



City of  
**Peterborough**

---

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

**From:** Erik Hanson, Heritage Resources Coordinator

**Meeting Date:** November 7, 2019

**Subject:** Report PACAC19-053  
Approval of Funding – 2020 Events and Publicity

---

## **Purpose**

A report to recommend that the PACAC approve funding for 2020 special projects and events aimed at promotion and public education.

## **Recommendations**

That the PACAC approve the recommendations outlined in Report PACAC19-053, dated November 7, 2019 of the Heritage Resources Coordinator, as follows:

- a) That the PACAC approve a budget of \$1,500 for the coordination and publicity associated with the 2020 Heritage Hunt;
- b) That the PACAC approve a budget of \$6,500 for Doors Open Peterborough 2020 of which \$1,600 will be allocated to the Ontario Heritage Trust registration fee and \$2,500 to a contract for a coordinator position;
- c) That the PACAC approve a budget of \$500 to host a Heritage Insurance Workshop in 2020.

## **Budget and Financial Implications**

There are costs associated with all five events and initiatives outlined in this report, and can be accommodated as follows:

- a) The costs associated with the coordination and publicity of the 2020 Heritage Hunt can be accommodated in the PACAC's 2020 Special Projects budget;
- b) The costs associated with the coordination of Doors Open Peterborough can be accommodated within the PACAC's 2020 Doors Open budget;
- c) The costs associated with the coordination of a heritage insurance workshop can be accommodated within the PACAC's 2020 Special Projects budget;

## **Background**

Each year, the PACAC undertakes a number of special projects and events aimed at raising awareness of Peterborough's heritage. Each of these projects and events requires allocation of funds.

### **Heritage Hunt**

The 2019, Heritage Hunt had an approved budget of \$1,500. The Hunt was published in the Peterborough Examiner on April 25, 2019. Additional copies were printed and distributed to sponsors and relevant community locations.

Due to the favourable rate provided by the Examiner, total cost of the 2019 Heritage Hunt was approximately \$1,500. Design and printing of additional Hunt copies was \$750 for total cost of \$2,250. These costs were also offset by sponsorship commitments of approximately \$1,000. For 2020, staff is anticipating \$1,000 in sponsorships again this year. It is expected that the cost of publication in the Examiner will increase, so \$1,500 is again being requested for total project budget of \$2,500.

### **Doors Open Peterborough**

Since its inception in 2003, Doors Open Peterborough has become a highly successful undertaking that showcases the City's heritage to thousands of people annually. The event is delivered by an organizing committee with the support of City staff from the Heritage Preservation Office. Regardless of the size and composition of the committee, the amount of work that falls to staff has been growing over the years.

Staff are recommending that the PACAC fund a contract for a person to coordinate Doors Open. In both 2017 and 2018, this position provided important support to the Doors Open committee which widened possibilities for participation, resulted in successful new partnerships, and increased event attendance.

The proposed budget for Doors Open Peterborough in 2020 is \$6,500, not including any additional fundraising that the committee may undertake. Of that, \$1,600 is required to register the event with the Ontario Heritage Trust by the end of 2019. Staff are also recommending that \$2,500 be allocated for the coordinator position which would amount in approximately 125 hours of work leading up to and including the event.

### **Heritage Insurance Workshop**

The PACAC had planned to host the Heritage Insurance Workshop in November 2018. For personal reasons, the presenter had to cancel and the event was postponed. Staff are recommending that this event be rescheduled in February 2020 to take place during Heritage Week (February 17-23). The cost of hosting this event is budgeted at \$500.

Submitted by,

Erik Hanson  
Heritage Resources Coordinator

Jennifer Guerin  
Heritage Researcher

Contact Name:  
Erik Hanson  
Heritage Resources Coordinator  
Phone: 705-742-7777, Ext. 1489  
Toll Free: 1-855-738-3755  
Fax: 705-748-8824  
E-Mail: ehanson@peterborough.ca