



External Briefing Note

GEORGINA

Subject: Georgina Village Museum New Name and Logo Announcement

To: Mayor and Members of Council

From: Jodi Pridham, Manager, Client and Cultural Services
Carlie McCormick, Sponsorship and Special Events Supervisor
Steve Lee-Young, Director of Community Services

CC: Rob Wheeler, Deputy CAO/ Treasurer
Ryan Cronsberry, CAO

Date: April 16, 2025

Briefing: We are thrilled to announce a significant milestone for the Georgina Pioneer Village and Archives as it celebrates its 50th anniversary this year. As part of this commemoration and to better align with our vision for the future, the Village is being renamed the **Georgina Village Museum**, complete with refreshed logos and branding.

Background: Since its official opening on September 14, 1975, the Georgina Pioneer Village has been a cherished destination for residents and visitors alike. The village buildings and structures have been relocated to this property to form a collective representation of aspects of the built heritage of the Town of Georgina. The Archives house an extensive collection of historical records and personal family documents, fostering a deep connection to the community's past.

The Village has also been an active hub for community engagement, offering heritage camps, guided tours, workshops, special events and educational programming. As we celebrate its 50th anniversary, we aim to position the site as a modern, vibrant, and inclusive historical resource through its new identity as the Georgina Village Museum.

The village is working towards a more inclusive view to storytelling to ensure the full rich heritage of our community shines through. The term "pioneer," while historically associated with early settlers, now carries complex connotations that may not fully reflect the diverse histories and perspectives of our community. This initiative aligns with the direction of other Ontario museums such as The Village of Black Creek (formerly Black Creek Pioneer Village) and opens the doors for more cultural partnerships, exhibits and programming. By transitioning to the Georgina Village Museum, we reaffirm our commitment to fostering an inclusive, engaging, and forward-thinking environment while continuing to celebrate and preserve Georgina's rich heritage.

In addition to the name change, the logo needed an update as it presented challenges such as legibility, resolution and scaling. During the process of creating a new logo, the Georgina Historical Society was consulted and together with the Community Services team and the Communications team, a new logo was created featuring a silhouette of the Nobel House, one of the most recognizable and historically significant structures on the site. Georgina Historical Society letter of support attached.

Key Milestones:

- April 16, 2025
 - All marketing materials, signage, and digital platforms will be updated to reflect the new name and logo ahead of the unveiling. (Internal only)
 - **Public Communications:** A targeted communications strategy, including social media posts, press releases, and newsletters, will announce the name change and highlight its significance.
 - Opening Day Event announcement
- May 31, 2025: Official unveiling of the Georgina Village Museum name and logo during the 50th Anniversary Celebration and the official opening of the 2025 season.

Financial Impact: The costs associated with name/logo change are minimal and will fall under the village operating budget.

Logos + Branding:



Primary logo



GEORGINA
VILLAGE MUSEUM
— EST. 1975 —

Secondary horizontal logo



Wordmark



Colour palette: reflects both historical warmth and a connection to nature, as Georgina is a place with deep community roots and natural beauty.