



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:** **October 2, 2014**

**Subject:** **Report PACAC14-034  
Martha Kidd Commemoration**

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## **Purpose**

A report to recommend that the PACAC approve a revised budget for the Martha Kidd Commemoration and retain Dr. Michael Eamon to make preliminary contact with potential contributing authors.

## **Recommendation**

That the PACAC approve the recommendation outlined in Report PACAC14-034, dated October 2, 2014 of the Heritage Resources Coordinator, as follows:

- a) That the draft budget for the Martha Kidd Commemoration be approved as revised, and;
- b) That Dr. Michael Eamon be retained at a cost of \$1,000.00 to outline the book and contact potential authors.

## **Budget and Financial Implications**

The projected cost of the publication of \$21,300 cannot be accommodated solely through existing PACAC budgets. \$12,300 is available through pre-committed funds and commitment of \$2,150 from the 2015 special projects budget. \$9,000 is anticipated to come from fundraising, grants and revenue from book sales.

## Background

On January 15, 2014 the PACAC passed a motion at its regular monthly meeting initiating a special project to commemorate Martha Kidd's lifelong commitment to heritage preservation in Peterborough:

- a) That \$10,150 (including \$4,500 pre-committed from 2013 budget, \$1,000 of proceeds from the sale of Beneath The Canopy, \$450 from the sale of PACAC merchandise, \$3,500 from the 2014 special projects budget and \$700 reallocation of 2013 special projects budget) be allocated for the production of a publication on heritage preservation in Peterborough to honour the life and work of Martha Ann Kidd, and;
- b) That the PACAC make the publication a collection of edited essays instead of a walking tour brochure as previously proposed.
- c) That PACAC undertake a fundraising campaign to support the completion of the Martha Kidd commemoration project.

The report outlined a budget of \$11,650 for the production of a book based on a publishing quote of \$8,800 for 500 copies and \$2,500 to retain an editor. The budget assumed a contribution through fundraising of \$1,500. The budget did not include any accommodation for a book launch or promotion of the book. At its meeting of February 6, 2014 the PACAC passed a further motion to establish an ad-hoc committee to oversee the production of the publication.

The ad-hoc committee has met regularly since March. The committee's work has included revising the budget to more accurately reflect the costs of production including a substantial increase in the budget for an editor and allowances for the launch and promotion. During the summer, the ad-hoc committee circulated a call for abstracts from members of the community interested in contributing to the publication. Only two abstracts were received. At this time the committee also approached Dr. Michael Eamon about retaining him as editor for the book.

On September 12, 2014 the ad-hoc committee met to discuss how to proceed with soliciting interest from writers in the community. It was felt that potential authors should be approached personally to discuss their involvement in the book. On September 18, 2014, the Chair and HPO staff met with Dr. Eamon to discuss how best to solicit interest from authors and to review in greater detail the publication process. While the committee had agreed to undertake a series of meetings with potential authors, Dr. Eamon suggested that there would be more consistency in the submissions if he contacted people. Staff is recommending that Dr. Eamon be paid \$1,000 for the task of contacting potential authors. If the uptake by potential writers is still not acceptable the committee will not be obligated to continue a contract with Dr. Eamon. The \$1,000 initial fee is included in the \$8,000 editorial cost.

During the meeting it also became evident that the proposed revised budget for the publication was still insufficient as it did not account for copy editing, verifying copyright on images and formal referencing. To address these shortfalls, it is recommended that a new budget be approved that includes those items identified by the ad-hoc committee as necessary additions. This includes:

- a) \$2,000 (based on an estimate provided by North George Studios) for copy editing;
- b) an additional \$5,500 for the general editor;
- c) \$1,000 for the book launch;
- d) \$1,000 for promotion of the book, and;
- e) \$500 for photograph procurement

It is proposed that these additional costs be covered from the following sources:

- a) An allocation of \$2,150.00 from the 2015 budget, drawn from the Special Projects budget and residual funds from the budget for the purchase of designation plaques;
- b) An increase in the anticipated revenue generated from fundraising efforts to \$3,000.00;
- c) The addition of a new revenue line of \$3,000 from applications for local and provincial grants, and;
- d) An increase in projected revenue from sales to \$3,000 (based on 200 copies sold at \$15 a copy).

In the event that grants are not available or the committee is unsuccessful in its applications, the fundraising and/or 2015 Special Project allocation would have to be increased accordingly.

**Draft Budget for Martha Kidd Commemoration October 2, 2014****Projected Expenses**

Editorial Services	\$8,000.00
Copy Editing	\$2,000.00
Photograph procurement	\$500.00
Publishing	\$8,800.00
Marketing and promotion	\$1,000.00
Launch event	\$1,000.00
<b>Total:</b>	<b>\$21,300.00</b>

**Funding Sources**

Pre-Committed funds from 2013 budget	\$4,500.00
Proceeds from sale of Beneath the Canopy	\$1,000.00
Sale of PACAC merchandise (estimated)	\$450.00
2014 Special Projects Budget	\$3,500.00
2015 Budget Allocation	\$2,150.00
Reallocation of 2013 Special Projects budget	\$700.00
Fundraising/sponsorship	\$3,000.00
Grants – CFGP, Trillium, OAC	\$3,000.00
Anticipated revenue from sales	\$3,000.00
<b>Total:</b>	<b>\$21,300.00</b>

Submitted by,

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