



City of  
**Peterborough**

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

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

**Meeting Date:** **January 7, 2016**

**Subject:** **Report PACAC16-002  
2016 Expenditures**

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## **Purpose**

A report to recommend that the PACAC approve funding for two special projects aimed at promotion and public education in 2016.

## **Recommendations**

That the PACAC approve the recommendations outlined in Report PACAC16-002, dated January 7, 2016 of the Heritage Resources Coordinator, as follows:

- a) That the PACAC approve a budget of \$1,500 for the coordination and publicity associated with the 2016 Heritage Hunt; and
- b) That the PACAC approve the expenditure of \$325 for the installation of the street banner at London Street for the last half of April, 2016 to promote the Heritage Hunt and Doors Open 2016.

## **Budget and Financial Implications**

- a) The costs associated with the coordination and publicity of the 2016 Heritage Hunt can be accommodated in the special projects account in PACAC's 2016 operating budget.
- b) The cost of the installation of the banner at London Street can be accommodated in the advertising and publicity account in PACAC's 2016 operating budget.

## Background

### Heritage Hunt

The 2015 Heritage Hunt was published in the *Peterborough This Week* in April. Additional copies were printed and distributed to sponsors and relevant community locations.

In 2015, the cost of design, printing, advertising and providing prizes was approximately \$1,700. Of this, \$440 was raised in sponsorships. Staff is recommending that \$1,500 be allocated for the event assuming that any requirement beyond this will be recouped through sponsorships.

### Banner

At its meeting of September 11, 2012, the PACAC approved the recommendation of report *PACAC12-029 - PACAC Banner*, "That the PACAC commission the creation of a street banner to be installed periodically to promote the value of heritage preservation in the community. At its meeting of October 8, 2013, the committee approved the design of the banner. Most recently, it was displayed at Ware Street in April, 2015 to promote the Heritage Hunt and Doors Open Peterborough, and at Murray Street in October, 2015 to raise awareness of the 40<sup>th</sup> Anniversary of the PACAC.

In 2016, the banner would be displayed in the latter half of April, at the London Street location, to promote PACAC's involvement in the Heritage Hunt and Doors Open. Staff has made the necessary reservations with the Clerk's Office.

Submitted by,

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