
DATE: June 22, 2010

REPORT TITLE: **HERITAGE PROGRAM ANNUAL CAMPAIGN**

FROM: R. Kent Gillespie, Commissioner of Employee and Business Services

RECOMMENDATION

That a special campaign be implemented to defray the capital cost of fixtures, furnishings, equipment and related installations for exhibitions, events and other activities of the Peel Heritage Complex, to be called the Peel Heritage Complex Renewal Campaign (PHCRC);

And further, that a reserve be created for the deposit of all receipts from the PHCRC;

And further, that a reserve be created for the deposit of funds donated for the purposes of programming the Peel Heritage Complex other than those received through the PHCRC;

And further, that appropriate receipts for tax purposes be provided in respect of all donations made in accordance with applicable legislation.

REPORT HIGHLIGHTS

- Every year the Heritage program conducts a fundraising campaign and solicits funds from its members and supporters.
- A special campaign is proposed for the cost of fixtures, furnishings and equipment for the newly renovated and expanded facility.
- Funds raised should be moved into a reserve to ensure transparency around their eventual use.

DISCUSSION

1. Background

Fundraising campaigns are standard ways in which arts and cultural organizations raise funds and cultivate strong relationships with donors. A campaign gives the public the chance to become directly involved in areas of the program that interest them and frequently leads to increased givings or gifts-in-kind.

The Heritage program has conducted fundraising in the past, with receipts of approximately \$12,000 annually. Funds are usually directed at specific projects for example, the conservation of an 1846 plan of the Credit Indian Reserve; acquisition of art by Peel artists and installation of specialized textile storage units.

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HERITAGE PROGRAM FUNDRAISING CAMPAIGN

The current renovation project of the Heritage Complex under the Infrastructural Stimulus Fund, will create additional storage and exhibition areas at the Peel Heritage Complex. However, the renovation project does not include all of the fixtures, furnishings and equipment that will be required for programming in the new space. The fit out would include items such as the following:

- o art studio furnishings and equipment;
- o family-friendly activity centre;
- o reconfigured museum exhibitions;
- o acquisition of specialized tools and equipment for workshop areas;
- o enhancements to the Courthouse to facilitate revenue generation;
- o fixtures for a gift shop;
- o technological enhancements in education and exhibition areas.


Staff, with the support of the Peel Heritage Complex Advisory Board, propose to conduct a special campaign to help defray the cost of the fit out of the new space. This will help reduce reliance on the Region's capital budget. The campaign, to be called the Peel Heritage Complex Renewal Campaign (PHCRC) for internal purposes, will focus on traditional supporters of the program and will engage a broader range of community groups and businesses in Peel. By doing so it is hoped to create more connections with the Peel community and create opportunities to tell stories through events and exhibitions that are relevant to these groups. It is also hoped that these connections will begin to have a positive effect on operating revenue as demand for our heritage and culture programs increases.

FINANCIAL IMPLICATIONS

Funds raised by the PHCRC will be deposited to the newly-created reserve and used to fund future capital projects and operating requirements. A capital project to allow for the expenditure of funds collected through the PHCRC will be included in the 2011 budget.



R. Kent Gillespie
Commissioner of Employee
and Business Services

Approved for Submission:


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