

## Themes Identified for 1812 Bicentennial Celebrations

At the conclusion of a June exercise for the 2012 Celebrations Group, we reviewed the input of participants, looking for themes. We found a great many instance when 'administration, organization/structures and leadership' were identified along with numerous ideas about the framework behind a plan for connecting with public interest in celebrating the Bicentennial of the War of 1812.

We have pulled those – in their raw form – from the grand manuscript and set them out here – in no order of priority or importance. We hope that, as visitors to the website review them, they are inspired to offer more ideas; to offer suggestions around the ideas and concepts listed here; to offer to get involved in making some of these ideas come to life.

We hope it incites interest, energy and passion in those who peruse it.

### Administration/organization/structures and leadership

- ❑ Need a strategy and a plan
- ❑ Organization structure
  - Cross border mechanism/group/bi-national leadership model
  - Leadership/co-ordination
  - Board, committees
- ❑ Establish a secretariat – an administrative home for the event/celebrations
  - Secretariat of celebrations Honourary committee – ambassadorial
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  - British ambassador – London
  - Washington, Toronto, Ottawa, London – well connected, informal
- ❑ Speakers' bureau
  - Quality of presentations and place
- ❑ Liaison for groups, regions
- ❑ Protect rights of local residents
- ❑ Categories for topics
- ❑ Catalogue of events
- ❑ Bi-national Commission to create commemorative symbol
  - Trademarked as a source of revenue
- ❑ Organizational structure to make places 'event ready'
- ❑ Sub-committees
  - Lobbying
  - Marketing
  - Bi-national funding group
    - Co-ordinating group (governments/private funding)
  - Promotion – partnerships need leverage – need to build a case
- ❑ Non-traditional stakeholders/partners

### Administration/organization/structures and leadership

- ❑ Designation – UN, federal

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- ❑ Communities and individuals must be involved
  - Informing municipalities – raise awareness – seek buy-in – increase volunteers
  - Ambassadors to communities and FROM communities – townhall sessions
- ❑ Information to various levels of government
  - Finding mechanism to connect federal, state and provincial to overcome disparities
- ❑ Involve federal government – Prime Minister, President
- ❑ Full-time staff on both sides – now
  - Paid dedicated staff
  - More than just volunteers
- ❑ Slogan
- ❑ New co-ordinating body to co-ordinate signage on both sides of border
- ❑ Lobby CTC and OTMPC
- ❑ Partnerships with historic sites
- ❑ Plan federally – national/federal - plan federal
  - US – NPS
  - WHTI/DHS
  - Bi-national Tourism Alliance
  - WTC – Buffalo/Niagara
- ❑ Ministry of Culture
  - Arts Councils
  - Cross border service clubs
  - Arts Culture and Heritage Committee at Niagara Region
  - Brock University, Niagara University
  - Golden Horseshoe Consortium of Educators
- ❑ Identify existing sources of info
  - One central resource centre – website ([visit1812.com](http://visit1812.com)), transportation, maps and communication links (branding) – common ticket sales point
  - Create database to co-ordinate events/contacts for all groups
  - Co-ordinate all events
    - Pacing of events – ‘infilling’ events
- ❑ Connect with existing festivals and events
- ❑ Use Niagara Falls to promote events
- ❑ Co-ordination of museum exhibits
- ❑ Concentration of visitors – border crossing programming
- ❑ Invite royalty
- ❑ Solicit international meetings NOW! – GA, OAS, UN, etc.
- ❑ Future meetings – bi-national