



City of
Peterborough

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

FROM: Erik Hanson, Heritage Resources Coordinator

MEETING DATE: January 8, 2013

SUBJECT: Report PACAC13-002
Funding of Heritage Week

PURPOSE

A report to recommend that the PACAC fund the advertisement for Heritage Week 2013.

RECOMMENDATIONS

That the PACAC approve the recommendations outlined in Report PACAC13-002, dated January 8, 2013 of the Heritage Resources Coordinator, as follows:

That the PACAC fund advertising for the planned 2013 Heritage Week activities to a maximum of \$700.00.

BUDGET AND FINANCIAL IMPLICATIONS

The proposed contribution of \$700.00 can be accommodated in the uncommitted balance of the Reserve Account, leaving a balance of \$235.51.

BACKGROUND

Heritage Week will be held from February 17th to 23rd 2013. Events planned for the week include a genealogical workshop in partnership with KARA, an Auburn Heritage Walk, the Peterborough Historical Society AGM and guest lecture, and a bird walk in partnership with the Peterborough Field Naturalist.

During Heritage Week, a heritage features scavenger hunt will be published in the Peterborough Examiner. The scavenger hunt will consist of identifying 25 architectural details on buildings within the downtown core.

There will be costs associated with the distribution of the scavenger hunt contest sheet and promotional materials highlighting scheduled activities. While staff is working with media outlets to maximize exposure of the events it is recommended that the PACAC contribute \$700.00 to cover advertising costs.

Submitted by,

Erik Hanson
Heritage Resources Coordinator

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