



Municipal Heritage Committee Report

Report Number: KLMHC2025-042
Meeting Date: June 5, 2025
Title: Osprey Heritage Awards
Description: Discussion regarding outreach activities for 2025
Author and Title: Emily Turner, Economic Development Officer – Heritage Planning

Recommendations:

That Report KLMHC2025-038, **Osprey Heritage Awards**, be received;

That the promotional material be approved; and

That staff bring a report back to the Committee in September 2025 to begin planning the award ceremony event.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

The Osprey Heritage Awards were developed in 2018 to recognize members of the community who have had a positive influence on heritage preservation throughout Kawartha Lakes. Community members and businesses could be nominated for a variety of categories and the awards were presented at a ceremony in November. The intention of this event was to raise awareness regarding heritage preservation and provide recognition from the City for community members making a positive contribution.

The original program parameters for the awards were to hold them on a bi-annual basis, but outreach events were paused for several years due to the COVID-19 pandemic. In 2023, it was decided to hold the Osprey Heritage Awards on a bi-annual basis, alternating every other year with Doors Open. This decision was made in order to make the best use of the budget available to the Committee for outreach events and to focus the organizing capabilities of the Committee and staff on one large outreach event each year. The Osprey Heritage Awards were held in 2023 and Doors Open was held in 2024. In 2025, the scheduled event is once again the Osprey Heritage Awards. At its meeting of January 9, 2025, the Municipal Heritage Committee passed a resolution to undertake the awards again this year.

This report is intended to summarize the Committee's discussion regarding the awards from their previous meeting and to advance the planning of the awards for 2025.

Rationale:

At its meeting of May 1, 2025, the Committee discussed the following aspects of the awards:

- The Committee finalized the dates for the awards ceremony and nominations. The awards ceremony will take place prior to the December 9 Council meeting. The nomination period will close on September 15 and open in mid-June, with a target date of June 16 with some flexibility depending on the time it takes to finalize and print promotional materials.
- The Committee discussed different types of marketing it would like to see for the awards. It would like to focus its efforts and budget on paper advertising, including posters and postcards that can be distributed in the community, as well as something in the newspaper. The Committee also discussed digital advertising for social media and the City website.

Following on the Committee's discussion, staff have prepared marketing materials for both print and digital advertising. Copies of the advertising materials are attached to this report as Appendix A for the Committee's review. A press release will also be prepared to announce the nominations and the event added to the website. The call for nominations has also been added to the Municipal Bulletin in Kawartha Lakes Weekly for the week of June 16. The nomination form was prepared in 2023 and will be reactivated and a link posted on the Heritage Outreach page of the website where information about the Osprey Heritage Awards. Once the marketing materials are approved, the printed material will be produced and the digital materials added to the City's social media and website.

After the promotional materials are approved, the next step will be to plan the awards ceremony and the review and judging of nominations. The review of nominations will take place at the October 2 Committee meeting in closed session. The planning of the awards ceremony should be initiated in early fall. Staff are recommending that the Committee discuss the awards ceremony and begin planning the outline of the ceremony and the catering at its September meeting.

Other Alternatives Considered:

There are no recommended alternatives.

Financial/Operation Impacts:

There are no financial or operational impacts of this report. The budget for the Osprey Heritage Awards has been allocated in the 2025 Heritage Planning budget and reviewed by the Committee.

Consultations:

Communications and Marketing staff

Attachments:

Appendix A – Draft Marketing Materials



Adobe Acrobat
Document

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Department Head: Leah Barrie, Director of Development Services