

The Corporation of the Town of Ajax

COUNCIL

Monday September 8, 2014 at 7:00 p.m.

Council Chambers, Town Hall

65 Harwood Avenue South



PRESENTATIONS

Alternative formats available upon request by contacting:

sarah.moore@ajax.ca or 905-619-2529 ext. 3347

Anything in **blue** denotes an attachment/link. By clicking the links on the agenda page, you can jump directly to that section of the agenda. To manoeuvre back to the agenda page use the **Ctrl + Home** keys simultaneously.

4. Delegation and Presentations / Public Hearings

4.3 [Doors Open Ajax, 2014](#)

4.4 [Ajax on the Map](#)



DOORS OPEN

AJAX

Doors Open Ontario



- In 2002, the Ontario Heritage Trust established Doors Open Ontario
- It is a Province-wide celebration of community heritage, to create access, awareness and excitement about our unique buildings and places



An agency of the Government of Ontario

History of Doors Open Ajax



- 2010 inaugural year for Doors Open Ajax
- Ajax hosts this event every other year (Pickering hosts on opposite years)
- The event is held the same weekend as Culture Days – a province wide event to explore, discover and participate in arts and culture.
- In 2010, total of 3,400 visits were made to the 13 sites, the most for any inaugural event in the Province
- In 2012, total of 3,442 visits were made to 12 sites
- Feedback from surveys has been extremely positive

Doors Open Ajax 2014



- September 27, 2014 from 10 a.m. to 4 p.m.
- A total of 10 sites participating + a Walking Tour
- The event is free to the public



Sites for 2014



The Ajax Riding Academy

2677 Audley Rd N

- Meet the horses and trainers
- Tour this 100% solar powered facility set in the provincial Greenbelt
- Show jumping performances throughout the day



Sites for 2014



Town Hall

65 Harwood Ave S

- Archive displays featuring Defence Industries Limited (DIL) memorabilia
- Meet Louise Johnson, a DIL Bomb girl (12 and 2 p.m.)
- Watch old video footage of life at DIL in the Council Chambers.
- Launch of Ajax's new electronic cultural map
- Ajax Bomb Girls Legacy Campaign Booth
- Bring on the Vote Information Booth



Sites for 2014



Defence Industries Limited (DIL) Walking Tour

65 Harwood Ave S

- Tours begin at 11 am, 1 pm & 3 pm starting at Town Hall
- Take a step back in time to relive the early 1940s and life at the munitions plant known as DIL
- Highlights will include the Manager's and Supervisor's houses on Churchill & Roosevelt, Pat Bayly's house, and the many buildings that formed DIL



Sites for 2014



Audley Recreation Centre

1955 Audley Rd N

- Guided tours of Ajax's latest multi-use community centre highlighting the many sustainable features of the building
- Displays and info on the 2015 Pan Am Games
- PACHI meet & greet (1:00, 1:45 and 2:30 p.m.)



**iVIVA PAN AM
AJAX!** TM/MC

Sites for 2014



Axalta Coating Systems Canada Company

(formerly DuPont Performance Coatings)

408 Fairall St

- One of Ajax's founding businesses, dating from 1956
- The company provides liquid and powder coatings to the automotive, transportation, industrial and decorative sector
- Guided tours of the manufacturing, paint testing and warehouse facilities
- Take your photo with NASCAR's Jeff Gordon #24 Axalta car
- Light refreshments will be available



Sites for 2014



Sankat Mochan Hanuman Mandir & Cultural Centre

339 Westney Rd S

- Opened in 2011, this is Ajax's only Hindu Temple
- Come learn about Hinduism way of life
- Guided tours and refreshments will be available



Sites for 2014



St. Francis Centre

78 Church St S

- Designated under Ontario Heritage Act
- Tours of the Facility
- Entertainment & displays through the day



Sites for 2014



St. George's Anglican Church & Cemetery

77 Randall Dr

- Ajax's oldest standing church, c. 1859
- Designated under Ontario Heritage Act
- Historic Plaque unveiling 10 a.m.
- Guided tours, displays and light refreshments
- Live organ music throughout the day



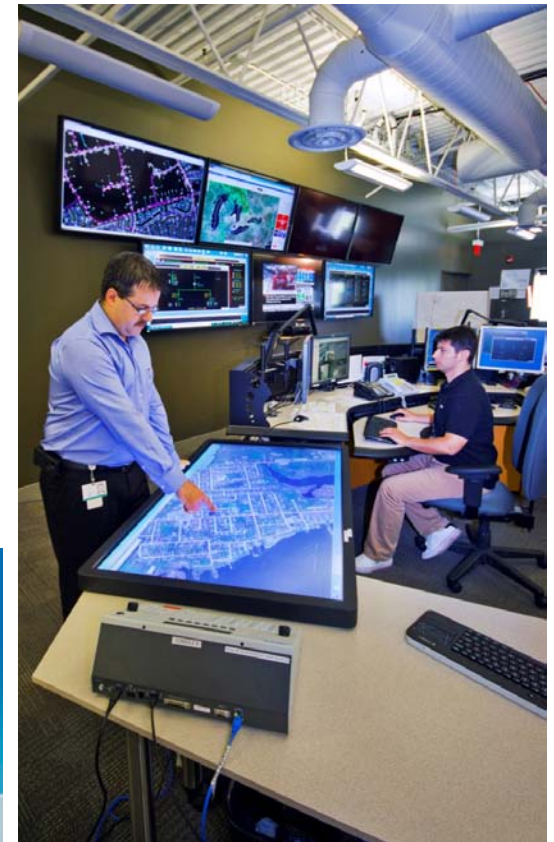
Sites for 2014



Veridian Connections

55 Taunton Rd E

- Guided tours will highlight the building's unique features including the utility's System Control Centre
- Learn what happens during a power outage
- Operations equipment on display
- Light refreshments



Sites for 2014



Veterans' Point Garden

Harwood Ave S & Lake Driveway

- Self-guided tours of the park featuring commemorative plaques and gardens
- Two new plaques installed commemorating the WWI cenotaph in Pickering Village and Workmen's Circle/ Camp Yungvelt
- PACT POW Information Booth



Sites for 2014



Welcome Centre Immigrant Services

458 Fairall St

- Guided tours of the building will be provided, including the “Welcome” wall
- Learn about the services offered to new immigrants
- Community BBQ
- Arts & Crafts
- Local performances and multicultural music



Communication Plan



- News Releases and Advertisements including a full page spread the week prior to the event
- Brochures & Posters
- Sign Boards & Banner Bugs
- Social Media
- Website www.doorsopenajax.com

**DOORS OPEN
AJAX**

**September 27, 2014
10 a.m. to 4 p.m.**

**Be a tourist in your own town and
visit places rarely open to the public!**

FREE ADMISSION

AUDLEY RECREATION CENTRE
Welcome Centre Immigrant Services
Veridian Connections
St. Francis Centre
The Catholic Community Centre

ONTARIO HERITAGE TRUST
Ajax By the Lake
Doors Open Ontario

doorsopenajax.com

For more Information
Contact:
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**Beyond Cultural Mapping to Building
Strong Neighbourhoods**

Links to Strategies

ICACP

GOAL STATEMENT 3

Improve communication and information resources to better market arts, culture and heritage in Ajax

STRONG NEIGHBOURHOOD STRATEGY COMMUNICATIONS & PROMOTIONS

Explore communications and promotional opportunities to include:

- Identifying the unique features of the neighbourhood such as trails, parks and other amenities
- Listing local events and initiatives



What is Cultural Mapping?

- A process to identify, classify and document the cultural resources or assets of a community
- A tool to help communities recognize, celebrate and support cultural diversity for economic, social and regional development

Benefits of Cultural Mapping

- Increased awareness for residents, tourists, newcomers and prospective businesses
- Boosts tourism and economic development
- Showcases the strengths of the community, stimulating localized economic investment
- Informs a wide range of planning decisions
- Builds networks and stronger collaborations across sectors



Mapping Data

Core & Related Data

- Cultural Spaces, Venues & Facilities (libraries, galleries, theatres, banquet halls, etc)
- Heritage properties
- Historical plaques, Veterans plaques & Tree dedications
- Memorials
- Public Art
- Festivals & Events
- Parks & Trail system
- Recreation/Community Centres
- Schools
- Places of Religious Assembly

Contextual Data

- Town Boundaries
- Municipal Wards
- Neighbourhood Districts/catchment areas
- Planning Districts
- Town Landmarks & significant natural heritage (Waterfront, Greenwood Conservation Area)





THANK YOU