



City of
Peterborough

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

From: Erik Hanson, Heritage Resources Coordinator

Meeting Date: September 1, 2016

Subject: Report PACAC16-027
Heritage Hunt and PACAC Banner

Purpose

A report to recommend that the PACAC approve funding for two special projects aimed at promotion and public education in 2017.

Recommendations

That the PACAC approve the recommendations outlined in Report PACAC16-027, dated September 1, 2016 of the Heritage Resources Coordinator, as follows:

- a) That the PACAC approve a budget of \$2,000 for the coordination and publicity associated with the 2017 Heritage Hunt;
- 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, 2017 to promote the Heritage Hunt and Doors Open 2017.

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 2017 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 2016 Heritage Hunt was published in the *Peterborough Examiner* on April 7, 2016. Additional copies were printed and distributed to sponsors and relevant community locations. An ad celebrating the winners was published on June 2, 2016.

Due to the favourable rate provided by the *Examiner* and the acquisition of sponsorships, the total cost of the 2016 Heritage Hunt was approximately \$500.00. In 2015, the cost of design, printing, advertising and provision of prizes was approximately \$1,700. Of this, \$440 was raised in sponsorships.

2017 is the Nation's sesquicentennial year, marking the 150th anniversary of Confederation. The annual Heritage Hunt offers a good opportunity for the PACAC to commemorate this anniversary. One interactive and engaging way to do so would be to expand the Hunt beyond a single neighbourhood to include buildings erected approximately 150, 100, and 50 years ago in two or three concentrated areas of the city.

To account for the increased design costs associated with this expanded approach, staff is recommending that \$2,000.00 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 London Street in April, 2016 to promote the Heritage Hunt and Doors Open Peterborough.

In 2017, the banner would again 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. To ensure availability, staff has reserved the London Street banner location for April 2017.

Submitted by,

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