



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:** January 8, 2015

**Subject:** Report PACAC15-001  
2015 Expenditures

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## **Purpose**

A report to recommend that the PACAC approve funding for a series of special projects aimed at promotion and public education in 2015.

## **Recommendations**

That the PACAC approve the recommendations outlined in Report PACAC15-001, dated January 8, 2015 of the Heritage Resources Coordinator, as follows:

- a) That the PACAC fund advertising and publicity for 2015 Heritage Week activities to a maximum of \$1,000;
- b) That the PACAC approve a budget of \$1,000 for the coordination and publicity associated with the 2015 Heritage Hunt;
- c) That the PACAC approve the expenditure of \$325 for the installation of the street banner at Ware Street for the last half of April 2015 to promote the Heritage Hunt and Doors Open 2015;
- d) That the PACAC approve the expenditure of \$325 for the installation of the street banner at Murray Street for the first half of October 2015 in celebration of the Committee's 40<sup>th</sup> Anniversary;

## Budget and Financial Implications

- a) The publicity costs associated with Heritage Week 2015 can be accommodated in the special projects account in PACAC's 2015 operating budget.
- b) The costs associated with the coordination and publicity of the 2015 Heritage Hunt can be accommodated in the special projects account in PACAC's 2015 operating budget.
- c/d) The total cost of installation of the street banner at Ware Street in April and Murray Street in October is \$650.00. This cost can be accommodated in the advertising and publicity account in PACAC's 2015 operating budget.

## Background

a) Heritage Week will be held from February 16th to 22nd, 2015. Events planned for the week may include restoration workshops, the Peterborough Historical Society AGM and guest lecture, and other special initiatives hosted by local community organizations.

In 2014 the committee allocated \$1,500 for publicity for Heritage Week. The final cost for advertising was approximately \$700.00. Staff will work with media outlets to maximize exposure of the events and it is recommended that the PACAC allocate \$1,000.00 to cover advertising costs. Publicity is anticipated to include the production of radio spots and newspaper advertising.

b) 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. Copies were also distributed to neighbourhood schools and to educators who had expressed an interest in the Hunt in 2013.

In 2014 the cost of advertising and providing prizes was approximately \$1,700. Of this, an ad-hoc committee struck for the purpose of coordinating the Hunt, raised \$800 in sponsorships. The same format could be followed in 2015. Staff is recommending that \$1,000 be allocated for the event.

c/d) 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 and it was displayed at Murray Street in April, 2014 to promote the Heritage Hunt and Doors Open Peterborough.

In 2015, the banner would be displayed in April, at the Ware Street location, to promote PACAC's involvement in the Heritage Hunt and Doors Open. In addition, the banner would also be displayed in October, 2015 at the Murray Street location, in celebration of the 40<sup>th</sup> Anniversary of PACAC. Staff has made the necessary reservations with the Clerk's Office.

Submitted by,

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