



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:** September 6, 2018

**Subject:** Report PACAC18-033  
Approval of Funding – 2019 Events and Publicity

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## **Purpose**

A report to recommend that the PACAC approve funding for 2019 special projects and events aimed at promotion and public education.

## **Recommendations**

That the PACAC approve the recommendations outlined in Report PACAC18-033, dated September 6, 2018 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 2019 Heritage Hunt;
- b) That the PACAC approve a budget of \$6,500 for Doors Open Peterborough 2019 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 \$3,500 to host a Heritage Trade show in 2019, of which \$2,500 will be allocated to a coordinator position;
- d) That the PACAC approve a budget of \$1,200 for the replacement of their street banner;
- e) That the PACAC approve the expenditure of \$325 for the installation of the street banner in spring 2019; and

- f) That the PACAC investigate the cost of designing and printing a new PACAC poster for promotion and fundraising in 2019.

## **Budget and Financial Implications**

There are costs associated with all five events and initiatives outlined in this report.

- a) The costs associated with the coordination and publicity of the 2019 Heritage Hunt can be accommodated in the PACAC's 2019 Special Projects budget;
- b) The costs associated with the coordination of Doors Open Peterborough can be accommodated within the PACAC's 2019 Doors Open budget;
- c) The costs associated with the coordination of a heritage trade show for 2019 can be accommodated within the PACAC's 2019 Special Projects budget;
- d) The costs of replacing the PACAC's street banner can be accommodated between the PACAC's advertising and publicity budget for 2019 and reserve funds;
- e) The cost of the installation of the PACAC's street banner can be accommodated within the PACAC's 2019 advertising and publicity 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 2018, Heritage Hunt had an approved budget of \$1,500. The hunt was published in the *Peterborough Examiner* on April 5, 2018. 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 2017 Heritage Hunt was approximately \$1,000. This cost was also offset by sponsorship commitments of approximately \$900. For 2019, \$1,500 is again being requested as it is expected that cost of publication in the *Examiner* will increase.

## **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 annual budget for Doors Open Peterborough in 2019 will be \$6,500, not including any additional fundraising that the committee will undertake. Of that, \$1,600 is required to register the event with the Ontario Heritage Trust by the end of 2018. 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 Trade Show**

In 2018, the PACAC hosted a heritage trade show to assist owners of heritage properties in making connections with heritage tradespeople who work in the Peterborough area. The trade show, held in April, was a success with many owners of individually designated properties and properties in the Avenues and Neighbourhood Heritage Conservation District attending.

Staff are recommending that the PACAC host this event on an annual basis. The budget for the 2018 event was \$3,000, of which \$2,000 was allocated to cover the cost of a coordinator for the event. For 2019, staff are recommending that \$3,500 be allocated to hosting the Trade Show again of which \$2,500 would be reserved for the coordinator position. This would amount in approximately 125 hours of work leading up to and including the event.

## **PACAC Banner**

Since 2014, the PACAC has displayed a banner promoting Peterborough's heritage at one of the street banner locations on George Street. Should the PACAC wish to continue to do so, the current banner is in need of replacement.

The estimated cost to replace the banner is approximately \$1,200. This amount can be accommodated between PACAC's advertising and publicity budget for 2019 and reserve funds. Should the committee wish to make changes to the artwork or slogan on the banner, this would be the appropriate time to do so.

The cost for displaying the banner is \$325. This is an annual expenditure that can be accommodated in the PACAC's advertising and publicity budget.

### **Posters**

Over the past ten years, the PACAC has sold various merchandises with an architectural theme in order to raise money for events and operations. This merchandise has been a good source of fundraising income and is popular with the public. Over the past several years, this has primarily consisted of the sale of mugs, which remain in high demand. However, in the past, the PACAC has also sold posters depicting various Peterborough buildings and architectural elements.

In 2018, many members of the public who attended PACAC events indicated that they would be interested in purchasing these types of posters, should they become available once again. Staff are recommending that the PACAC investigate cost of designing and printing a new poster for sale in 2019.

Submitted by,

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