



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:** June 5, 2014

**Subject:** Report PACAC14-022  
Heritage Hunt Funding Request

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## **Purpose**

A report to request additional funding in support of reprinting the Heritage Hunt as a fold out rack card for promotional and educational purposes.

## **Recommendation**

That the Peterborough Architectural Conservation Advisory Committee approve the recommendation outlined in Report PACAC14-022, dated June 5, 2014 of the Heritage Resources Coordinator, as follows:

That the PACAC approve the expenditure of \$300.00 from the existing Heritage Hunt budget to reformat and print 500 copies of the Hunt as a fold out rack card to be made available at the Visitor Centre and other tourist locations.

## **Budget and Financial Implications**

The \$300.00 funding request can be accommodated within the approved \$2,300.00 allocation for the 2014 Heritage Hunt.

## Background

The 2014 Heritage Hunt was published in the April 4<sup>th</sup> edition of *Peterborough This Week*. Some 250 additional copies were printed and distributed to sponsors and relevant community locations. The Hunt generated quite a bit of interest in the community, with more than 25 official submissions received. Feedback from previous years suggests that only about 1 in 10 people to take part in the event actually submit an entry for a prize. Staff believes that a reformatted version of the Hunt could be used as a promotional tool to raise awareness of Peterborough's architectural heritage amongst visitors to the city.

At its meeting of November 14, 2013, the PACAC approved a budget of \$1,500.00 for the Heritage Hunt to cover the costs associated with coordination and publicity. An ad-hoc committee was also struck for the purpose of coordinating the Hunt for 2014. This committee has since raised \$800 in sponsorships to support costs related to the event. The additional funding has generated a surplus in the budget that will accommodate the additional funding request.

Submitted by,

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