



## Report to PACAC, January 5, 2010

The Doors Open Peterborough Committee has met several times since the successful completion of Doors Open Peterborough 2009. We have undertaken some new partnerships and are finalizing the list of sites to be featured on the event in 2010.

The most significant information to report is that we have decided to change the date of the event! Over the years we have received feedback as to the pros and cons of holding the event on the weekend before Thanksgiving. Some negative comments have related to the overlap with the very busy *Head of the Trent* weekend, to being at the end of *ArtsWeek*, and to the difficulty of renting a shuttle bus and finding a willing driver on that busy weekend. On the positive side, we have built up some “event recognition” for that time slot, and can usually count on good weather. As a fairly new event (only eight years in existence), the committee felt it was a good time to try a new date. Please mark your calendars one week earlier:

**Doors Open Peterborough 2010 will be SATURDAY, SEPT. 25, 2010.**

We also explored the potential partnership and cross-marketing potential of Doors Open and the possibility of applying for “festivals funding” from provincial and federal agencies. “Festivals” by definition must be a minimum of two to 30 days in length. To apply for provincial grants for tourism and cultural promotion, we would have had to meet a number of criteria in size, budget, staff complement or level of volunteer commitment. The committee recommended against moving to a two-day event at this time. Federal funding from the Department of Canadian Heritage is still being explored as the criteria and timing of applications are different from those at the provincial level.

A very positive result of our discussions with the GPAEDC, the Art Gallery of Peterborough, City staff in Community Services, and local heritage organizations, is that Doors Open Peterborough has joined the organization “Festivals and Events Ontario” and will be participating as a member of the Peterborough and the Kawarthas Tourism organization. We have registered as a new partner with “Kick it Up in the Kawarthas”, are listed with the Ontario Tourism Marketing Partnership, and will be in the *Festivals and Events Ontario Guide*. Already this has been useful, as we participated in a recent seminar sponsored by GPAEDC on how to develop successful festivals and events, and will be attending a “Kick It Up” meeting on Jan. 18<sup>th</sup> at Hutchison House. There are

some costs associated with joining these organizations but we feel these fall within existing budget allocations (for example, the seminar cost \$25 per person, FEO costs \$57.75 per year for an organization of our size, OTMP is free for our size; participation in Kick It Up will have a cost associated, whether as in-kind services or by contributing part of our existing marketing and promotions budget). Our ability to partner and to cross-promote will be significantly increased.

Committee members have been hard at work finding the necessary minimum number of sites for us to participate in the Doors Open Ontario website and published guide, which comes out in April. So far we have confirmed 12 sites with more likely, all concentrated on the west side of the City. One new feature so far is a walking tour about the former built heritage aspects of Jackson Park. These sites will be registered with Doors Open Ontario by January 11<sup>th</sup>, 2010.

The Doors Open Peterborough website has been upgraded thanks to great efforts by Ben Dick and now includes a place where the public can “Suggest a Site”, a new mailbox for the public to communicate with us, and pictures from some of last year’s featured locations. Check it out at [www.doorsopenpeterborough.ca](http://www.doorsopenpeterborough.ca) .

Our wonderful volunteers will be feted at an “Appreciation Event” in mid-February and will receive certificates of participation as well. PACAC members will be invited to attend this event.

Finally, the committee will be looking to improve our use of sponsors as a way to grow our event, along with increasing our access to capital without draining the budget provided by the City through PACAC. We will also be discussing whether to participate in either Heritage Week events in February, or in Archives Awareness Week in April.

Respectfully submitted,

Sheryl Smith, Doors Open Consultant