

CORPORATION OF THE TOWN OF GANANOQUE

BY-LAW NO. 2011-133

BEING A BY-LAW TO AUTHORIZE THE TOWN OF GANANOQUE TO ENTER INTO AN AGREEMENT WITH THE ARTHUR CHILD HERITAGE MUSEUM TO PROVIDE FOR A FUNDING PROGRAM.

WHEREAS by Section 5 of the Municipal Act, 2001, S.O. 2001, c. 25, the powers of a municipal corporation are to be exercised by its Council;

AND WHEREAS the Municipal Act, 2001, S.O. 2001, c. 25, provides that the powers of every Council are to be exercised by Bylaw

AND WHEREAS the Council of the Town of Gananoque deems it expedient to enter assist the Arthur Child Heritage Museum by providing for a funding program for the museum.

NOW THEREFORE be it resolved that the Council of the Corporation of the Town of Gananoque enacts as follows;

1. That the Council hereby authorizes entering into a four year funding arrangement, with the Arthur Child Heritage Museum, as set out in Schedule 'A' attached hereto.

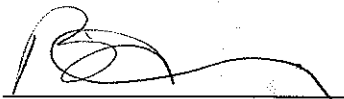
2. That the funding model will include the Town of Gananoque providing funding for the next four years as follows:
 - 2012 - \$47,500.00
 - 2013 - \$46,000.00
 - 2014 - \$45,000.00
 - 2015 - \$44,000.00

3. That this bylaw shall come into force and effect on the date of passing.

READ A FIRST, SECOND, and THIRD TIME, passed, signed, and sealed with the corporate seal this 20th day of December, 2011.

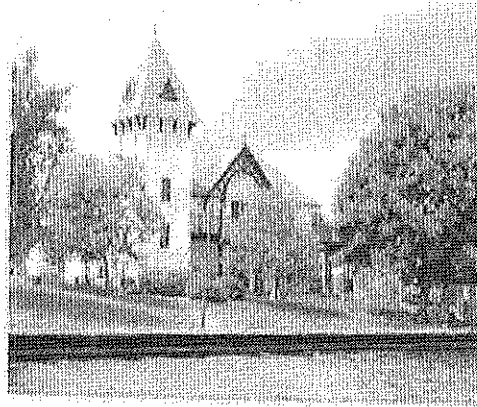


Mayor, Erika Demchuk



Clerk, Bonnie Dingwall

[Faint circular stamp: RECEIVED 12/20/11]



ARTHUR CHILD HERITAGE MUSEUM

Submitted by
The Historic 1000 Islands Village Foundation
Board of Directors:

Layne Larsen, Chair
Patricia Colby
Douglas Goodfellow
Peter Meyer
Raymond Pfeiffer
Paul Regan Jr.
Paul Scott
Bruce Wilson

Robetta Abbott, Representative, Town of Gananoque
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Arthur Child Heritage Museum
125 Water Street, Gananoque, ON, K7G 3E3
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THE ARTHUR CHILD HERITAGE MUSEUM

- ❖ A vital part of Gananoque's cultural fabric
- ❖ An important contributor to the Town's tourism experience
- ❖ An educational resource for all of Gananoque's citizens and visitors
- ❖ A steward of our Town's heritage and artifacts

EXECUTIVE SUMMARY

REQUEST:

The Historic 1000 Islands Village Foundation Board of Directors requests a four year funding commitment from the Town of Gananoque to be disbursed as follows:

2012: \$47,500
2013: \$46,000
2014: \$45,000
2015: \$44,000

A four year budget is appended to this proposal.

The Museum has a leadership role in the Town's commemoration of the War of 1812; an historically and economically unique opportunity. Through expansion and enhancement of its exhibits and programs for the commemoration and for the Town's general historical and cultural importance, the Board and Staff of the Arthur Child Heritage Museum are enabling the Museum's greater integration into the arts and culture economy of the community. 2012 is the pivotal year of the Bicentennial for Gananoque featuring two signature events: the Joel Stone Heritage Park unveiling on June 18, 2012, which is the Provincial launch for the Bicentennial and the Re-enactment of the September 21, 1812 Raid on Gananoque, August 24th - 26th, 2012. The decreasing scale of funding relates to the Museum's focus and investment over the 3 year Bicentennial with a net overall increase in year four of a modest \$4,000 reflecting the ever increasing costs of utilities, insurance, wages etc. In addition, the increased funding will once again enable the Museum to focus on sustained program development, moving us, over time, to year round operational possibilities. A four year funding model will insure stable funding to the Museum through the remainder of the term of this Council to the end of year one of the next Council.

As council is aware, 2012 begins a three year Bicentennial celebration of the War of 1812 and Gananoque is poised to be a significant venue in the commemoration of both the day War was declared, June 18, 1812 and the Raid on Gananoque, September 21, 1812. This celebration will span three years. The Museum has a War of 1812 Exhibit within the second floor, permanent displays, created in 2000. It is our desire to enhance and expand this exhibit with an in depth focus on Colonel Joel Stone and Gananoque's role in the War. To this end we have commissioned a painting by local artist David Day, depicting the Raid on Gananoque which will become a permanent part of the exhibit following the Bicentennial. Our temporary exhibit in 2012 will be "The Way We Were: 1790 - 1840" and will highlight the founding of the Town, it's early settlement and its development as an industrial hub, as well as the Patriots War, the story of our own heroine, Elizabeth Barnett and the escapades of Pirate Bill Johnson. In 2012, Gananoque will receive regional, national and international press coverage on June 18, 2012.

Arthur Child Heritage Museum Proposal

This has already begun with the recent McLean's Article "Damn Yankees" (Oct 17, 2011). Telling Gananoque's history and displaying its artifacts in a way that is both professional and appealing to residents and tourists will be beneficial to the Town's long-term economic goals.

To increase that prominence and generate greater national ties for our Museum, in 2013 we have booked a travelling War of 1812 Exhibit from the Canadian War Museum at a cost of \$1,000 plus shipping and insurance (see appended Promotional material).

In 2014 our focus will shift from war to the "200 years of Peace and Friendship" between our nations. The War of 1812 Bicentennial Alliance is currently in the planning stages of a Friendship Festival around the four bridges in our Eastern Ontario zone located at Cape Vincent, Ivy Lea, Johnstown and Cornwall. The Theme is "Our Borders Become Bridges" and will afford economic opportunities for re-engaging our US visitors as we celebrate 200 years of cooperation and peace.

In addition to exhibit development expenses, both permanent and seasonal, we wish to develop programming for all ages. This will require a dedicated staff person to develop, coordinate and lead in implementation. Currently the Museum has two year round employees, the Executive Director and Finance officer as well as four fulltime, seasonal employees. Two of these are students who have been with the Museum for several years and who have both completed their tenure with us. Hence we are in the process of reconsidering our staffing model to accommodate the potential for program development as well as attending to the newer oversight responsibilities for the Town's artifacts and our role with the Gananoque Historical Society, soon to be within our building.

This document provides a status report on the Museum today, a plan for exhibit development and refreshment and an explanation of important and necessary renovations to the building.

Currently, we are fortunate to have strong leadership from our Executive Director, our staff and from our Board of Directors - all of whom are committed to making Gananoque an attractive destination and welcoming centre to the Thousand Islands and a resource to its citizens, young and not so young.

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BACKGROUND

The Historic 1000 Islands Village and the Arthur Child Heritage Museum of the 1000 Islands is operated by the Historic 1000 Islands Village Foundation (HTIVF) as a non-profit, registered charitable organization. The Village was constructed from 1992-1994, the result of a gift by Arthur J.E. Child to the Town of Gananoque together with significant funding by the Town of Gananoque, Jobs Ontario, the Government of Canada and Parks Canada. The overall feasibility study, planning, and fundraising were undertaken by a committee formed by the Town Council of the day. All funding was in place by April, 1994 and the Open House was held on February 5, 1995. Following is an excerpt from that event as framed by the committee:

"The Arthur Child Museum of the 1000 Islands attraction will be the focus of the Historic 1000 Islands Village located on the shores of the St. Lawrence River. This village complex consisting of the large museum building and four smaller retail buildings will provide operational funding through leases and thus assure the success of the whole village as well as provide revenue to the Town."

The Historic 1000 Islands Village, as it was envisioned at the time of construction, was intended to provide an attractive and economically sustainable attraction on the waterfront. During its initial years, the mix of businesses operating alongside the Museum created a significant attraction and enhanced the Town's shopping opportunities. However, in recent years, negative economic influences and problems with maintenance and marketing of the Historic 1000 Islands Village led to its deterioration. The HTIVF feels confident that, with a continued partnership between this Council and key members of the waterfront community, the Village can be revitalized and once again become an important contributor to the overall culture and economy of the Town.

Over the past 17 years, the Museum's position in the community has gained prominence. Today we have many volunteers and continue to grow our membership and donor base. Many of Gananoque's townspeople visit often, and we are recognized as an important component for tours groups and visitors from every corner of the globe. We continue to welcome over 25,000 visitors to our building each year.

In 2008 the Town of Gananoque committed to a three-year funding model ensuring that the Historic 1000 Islands Village Foundation could aggressively recruit members, gain multi-year donor commitments and undertake modest exhibit/program development.

For its part, as necessitated by difficult financial times, in 2008 the Foundation exercised stringent financial management and pared all possible budget lines, including the elimination of one full-time position (Program Coordinator) and the related program costs. While this was the only sensible fiscal choice, the loss of this position just as we were beginning to grow our off season school program initiative has closed off that aspect of development and diminished our role in the education of our youth. The deficit is gone, the economic climate has begun to improve and statistics on visitation to the Town show an increase, with the result that the Museum now shows a modest annual surplus. With continued careful financial management and an ongoing fiscal partnership with the Town of Gananoque, we can envision moving forward and achieving some of the goals and objectives that had been postponed by loss of staff, a lingering deficit and unstable funding.

Other roles have changed over the past four years. As a result of our initiative to stabilize and catalogue the Town's artifact collection, we were appointed custodians of the collection for the purpose of insuring its integrity and security as well as once again mounting exhibits as a resource to our residents and as a cultural attraction to our visitors. In addition, in 2012 the Museum will become home to the Gananoque Historical Society archives and yet another partnership will begin. These collections management roles and the attendant responsibilities did not exist in the past and have added significantly to our wage line.

PROPOSAL FOR FUNDING/EXHIBIT AND PROGRAM DEVELOPMENT

The Board of Directors of The Historic 1000 Islands Village Foundation makes the following four year funding proposal to the Town of Gananoque:

1. That the Town of Gananoque continues to provide funding for on-going operations and Exhibit/Program development from 2012 - 2015 as follows:
2012: \$47,500
2013: \$46,000
2014: \$45,000
2015: \$44,000

Rationale:

- Ensuring the Museum operates on a balanced budget is imperative. Over the past three years we have seen a marked increase in membership, project support and successful fund raising events (A Summer Evening in the Islands).
- Support and grants from both the Federal and Provincial governments require a three to five year financial plan and demonstrated sound fiscal management. We can now demonstrate this.
- Fixed operating costs for the facility include such budget lines as utilities, insurance on contents, marketing, wages and maintenance. The H1000IF also has a mission which extends beyond maintenance to include Exhibit and Program Development.

2. Following an extensive review by the Board, and upon recommendations of the Exhibits Committee, five proposals were identified for future planning. They are numbered to reflect the priority for each as suggested by the committee.

Rationale:

- Renovations will expand our ability to host groups and to provide a unique space for meetings, conferences, and celebrations.
- The Museum must refresh and develop new exhibits which will continue to engage local residents and visitors alike and educate all who visit the Museum in the unique heritage of the 1000 Islands region.
- New exhibits will provide incentive for groups of all ages from Kingston, Brockville, Smith Falls and the US border towns to return to the Museum or to visit it for the first time.
- Program development will enable the Museum to reconnect with our schools in curriculum related programming, thereby extending our revenue stream and cultural relevance from a seasonal to a year round resource.

**EXHIBITS PLAN FOR THE ARTHUR CHILD
HERITAGE MUSEUM**

In 2005 / 2006 the main floor exhibit area offered seasonal exhibits through partnerships with other Museums. In 2007 we developed our own exhibits including the *Joel Stone Exhibit* and *Gananoque in the Golden Era*, tracing the industrial history of Gananoque. In 2008, we mounted *Threads of the Past* which complimented a travelling exhibition: *Threadworks 2008*. The most important and well attended show was mounted in 2009 entitled: *The Beautiful Women Project*, a controversial and widely acclaimed exhibit that brought a record number of visitors to the Museum. In 2010 we began a five-year seasonal exhibit plan titled "THE WAY WE WERE" moving back in fifty year increments each season such that by 2012 we would be exhibiting "The Way We Were: 1790 - 1840" in time for the War of 1812 Bicentennial.

It is now imperative that we revamp the permanent exhibits in the grand hall on the second floor which have been in place since 2000.

The 1000 Islands Model Railroad Association is completing one of the newest additions - a working Model Train Layout of the Gananoque waterfront, circa 1910: (the work has begun, funding in place and will be ready for 2012). In addition we have undertaken development of a "Canadian Lighthouses of the 1000 Islands" exhibit, the result of a memorial donation also to be unveiled in 2012.

These plans and priorities have been developed by the Exhibits Committee, approved by the Board and costs met from our modest yearly surplus.

PHASE I, PRIORITY ONE - TOTAL FUNDING: \$20,000

PLANNING FOR SPECIAL EVENTS

PROJECT 1

Over the past three years, the Museum has had increasing opportunities to rent space to large and small groups for private functions from important Provincial Public Consultation Forums to receptions and parties. In addition, the Museum has undertaken events and programs which require the preparation of food and refreshments, such as the popular Victorian Tea during Heritage Week, served with china and vintage linens by ladies in period costume. In 2010, this was a sold-out event! Another important recent event was the extremely popular visit of the Cangarda Steam Yacht, which docked at the Museum in June 2011 providing an opportunity for local residents to visit the yacht and attend an event on the Museum's veranda completely free of charge. The Museum endeavours to make space available to a variety of local groups from Committees of Council to TLA, Half Moon Bay Foundation etc. as a service to the community. We have currently been approached as a reception venue for summer 2012 wedding but are severely restricted in developing this revenue stream further by the lack of appropriate kitchen facilities.

Solution: Add a bank of cupboards and three sinks (required by the Ministry of Health) to the west wall of the present boardroom:

- The addition of a bank of cupboards and the 3 sinks will vastly enhance our ability to market the facility to groups and offer a broader range of in-house programs and events (eg. High Tea in the summer, Victorian Birthday parties). The addition of the cupboards would allow us to store all of the amenities required to host events and activities.
- Currently the only access to water on the second floor is a very small sink within the second floor staff washroom. Large coffee urns can only be filled at the large floor sink in the janitor's closet on the main floor, which is less than satisfactory.

Approvals: This project would require approval from the Town of Gananoque Council, the Municipal Building Inspector and the Ministry of Health.

Approximate Cost: \$11,500

Timeline: Completion: Six weeks from receipt of funding.

PROJECT 2

The Mary Child Rotunda was created as a media space and is able to accommodate gatherings of up to 60. We have 50 chairs in place to allow for the viewing of the 1000 Islands Tourism Council video and the WPBS video on the Story of Boldt Castle. Both are appreciated by our visitors especially in light of the passport requirements for travel to Boldt Castle. Many visitors are unaware that it is in the US and arrive unprepared. Further, the space was heavily used during the two years when we employed a Program Coordinator for school class activities, summer programs and speaker series. Recently with the space being rented by outside groups, the request for Power Point capability is common and we must provide current technology if we are to maximize use of this space.

Solution: Purchase hardware/software, including remote ceiling mount Screen, Projector, Laptop, Surround Sound system and Software (incl. installation of same)

Arthur Child Heritage Museum Proposal

Approximate Cost: \$8,500
Timeline: As funding is available (Projector purchased in fall 2011)

PHASE 2, PRIORITY TWO – TOTAL FUNDING: \$40,000

BRINGING ALL EXHIBITS TO LIFE, USING NEW TECHNOLOGIES

Project 1

The permanent exhibits on the second floor are largely interpretive in design. They are recognized and appreciated for their "Museum quality". There are some interactive components within the exhibits and these are regularly commented upon by visitors as "being especially enjoyed". The potential now exists, given the advances in all manner of technologies since 1999, to bring these largely static exhibits to life.

Solution: The permanent exhibits can be enhanced by the addition of audio, video and multi media technologies, separately or in combination and appropriately placed, which would take the exhibits to an enhanced level of both education and interactivity.

- **NATURAL HISTORY SECTION:** Technologies, appropriately housed, adjacent to the Frontenac Axis exhibit, will enable the visitor to both see and hear more detailed information on the UNESCO Designated Biosphere Reserve which is key to this exhibit. In addition, audio technology added to the Underwater/At the Rivers Edge exhibits will enhance the learning experience relating information on such topics as: the Bald Eagle Recovery Program, Species at Risk etc.
- **FIRST NATIONS/VOYAGEURS/EARLY SETTLERS SECTION:** Technologies will enhance the Longhouse exhibit and the Voyageur/Early Settlers exhibit enhancing the existing interpretive panels. For example, there are two panels which depict a First Nations chief in conversation with a Fur Trader and a Coureur du Bois. Visitors could listen to those conversations, complete with appropriate background sounds and details on life as a settler or Fur Trader.
- **WAR OF 1812 EXHIBIT:** There is enormous opportunity to expand this exhibit with multi media technology. The David Day Mural (3' x 5') commissioned by the Board will ultimately reside within this area. There are two exhibit panels which are currently underutilized and which will eventually accommodate the Joel Stone exhibit, Land Grant and Oath of Allegiance, the Mural and additional textual information relating specifically to Gananoque's role in the War of 1812. The weapons wall will be enlivened by a Multi Media package (eg. a "Virtual 1812 Gunboat Battle" as depicted in one of the existing text panels). In addition, the panels relating to Gananoque's legendary characters, Pirate Bill Johnson and Elizabeth Barnett, would be enhanced with the addition of audio features: listen to "Elizabeth" recount her harrowing trip across the ice or "Bill" describe one of his infamous escapades.
- **THE GOLDEN ERA/PLYING THE RIVER/ICE HARVESTING AND FELLING THE TREES:** These sections are all rich with opportunities for development. With the simple addition of sound, voices, music or interpretive information the visitor could be transported to that place and time. A touch screen terminal would afford the visitor more information on any aspect of the exhibit and would be mounted and appropriately housed for security on an existing post which has power to it.

- **MARITIME HISTORY:** This section would see the addition of audio / touch screen technology much as with the other exhibits and include an invitation to "Visit the Ships Wheelhouse" located in the tower, when and if funding is available to develop it. In 2010 the Museum was gifted with a Lukenoe which has further enhanced this section and interprets an important aspect of Gananoque's industrial heritage. The new, bilingual text panel development cost was covered by the Museum in 2011.
- **VICTORIAN COTTAGE:** Furnishing the cottage, completed in 2009, vastly improved the impact of this exhibit but imagine being able listen to "Mrs. Petipew" walk you through a guided tour of her summer home, complete with all the sound effects appropriate to the era. This exhibit requires a plexi-glass surround to insure its integrity and security.
- **MODEL RAILROAD, WATERFRONT CIRCA 1910:** This exhibit is set for unveiling in May 2012 (now underway). However additional funding will enable us to enhance the amount of work done prior to launch. Community sponsorships for the creation of 180 replica buildings in the design layout will be sought from both businesses and individuals. Here again, the sounds of the day added to the exhibit as well as an option for more information/bilingual text panel development will enhance the interactive component of this exhibit.

Approximate Cost: \$40,000 (Flexible as to funding available and in-kind support).
 Timeline: Phased completion as funded, 2012 - 2015

PHASE THREE, PRIORITY THREE - TOTAL FUNDING: \$35,550

Project 1-

SHIPS WHEELHOUSE INSTALLATION

The museum was constructed to reflect the Victorian era with the building of castles and cottages on the Islands. A typical feature for many of these summer homes was a "tower" and we are fortunate that the designers of this building incorporated this feature into their plans. However it is truly an underutilized space which affords a magnificent view of the river and little else. Conversion of this space into an exhibit will add to the visitors experience while not diminishing the view.

Solution: The tower will be converted to a Ship's Wheelhouse complete with steering wheel, bell, and every appropriate button, knob, lever and light. In addition, the use of Multi Media technologies will allow for a true simulation of the "Captain's Experience" piloting the HMCS Gananoque, a WW II War Corvette or one of the Gananoque Boat Line tour vessels through the Islands.

Approvals: Town of Gananoque Council, appropriate permits and trades inspections.

Approximate Cost: \$35,550 (Flexible as to funding available and in-kind support).
Timeline: Phased development as targeted donations and exhibit funds accrue.

CONCLUSION

Securing ongoing commitments from the Arthur J. E. Child Foundation will further assist us in our ongoing operations, program and exhibit development expense which benefits both residents and visitors of all ages. This also allows us to further develop and enhance partnerships with individuals, other tourism operators, museums and local organizations.

Securing stable funding from the Town of Gananoque will enable us to pursue the refreshment of our permanent displays, the development of new permanent and seasonal exhibits, a renewed focus on program initiatives and the renovation of boardroom space to enhance further program opportunities.

The Historic 1000 Islands Village Foundation has a committed and hard working staff and Board of Directors who together with our members, donors and partners believes we have a valuable role to play both within the community and the region. Evidence of such confidence and partnerships rests in the move of the Gananoque Historical Society archives to the Museum, scheduled for early in 2012. The partnership between the Town, Historical Society and the Museum made this possible and, going forward, will in and of itself create further growth, partnerships and inherent costs to our operations.

The ongoing success of the Arthur Child Heritage Museum and Historic 1000 Islands Village is an important economic advantage for the Town of Gananoque. Over the years we have gained the support of Gananoque residents and we have reached beyond the community to summer residents on the mainland and on the Islands. They are involved and supportive. We must continue to honour and to foster their enthusiasm by working together to ensure the Museum's continued growth and financial stability.