



City of
Peterborough

To: **Members of the Peterborough Architectural Conservation
Advisory Committee (PACAC)**

From: **Erik Hanson, Heritage Resources Coordinator**

Meeting Date: **November 5, 2015**

Subject: **Report PACAC15-039
Creation of Walking Tours**

Purpose

A report to recommend that the PACAC approve funding for a special project.

Recommendations

That the PACAC approve the recommendations outlined in Report PACAC15-039, dated November 5, 2015 of the Heritage Resources Coordinator, as follows:

- a) That the PACAC undertake the production of two walking tours of the historic commercial core of the City, and;
- b) That the PACAC fund two walking tours of the downtown to a limit of \$2,000, and;
- c) That the funding for the project come from a combination of a reallocation of funds approved for the 40th anniversary celebrations and from the committee's advertising and publicity budget.

Budget and Financial Implications

The recommended allocation of \$2,000 for the proposed project can be accommodated within the PACAC's annual budget.

Background

In 2007 the HPO, in partnership with the Peterborough Historical Society and PACAC, created a small wire-bound walking tour of the City's historic downtown. Initially the booklet was sold and eventually given away as promotional material for conferences, etc. Few of these booklets remain and the City currently has no interpretive material for presentation to visitors to the area.

Staff has been asked to explore the possibility of creating a pair of walking tours in a format suitable for distribution at local hotels and hospitality points that would highlight the historical assets of the core area. One tour would include the commercial area of the downtown. The second would focus on the Bethune Street industrial corridor and is especially timely as the City begins the reconstruction of the street in 2016.

An informal quote for the downtown tour been solicited from North George Design and the anticipated cost, including layout, design and printing is about \$1,000. A second quote for the Bethune Street tour will be obtained if the committee seeks to move ahead with the project understanding that there is a \$2,000 upset limit for both projects.

Funding would come from two sources. Several of the proposed 40th anniversary activities have not come to fruition and others have cost considerably less than anticipated. There exists a surplus from the approved budget of \$1,185.12 from the \$6,300 approved and there is still anticipated revenue from sale of merchandise of approximately \$750. The committee also has an advertising and publicity budget which currently has a balance of \$2,500. Staff is recommending that the PACAC fund both walking tours from a combination of these two sources.

Submitted by,

Erik Hanson
Heritage Resources Coordinator

Kathryn Matheson
Heritage Researcher

Contact Name:
Erik Hanson
Heritage Resources Coordinator
Phone: 705-742-7777 Ext. 1489
Toll Free: 1-855-738-3755
Fax: 705-748-8824
E-Mail: ehanson@peterborough.ca