



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:** February 5, 2015

**Subject:** Report PACAC15-004  
PACAC 40<sup>th</sup> Anniversary Expenditures

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## **Purpose**

A report to recommend that the PACAC approve funding for activities related to the commemoration of its 40<sup>th</sup> anniversary.

## **Recommendation**

That the PACAC approve the recommendation outlined in Report PACAC15-004, dated February 5, 2015 of the Heritage Resources Coordinator, as follows:

That the PACAC approve a budget of up to \$10,000 for project coordination and publicity associated with its 40<sup>th</sup> Anniversary.

## **Budget and Financial Implications**

The costs associated with project coordination and publicity associated with PACAC's 40<sup>th</sup> Anniversary can be accommodated in the special projects reserve account in PACAC's 2015 operating budget. There is also an expectation of revenue from the sale of relevant promotional products which will offset the overall cost of 40<sup>th</sup> Anniversary initiatives.

## Background

At its meeting of September 4, 2014, the PACAC struck a sub-committee of members and PACAC alumni, to coordinate a special event commemorating the 40<sup>th</sup> Anniversary of the committee. This sub-committee has since met formally on two occasions, and is in the process of developing a plan for commemoration of the 40<sup>th</sup> Anniversary to share with the PACAC. This plan currently includes:

- Development of a suite of promotional materials, specific to the 40<sup>th</sup> Anniversary including:
  - A colour anniversary mug:  
§ **\$3.50 per mug = \$1,750.00 for 500 mugs**
  - Posters drawing on historic photos of downtown Peterborough:  
§ **250 11"x17" posters = \$130.00**  
§ **250 19"x27" posters = \$485.00**
  - High quality prints suitable for framing or mounting:  
§ **500 prints = \$512.00 to \$800.00**
- Creation of a travelling exhibit showcasing the history of preservation in Peterborough to be displayed at key locations around the City.
  - Series of pop-up banners including information about PACAC, historic photos, and limited textual interpretation:  
§ **\$1,500.00**
- Coordination of a special event such as, a travelling dinner or wine and cheese tour, to be held at various heritage homes throughout the City either on one evening or at regular intervals over a period of time.
  - Based on the costs associated with the Stone House Tour organized by PACAC in 2012, an initial allocation of approximately **\$5,000** would be necessary for promotion, procurement of caterers, and other associated costs.

**Total approximate costs: \$9,535.00**

With an allocated budget of up to \$6,300.00, the PACAC would need to commit to nearly \$4,000.00 in revenue generation and fundraising. The PACAC may wish to consider selecting only a few projects, or scaling back on the proposed projects to reduce costs.

Submitted by,

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Community Services Department

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