



City of
Peterborough

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

From: Erik Hanson, Heritage Resources Coordinator

Meeting Date: January 15, 2014

Subject: Report PACAC14-003
Heritage Week

Purpose

A report to recommend that the PACAC fund advertising and publicity for Heritage Week 2014 activities.

Recommendation

That the Peterborough Architectural Conservation Advisory Committee approve the recommendation outlined in Report PACAC14-003, dated January 15, 2014 of the Heritage Resources Coordinator, as follows:

That the PACAC fund advertising and publicity for the planned 2014 Heritage Week activities to a maximum of \$1,500.

Budget and Financial Implications

The publicity cost can be accommodated in the \$5,000 special projects account in PACAC's 2014 operating budget.

Background

Heritage Week will be held from February 17th to 23rd, 2014. Events planned for the week include a window restoration workshop, the Peterborough Historical Society AGM and guest lecture, a bird walk in partnership with the Peterborough Field Naturalists, and a workshop presented by Trent Valley Archives. Other programming may be added.

While staff is working with media outlets to maximize exposure of the events it is recommended that the PACAC allocate \$1,500 to cover advertising costs. Publicity is anticipated to include the production of radio spots and newspaper advertising.

Submitted by,

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Heritage Resources Coordinator

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