Invitation to celebrate 100 Years of Squamish history

Hello Squamish!

2014 marks a milestone year for Squamish as the community celebrates a number of important accomplishments that took place in 1914. Squamish is celebrating one hundred years since the name "Squamish" was adopted, the original town site of Squamish (today's downtown area) was completed, and when provincial legislation was passed to pave the way for the town's incorporation (though Squamish would wait until 1948 for actual incorporation). As well, 50 years ago, the amalgamation of the Village of Squamish with neighbouring Mamquam and Brackendale into a newly re-incorporated "District" of Squamish took place in 1964.

So how will we celebrate, and what can you do to get involved?

A group of dedicated individuals representing various community organizations have been meeting monthly to plan 2014 activities for a '100 Years of Squamish' celebration. **Our vision? To weave the story of Squamish's history throughout each and every special event, sports game, fundraiser, association and community gathering in 2014**. As we look back on 100 years of Squamish history, our story can be told through the passion and innovation of you the residents, business-owners, event producers, local leaders and the dedication and community-mindedness of our many volunteers.

It's YOUR story that helps tell the story of Squamish. YOUR efforts that have helped pioneer this town from where we've come from to where we are today.

Please help us by incorporating the 100 Years of Squamish theme into YOUR event; association's activities; club; sports celebration; business etc. this coming year, by sharing the story of your own history, and therefore helping us celebrate what makes Squamish great through:

- ❖ History
- ❖ Tradition
- ❖ Passion
- ❖ Innovation
- ❖ Being bold
- ❖ Volunteerism

We have developed this 100 Years Toolkit to help make it easy for you to participate. This toolkit includes:

- Access to the 100 Years logo;
- Access to 100 Years key messages;
- Ideas of ways to incorporate the 100 Years theme into your event /activities etc.;
- Access to promote your event/activity through the official 100 Years online calendar;
- Access to historical digital photography;
- Marketing support through Squamish2014 Facebook and Twitter accounts;
- Access to the official 100 Year photo board(s) for your event (pending no event overlaps).

What we ask in return:

- Enthusiasm and energy for the campaign;
- Ideas;
- Spread the word;
- Keep us in the loop on what you're up to.

Marketing:

The following marketing tools will help us all link our events and activities together under the 100 Years of Squamish banner:

Official name: 100 Years of Squamish celebration; or
Celebrating 100 Years of Squamish

Twitter hashtag: #SQ2014

Website: Squamish2014.ca

"Come Home to Squamish":

Finally, looking ahead to July 31 to August 4, 2014, Squamish Days/Loggers Sports – itself celebrating 57 years in 2014 – will host a special 100 Years of Squamish edition. In the lead up to this weekend, we will market this event to past residents to "Come Home to Squamish" and join in the celebrations. Mark your calendars now and plan to stay in town for what will no doubt be a weekend to go down in the history books!

Thank you in advance for, what we hope will be your unbridled enthusiasm for this project. Please express your interest in participating by completing this short online form.

Thank you!

The 100 Years Celebration Team
celebrate@Squamish2014.ca

The Core Committee includes:
District of Squamish (Christina Moore and Devon Guest); Downtown Squamish Business Improvement Association (Christine Campbell); Forestry Society (Eric Andersen); Squamish Historical Society (Bianca Peters); Squamish Public Library; Andrea Gailus (citizen); Doug Morrison (citizen); and Chris Pettingill (citizen).

Appendix One

A few ideas to get you started with brainstorming – how to incorporate the 100 Year theme into your event/activity/business/classroom:

- Show the progress of your event/business or industry by bringing in 'historic' equipment/paraphernalia that might have been used in 1914, or even in the first year you were in operation;

- Offer 1914 pricing for a limited time and build promotions surrounding it;

- Incorporate historical costumes, hats, or themed T-shirts for staff or volunteers;

- Host a pancake breakfast, complete with 'old school' costumes from the early days of your sport/event etc.;

- Add 'circa 19XX' to your marketing materials during 2014 (i.e. demonstrating when your own event/association/business etc. got started);

- Invite past participants/employees back to join in your event this year – especially ones from your inaugural event;

- Look into the history of your venue/place of business/school etc. and create a display;

- 100 Years Trivia Question of the Week – ask your Facebook and Twitter fans a question each week relating to the history of your event/business/industry etc.;

- Dig out old newspaper clippings and photos of the early days of your event/business etc. and share via social media;

- Create a chronology of milestones since your event/business's inception;

- Restaurants – get creative with menu items that celebrate our history;

- Include 100 Years branding materials on your website;

- Include 100 Years key messages in newsletters to participants/clients etc.

- Share 100 Years tweets, posts, stories and newsletters that are published via the various partners i.e. DOS, DSBIA, Historical Society etc.

- Order promotional items (swag) and include the 100 Years logo. (**Appendix Four**)

Appendix Two

100 Years of Squamish Key Messages

- 2014 marks a milestone year for Squamish as the community celebrates and commemorates 100 Years of Squamish history.

- In 2014, Squamish celebrates one hundred years since the name "Squamish' was adopted, the original town site of Squamish (today's downtown area) was completed, and when provincial legislation was passed to pave the way for the town's incorporation.

- In 2014, the District of Squamish will also celebrate the 50th anniversary of the amalgamation of the Village of Squamish with neighbouring Mamquam and Brackendale in a new, re-incorporated District of Squamish in 1964.

- As we look back on 100 years of Squamish history, our story can be told through the passion and innovation of the residents, business-owners, leaders, teachers, event producers and the dedication and community-mindedness of the many volunteers.

- Additional key messages and stories will be shared throughout the year as we highlight various aspects of our history from month to month.

Appendix Three

The following events have already committed to including the 100 Years theme within their programming.

Click here to add yours to this list and join in our year-long celebration!

Date:	Event Name:
Feb 7-23	West Coast Railway Heritage Park (Heritage Week)
Apr 5	100 Years Trivia Night, St. John's Anglican Church
May 2-3	Squamish Heritage & Cultural Festival, Squamish Historical Society
July 6	Squamish Triathlon
July 31 – Aug 4	Squamish Days/Loggers Sports Festival
TBD	Britannia Mine (2014 marks 40th anniversary of the museum, and 110th anniversary of Britannia)

Appendix Four

Use of Logo Agreement

The 100 Years marks include, but are not limited to, the 100 Years of Squamish name and logo. You are welcome to use these marks. Please do not modify or alter the marks or use them in a confusing way, or in conjunction with inappropriate content. By using the marks, you agree to use them as provided.

Download:

Click to download files from the Squamish 100 extranet

Tagline: 100 Years of Squamish

Graphic elements:

Colour palette:

R:15 G:65 B:100
HEX: 0F4164

R:0 G:103 B:168
HEX: 0067A8

R:35 G:146 B:232
HEX: 2392E8

R:255 G:192 B:21
HEX: FFC015

R:165 G:165 B:165
HEX: A5A5A5

Title Text: **Garamond Bold** or *Garamond Bold Italic*