbour Park, the place where it all began, a monument commemorating Goderich's Bicentennial.

- *Require:* commission monument. Permission from Park's Commission for location and installation.
- *Cost:* TBD (there are two places in Stratford that will create civic memorial monuments)
- *Questions:* size and design? Can we get a sponsor for the memorial?
-

- **Item: Time Capsule**

Solicit items that represent the Town of Goderich at 200 and create a time capsule to be opened in 50 years (2077). Suggested artifacts: student-generated art, items from local businesses and service clubs, personal letters, memorabilia, etc.

- *Require:* partner with schools, businesses, service clubs for artifacts
- *Cost:* Depending on the size of the collected artifacts, we would require a container and a method for storing.
- *Questions:* Where would we keep it? How do we determine what should be included? Item:
-


We want to honour the Indigenous history, culture, and presence that predates Goderich by thousands of years through original artwork.

- *Require:* hold a competition for Indigenous artists to create an original piece of art that will be donated to the town to commemorate the Bicentennial. Artwork will be permanently showcased at the Town Hall.

- *Cost:* TBD

[REDACTED]

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- **Item: Heritage Panel Installation**

Install a series of panels depicting our history and heritage around the inside circle of the Courthouse Park. (Can not go on the East side where the cenotaph is located. Would this be better placed on one of the sidewalks leading to West St. or North St.? We need to determine the best location. Maybe it needs its own location inside the Park?)

- *Require:* determine size and content; create panels, installation
- *Questions:* so very many...
- *Cost:* TBD. Will require sponsorship
-

2. Bicentennial Weekend Events and Activities

- **Item: Goderich Little Theatre Bicentennial Walkabout**

GLT to present series of vignettes depicting the history of Goderich.

- *Require:* partnership with GLT
- *Cost:* TBD
- *Questions:* If weather is a factor, will more from locations around The Square to The Livery. Will collaborate with GLT and The Livery on this project
-

[REDACTED]

An original play by Tim Cumming [REDACTED].

- *Require:* partnership with The Livery
- *Cost:* TBD
- *Questions:* discuss partnership agreement for funding/proceeds
-

- **Item: Heritage Walking Tours**

This is an existing activity with 4 Heritage Walking Tours and accompanying audio podcasts that we can promote as part of the Bicentennial Events.

- *Require:* existing booklets
- *Cost:* N/A
- *Questions:* ?
-

- **Item: Art Exhibit**
An opportunity to showcase local artists (Student art?)
 - *Require:* partnership with local galleries
 - *Cost:* TBD
 - *Questions:* can we host some of this outdoors or do we need an inside venue?
 -

- **Item: Circulating Characters**
Engage local volunteers representing local historical figures to circulate throughout events in costume interacting with participants in character (think *Behind The Bars*)
 - *Require:* costumes, determine local characters to represent, create biographies, need volunteer performers
 - *Cost:* TBD
 - *Questions:* determine historical figures?
 -

- **Item: Coffee Table Book**
Create an original publication showcasing our past and present.
 - *Require:* create publication
 - *Cost:* TBD
 - *Questions:* I have an email in to a publisher to determine costs and timelines. Ideally we would have this available locally in time for Christmas, with additional sales available during the Bicentennial event. Proceeds would help fund legacy projects.
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Additional thoughts:

- The Lancaster – possible event at Sky Harbour (I think the Legion may be looking into this already)
- If there is a TVO episode, and we can access it, we may be able to run it on a loop for visitors to view. Would need a tent and seating to run the video, if we have permission from TVO)
- I'll probably add to this.

Partnerships:

1. The Legion - Branch 109
2. The Huron County Museum
3. The Huron Public Library
4. The Goderich Little Theatre and The Livery
5. Ojibway Nation of Saugeen (ONS)
6. TBD