

Submission to the Minister of Finance of  
Canada for the inclusion of \$64 Million for  
community-based 1812 projects in the  
2009 Federal Budget  
to realize the Government's commitment in  
*"the TRUE NORTH STRONG AND FREE"*  
to instill pride in Canadian history and identity

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## 1. Executive Summary

The 200th Anniversary of the War of 1812 which will start in three short years is an opportunity to commemorate a historic turning-point in the history of our country. Canada's very existence was in peril in the War of 1812. Americans refer to the War of 1812 as their "Second War of Independence." For Canada, it was no less important. In the struggle to repel successive American invasions, the idea of a new nation "Canada" was forged out of the bonds that grew among Loyalists, Habitants, British soldiers and sailors, First Nations people, and citizen militias as they fought and died defending their towns, fields, and homes - "Canadian soil". Their sacrifice ensured that the huge land-mass of North America would be home to two nations, not just one.

Community planning for the commemoration of the bicentennial of the War of 1812 and the celebration of the 200 years of peace that followed are underway throughout Ontario and in several cases jointly with sister communities across the borders. With only three years remaining to prepare, a Federal strategy and funding are urgently required. The Conservative party in its Election Platform issued four months ago promised that it would "instill pride in Canadian history and identity" and "will act to ensure that important historic milestones such as the 200<sup>th</sup> anniversary of the War of 1812 will achieve the national recognition they deserve." It is now crucial that the Government of Canada make good on that promise by providing immediate funding in the 2009 Federal Budget for infrastructure improvements, enhancements and additions to historic sites related to the War of 1812 and by making available in 2009 its share of sufficient seed money and start-up operational costs to ensure that the 200<sup>th</sup> Anniversary will be an occasion to make Canadians proud of their history and identity.

The Government of Canada recently made significant investments in the 400th Anniversary of Quebec City. [Canada Economic Development](#) and [Parks Canada](#) invested \$70 million in infrastructure projects. [Canadian Heritage](#) contributed at least \$40 million in support of the commemorative programming. These projects now form a federal legacy for the people of Québec City and Canada. A federal contribution that is at least comparable, if not more, will be required for 1812.

This submission presents over 41 community projects from six regional 1812 umbrella groups who are already working with the Province of Ontario's War of 1812 Commemoration Planning Secretariat. These community projects are being put forward by an array of groups which count amongst their member's municipalities, independent provincial agencies, local historical societies, local museums, churches, universities and colleges, arts councils, tourism alliances, economic development organizations, veterans groups and in many cases local managers of Parks Canada historic sites

The projects total approximately \$189 million in value. A federal contribution of \$64.5 million or 1/3 of the total is needed in 2009 by way of immediate funds or firm commitments for subsequent years. The communities are seeking a comparable amount from the Province of Ontario. The remaining almost 1/3 is being raised locally from municipalities, local businesses and citizens themselves.

The bulk of the funds being sought from the 2009 are for capital projects for which the money is needed now if the projects are to be completed for 2012. Many are ready for funding now. On several, shovels can be "in the ground" a month or two after funding or funding commitments are received.

**Niagara** including Hamilton- In 2007, a cross-border Niagara 1812 Bicentennial Legacy Council was established as two non-profits in Ontario and New York State respectively run with a common board. Board members are affiliated with many of the leading organizations on both sides of the border. Its purposes are to advocate for 1812, market the commemoration and celebrations in "the Niagara" and formulate and implement legacy projects. It works closely with various local committee's and organizations such as; the Niagara Falls 1812 Task Force, the Niagara on the Lake War of 1812 Bicentennial Committee, and similar local groups in Thorold, Fort Erie, Grimsby and Hamilton who are working on their own community's initiatives. The Niagara based projects identified total \$32.6 million. A federal contribution of **\$10.3 Million will be sought**. The Hamilton based projects total and additional **\$ 33 Million** for which **\$ 11 Million** will be sought from the Federal Government.

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**The St. Lawrence War of 1812 Bicentennial Alliance** - The St. Lawrence War of 1812 Bicentennial Alliance will promote its unique relationship with the natural border of the “**river**” as a key point of difference. Commemorative events and legacy projects afford a powerful stimulus for driving economic opportunity in Eastern Ontario. In magnitude, the potential of this opportunity should be viewed as the equivalent of a “Premier Ranked” regional celebration, with the added bonus of partnering with U.S. states, many of which are well capitalized. Our planned War of 1812 bicentennial activities shows total visitor spending topping \$11.2 million per 100,000 visitors; a huge impact as several hundred thousand visitors are expected to participate. The projects identified are already under development and have the potential to translate into well over a million visitors, for pro-rated investment of **\$12.9 million** from the Federal Government. These funds will assist in building new infrastructure and creating high-profile events that will boost our economy and leave a lasting legacy in the St. Lawrence region for years to come. Potential projects already under exploration are shown on a geographic continuum starting in Kingston area and culminating in Cornwall.

**Sault Ste. Marie and Algoma District** - Sault Ste. Marie and Algoma District is the only Northern Ontario Region planning for the celebration of the War of 1812. This region has five (5) National Historic Sites that are all directly related to the War of 1812 – 1814. Of these Sites, the Ermatinger•Clergue National Historic Site on Sault Ste. Marie’s waterfront holds special significance as it was the home of Charles Ermatinger (fur trader) who rallied approximately 50 local people to accompany the forces at Fort St. Joseph (Parks Canada) to enter into action and capture Fort Michilimackinac, in Michigan. A **federal contribution of \$5 million** is requested for the projects in this region.

**Southern Georgian Bay** - This plan provides an overview of the historical significance of communities in and around the Southern Georgian Bay area with reference to the War of 1812. The plan recognizes the opportunity for the community to promote this theme, and puts forward the ideas of local stakeholders in Wasaga Beach, Midland, Penetanguishene, and Barrie who are interested in developing events and activities in recognition of the anniversary. The year 2012 marks the 200th anniversary of the beginning of the War of 1812. Projects identified are projected to cost almost \$2.3 million dollars. Based on a 1/3 federal contribution, **\$787,000** will be required.

**Southwestern Ontario** - The southwestern region of Ontario is the site of some of the most key engagements of the War of 1812. We are fortunate that development has not encroached on some of these sites and that they remain to tell the story of the beginning of our nation. Projects totaling \$15.6 million will require **\$5.9 million in federal support**

**The City of Toronto** - The City of Toronto possesses two of the most important icons associated with the war: Fort York National Historic Site, which includes the only surviving authentic 1812 fort in Canada; and the site and archaeological remains of the first Provincial Parliament building. The city also has a great number of high quality performing arts organizations that can commission original works and new productions of existing works to bring early 19th-century and related modern stories to life for audiences across the country.

The City of Toronto requests **\$15 million from the Federal Government** of an anticipated \$45 million in capital requirements for its Bicentennial Commemoration of the War of 1812. The money requested is perceived as an investment in the future Federal strategy for the Bicentennial Commemoration of the War of 1812.

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## **2. The War of 1812: A Defining Event of National Historical Importance**

Canada's very existence was in peril in the War of 1812. Canada emerged from that War bruised, burned-out and bloodied but still standing. It took two and a half years of war to establish once and for all that, the vast land mass of North America would be home to two countries, not just one.

Americans refer to the War of 1812 as their "Second War of Independence". It unified them strengthened their national identity and showed how they would fight anyone who did not heed their warning "Don't Tread On Us!"; but British North Americans and their Six Nations allies also found their shared identity as Canadians as they joined together to repel successive American invasions. Through the battles and resistance which followed, the disparate groups of settlers, soldiers and Loyalists began to have a sense of themselves as a people with shared attitudes and goals.

As war approached in the spring of 1812, Major General Isaac Brock was concerned that many in Upper and Lower Canada would not stand with the British army to defend the provinces. Those doubts were quickly dispelled that summer as Canadians rose to the defense of Upper Canada first in the early actions around Windsor and then through the very stressful defense of the Niagara Peninsula in the summer and early autumn of 1812. Among those who stood up for Canada throughout the War was the province's militia led by young men like William Hamilton Merritt, John Strachan and William Baldwin. They, like their Six Nations allies, proved steadfast in its defense. Many of same young men and women later rose to help pave the road that led eventually to Confederation.

Because much of the War was fought on Canadian soil, the events are still very much alive in the memories of those whose forebearers fought and died for Canada in their own towns, their own fields and even their own front yards. Those memories were carefully preserved by some of our first historians so we can commemorate that War now 200 years later and recognize that out of this bloody struggle two distinct nations emerged, former foes that over 200 years have learned to live side by side as friends sharing the longest undefended border in the world.

## **3. Need for the Government of Canada's Involvement Now**

To create an effective national bicentennial event, the Federal strategy is urgently required and must include in addition to capital expenses, the funding of upgrades to federally owned sites, and seed and start-up operational costs for events and programs. The Government of Canada recently made significant investments in the 400th Anniversary of Quebec City. [Canada Economic Development](#) and [Parks Canada](#) invested \$70 million in infrastructure projects. [Canadian Heritage](#) contributed at least \$40 million in support to commemorative programming. These projects which resulted from this are now a federal legacy for the people of Québec City and Canada.

Our American neighbours are already well advanced in their planning for 2012 which promises to be the occasion for a major patriotic celebration around the 200th anniversary of the "Star-Spangled Banner" and General Jackson's victory at New Orleans. There is an opportunity here, not to be missed, not only to share in each other's commemorations but also to celebrate the fact that since the end of the War of 1812 we have lived in peace with our best ally and largest trading partner for 200 years.

## **4. Economic stimulus opportunities**

The 200<sup>th</sup> Anniversary of the War also presents considerable economic opportunities. Some of the existing 1812 National Historic Sites, such as Fort George, Fort Erie and Fort York, were built or refurbished during the 1930s as public works projects. If they are to continue to be a source of pride to Canadians, they badly need to be repaired and restored quickly, especially at the moment when the national and international spotlight will be on them. Plans for repair and restoration have been done. Shovels are ready to go into the ground providing much needed stimulus to construction in all the areas affected. All that is needed is funding or funding commitments.

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The 200<sup>th</sup> Anniversary will also be a significant opportunity to stimulate heritage tourism in Canada. Heritage tourism is big in the United States and is growing in Canada. Visiting historic sites and museums is a major travel activity. A recent international survey (Travel Activities and Motivations Survey, 2006) found that over 43% of adult Canadians and over 41% of adult Americans had visited an historic site on an overnight trip during the previous 2 years; it was the most frequently-reported activity other than shopping and dining.

In 2004, 23% of all overnight visits to Ontario from the U.S. and 39% of visits from overseas included a visit to an historic site. Visiting historic sites and museums is a travel motivator: Of American travelers visiting historic sites, 33% reported this as the main reason for taking at least one trip; of Canadian travelers, 29% reported it as a main reason.

Heritage enthusiasts are desirable, lucrative travelers in Ontario: They have higher than average levels of income and education and are much more likely to participate in other activities such as high end shopping and dining at fine restaurants.

Heritage tourism contributes to the economy. In 2004, visitors to Ontario who included a visit to an historic site generated \$2.3 billion in tourism spending. That meant more than \$776M in taxes for all levels of government and over 35,500 tourism-related jobs.

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#### **4. Description of Projects Requiring Immediate Financial Support from the Federal Government**

### **The Niagara including Hamilton**

The Niagara area is abuzz with 1812 preparations. In 2007, a cross-border Niagara 1812 Bicentennial Legacy Council was established as two non-profits in Ontario and New York State respectively run with a common board. Board members are affiliated with many of the leading organizations on both sides of the border. Its purposes are to advocate for 1812, market the commemoration and celebrations in “the Niagara” and formulate and implement legacy projects. It works closely with various local committee’s and organizations such as; the Niagara Falls 1812 Task Force, the Niagara on the Lake War of 1812 Bicentennial Committee, and similar local groups in Thorold, Fort Erie, Grimsby and Hamilton who are working on their own community’s initiatives.

### **Nia-1 Lundy’s Lane Battlefield Legacy Project**

#### **Short Description**

The City of Niagara Falls Board of Museums in partnership with the City of Niagara Falls has established a Task Force to plan for the Bicentennial of the War of 1812 in Niagara Falls. Through public consultation a list of activities were identified which will encourage community pride and participation in the Niagara Falls War of 1812 Bicentennial celebrations.

The Lundy’s Lane Battlefield Legacy Project will enhance many existing historically significant sites within the City of Niagara Falls’ Historic Drummondville district (Main Street, Ferry Street and Lundy’s Lane). When completed, visitors will be able to experience and appreciate the significant impact that battles waged in Niagara Falls during the War of 1812 had on our history.

The Lundy’s Lane Battlefield Legacy Project will:

- Create a fully accessible Visitor’s Centre on the Lundy’s Lane Battlefield where visitors can become familiar with the War of 1812 and its significance before their visit to the rest of the battlefield site. This will include modern, interactive exhibitions relating to the War of 1812 and the history of Niagara Falls as well as visitor facilities such as gift shop, public amenities and community gathering spaces.
- Allow the City of Niagara Falls Museums to provide enhanced interpretive programs on the battlefield. The new facility will also provide space for larger groups to be able to accommodate bus tours and larger class sizes. Property redevelopment on the battlefield for increased pedestrian access, parking and open space. A pedestrian walkway / gateway over Lundy’s Lane will provide an all inclusive tour of the Battlefield which is currently bisected by Lundy’s Lane – a major Regional road.
- Provide the community with improved program spaces and local community gathering places within the Historic Drummondville Area. These spaces will allow for the growth of community partnerships through the provision of a diversity of community programs.
- Increase the site’s potential for sustainable future operations through improved community usage spaces as well as rentals.

The battlefield interpretive trails will provide visitors to the site with an enhanced visitor experience (include interpretive signage, improved access and more interactive telling of the story) as they walk the actual real estate and relive the site’s history.

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## **Business Case**

The construction and capital development at the Lundy's Lane Historical Museum will create an estimated 123 jobs, and generate \$10.9 million dollars in the local economy.

## **Budget**

The total budget for the Lundy's Lane Battlefield Legacy Project is approximately \$12 million. The request from the Federal Government for the Lundy's Lane Battlefield Legacy Project is approximately **\$4 million**. This includes all design and construction costs.

## **Implementation**

The entire project will be implemented by the City of Niagara Falls in partnership with the Niagara Falls Board of Museums - a City Council appointed management Board. All the properties are owned by the City of Niagara Falls.

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## **Nia-2      WNED Documentary: The War of 1812 (working title)** **A Major Historical Television Documentary**

### **Short Description**

WNED-TV, Buffalo/Toronto and the Central Canadian Public Television Association (CCPTA) are producing a two-hour documentary on this conflict for widespread distribution in the United States and Canada. The War of 1812 will explore this significant event from divergent perspectives, American, Canadian, British, Six Nations and Native American.

This program which will be broadcast on the PBS network in the United States and Canada and the supporting components are an opportunity to bring unparalleled visibility to this historic conflict of national importance to both Canada and the United States.

The War of 1812 will be the definitive documentary on this pivotal period. It will promote the historic significance of the conflict with its unprecedented reach into both Canada and the U.S. Evocative original cinematography will be shot on battlefield locations and historic sites in Ontario and dramatic period paintings will come to life in the panoramic palette of high definition. Interpretive on-camera interviews with scholars, historical re-creations, animation, artifacts, letters, diaries, and journals will add to the drama of the storytelling.

The War of 1812 is more than a television program. The overall project includes a companion book to be distributed in the U.S. and Canada, an educational outreach component and companion web site, and an extensive marketing and promotion campaign in both the U.S. and Canada, the latter in partnership with the Niagara 1812 Bicentennial Legacy Council. The companion book will focus on battlefields and historical sites of the War of 1812.

## **Business Case**

This project will draw attention to one of the most important events in Canadian history and it will tell the story to both U.S. and Canadian audiences. This attention will definitely increase historical and heritage tourism opportunities for regions and sites involved in the War. The PBS broadcast of The War

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of 1812 will harness the power of U.S. public television and put it to work attracting cultural tourists from the United States to Canada.

This will bring significant economic benefits – both directly and indirectly through lodging, restaurant patronage and shopping – which will be felt for years to come.

### **Timeline**

Full production began in October 2008 and will continue through the fall of 2009. Editing will be completed by the fall of 2010. The War of 1812 is expected to premiere on PBS stations across the United States and Canada in the fall of 2011, just in advance of the bicentennial. WNED Buffalo/Toronto is partnering with the 1812 Niagara Legacy Council to identify a Canadian broadcaster(s) to ensure that all Canadians see this documentary of national importance. Specific dates for the delivery and completion of promotional activities will be determined once a broadcast date is determined by PBS.

### **Budget**

The total budget for The War of 1812 is \$2,575,400. This budget supports production of the television program, the companion book, the education and web components, and the marketing and promotion campaign. The CCPTA and WNED have raised a total of \$2,120,000 so far from American and Canadian sources. U.S. funders include: The National Endowment for the Humanities, the Corporation for Public Broadcasting, the Annenberg Foundation and the Arthur Vining Davis Foundation. Canadian funders include: The Wilson Foundation, Warren Goldring, and Philip B. Lind.

CCPTA and WNED are now seeking the last \$445,000 US of funding needed and are looking to the Government of Canada and Government of Ontario for half of this amount (\$125,000 each). The other half will be raised from US sources.

### **Implementation**

Canadian funding for the documentary is being received by the Central Canadian Public Television Association (CCPTA), a Canadian charitable organization established in 2000 by Canadian friends of the Western New York Public Broadcasting Association, the parent organization of WNED-TV. The CCPTA will enter into a joint venture agreement with WNED to support the production. WNED is also working very closely with the 1812 Niagara Bicentennial Legacy Council to promote the documentary in both Canada and the United States.

CCPTA and WNED will serve as fiscal managers of the project. WNED has extensive experience managing the production and promotion of major documentaries which have already been seen in Canada and the United States. Seven WNED productions have been broadcast on PBS since 2004 attracting audiences of between 1.7 and 3.6 million viewers in the United States alone. Another two are scheduled for PBS broadcast in the fall of 2009.

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## **Nia-3 1812 Lacrosse Heritage Festival**

### **Short Description**

Lacrosse is Canada's national summer game and is enjoyed and participated in year-round competition by hundreds of thousands of Canadians. It has also become the fastest growing sport in North America, according to a recent Sports Illustrated article, where millions participate in all levels of competition.

As part of the acknowledgment of the First Nations contribution to the War of 1812, a three-day weekend celebration of the sport will be produced: **Lacrosse Heritage Festival Weekend**. Aspects of the Festival will take place throughout the Niagara Region.

By **2014** it will contain the following elements:

- **Traditional Game** – First Nations players will re-create an authentic traditional game using large numbers of players, traditional equipment and wardrobe, and a long natural playing area. **First Nations Cultural Centre - Booths and Displays** – Lacrosse artwork and traditional handcrafted items will be sold as well as mementos including hats, t-shirts and modern equipment.
- **Historical Presentations** will be given on the history and culture of the game.
- **Indoor Box Lacrosse Component** for boys and girls and men and women using Niagara Falls and St. Catherine's outdoor boxes and arenas.
- **International Men's Box Lacrosse** – Between teams from up to 4 Nations.
- **Field Lacrosse Component** for boys and girls, and men and women using fields throughout the Niagara Region. Teams to be invited from USA, Canada and First Nations.

### **Business Case**

This Festival will increase tourism and create employment in the Niagara Region. An accurate recreated traditional lacrosse game has never been undertaken. This will be of major interest to hundreds of thousands of lacrosse aficionados and millions of First Nation Cultural enthusiasts.

### **Timeline**

This event will be built and run for the three years leading up to the Bicentennial Celebration (2009-2011) and each of the 3 years of the celebration 2012, 2013, 2014.

### **Budget**

**2009:** Warriors Run 1812 Promotional Event & Prep Work for 2010-2014 - **\$ 70,000**

**2010:** Lacrosse Heritage Event: Re-Created Game & Cultural Centre - **\$250,000**

**2011:** All components above with extra Recreated games being played throughout Ontario - **\$300,000**

**2012:** All components found above with International Team Game and Youth Tourney. Add other First Nation games - **\$350,000**

**2013:** All components found above including expanded International Tourney & Youth Tournaments - **\$400,000**

**2014:** All components found above including expanded International Tourney, & Expanded Youth Tournaments, Guinness Book of World Records Game - **\$450,000**

Total: **\$ 1,820,000**

Federal Grant will be sought for one-third of amount (approximately \$600,000); Ontario Grant: one-third of amount (approximately \$600,000); other revenues: Dream Catcher Fund; Lacrosse Manufacturers; First

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Nations and Native American Businesses; Sale of Products in Cultural Centre and over Website; Tournament Fees for Youth Teams; Booth Rentals in Cultural Centre and at Game Sites; Tickets for International Games

## **Implementation**

1812 Legacy Council will receive and manage funds. A private event company will be hired to implement the various aspects of production.

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## **Nia-4      Niagara Parks Commission Capital Infrastructure War of 1812 Bicentennial Projects**

### **Plan Overview**

The Niagara Parks Commission (NPC) has a 125 year tradition of protecting and caring for significant 1812 sites including over 40 landmarks, plaques and monuments which are War of 1812 related. NPC currently cares for four major War of 1812 related sites: Old Fort Erie, Laura Secord Homestead, McFarland House and Chippawa Battlefield. The Bicentennial of the War of 1812 is seen by the NPC as an opportunity to give visitors from near and far a reason to return to Niagara. A revitalized heritage experience is necessary to greet the expected influx of visitors. Niagara Parks has played a leadership role in establishing the Niagara 1812 Bicentennial Legacy Council, authored over 100 heritage bulletins for Niagara-this-Week, and established [www.visit1812.com](http://www.visit1812.com) as portal site for forty different historic sites, forts, museums and ships from the War of 1812 across North America.

NPC has a long and positive track record of developing and executing large attractions and events. As a government agency, NPC would be a trusted and capable partner. Since 1885, NPC has operated with a mandate of self-sufficiency, and today maintains this mandate through a balanced entrepreneurial approach involving experiences related to the Falls, cultural heritage, and nature. The goal of the investment is to create a self sustaining heritage program. The recent declines in traditional tourism poses challenges to NPC's operations and offers an opportunity to improve our heritage offerings to a target market which promises to be lucrative when the offerings are consistent with their expectations.

The last Federal support received or requested for Old Fort Erie was during World War II. At that time, the caretaker's quarters were constructed (1933) and the fort restored (1939). The caretaker's quarters is currently used as the Welcome Centre. Newer infrastructure at the Fort site is urgently required to meet the needs of the traveling public who seek out educational components to balance with the awe inspiring visit to Niagara Falls.

Niagara Parks has undertaken many efforts in planning for the Bicentennial of the War of 1812, but having its 1812 related sites ready for this auspicious anniversary is a major undertaking and beyond Niagara Parks' financial capabilities, given the current tourism climate. These projects are currently beyond the ability for NPC to complete on their own. Assistance from both levels of government will be required to be ready for the 2012 anniversary. We respectfully request financial assistance to allow our offerings to be upgraded to a common quality experienced with Fort George, Queenston Heights and the Lundy's Lane Battlefield Museum. Without Federal Government assistance the required infrastructure investment will not be possible.

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## **Project 1: Revitalization of Visitor Experience at Old Fort Erie, Laura Secord Homestead and McFarland House**

The Niagara Parks Commission currently staffs three important 1812 historic sites along the Niagara River: Old Fort Erie, Laura Secord Homestead and McFarland House. NPC staff is widely recognized for their expertise in engaging interpretation of the heritage sites under their management. This program of improvements will build further on this expertise. The related ripple effects of these investments is planned to boost Niagara tourism long after the 1000 days of celebration are complete. In addition, these experiences will be configured with learning opportunities that help fulfill Ontario's established curriculum guidelines. There are more than two million primary and secondary students in Ontario and Niagara is positioning itself to be a major draw for school groups from both sides of the border for decades to come.

### **Component #1: Old Fort Erie**

#### **Short Description**

The community of Fort Erie was once an important native settlement and is considered the most significant ancient archaeological site in Eastern Canada. Old Fort Erie was the first British fort built in Ontario, in 1764 and was the site of the only siege in Canada during the War of 1812. It is also the site of the bloodiest battlefield in Canada, in all Canadian history. It has been recognized as a National Historic Site of Canada with two Federal plaques honouring the Fort and a Naval Engagement on Lake Erie. The 8 hectare site plays host to the largest annual 1812 re-enactment in Canada. It is the only CAA/AAA GEM (Great Experience for Members) in Fort Erie and the only historic GEM on the Canadian side of the Niagara border.

The last Federal support received or requested for Old Fort Erie was during World War II. At that time, the caretaker's quarters were constructed (1933) and the fort restored (1939). The caretaker's quarters is currently used as the Welcome Centre. Newer infrastructure at the Fort site is urgently required to meet the needs of the traveling public who seek out educational components to balance with the awe inspiring visit to Niagara Falls.

#### **Justification**

For every \$1.00 spent on admissions visitors spend another \$0.85 on food and retail items. Given current admission prices this results in average per capita spending of \$4.32 per visitor. These results prove NPC heritage sites recover double or triple national and provincial benchmarks. The site currently hosts 20,000 visitors during a five month season, with a \$9.00 admission and a 48% cost recovery rate. Once proposed changes and updates are completed, the value to visitors will be increased to a level that would comfortably support an admission price of \$14.00; up from the current \$9.00. The investment in infrastructure on site would also facilitate larger groups to enjoy the facility during spring and fall periods (shoulder seasons). Given the expanded capacity and other investments including marketing efforts and the effects of the bicentennial a conservative estimate of 40,000 visitors per year would garner \$560,000 in admission revenues and a further \$476,000 (based on current ratios) from food and retail sales. The added revenues would allow for future sustainability of the site with expanded staffing over a longer season.

Plans for the site focus on creating a unique siege experience, including the story of all participants. Priority of the work will be increasing the value of the offering to all visitors, but of critical importance is to allow large groups to be engaged in a facility which allows non-summer visitors to enjoy the site and further improves the ability to draw visitors to other heritage sites along the Niagara Parkway. The planned facility will alter traffic patterns on the property to maximize retail and food sales opportunities. A new Visitor Centre will be required to address guest and staff needs.

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## **Budget**

The cost of these changes is estimated at **\$4 Million** and represents the largest and most important component of NPC's plans for the Bicentennial. This highlights the importance of this site historically and its use as a southern entry point to the invigorated Heritage Trail leading to other Parks and partner heritage properties along the Niagara Parkway.

### **Component #2: Laura Secord Homestead**

#### **Short Description**

Laura Secord has been deemed a Person of National significance and the Homestead also hosts a Provincial plaque honouring Laura Secord. The Homestead has long been seen as an important learning node for the role of women in the War of 1812 and early Canadian women. The home also sits on the Battlefield of Queenston Heights. There is work underway by NPC to save and consolidate heritage structures from the community on the site to form a village within a village. NPC has a unique opportunity to enrich the Homestead site and its offering to visitors, especially those in larger groups. The heritage buildings will be connected through a visitor centre providing improved food service and retail environments.

#### **Justification**

The site currently hosts 10,000 visitors per year during a four month season, charging \$4.50 admission and boasting a 52% cost recovery rate. The updates proposed for this site are intended to increase the value to visitors attending the site and therefore allowing a higher admission price to be charged. The admission fee would be increased to \$7.50 from the current \$4.50. Being able to entertain larger groups would mean that a conservative increase in attendance would see 15,000 visitors per year resulting in \$112,500 revenue from admissions and with current ratios a further \$95,625 from food and retail. Revenues of \$ 205,125 would allow staffing levels to increase and operations would be extended into the shoulder seasons.

#### **Budget**

Costs for the proposed changes are estimated at \$1.5Million. This project is ready to be implemented in 2009 with designs and engineering to be completed during the 2009 summer tourist season and construction to occur in the fall of 2009.

### **Component #3: McFarland House**

#### **Short Description**

Built in 1800 McFarland House was used as a hospital and headquarters by both sides during the War of 1812 and was the location of a British gun battery. Two provincial plaques honour the site: for McFarland House and launching point for the Capture of Fort Niagara. It is the oldest surviving building in Niagara Parks and one of the oldest homes in Niagara-on-the-Lake as it was not burned down in 1813 like most of the community. Work planned and costed for this site includes:

- a) Convert 1953 public washrooms to interior-accessed facility and main floor kitchen;
- b) Reconfigure and renovate 2nd floor 1958 caretakers' residence space and kitchen;
- c) Enclose the patio for customer and programming space.

#### **Justification**

The site currently hosts 6000 visitors in 4 month season, with a \$4.50 admission price, food and retail sales garner an impressive 30% cost recovery. With the proposed changes conservative estimates anticipate yearly revenues to increase to \$40,000.

#### **Budget**

A modest \$250,000 investment is intended to expand the season to year round, depending on demand.

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## **Component #4: Niagara Parks Botanical Garden - Children's Garden**

### **Short Description**

The renowned Niagara Parks Botanical Gardens is a very important component in Niagara Parks' offering to visitors from around the world. With over a half million visitors annually, the intention is to use this site as a generator to introduce visitors to the Heritage Trail. NPC proposes to engage children to the 1812 experience using native plants and First Nations story-telling. Specially themed gardens will be created to provide those visiting the site a peak into the past and expose them to the importance of the 1812 related history and encourage them to visit the heritage sites in the area on this or a future visit to the area. Plans to create the entire Children's Garden are complete.

### **Budget**

An investment of \$250,000 would allow NPC to fast track this portion of the development. By preparing this garden early, the NPC could enhance its marketing efforts further exposing current visitors to the heritage of Canada and especially those offerings in the Niagara Region.

### **Timeline for Four Components of Revitalization of Old Fort Erie, Laura Secord Homestead, McPharland House and Children's Garden**

The Commission currently has **\$1.3 million** earmarked for **2009-2010** capital projects at its heritage sites. A request for funding has already been made to Ontario government for funding for this project. **NPC is prepared to start the first phase of construction by spring of 2009.**

### **Implementation**

The major components of site construction is anticipated to begin after the 2009 summer season has closed since time will be required to complete final designs and engage outside construction support. All construction work will be completed on lands already under NPC control, therefore no land purchase costs will be incurred.

NPC has extensive experience and knowledge in operating "demand generators" (experiences that stimulate visitation and visitor-related spending) in attractions restaurants, and retail stores. Thus, NPC's program of improvements will further the Niagara Regions efforts to stimulate economic development and job creation through tourism by increasing the appeal of heritage sites and expanding capabilities in the shoulder seasons. Niagara Parks has the professional project management expertise necessary to implement complex, multi-faceted capital projects. This project management expertise will be particularly important given the aggressive schedule required to have the sites upgraded and to stimulate the local economy with needed construction work.

### **Contact**

Jim Hill, Superintendent of Heritage, Niagara Parks Commission, (905) 356-2241 ext. 210; Email: [jhill@niagaraparks.com](mailto:jhill@niagaraparks.com)

*First Submitted: January 9, 2009*

*Last Updated: January 20, 2009*

## **Nia-5: Heritage Trail Capacity Development**

### **Short Description**

In addition to Niagara Parks Commission's individual heritage sites, the Niagara Parkway is a tourism product. Winston Churchill was said to have described it as "the prettiest Sunday drive in the world," but most visitors do not perceive the parkway as a whole, but rather as a road that connects several parts. NPC proposes a comprehensive program of branding and way finding to increase awareness and marketability of its heritage products and the other partner sites in the area to leverage the Heritage Trail as a tourism product. An improved heritage trail would increase tourism and financial benefits to the communities along the Niagara Parkway.

Branding includes identifying, communicating, and delivering value to the consumer. The heritage trail branding process would include research to understand what best motivates visitors to seek out heritage products and to communicate that message in outbound and on-site communications. Outbound communications could include a website, printed guides, and maps. On-site communications could include directional signage, site identity signage, interpretive graphics, localized audio programs, and collectable guidebooks. Brand extends to the interpretation of sites and the entire trail. If guests perceive the brand as authentic and entertaining, they will be much more likely to visit multiple sites and recommend the experience to others.

Value to the consumer includes basic issues such as hours of operation, authenticity, and trust. An amplified heritage trail brand would address these issues and ensure guests a visit to any of the sites along the trail would be worth the effort and a good value. Part of this value includes drawing visitors from popular non-heritage sites by including heritage components to already successful visitor sites. A portion of the branding exercise will include additions to the Niagara Parks Botanical Gardens as discussed above. By constructing an amphitheatre and pavilion, the gardens would expand story-telling capacity. As with all components of the proposal there is a need for the amphitheatre and pavilion for times of inclement weather; especially important in attracting large groups, bus tours and school groups in spring fall and even winter periods.

### **Timeline and Budget**

Implementation is anticipated in the fall of 2009 with completion scheduled by the start of the 2010 tourist season. Current estimates indicated that a branding and way finding along the 56km route will cost \$1M with the Gardens amphitheatre and pavilion work requiring an additional \$1M.

### **Contact**

Jim Hill, Superintendent of Heritage, Niagara Parks Commission, (905) 356-2241 ext. 210; Email: [jhill@niagaraparks.com](mailto:jhill@niagaraparks.com)

## **Nia-6: Create Chippawa Battlefield Site and Improve 1812 Collections Management**

### **Short Description**

The Niagara Parks Commission acquired the site of the Battle of Chippawa in 1995 and has preserved 121 hectares (300 acres) of this pristine battlefield, the last remaining site from the War of 1812. This site has been recognized as a National Historic Site of Canada with interpretive panels explaining the happenings of the battle on July 5th, 1814. The battle represents the first major American offensive land victory against equal numbers of British, Canadian and Native forces. It cost the lives of about 200 American, British, Canadian and native warriors allied to both sides, most of whom are thought to be buried at the battle site. Many historians cite Chippawa as the birthplace of the modern American army. A focal point

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of the Battlefield is the memorial cairn, dedicated to the regiments and First Nations warriors who fought in the battle and to commemorate the peace that has prevailed between Canada and the United States since that time. The bi-national historic appeal, amplified through the celebration of 200 years of peace, makes this site and associated stories a critical piece of a regional heritage tourism plan.

A self-guided walking tour currently offers a glimpse of the site's important history, but the lack of more complete interpretive and guest service facilities prevent Chippawa Battlefield from achieving its full potential. NPC proposes a new museum and visitor centre to tell the story of the battlefield and its place in Canadian and American history. Guest service amenities such as an information desk and washrooms will provide hospitality and provide a level of "readiness" for regional, national, and international visitors made aware of the bicentennial through the bi-national celebration. In addition to new exhibits and guest amenities, a new visitor centre would include storage and care for 1812 collections in the trust of Niagara Parks, helping to better fulfill its mission of preservation. Current facilities at Old Fort Erie and Willoughby Museum are less than adequate to ensure the artifacts survive for future generations.

### **Budget and Timeline**

The total cost of this project is estimated at \$4 Million and design work would be scheduled for 2009 to 2010. Much of the research has already begun and planning has begun as part of the way finding and branding exercises that NPC has engaged.

**Contact:** Jim Hill, Superintendent of Heritage, Niagara Parks Commission (905) 356-2241 ext. 210; Email: [jhill@niagaraparks.com](mailto:jhill@niagaraparks.com)

## **Nia-7      1812 Online**

### **Short Description**

Brock University, along with its partners at the Niagara Historical Society and Museum and the Lundy's Lane Historical Museum, hold some of the largest local collections of archival records and artifacts from this time period.

The ability to improve access to the materials as well as to cross promote our collections and to share costs and expertise are best achieved through the creation of a single website dedicated to the War of 1812. A digital technician will be hired to scan and photograph the various articles from these institutions and to upload and describe them on the resource discovery tool [OurOntario.ca](http://OurOntario.ca). With the experience gained from this phase of the project, the technician will then visit other institutions in the Niagara area to digitize their 1812 related holdings and to impart the digitization and webpage creation knowledge to them.

### **Business Case**

There are several important results that will stem from this project. First, the increased accessibility to these records will be a benefit to individuals and organizations throughout Canada and internationally. In this digital medium, there will be no barriers to who can utilize these records. Viewing these resources will not be limited to those who can afford to travel to the Niagara area. Secondly, local museums and archives are filled with treasures of local and national significance but can have difficulties reaching a wider audience. This project will raise the exposure of these historical institutions that will lead to increased visits, local support and fruitful use of their collections. Lastly, placing these materials online through a healthy collaboration will provide the local heritage institutions with the tools, experience and inspiration to conduct more digital projects, thus making more of the Niagara Region's and Canada's rich history available to a greater number of people.

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## **Timeline**

April 1, 2009 to March 31, 2010

## **Budget**

Total project costs are expected to be approximately \$100,000.

An application to Canadian Culture Online has been made but is awaiting an answer. This project will not proceed without federal assistance.

**Implementation:** Brock University

**Contact:** David Sharron, 905-688-5550 ex3264 [dsharron@brocku.ca](mailto:dsharron@brocku.ca)

# **Nia-8 Archaeology Project at Brock's Bastion, Fort George National Historic Site**

## **Short Description**

The Friends of Fort George propose to carry out a complete archaeological dig of "Brock's Bastion" located in the northeast corner of Fort George National Historic Site. This bastion was said to have been one that Brock himself had overseen during its improvement just before the war began, but no search has been made for evidence about the original bastion. It became the first burial site of Brock following his tragic death on October 13, 1812, at The Battle of Queenston Heights and that of his aide-de-camp Lieutenant Colonel John Macdonell - but was there one grave or two? The original burial site at the fort was quickly filled in and to this date there are many unanswered questions about the original burial site.

## **Business Case**

This project will provide the answers to 200 years of questions about the location of Brock's first burial site and provide new information about the site's history. It will attract the attention of national and international historians, educators, media and the public and lead to enhanced visitors' experiences, stimulating an interest in Canadian history. General Sir Isaac Brock is a Canadian hero and this project will re-focus attention on his role, the importance of the War of 1812 in the establishment of Upper Canada and the significance of Niagara-on-the-Lake. In re-establishing a sense of national pride, it will also create more opportunities for tourism, increase job opportunities and boost all the related businesses which rely on the influx of visitors.

## **Timeline**

September 2009 to October 16, 2012

## **Budget - Major Expenditure Lines Year Cash Value**

Coordination and staffing to establish funding sources (2009) - \$10,000

Archaeology and related lab work; staffing (2010) - \$105,000

Education programming; staffing (2010) - \$35,000

Production of resource material/publication from dig (2011) - \$25,000

Commemoration of Brock's Funeral (reenactment, etc.) (2012) - \$75,000

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## **Sources of Funding**

We will be pursuing all other possible funding sources - provincial, federal and private sponsors / foundations. The project will not proceed without federal assistance.

**Implementation:** The Friends of Fort George

**Contact:** Erika Alexander, 905-468-7681, [ffg@computan.on.ca](mailto:ffg@computan.on.ca)

## **Nia-9          Niagara Historical Museum War of 1812 Exhibitions**

### **Short Description**

The Niagara Historical Society Museum (NHSM) currently houses one of the world's most important collections of 1812 artifacts. The Museum anticipates that the millions of visitors to Niagara and the residents of Niagara will be looking for information on the impact of the war on the community. The NHSM needs to curate, research, digitize and provide access to the collection and develop three years worth of interesting exhibitions based on the role of Niagara-on-the-Lake during the War, a community that was the headquarters for the British and destroyed by the conflicts of war.

### **Business Case**

This project will result in the hiring of a new staff person for the NHSM and provide contract work to exhibition developers. Furthermore, the resulting research will be utilized for educational purposes and will be placed online, in publications and in community newspapers. The resulting exhibition will be a must-see attraction to those visiting Niagara-on-the-Lake who wish to learn more about the impact of the War on the community.

### **Timeline**

May 1, 2009 to May 1, 2014

### **Budget**

Total Project Costs (actual cash only): **\$440,000**

The Museum will be developing exhibitions on the War of 1812 and the impact on the community. We will be pursuing all available sources for funds, private sector, public sector, foundations and more. The project will also result in revenues for the NHSM through admissions, publication sales and gift shop sales. This project will proceed without federal assistance; however, the lack of funds will severely hinder our potential to adequately present this story to visitors and the community.

**Implementation:** Niagara Historical Society Museum

**Contact:** Clark Bernat, 905-468-3912 [clarkbernat@niagarahistorical.museum](mailto:clarkbernat@niagarahistorical.museum)

## **Nia-10          Niagara on the Eve of War**

### **Short Description**

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The proposed virtual exhibition will recreate the town as it was in 1810. It will present a three-dimensional view of the community including the military installations in 1810. This will provide the visitor with an understanding of what was lost and how Niagara was changed forever. It will show the consequences of the War and the impact on Canadians. Prior to the War of 1812, Niagara was one of Canada's most important communities. A wealth of heritage was lost on 10 December 1813. The project's intent is to allow a visitor to understand the losses of that day.

A visitor to the production will be faced with a three-dimensional model of the town as it was in 1810 (this year has the best information with regards to buildings in town).

They will be able to walk through the town as a visitor, or take the route of the invading American soldiers from the west of the community. Beyond a walk around town, the visitor will be able to click on to individual homes in order to receive information about each of the houses, such as who owned the property, who built it, what it looked like, what was in it when the Americans retreated and any other information that we have about that specific house and the individuals who lived there.

### **Business Case**

This project will provide information to visitors from around the world about the impact of the War had on the community of Niagara. It will also provide visitors with a sense of what a community in 1812 looked like, who lived there and how it operated. This project and the resulting research will be the catalyst for educating the people of Niagara-on-the-Lake with regards to the impact that war has on a civilian population. It will also promote tourism to Niagara-on-the-Lake by providing access to visually interesting material for potential tourists who wish to visit this community, a community that was lost and rebuilt by the people of Niagara. The project will also provide up to 10 new jobs with the exhibition developer/modeler and the museum.

### **Timeline**

April 1, 2009 to November 30, 2010

### **Budget**

Total Project Costs (actual cash only): **\$190,000**

This project is anticipating applying to the Virtual Museum of Canada (VMC) Virtual Exhibits Investment Program in January 2009. This project will not proceed without federal assistance.

**Implementation:** Niagara Historical Society Museum

**Contact:** Clark Bernat, 905-468-3912 [clarkbernat@niagarahistorical.museum](mailto:clarkbernat@niagarahistorical.museum)

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## **Nia -11      Bicentennial Art of Peace Gardens Project**

### **Short Description:**

The Bicentennial Art of Peace Gardens Project is an effort to establish a permanent legacy and natural historic trail that commemorates the longest, unparalleled era of peace between Canada and the United States. It expands upon the work of the International Peace Garden Foundation that, since its inception in 1992, has established 17 different peace gardens worldwide in communities once beleaguered by political unrest and military upheaval. Cities such as Hiroshima, Berlin, Dublin, Budapest, and Maputo are home to International Peace Gardens and serve as sites of contemplation and healing for residents in those cities as well as points of interest for domestic and international visitors, historians and garden enthusiasts – all attributes we believe will apply to the Art of Peace Gardens Project in the binational Niagara Frontier region of Southern Ontario (Niagara, Hamilton, Haldimand, Norfolk, Brant and parts of Halton) as well as the eight counties of Western New York.

Under the rubric of Cultural and Heritage Tourism, the objective is to promote international friendship and cultural exchange not only by way of individuals who appreciate the gardens, but also to offer experiences along the garden trail that include art in public places, multi-disciplinary exhibits, performances and community arts and cultural contests, as well as conversations among diverse groups of people on innovative ways to generate harmony through the cultural arts.

An initial set of four gardens (minimally) will be unveiled in June 2009 during the Boundary Water Treaty Centennial Celebration. The installation of Peace Gardens will continue to expand annually to include locations that were impacted by the War of 1812 throughout the binational Niagara Frontier. Peace Garden locations will include historic and cultural sites, public parks, college campuses, historically significant grounds such as the Welland and Erie Canals, and botanical gardens on both sides of the border. The intent is to have the trail established and marketed as a binational attraction in time for the international launch in June 2012.

This initiative provides the opportunity for stakeholders of all ages, from all sectors in the binational community to participate in legacy-building for this event, while maximizing the investment already made in tourism, cultural, heritage, outdoor and gardening products and services by connecting these assets through this project. This model can easily be rolled out to other parts of the province, country and other cross-border regions, and would be the first of its kind in North America. Please note that matching funding is being requested from U.S. sources for the Western New York components of the project.

### **Budget:**

Development of the Concept, Identification of Key Garden Sites, Garden Design and Equipment, Development of Trail, Interpretive Systems, Signage and Staff Training, Public Art Commissions, Installation, Marketing & Promotion, Bicentennial Maintenance

2009 – 250,000

2010 – 500,000

2011 – 750,000

2012 – 750,000

2013 – 500,000

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2014 – 500,000

Total Funding \$3,250,000

Potential Funding Partners: Federal Government \$1,300,000, Provincial Government \$1,300,000, Private Sector and Municipalities \$650,000.

### **Implementation:**

Binational Tourism Alliance with the assistance of an array of bi-national Arts Councils, Gardening, Festival, Tourism Promotion and Academic Organizations

**Contact:** Arlene White, Executive Director, Tel: (905) 354-5100 Toll-Free: 1-877-354-9420

Fax: (905) 354-5200, [arlene.white@btapartners.com](mailto:arlene.white@btapartners.com)

## **Nia-12                      The Niagara 1812 Interactive Experience**

### **Description**

Niagara is recognized as one of Canada's most historic and picturesque regions, and ranks among the top tourist destinations in the country. The wineries, the renowned Shaw Festival Theatre, the world-class dining and accommodations draw millions of tourists to the region annually, injecting close to \$2 billion (CDN) into the local economy. Despite this success, one of Niagara's greatest assets receives relatively limited attention: its rich history. This is where *The Niagara 1812 Interactive Experience* – an interactive tour accessed through your phone – comes in.

Building on the research, development and testing of an interactive tour developed for the town of Niagara-on-the-Lake, *The Niagara 1812 Interactive Experience* will blend the real and virtual worlds. Tourists will explore the real world environment of Niagara, as well as a virtual space, (complete with historic characters, artefacts and mysteries) which they will access through their smart phones.

*The Niagara 1812 Interactive Experience* is an application that will be downloaded onto phones such as the Apple iPhone. It will use the medium of a hybrid reality game to incorporate Niagara's history and culture – especially those places, people and events connected to the bicentennial celebration of the War of 1812 – into an enjoyable, immersive and enlightening experience for tourists.

### **Business Case**

Interactive media is one of the fastest-growing sectors of the global economy, creating economic benefits to regions that host these kinds of businesses (see the recent PricewaterhouseCoopers report, "Global Entertainment and Media Outlook: 2008-2012", which projects an increase in sales in this industry from \$41.9 billion in 2007 to \$68.3 billion (USD) in 2012 – a compound annual growth rate of just over 10%). The Niagara Prosperity Council has identified interactive media as one of four key sectors that have the potential to lead Niagara's economy in the transition from a manufacturing to a knowledge economy. A recent feasibility study for nGen identified a nascent economic cluster already forming in Niagara.

*The Niagara 1812 Interactive Experience* will help build this sector in the region. It extends the capacity of Niagara and Ontario in interactive media from console and computer games to mobile (including smartphone-based) gaming. Indeed, it will be the first game of its kind in Canada, and its developers will partner with the strong and growing Canadian telecommunication and gaming industries to propel it to success. The Canadian telecom industry generated more than \$12 billion in revenue in 2007, and consumers are purchasing smart phones at an unprecedented rate. Technological advances in smart phones will facilitate expansion in the mobile gaming market, projected by analysts to be the next growth area in the interactive media sector.

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Finally, by focusing on tourism and heritage, *The Niagara 1812 Interactive Experience* will champion, for visitor and citizen alike, the unique heritage of the region, drawing attention to cultural events and destinations in time for the 1812 Bicentennial Celebrations.

## **Timeline**

Month 1	Development research; Target Market research; Heritage site research
Month 2	Development research continued; Concept development (story, scripts, etc.); Asset development (art, sound, Web site, etc.); Concept testing with target market – <i>Completion of Milestone 1</i>
Month 3	Software architecture development; Asset development continued; concept adjustment (in response to user test feedback)
Month 4	Development (interface, map, sub-applications) for Heritage sites 1-4
Month 5	Development for historic sites 5-8; User tests for Heritage sites 1-4 – <i>Completion of Milestone 2</i>
Month 6	Development for historic sites 9-12; User tests for Heritage sites 5-8
Month 7	Content lock; Beta test and final revisions; public posting – <i>Completion of Milestone 3</i>

## **Budget**

The total budget for this project is approximately \$ 50,000 for staffing. We have already been able to satisfy the software and hardware requirements along with the administrative infrastructure including facility to develop this project.

## **Implementation**

*The Niagara 1812 Interactive Experience* partners include Niagara Interactive Media Generator (nGen) and 6843212 Canada Inc., a start-up corporation directed by Kevin Kee, Ph.D., Canada Research Chair of Digital Humanities, Brock University. This project will be directed by Kevin Kee and administratively managed by nGen.

**Contact:** Jeff Chesebrough, Executive Director – nGen – Niagara Interactive Media Generator 905-685-3460 extension 201 or [jchesebrough@ngen-niagara.com](mailto:jchesebrough@ngen-niagara.com)

## **Hamilton**

During the 2008 City of Hamilton capital budget process, the Culture Division requested an enhancement to administer the War of 1812 projects. This was approved by City Council as a Major Events Office staffed with a senior events planner and a part-time administrative assistant. The office is tasked to develop and administer events surrounding the War of 1812 Commemorations and other significant commemorations upcoming in the next ten years.

In 2008, the Culture Division and Tourism Hamilton jointly sponsored a City of Hamilton War of 1812 Commemoration Initiative Strategic Plan prepared by Erin Mitchell of Mitchell Westlake. The Strategy recommended: 1) a significant community consultation process; 2) the creation of a Bicentennial Commission with Council and public representation and 3) a focus on broad based cultural initiatives, not just “brick and mortar.” In addition, the Strategy recommended three major “legacy” projects: Battlefield NHS, Dundurn/Burlington Heights NHS and the Hamilton and Scourge NHS. Each of the identified projects are in active development. Each has varying levels of capital funding from the City of

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Hamilton, private sponsorship and/or not for profit agency funding. Each also has a history of City of Hamilton operating and funding from the Ontario Ministry of Culture.

## **HM-1: Revitalization of Battlefield House Museum and Park National Historic Site**

### **Short Description**

Battlefield House Museum and Park is the site of the Battle of Stoney Creek. Fought in June of 1813, the battle was a turning point in the War of 1812. Battlefield was opened in 1899 as one of the first historic house museums in Canada. In 1913, a stone monument was erected to celebrate the battle and an ambitious landscaped park plan was inaugurated. All of these elements are identified in the National Historic Site (NHS) designation and the Commemorative Integrity Statement. In 2008, the City of Hamilton initiated a Park Master Plan review. The process has identified the following aspects of park revitalization:

- construction of a new visitor centre and interpretation centre in the park;
- enhancement of entrances, pathways and other visitor services;
- restoration of the landscape designed by Dunington Grubb;
- structural stabilization and re-restoration of the Gage House and 1913 monument;
- removal of modern intrusions to open up 'viewscales' and enhance the site profile; and
- through the use of smart landscape design, mitigate and control the impact of heavy public use of the historic landscape and heritage structures.

### **Business Case**

Apart from its great heritage significance, Battlefield has been identified within the City planning process as a 'gateway' site for visitors and citizens. Battlefield sits at the nexus of the major arterial routes leading into Hamilton from the east. Also the site of the Re-Enactment of the Battle of Stoney Creek, Ontario's longest running re-enactment, Battlefield is one of the region's most important heritage tourism attractions. Finally, Battlefield has been a civic and public park for nearly 110 years. Citizens of Stoney Creek and Hamilton have made the park a centre of their leisure, community and cultural life for generations. Respecting Battlefield as a node in the cultural landscape must be a core value of the re-development.

The project will provide:

- enhanced public services (receptions, retail, food, community spaces);
- enhanced interpretive programming and "one stop" presentation of the War of 1812 messages and themes;
- enhanced services for the travel trade;
- enhanced resources and services for public events; and
- enhancing and growing the existing partnerships with heritage and community groups.

This project targets a deadline for the 200<sup>th</sup> Anniversary of Battle of Stoney Creek in 2013

### **Budget**

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**The total project budget is estimated to be \$14 million, including landscape restoration, interpretative centre construction and exhibit design and restoration of the Gage House.** At this time, we are requesting a 1/3 commitment from the Federal Government with the remainder to be drawn from other sources. The City of Hamilton has existing capital project commitments totaling approximately \$1.3 million directed towards Battlefield NHS plus additional in-kind and private sector donations.

Capital Infrastructure Expenses	2009 (\$000s)	2010 (\$000s)	2011 (\$000s)	2012 (\$000s)	2013 (\$000s)	Total (\$000s)	Potential Funding Partners
Design, environmental assessment, building restoration, construction of visitor/interpretation centre, exhibition construction, landscape restoration	1,000	2,000	3,000	5,000	3,000	14,000	1/3 Federal 1/3 Province 1/3 City and private sector

**Implementation:** City of Hamilton

**Contact:** Ian Kerr-Wilson, Manager of Museums and Heritage Presentation, 905 546 2424 x1747, [ian.kerr-wilson@hamilton.ca](mailto:ian.kerr-wilson@hamilton.ca)

## HM-2: Revitalization of Dundurn National Historic Site and Burlington Heights National Historic Site

### Short Description

In 1813, the British Army (supported by First Nations forces and local militia) established a defense works at Burlington Heights, a narrow strip of land between Lake Ontario and the Escarpment, through which any army must pass on their way to York. From these fortifications, the British forces led a surprise attack on the Americans, known as the Battle of Stoney Creek. Sir Allan Napier MacNab (a “boy hero” of the War) later purchased the property. MacNab was a prominent pre-Confederation politician and entrepreneur (and a designated National Historic Person) and his home, Dundurn, has been identified as a National Historic Site for its architectural merit. What is often lost is the fact the land is also Burlington Heights, designated as a nationally significant site. This project intends to address that issue through:

- construction of new entranceways, pathways and visitor way finding services;
- extensive archaeological research on the War of 1812 zones;
- development of enhanced interpretation of the War of 1812 resources through exhibits, walking trails, virtual exhibits, new media programmes; and
- structural stabilization and re-restoration of resources associated with the War of 1812, specifically, the remnants of fortification lines, the magazine and sally port (now part of the Dundurn main house), the cockpit and Battery Lodge.

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## Business Case

Dundurn National Historic Site is an icon in the cultural landscape of Hamilton. For many, Dundurn is what defines Hamilton for Hamiltonians. Its image has appeared as the symbol of the city for more than a century. In 1967, the conversion of the house from a civic museum to a historic house was the official city Centennial project.

Similarly, the importance of the site to the heritage tourism of the region cannot be underestimated. Long a leader and “first stop” for the travel trade, FIT market and convention market, Dundurn enhancements have important spinoffs for the regional tourism industry.

Dundurn Park has been a public park since the 1880s. Hamiltonians are protective of the site and take an active interest in any change. Most recently, the 1850s era 2-acre kitchen garden was recreated in the park. Although initially skeptical, Hamiltonians have embraced the change wholeheartedly. Any further development will need active community participation. This project will incorporate community engagement as a core objective of the work.

The project will provide:

- enhanced public services (receptions, retail, food, community spaces);
- enhanced interpretive programming and detailed presentation of the Burlington Heights messages and themes;
- enhanced services for the travel trade;
- enhanced resources and services for public events; and
- enhanced and growing partnerships with heritage and community groups.

This project targets a deadline for the 200<sup>th</sup> Anniversary of Battle of Stoney Creek in 2013

## Budget

**The total project budget is estimated to be \$11 million, including landscape restoration, interpretative centre construction and exhibit design and restoration of the Gage House.** At this time, we are requesting a 1/3 commitment from the Federal Government with the remainder to be drawn from other sources. The City of Hamilton has existing capital project commitments totaling approximately \$1.2million directed towards various aspects of Dundurn NHS (including landscape, outbuildings, interior restoration and structural stabilization) plus additional in-kind and private sector donations.

Capital Infrastructure Expenses	2009 (\$000s)	2010 (\$000s)	2011 (\$000s)	2012 (\$000s)	2013 (\$000s)	Total (\$000s)	Potential Funding Partners
Design, environmental assessment, building restoration, exhibition construction, landscape restoration	1,000	2,000	2,000	2,000	2,000	11,000	1/3 Federal 1/3 Province 1/3 City and private sector

**Implementation:** City of Hamilton

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Last Updated: January 20, 2009

**Contact:** Ian Kerr-Wilson, Manager of Museums and Heritage Presentation, 905 546 2424 x1747, [ian.kerr-wilson@hamilton.ca](mailto:ian.kerr-wilson@hamilton.ca)

## **HM-3: Long Term Cultural Resource Management of Hamilton and Scourge National Historic Site**

### **Short Description**

In August of 1813, the British and American fleets on Lake Ontario faced each other in the water off St. Catharines. During the night of August 8<sup>th</sup>, the ships were struck by a sudden violent thunderstorm. Two American schooners (the *Hamilton* and the *Scourge*) were sunk with the loss of 57 servicemen, significantly altering the strategic balance and the course of the war.

In the 1970s, the vessels were discovered in Canadian waters some 11km off St. Catharines. Still completely intact, the site is a designated National Historic Site and a marine archaeological site requiring special protection under the Ontario Heritage Act. The US Navy considers the site a "watery grave." Since 1980, the City of Hamilton has been responsible for its long term management. A number of major projects have been conducted on the site led by, variously, Jacques Cousteau, the National Geographic Society, Woods Hole Oceanographic Institute and, most recently, a partnership including the City of Hamilton, Parks Canada, the Canadian Coast Guard, the Canadian Navy, and a private sector partner, ASI Group.

As part of the War of 1812 commemoration, it is timely to establish a cultural resource management structure for this bi-nationally significant site to preserve the site and interpret its core messages in a financially sustainable manner. The project will include:

- archaeological study of the site using Remote Operating Vehicles and other remote sensing;
- development of a Commemorative Integrity Statement and a Long Term Management Plan;
- development of enhance security and monitoring facilities at the site; and
- development of shore based interpretive resources including: exhibits, new media programming, replica schooners, a recreated ship and boat-building yard.

### **Business Case**

The Hamilton and Scourge NHS is one of the few truly bi-national sites with significance to the War of 1812. The site is equally important to both Canadians and Americans. The site is in deep water and well offshore and is not accessible to the general public. Raising the vessels (an approach attempted elsewhere in the world) is not viable: the estimated costs to stabilize the vessels are certainly in the tens of millions of dollars with annual operating costs likely in the millions of dollars. No viable business plan could be achieved on those terms.

Fortunately, there are much more cost effective but nevertheless appropriate programs. The heritage resources can be preserved in situ with on-going monitoring, enhanced security and some selected artifact recovery and conservation. The site messages can be presented to the public in a highly engaging manner using exhibits, replicas, virtual tours and websites.

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Last Updated: January 20, 2009

The project proposes the construction of replica schooners for public programmes and tours. Successful models exist; the “Tall Ship” community is an active and prosperous heritage tourism industry. Replicas of schooners of this size (approximately 50 feet long ) are relatively inexpensive to build (\$1-2million) and maintain. Tall Ships have a wide variety of significant revenue streams:

- sail training;
- corporate events;
- sponsorships;
- municipal/provincial/federal “ambassador” services; and
- re-enactment appearance fees.

The project will provide:

- a unique visitor experience with significant heritage tourism potential;
- extensive use of leading edge private sector Canadian technology: ASI Group (<http://www.asi-group.com/>) and Sicom Systems (<http://www.sicomsystems.com/home.html>) to provide research, project management and on-going research and monitoring;
- security and monitoring of the site;
- enhanced interpretive programming and “one stop” presentation of the War of 1812 messages and themes; and
- enhancing and growing the existing partnerships with heritage and community groups.

This project targets a deadline for the 200<sup>th</sup> Anniversary of Battle of Stoney Creek in 2013

## Budget

**The total project budget is estimated to be \$8million, including research, planning.** At this time, we are requesting a 1/3 commitment from the Federal Government with the remainder to be drawn from other sources. The City of Hamilton completed two capital projects on this site in 2008 totally \$450,000. With partnerships and other leveraging, the real value of these projects was well over \$2 million. The project has proven to have an extraordinary appeal for sponsorship and support. While the City has no current capital funding commitment a 2009 project is planned with sponsorships and support from the Canadian Navy and Coast Guard.

Capital Infrastructure Expenses	2009 (\$000s)	2010 (\$000s)	2011 (\$000s)	2012 (\$000s)	2013 (\$000s)	Total (\$000s)	Potential Funding Partners
Archaeological research, planning, building construction of visitor/interpretation centre, replica construction	1,000	1,000	2,000	2,000	2,000	8,000	1/3 Federal 1/3 Province 1/3 City and private sector

**Implementation:** City of Hamilton

**Contact:** Ian Kerr-Wilson, Manager of Museums and Heritage Presentation, 905 546 2424 x1747, [ian.kerr-wilson@hamilton.ca](mailto:ian.kerr-wilson@hamilton.ca)

*First Submitted: January 9, 2009*  
*Last Updated: January 20, 2009*

*First Submitted: January 9, 2009*

*Last Updated: January 20, 2009*

## **St. Lawrence**

The St. Lawrence War of 1812 Bicentennial Alliance, representing the region stretching from the far side of Kingston to Cornwall, plans to showcase the critical role that the St. Lawrence River and the Eastern Region played in the overall War's outcome and the resulting 200 years of friendship.

### **The Strategic Role of the River**

The St Lawrence River was the primary method of moving supplies, troops and all the necessities of life in the 1800's. This area was critical to the development of Canada and the nation as it was the only safe method of transport. The British had built up Eastern Ontario and Kingston as the most fortified area west of Quebec City in order to protect the Royal Naval Dockyards and the use of the river. To defend this area, the Fort on Point Henry was built and was key to preventing any battles in the Kingston area. The United States believed that, by attacking and controlling Eastern Ontario, they could cut off critical supply lines and Canada would become the next great Northern state.

### **The Pivotal Battle of Crysler's Farm**

One grave battle staged in 1813 at Crysler's Farm was especially key in border defense and today is seen as one of the premiere interpretive events in Canada for several reasons. Historically this battle was important in keeping American troops from proceeding onto Montreal and ultimately securing Canada. Culturally, this battle was the first time that the founding peoples of Canada - namely, the English, French and First Nations - united together to defend our region and defeat the Americans, sending them back across the border. Strategically, the location of communities and battles all along the St. Lawrence River differentiates us thereby preventing the takeover by American troops, making Canada who and what it is today! Further, the many border crossings have furthered the bonds of friendship and tourism in the region.

### **Bicentennial Bi-National Celebrations on Both Sides of River**

The St. Lawrence War of 1812 Bicentennial Alliance will promote its unique relationship with the natural border of the "**river**" as a key point of difference. All commemorations and legacy projects will have a thematic link to the river, taking advantage of both land and the water as venues for attractions/events. The short distance across the river will allow visitors to enjoy activities hosted by both American and Canadian perspectives. Importantly, a unique aspect of our region is our vast green parkland spaces, allowing for massive scale events and programs that could not be easily hosted in the other regions of the province. We also plan to capitalize on Kingston's historic role in Canadian governance. Importantly, the St. Lawrence Alliance's focus encompasses the "heritage triangle" of Kingston - Quebec border - Ottawa, representing communities' rich with historic importance on both sides of the border --- but with a decided dearth of meaningful attractions to celebrate this heritage and to serve as significant tourism draws. When coupled with the large size, breadth and strategic locations of the communities - as international gateways and near over 12 million residents, it is clear that customer-focused and meaningful "Legacy Projects" can stimulate tourism and drive economic growth.

### **Broad & Deep Partnerships**

Tourism players in Eastern Ontario/Upper New York State region have a strong track record of working together, thus the St. Lawrence War of 1812 Bicentennial Alliance. Involved are the destination marketing organizations along the Highway 401 corridor (stretching from Kingston to the Quebec border), the Rideau Canal Heritage Route, and bi-national 1000 Islands-St. Lawrence Seaway Marketing Partnership, as well as numerous chambers of commerce and local economic development agencies.

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As the largest tourism operator in the area and a Government of Ontario agency, the St. Lawrence Parks Commission has also taken on some leadership responsibilities. Members of these organizations have stepped forward to play a lead role in serving as Board members, committee chairs and volunteer coordinators.

## **Significant Economic Opportunity**

Commemorative events and legacy projects afford a powerful stimulus for driving economic opportunity in Eastern Ontario. In magnitude, the potential of this opportunity should be viewed as the equivalent of a "Premier Ranked" regional celebration, with the added bonus of partnering with U.S. states, many of which are well capitalized. Our planned War of 1812 bicentennial activities show total visitor spending topping \$11.2 million per 100,000 visitors, a huge impact as several hundred thousand visitors are expected to participate. The projects below are already under development and have the potential to translate into well over a million visitors - for a Federal Government investment of **\$21 million** from projects totaling \$55 million. These funds will assist in building new infrastructure and creating high profile events that will boost our economy and leave a lasting legacy in the St. Lawrence region.

## **STL-1 Fort Henry, Kingston, Ontario**

### **Component #1: "Tale of Two Soldiers"**

**Description:** A Multimedia attraction/repeatable experience with film, special effects, fireworks & pyrotechnic components, augmented with dramatic actors. This attraction will illustrate the life of two soldiers (British and American) as they prepare for battle against one another. Set against a backdrop of 2 military encampments demonstrating wartime experiences.

### **Justification**

This attraction will celebrate the War of 1812 while furthering understanding at the focal location for Kingston. Significant tourism gains are expected and this project could also be used at the other 5 Ontario regions for tourism entertainment & enrichment.

### **Timelines**

Begin design in 2009, execute by 2010 with repeated focus over next 5 years

### **Funding to be Requested**

**\$2,500,000** of a \$3,000,000 project to be spent primarily in 2010

### **Component #2: Museum Display and Exhibit**

#### **Description**

A legacy museum display located permanently at Fort Henry showcasing naval & fortification sites of Kingston during the War. Builds from Fort's approved Museum Plan began in 2006.

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*Last Updated: January 20, 2009*

This display would utilize authentic artifacts and heritage of Fort Henry, highlighting Kingston's strategic significance to Canadian development.

### **Justification**

The Museum display and exhibits would be a tourism draw, with multimedia display & museum rooms leaving a lasting educational legacy.

### **Timelines**

The goal is to open the display by 2012 on permanent basis.

### **Funding to be Requested**

\$350,000 of a \$500,000 cost

## **Component #3: Travelling Regiment Interpretive Unit**

### **Description**

This interpretive unit would be based on an actual British/Canadian unit that was stationed at Fort Henry during the War --- the Canadian Fencible Regiment. This group would act as ambassadors for the Eastern Region, the Province of Ontario and Fort Henry.

### **Justification**

This unit is a proven tool that enhances and adds pageantry throughout Ontario. It could be used as a key program for marketing the War of 1812 across Ontario. This unit would be built from the success of the current Fort Henry Guard's popularity and create inspirational youth employment over 5 years.

### **Timelines**

The tours would start in 2010 and continue to 2014

**Funding to be Requested \$2,000,000** of \$4,000,000; five-year project

### **Implementation**

St. Lawrence Parks Commission, Parks Canada, City of Kingston, KEDCO/KAP partners, Historical / Museum Organizations and public/private sector.

**Contact:** Will Baird, Fort Henry at 613-542-7388 or [Will.Baird@forthenry.com](mailto:Will.Baird@forthenry.com)

*First Submitted: January 9, 2009*  
*Last Updated: January 20, 2009*

## **StL - 2: Crysler's Farm, Morrisburg, Ontario in South Dundas & South Stormont areas**

### **Component #1: "Crysler's Farm Battle"**

#### **Description**

A St. Lawrence Valley - 1000 Islands visitor's heritage experience that would unite and celebrate the pivotal role that various communities in the area played in Canadian history. This battle will tell the unique story of how Canada's original 3 founding peoples - the English, French, and First Nations - fought together side by side to defend Canada against invasion during War of 1812 and went on to develop unique communities along the river. It will include active participation from local First Nations groups and showcases culture, artifacts & lifestyles of early Canadians - using state of the art participative exhibits, technology, multi-media, and special effects. The battle will educate and enlighten as it entertains.

#### **Justification**

The Crysler Battle was pivotal to the war's outcome. The battle location is ideal as it is near Upper Canada Village which is already actively drawing tourists - yet is a tired attraction in desperate need of refurbishment. The area lacks a meaningful Visitor's Centre - and a proper building could serve to draw increased tourism throughout region all year long, thus providing badly needed jobs - while telling the stories of Eastern Ontario. Land mass for the battle is available through St. Lawrence Parks Commission. The battle would leverage current visitor bases from Commissions facilities & attractions.

#### **Timelines**

Concept development and design planned for 2009, incorporating First Nations representatives, new visitor interaction techniques & technology but also building from former visitor centre proposals. Artifact assembly, exhibit development and any filming would occur in 2010. The plan is to be ready for grand opening by 2011-2012.

**Funding to be Requested** \$350,000 of \$500,000 for concept and plans

### **Component #2: "Crysler's Farm Battle Extravaganza"**

#### **Description**

A repeatable evening event that showcases the drama of the War of 1812 via state of the art multi-media devices and technology. Patterned after the Australian spectacular called "Blood on the Southern Cross," an event offered every evening by the attraction Sovereign Hill. The event tells the story of the famous Eureka Rebellion in 1854 - event now generates more revenue than day program. The activities would employ dazzling sound & light effects, open air set, pyrotechnics, music while remaining very cost effective.

#### **Justification**

High profile event that will draw visitors to see this "one of a kind" extravaganza. Very cost effective and repeatable every evening, thus keeping visitors in area for overnight stays - increasing economic development for area. This type of event has proven to generate significant new net revenues. The extravaganza would celebrate, commemorate and rejuvenates the entire area.

*First Submitted: January 9, 2009*  
*Last Updated: January 20, 2009*

## **Timelines**

Concept development planned for 2009. Design & creative development will be in late 2009-2010. Infrastructure work for building the viewing area will be in 2010. The event could be launched for the 2011 season, helping to hype war bicentennial festivities while saluting the importance of the Crysler battle.

## **Funding to be Requested**

**\$125,000** of \$250,000 for concept development; **\$2.3 million** out of projected \$6 million for creative development and execution. Costs for any covered structure or building deemed necessary or desirable are not included.

## **Component #3: Friendship Garden**

### **Description**

A magical place that celebrates the 200 years of friendship between the U.S. and Canada and excites the senses, engages the imagination, and creates cherished memories. It is designed for enjoyment for all and provides fully accessible interaction to those with disabilities – for all the senses – sights, sounds, smells, touch, perhaps even taste. The 50-75 acre “garden” takes advantage of existing infrastructure, like the Battle of Crysler’s Farm Visitor Centre, and includes specially designed rustic accessible “tree houses” that celebrate the legacy of the War of 1812 and encompass the three founding peoples of Canada – the English, the French, and First Nations – with gardens, simple exhibits, etc. throughout the garden and within the existing Crysler’s Farm Visitor Centre. The garden would feature Braille signs, a simple “battlefield maze,” wind chimes, simple zip line, pathways, etc.

### **Justification**

This garden would be a lasting legacy along the St. Lawrence River near the site of a key battle – that of Crysler’s Farm, which many believe was the turning point in the war, preventing the invasion of Montreal. Since it is designed to incorporate elements from Canada’s three founding peoples, as well as add an American flavour, it is truly a FRIENDSHIP GARDEN and would be very unique, making it a destination for reflection, relaxation and enjoyment. The accessibility elements have been well-designed and tested by ForeverYoung Treehouses in the U.S., now one of the fastest growing attraction types.

### **Timelines**

Concept development in 2009 with design and project development in late 2009 and 2010 with a launch as early as the summer of 2010.

### **Funding to be Requested**

Specifics TBD, dependent on size and site specifics. We will be seeking **\$300,000** for the federal portion of concept, design and project development.

### **Implementation**

St. Lawrence Parks Commission donating land and possible capital allocation. Potential provincial & federal governments support and possible area tourism and private sector partners. For Friendship Garden, a potential Trillium grant as well as assistance from MASC/ Arts Smarts, CNIB, Friends of the Garden, corporation sponsorships and donations plus funding from the Eastern Ontario Development Corporation.

**Contact:** Pat Macdonald, St. Lawrence Parks Commission, 613-362-2924 or pat.macdonald@parks.on.ca

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*Last Updated: January 20, 2009*

### **StL- 3: War of 1812 Living History Discovery Centre, Bath, Ontario**

#### **Description**

History Discovery Centre would be built in former Militia Barracks on the Grounds of the 1796 Fairfield Home at Bath in Loyalist Township. This facility already includes the planned 2012 re-enactment of "Escape of the Royal George".

#### **Justification**

This centre would offer year round historical and educational opportunities to visitors and school children in the history rich area of Loyalist Township. It would offer interpretive programs and exhibition space that would attract travel trade and increase visitation to this area.

#### **Timelines**

Construction from 2009 to 2010 with opening in fall of 2010.

#### **Funding to be Requested**

\$400,000 of a \$600,000 facility.

#### **Implementation**

The County of Lennox & Addington and Loyalist Township. Partners include Fairfield Gutzeit Society, United Empire Loyalists Heritage Park & Centre and Village of Bath Revitalization

### **StL-4: Maritime Discovery Centre, Brockville, Ontario**

#### **Description**

A 16,000 square foot world-class educational facility that will focus on the history of the St. Lawrence River with an interpretative War of 1812 heritage display being a central focus of the facility. The Centre will inspire deep curiosity, commitment to learning and sustainable development highlighting the importance of the St. Lawrence River and the 1000 Islands to Eastern Ontario. Will showcase how the St. Lawrence River separates but joins the two neighbouring countries of the United States and Canada.

#### **Justification**

Serves as a waterfront anchor tourism attraction of regional significance on the St. Lawrence River and the 1000 Islands. A close relationship with the United Nations Biosphere Reserve and a future National Geographic Tourism Charter will enhance the credibility and authenticity of the attraction and its positioning in the Ontario Tourism market.

#### **Timelines**

Construction beginning in 2010 with grand opening in 2012.

#### **Funding to be Requested**

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*Last Updated: January 20, 2009*

**\$1,000,000** for War of 1812 aspect of a \$16,000,000 facility.

### **Implementation**

The City of Brockville in partnership with the Tall Ships Landing Development and Bytown Brigantine Incorporated. A total of \$3,000,000 has already been raised.

**Contact:** David Paul, City of Brockville, 613-342-8772-445 or [dpaul@brockville.com](mailto:dpaul@brockville.com)

## **StL-5: Gananoque - "Where It All Began - September 21, 1812"**

### **Description**

Build gunboat "Gananoque" as it existed in 1812. The boat, 60 ft. long by 16 ft. wide would be built and rigged in the traditional manner by professional shipwrights and situated in central Gananoque. It would be designed for safely accommodating tourists, school children and general public.

A living, legacy Museum replicating the original Gananoque Blockhouse built in 1813 following the first hostile attack of the War of 1812 on Sept. 21, 1812 in Gananoque. The Museum would provide ongoing educational and tourism opportunities, linking the community and its military heritage to the role the settlements played on along the river.

### **Justification**

The gunboat would offer one to two hour sailings for 40 people from Gananoque around 1000 Islands. The sailings would provide educational & historical programs. The boat and museum would be significant and unique attractions and be permanent legacy facilities for the Gananoque area creating long term tourism opportunities.

### **Timeline**

Construction beginning in 2010 with a spring launch in 2012.

### **Budget Overview**

**\$4,000,000** of a \$4,600,000 cost with breakdown of Design - \$145K in 2009; Materials - \$500 K in 2010; Equipment - \$121,000 in 2010; Site Costs - \$623K in 2010; Labour - \$1,654,000 in 2010 & 2011; Education - \$555,000 in 2011 and Museum construction - \$1,000,000 in 2010.

### **Implementation**

Town of Gananoque, Chamber of Commerce, Tourism groups and Museum/Historical Societies.

**Contact:** Bonnie Ruddock, 1000 Islands Chamber, 800-561-1595 or [info@1000islandschamber.com](mailto:info@1000islandschamber.com)

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*Last Updated: January 20, 2009*

## **Sault Ste. Marie and Algoma Region**

Sault Ste. Marie and Algoma District is the only Northern Ontario Region planning for the celebration of the War of 1812, and has a direct link to the war through being the first group to enter into the war in July 17, 1812, to successfully capture Fort Michilimackinac – peacefully.

The planning group is comprised of members from affiliated organizations in Heritage, Arts, Culture and Tourism and is representation from a cross section of interested individuals, non-profit organizations, municipal, provincial and federal organizations.

In this region there is five (5) National Historic Sites of which some of these Sites are directly related specifically to the War 1812. The Ermatinger•Clergue National Historic Site on Sault Ste. Marie's waterfront holds special significance as it was the home of Charles Ermatinger (fur trader) who rallied approximately 50 local people to accompany the forces at Fort St. Joseph (Parks Canada) to enter into action and capture Fort Michilimackinac, in Michigan.

The purpose of the 1812 commemoration Project is to develop and implement a multi-national commemoration plan that involves and strengthens ties with Canadians, Americans, First Nation, and Métis Nation peoples.

This group of interested citizens, staff and volunteers from affiliated organizations has been developed over the past year to plan, coordinate, and produce the commemorative projects, events, and legacy activities.

Sault Ste. Marie and Algoma Region's objective is to execute bicentennial legacy infrastructure projects and establish festivals and events that will showcase the region to potential tourists during 2012 – 2014 and beyond. Sault Ste. Marie is geographically located as the Northern Gateway to international opportunities.

The Sault Ste. Marie and Algoma region invites the Federal Government to be an integral partner in the commitment to celebrate this National Event.

A commitment in capital investment for legacy infrastructure projects is required now in order for the region to create an effective bi-national, bicentennial event.

Sault Ste. Marie and Algoma region is requesting for **an immediate commitment of \$5 million** for the capital legacy projects in Sault Ste. Marie that are scheduled to begin in 2009, and future funding commitment for the upgrades to Federally owned sites (Fort St. Joseph & Sault Canal), as well as a commitment for the production and marketing of events and programming over the next few years for the region. The programming will include the Arts, Culture, Heritage, and human resources required to orchestrate the pageantry of bringing history to life.

The following page outlines the Capital projects beginning in 2009.

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## SSM-1 Visitor Centre Capital Projects

The Ermatinger•Clergue National Historic Site located in Sault Ste. Marie's waterfront is proposing that a Visitor Centre be added to the City's premier historical site to enhance the visitor experience and to commemorate the upcoming anniversary of the War of 1812-14.

The proposed building will offer solutions to general visitor orientation through interactive exhibits, multimedia presentations, artifact showcases, a special War 1812 gallery, a 50-seat theatre space and a spacious gift shop. In addition to improving the visitor's interpretive experience such practical needs will be addressed such as provision of public (accessible) washroom facilities; accessible parking; staff office space, collection/archival storage, staff changing rooms and costume storage. Surrounding the building and in other various locations within the region, several monuments (statues & signage) will be erected for additional interpretation and legacy commemoration.

### Justification

The Visitor Centre will have a substantial impact upon the community of Sault Ste. Marie and area. It will:

- Assist in the economic development and diversification of Sault Ste. Marie and the Algoma District by enhancing the heritage infrastructure in the community and by continuing to provide a destination and activity site for tourists while in the community;
- Foster an appreciation of heritage conservation in Sault Ste. Marie;
- Commemorate the War of 1812, our local connection, and an opportunity to link with other sites in the region, Province, Canada and the United States;
- Provide a venue for tourism-related information;
- Provide increased revenues for the Site through Retail Sales, Site Rentals and Events.

### Study Elements

There are four components to this project:

1. Construction of a "GREEN" building – Visitor Centre, at a level of 'gold' through the LEED point system;
2. Development of an interpretative & exhibition program;
3. Providing a fully "accessible" facility that will operate year round; and
4. Redesign / alteration construction of the current Ermatinger Old Stone House - Summer Kitchen facility.

### Timeline

2008	Design Development Completed (initial architectural designs with "Green" LEED elements researched, and a DVD presentation created with a virtual tour)
2009	Architectural tender documents Business Plan (to be completed by March 31 <sup>st</sup> ) Exhibit and Interpretation research Call for Submission for Monuments
2009 / 2010	Begin construction
2011	Interpretation & Exhibition

*First Submitted: January 9, 2009*

*Last Updated: January 20, 2009*

2012            Redesign and alterations to Ermatinger Old Stone House  
                  Grand Opening with Kick-off Event for Bicentennial

## **Budget**

Estimated Project Cost: Visitor Centre = \$8 million

Potential Funding Partners = Federal, Provincial, Municipal & Private Sector

## **Implementation**

City of Sault Ste. Marie and Historic Sites Board

**Contact:** Kathy Fisher, Curator, Ermatinger Clergue National Historic Site, (705) 759-5443, (705) 759-5310  
- Jan – March, [k.fisher@cityssm.on.ca](mailto:k.fisher@cityssm.on.ca)

## **SSM-2      Parks Canada - Revitalization and Accessibility Capital Projects**

Fort St. Joseph National Historic Site is located 90 kilometers from the city of Sault Ste. Marie at the southernmost tip of beautiful St. Josephs Island. In the 1800's it became the only link with colonized areas of Upper and Lower Canada by canoe and sailing vessels. At one time, it was the most westerly outpost of British North America. Fort St. Joseph became a rallying point under the command of Captain Charles Roberts. The archaeological ruins are all that remain of the original fort after the Americans burned the Fort in 1814. During this attack on the British side of the St. Mary's River, the Old Canoe Lock in Sault Ste. Marie and other Historic Sites were also burned.

Parks Canada Sites at Sault Ste. Marie and St. Joseph Island are proposing revitalization projects to provide better road access, renewal of the interpretation program, exhibits and the visitor experience within the site and visitor centre. Together with improved infrastructure the work will include improved communication supporting the relevance of the alliances that supported the efforts of the event that defined Canada's borders as they are today.

## **Justification**

Repair of the facilities and improvements to the site's interpretation program and exhibits will have a substantial impact on the townships of the St. Joseph Island area. It will:

- Assist in the economic development and diversification by enhancing the heritage infrastructure by providing an easier accessible destination and activity site for tourists and chartered tour companies;
- Foster an appreciation of heritage conservation;
- Commemorate the War of 1812, through the changes in the exhibits, signage, and monuments;
- Provide a venue for tourism-related information;
- Provide increased revenues for the site through enhanced visitation, retail sales and organized events.

## **Timeline**

2009      Construction tenders & possible construction begins

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- 2010 Road construction  
Exhibit research & implementation
- 2011 Completion of projects
- 2012 Ribbon cutting ceremony at kick-off events

## Budget

Estimated project costs = \$4.0 million

Potential funding partners: federal government, municipality/townships, and private sector

Infrastructure Recapitalization Revitalization & Program Projects						
Parks Canada - Fort St Joseph & Sault Ste. Marie Canal NHSC						
Item	2009	2010	2011	2012	2013	Total
	\$(in k)	\$(in k)	\$(in k)	\$(in k)	\$(in k)	\$(in k)
Interpretation Program Renewal	50	95	95	120	95	455
Sites Entry Roads Recap	85	450	1,000	85		1,620
Landscape Investments	65	250	550	300		1,165
Visitor Enhancement Program	50	95	120	120		385
FSJ Building Improvements	85	85	95	50		315
<b>Investment Total</b>						<b>\$3,940</b>

## Implementation

Parks Canada

**Contact:** Pamela Jalak, Coordinator, Communications, Heritage Presentation & Visitor Services, Sault Ste. Marie Canal National Historic Site of Canada, 705 - 941-3078, 705 - 206-1365 (blackberry) Fax/Téloc : (705) 941-6206, [pamela.jalak@pc.gc.ca](mailto:pamela.jalak@pc.gc.ca)

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*Last Updated: January 20, 2009*

## **Southern Georgian Bay**

The year 2012 marks the 200th anniversary of the beginning of the War of 1812. This historic event provides a legitimate opportunity to increase Ontario's profile and visitation through community pride and public education of the significance of the events of the war between 1812 and 1815.

This plan provides an overview of the historical significance of communities in and around the Southern Georgian Bay area with reference to the War of 1812. The plan recognizes the opportunity for the community to promote this theme, and puts forward the ideas of local stakeholders in the Southern Georgian Bay area who are interested in developing capital projects, events and activities in recognition of the anniversary. This bicentennial anniversary will increase our regions profile through:

- Providing an opportunity to revitalize existing historic sites and expand tourism appeal to these sites;
- Providing an opportunity to enhance tourism events and create new ones;
- Celebrate the Bicentennial in an interactive and proactive way;
- Educating the public, particularly local residents and school groups, about the importance of the history of the War of 1812 in our communities;
- Providing an opportunity to instill national, provincial and community pride through a rediscovery of local history;
- Developing tourism product with significant potential to increase visitors and economic impact in the region.

The Southern Georgian Bay War of 1812 Bicentennial Steering Committee is made up of representatives from various ministries, municipalities, museums, historic sites, organizations and businesses that have history related to the War of 1812 or an interest in taking an active role in the bicentennial itself. Our present committee includes members from the Simcoe Tourism Association; City of Barrie; Historic Military Establishment of Upper Canada; Ontario Ministry of Tourism; Simcoe County Museum; Wasaga Beach Provincial Park; Huronia Museum; Nottawasaga Valley Conservation Authority; Fort Willow Improvement Group; Huronia Historical Parks; Town of Wasaga Beach; Southern Georgian Bay Chamber of Commerce and the Town of Collingwood.

## **SGB-1      Wasaga Beach Provincial Park - Heritage Welcome Centre**

### **Short Description**

The goal of a new Heritage Welcome Centre is: "To protect and promote the significant cultural resources of Wasaga Beach and to provide opportunities for a wide variety of high quality educational and tourism based experiences".

### **Justification**

It is a little known secret that Wasaga Beach Provincial Park houses H.M.S. Nancy, a schooner used by the British during the War of 1812. Of national and provincial importance, the schooner was the last standing British ship on the Upper Great Lakes during the War of 1812. After the battle that sank the Nancy, the remaining crew captured two American vessels and secured Lakes Huron, Michigan and Superior for the British at the close of the war. The hull of H.M.S. Nancy currently rests on Nancy Island in a covered section of the museum, which commemorates it and the war. In addition to the local historical battle of the Nancy in 1814, Wasaga Beach Provincial Park celebrates native encampments, voyageurs, a naval establishment, early trans-Atlantic flight, logging, and resort community history.

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Nancy Island also hosts a replica Great Lakes lighthouse which is part of the Georgian Bay Coastal Route - Lighthouse and Marine Heritage Tour.

The Georgian Bay Region has identified replacement of the Nancy Island gatehouse to a new Heritage Welcome Centre as one of its key Legacy projects, along with improvements to the building protecting the remains of the schooner Nancy and the Historic Cairn on the grounds. These projects will raise the profile of Nancy Island Historic Site which is currently experiencing declining attendance and will improve tourism opportunities for the Town of Wasaga Beach. It will better enable Nancy Island to function as a key location for major Heritage Festivals such as Wasaga under Siege and create tourism promotion employment opportunities.

### Timelines and Estimated Budget

Timeline	Costs	Additional information
2009-2010	\$100,000	<ul style="list-style-type: none"><li>Stage 2 archaeological survey of site, property line sketch and topographic survey, completion of terms of reference document, appropriate notices and open house necessary for public approval, completion of all environmental assessment and management planning requirements (funded provided by Ontario Parks)</li><li>Completion of interpretive plan and themes document, initial concept architectural designs (funding needed)</li></ul>
2010-2011	\$200,000	<ul style="list-style-type: none"><li>Request for qualification and request for proposals for architectural design, request for qualification and request for proposals for exhibit design. Drawings and specifications for site work, building and exhibits must be reviewed by Ontario Parks.</li></ul>
2011-2012	\$1,500,000	<ul style="list-style-type: none"><li>Demolition of existing building; site preparation, building construction; exhibit fabrication and installation</li></ul>
2012-2013	\$200,000	<ul style="list-style-type: none"><li>Final completion of building, exhibits and landscaping.</li><li>Completion of building ready for occupancy by May 2012.</li></ul>
2009-2014	\$30,000	<ul style="list-style-type: none"><li>Marketing and promotion of progress, media buys, etc.</li></ul>
Total	\$2,030,000	

### Implementation

Wasaga Beach Provincial Park, The Town of Wasaga Beach, The Friends of Nancy Island Historic Site and Wasaga Beach Park.

**Contact:** David J. Brunelle - 705-716-7124 or davidbrunelle@rogers.com

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## **SGB-2: Fort Willow Historic Site**

### **Short Description**

Fort Willow continues to entertain tourists that wish to experience this strategically located War of 1812 Military Depot. Through the efforts of our partners we anticipate a busy schedule of reenactments, special events and educational opportunities during and beyond the War of 1812 Bicentennial.

### **Justification**

To better facilitate our current and anticipated large volume of visitors there is a need to initiate a series of projects that cover standard needs including security, safety, comfort and education. The Fort Willow site being provincially recognized has over the past five years, experienced a human presence not realized in terms of numbers since its original conception during the early 1800's. This is largely contributed to a small group of volunteers (Fort Willow Improvement Group) utilizing minimal resources. As our crowds swell (especially during special events) the need to more professionally welcome and entertain is paramount.

Federal funding for these projects will undoubtedly create employment opportunities on the site, increase tourism and further the efforts to promote this significant, historic Canadian destination. The Fort Willow site combined with the other War of 1812 Bicentennial initiatives, all proposed within Simcoe County, will undoubtedly create enhanced tourism opportunities.

### **Timeline & Budget**

All proposed projects to be started during the years 2009/2010 & completed in mid 2011.

<b>Project</b>	<b>Costs</b>	<b>Additional information</b>
Open Air Education Pavilion	\$63,850	Post and Beam construction sized at 30'x40'. This structure would facilitate large groups of tourists & students during special events. A solar powered interpretative/sound system would outline the War of 1812 and associated highlights.
Accessible Comfort Station	\$18,000	Construction of wheelchair accessible comfort stations. Solar lighting.
Accessible Trail Network	\$10,000	To provide wheelchair access throughout the Fort Willow site. Installed beside an existing trail that lies within and around the site
Palisade Wall Completion	\$18,000	Complete the final ½ of the Palisade walls around the site.
Wheel Chair Accessible Entrance Gate	\$1,000	To maximize entry options for wheelchairs and hikers while eliminating "off road traffic"
Entrance Fencing	\$10,000	To enhance the entrance to the Fort a "tight fit" Cedar Rail fence would span the entire property frontage.
Interpretative Signage	\$3,500	Compliment existing signage to include all historic visitors including David Thompson and John Franklin

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All Season Stairway	\$20,000	Enhance entrance stairs from Trans Canada Trail for visitor safety
Marketing and Promotion	\$30,000	Purchase of media ads/updates on progress/etc.
<b>Total Estimated Budget</b>	<b>\$174,350</b>	<b>Estimated Project Costs: \$225,350</b>

## Implementation

It is anticipated that a minimum \$51,000 of in kind contributions would be directed towards these projects. Contributions include volunteer construction labour, historical research, and architectural design, archaeological digs on project sites, cataloging and storage of all artifacts.

**Contact:** David J. Brunelle - 705-716-7124 or davidbrunelle@rogers.com

Financial contributions are anticipated from select partner groups including: Rotary Club of Barrie, Nottawasaga Valley Conservation Authority, St. Joseph's High School, John Hix Architect Ltd., Fort Willow Improvement Group, Simcoe County Historical Society, Friends of Minesing Wetlands, Springwater Township, Midhurst Historical Society, The Historic Military Establishment of Upper Canada, Kids for Turtle Dragonfly program.

The Nottawasaga Valley Conservation Authority (NVCA) would be ultimately responsible for all project management, planning, permits etc. with other groups, namely, the Fort Willow Improvement Group providing onsite guidance. The NVCA would ensure adequate staff and support for this initiative. All activities undertaken to achieve the above goal and objectives are to be in strict compliance with the Ontario Heritage Act under which The Fort Willow Heritage Site is designated.

## SGB-3: Simcoe County and the War of 1812

### Short Description

The 16 Museums, Art Galleries and Historic Sites of Simcoe County will collaborate to create and present a travelling exhibit about the events and impact of the War of 1812 in Simcoe County.

### Justification

This travelling exhibit will be hosted by various communities at recreation centres, malls, libraries, museums, seniors' centres, and other public venues in Simcoe County, as well as Ontario. The travelling exhibit will showcase the events that occurred in Simcoe County during the War of 1812, including the sinking of the British Schooner HMS Nancy by the American ships Tigress, Scorpion and Niagara. The exhibit will increase visitation to the public venues, educate the public about Simcoe Counties rich War of 1812 history and increase tourism to the Simcoe County area.

### Timeline

It is anticipated that, once initiated, the exhibit would take approximately eight months to complete.

### Budget

Equipment/Materials	Costs	Additional information
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Four climate controlled exhibit cases	\$40,000	Each case has an individual microclimate, ensuring that the artifacts used for exhibition are cared for in the best manner possible
Interactive kiosk with War of 1812 games and activities	\$14,500	Hardware and software development
Graphics/Design	\$4,000	Includes development and display materials
Development of exhibit, creation of Interpretive plan	\$2,500	
Marketing/Promotion/Logistics	\$30,000	Purchase of media ads/travelling costs/etc.
<b>Total Estimated Budget</b>	<b>\$91,000</b>	<b>Total estimated project cost: \$106,000</b>

It is anticipated that there will be approximately \$15,000 worth of in kind contributions to the development of this exhibit. These contributions include historical research, booking of the exhibit, installation of the artifacts, and transportation to some venues. Much of this in kind contribution will come from the Simcoe County Archives, Art Galleries and Museums Group, a group comprised of 16 museums, heritage sites, art galleries and archives in Simcoe County. Funding will be requested from the private sector to sponsor transportation, and other incidental costs.

### **Implementation:**

The Simcoe County Archives, Art Galleries and Museums Group will be responsible for developing and administering this travelling exhibit. The Simcoe County Museum would play a key role in providing staff and support for this initiative.

**Contact:** David J. Brunelle - 705-716-7124 or [davidbrunelle@rogers.com](mailto:davidbrunelle@rogers.com)

## **SGB - 4 Penetanguishene Road Project**

### **Description**

The Penetanguishene Purchase was completed in 1797 from the Georgian Bay Ojibway to the British Crown for the purposes of creating a naval dockyard on Lake Huron. An overland route was surveyed in 1808 and the road constructed during the War of 1812 by members of the Royal Newfoundland Regiment and the Royal Navy. Following the war the Penetanguishene Road was opened to settlement following the Nottawasaga Purchase of 1818. It has numerous historical locales and still connects the Lake Simcoe community of Barrie with the Georgian Bay communities of Midland and Penetanguishene. This project will highlight all the historical connections with the road, the most important transportation corridor in Ontario, publish a book and historical guide and mark the route with a bronze statue of the builders of the road.

### **Justification**

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This is a very important historical transportation route that has more history than any other in the region, which will enhance tourism and an appreciation for heritage and make this a historical route to visit and enjoy.

## **Timeline**

Research into the book and guide, 2008 to 2010

Statue ordered in 2011 for delivery in 2013/2014

Complete edit and publication for 2014 completion and official opening

## **Budget**

2009 and 2010 Research, \$30, 000/year

2011 Sculpture, \$70, 000

2012 Book and Guide production, \$40, 000

2013 PR, Marketing, Release etc., \$25, 000

2014 Release and Reception, \$5, 000

Total project budget \$200, 000

Sources: Huronia Museum \$10, 000; 6 Municipalities \$30, 000; Foundations \$10, 000; Sponsors \$10, 000; Book and Guide proceeds \$20, 000; \$80, 000 estimated \$ **67,000** is being sought from the Federal government.

## **Implementation**

Huronia Museum, a 62 year old not-for-profit museum corporation located in Midland, Ontario, will be the lead organization and will be responsible for all aspects of the project. Partners include Simcoe County Historical Society, Ontario Archaeological Society, local lawyers and businessmen.

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## **Southwest Ontario – Windsor, Essex County & Chatham-Kent**

The southwestern region of Ontario is the site of some of the most key engagements of the War of 1812. We are fortunate that development has not encroached on some of these sites and that they remain to tell the story of the beginning of our nation.

However, given their rural and small town locations, it has been a challenge to amass the type of capital funding required to enhance and restore these sites, or to bring them to the attention of local residents and the traveling public.

Commemorating the War of 1812 is about history, but also so much more. This is an opportunity to protect our assets to educate future generations. This is an opportunity to tell our unique heritage to visitors. This is an opportunity to celebrate the beginnings of our country. This is an opportunity to recognize all who made this possible.

It is our belief that there needs to be an over-arching strategy, from the federal government on down to the grassroots organizations that have been meeting for months to coordinate the Commemoration. We also believe that significant capital investment is required to ensure that we are presenting authentic, sustainable products that will continue to celebrate this period long after the Bicentennial. There is an opportunity to engage many people on a number of different levels. The southwest region asks the Federal Government to consider the following projects for capital funding:

### **SWO-1 Belle Vue House**

#### **Short Description**

Purchase and restoration of a designated historical site.

#### **Justification**

Belle Vue is a historically significant home. Built in 1816, shortly after the end of the War of 1812, the house is one of the most unique examples of Georgian architecture of Palladian style within Ontario. Bellevue was a residential dwelling built by Robert Reynolds, Commissioner of the Garrison of Fort Malden, which links the home's past with Amherstburg's Fort Malden National Historic Site

Bellevue was also the home of Robert's sister Catherine, a well-known landscape artist. She has become known as "Detroit's first native artist." Her most famous watercolors include "View of Amherstburg" which is a portrait of the Bellevue property.

Thirty of Catherine Reynold's watercolors are currently on display at various museums within the greater community, including the prestigious Detroit Institute of Art. Her paintings of the Amherstburg region post-War are not only significant Canadian artworks, but also give unique insight into the way of life in the region at the time.

In later years, Veteran Homes were established in various regions in Canada. In July, 1947 Bellevue Veterans Home opened to eleven veterans of World War I and their caretakers. Although the veteran home was only in use for 5 years, many distinguished guests were noted to have visited, such as the Honourable Louis St. Laurent when he was Prime Minister of Canada and John G. Diefenbaker when he was a Saskatchewan Member of Parliament. The use of Bellevue for a World War II veteran home demonstrates the significance of Bellevue and its important position in Canada's national history.

Investment in this project is the right thing to do on many levels. This is a historically designated building (Ontario Archaeological & Historic Sites Board and the Ontario Heritage Foundation) that will

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not be standing for its bicentennial without immediate investment. Such investment will create much needed jobs in the region and contribute an important asset to the Bicentennial Commemoration. Long after that celebration is complete, Belle Vue will be standing to contribute to the economic benefit of the community through increased tourism, and public usage.

### **Timeline**

Phase One 2009 – Purchase of house.

Phase Two 2010-2011 – Restoration and research into programming.

Phase Three 2012 – Implementation of programming.

### **Budget**

Phase One - \$1.5 Million for purchase.

Phase Two - \$2 Million for restoration.

Phase Three - \$500,000 for programming research and implementation.

Total: \$4 Million - \$1.3 Million each will be requested of the Federal government and Provincial government. \$1.3 Million to be raised by the municipality, private sector partners and interested organizations.

There is an expectation that both the province and municipality will contribute some funding. Architectural organizations will also be approached, as will individuals and corporate sponsors. Ongoing operational funding could be supported with admission and rental fees and municipal funding.

### **Implementation**

Town of Amherstburg

**Contact:** Sandra Bradt, Director of Tourism, Windsor, Essex County & Pelee Island CVB, 519-253-3616/800-265-3633 x4331, sbradt@city.windsor.on.ca

## **SWO-2: Tecumseh Parkway**

### **Short Description**

A trail system with various transportation linkages following the steps of Shawnee Chief Tecumseh in the southwestern Ontario region during the War of 1812. This development also features complimentary opportunities such as self-guided and guided tours, geo-caching and interactive kiosks. Trail will become part of the federal Trans Canada Trail initiative.

### **Justification**

Tecumseh was a central figure during the War of 1812, yet his contributions to the beginnings of Canada are not well known. Several of the sites relevant to Tecumseh are “off the beaten path” and an enhanced trail system allows visitors and residents the opportunity to discover history in a unique way. Additionally, the trails will promote active living, with proven mental, physical and spiritual benefits. Trail development and accompanying collateral materials offer the opportunity to increase recreation, and provide educational and entertainment opportunities.

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This project would appeal to a wide range of users and provide all with a greater appreciation of heritage. The Tecumseh Parkway, from Amherstburg to Middlesex County, isn't just about 1812, the parkway will link other cultural attractions with wine and culinary experiences, plus many more attractions all combined to form a destination route to keep visitors entertained for multiple days with the resulting economic impact. This destination route would be marketable on both a regional, domestic and international level.

## **Timeline**

Phase One (2009) – Physical research of trails and Master Plan, route development, signage, infrastructure opportunities and roadway improvements (eg. interactive kiosk placement, plaquing) human resources and site development.

Phase Two (2010) – Implementation of trails, installation of signage, and building of trails.

Phase Three (2011) – Marketing materials, guide book, driving/cycling map.

## **Budget**

Phase One:     \$4,025,000

Phase Two:     \$2,000,000

Phase Three:   \$500,000

Total: \$6,525,000 - \$3 million will be requested of the Federal government; \$2 million will be requested of the Provincial government and the remaining \$1,525,000 to be contributed by the local municipalities and conservation authorities.

It is expected that both the municipal and provincial governments of the regions will contribute revenue, along with agencies such as the local conservation authority.

## **Implementation**

Municipality of Chatham-Kent, Town of Amherstburg, Municipality of Leamington, Essex Region Conservation Authority and County of Essex.

**Contact:** Joy A. Sim, CRM, Tourism Development Coordinator, Municipality of Chatham-Kent,  
Toll free: 1.866.542.5994, Tel: 519.351.7700 x2036, Fax: 519.351.7354, joys@chatham-kent.ca

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## **SWO-3: Tecumseh Monument**

### **Short Description**

Erect a new monument to the great Shawnee Chief Tecumseh.

### **Justification**

Chief Tecumseh was an integral figure of the War of 1812. The current monument to Chief Tecumseh does not reflect the impact of his role to either Canadian history or the First Nations Communities.

A monument similar in stature to the monument at Queenston Heights of Major-General Sir Isaac Brock is long overdue. Such a monument would be welcomed by all First Nations people, the community at large and the living descendents of Chief Tecumseh living in Oklahoma. A new monument could draw thousands of tourists from Canada, U.S. and First Nations to visit this national monument to Chief Tecumseh. This monument would recognize the significant contribution to all the First Nations people for their role in the War of 1812.

### **Timeline**

Phase One: RFP for artist and rendering

Phase Two: Creation and installation of monument and site improvements

Phase Three: PR campaign announcing monument

**Budget** \$1,000,000 - 1/3 each will be requested of the Federal government and Provincial government. The remaining 1/3 to be secured through the Municipality of Chatham-Kent, Kent Historical Society and First Nations community.

### **Implementation**

Municipality of Chatham-Kent and the Kent Historical Society and First Nations representatives.

**Contact:** Joy A. Sim, CRM, , Tourism Development Coordinator, Municipality of Chatham-Kent, Toll free: 1.866.542.5994, Tel: 519.351.7700 x2036, Fax: 519.351.7354, [joys@chatham-kent.ca](mailto:joys@chatham-kent.ca)

## **SWO-4: Fairfield Museum Enhancement**

### **Short Description**

Expansion and redevelopment of the Fairfield Museum Site.

### **Justification**

The current Fairfield site was founded in 1792 by Moravian missionary David Seisberger, with his Delaware First Nations converts. They built a church, school and 40 homes out of the wilderness of Upper Canada. The peace was soon shattered when, during the War of 1812, American troops chased the British soldiers towards Fairfield, killed the great Native Chief Tecumseh and burned the entire Fairfield Village, believing it to be a British settlement. The surviving Delaware First Nations moved their settlement across the Thames River for safety and they remain there today.

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In 1940 an archaeological dig of the original village was undertaken. The artifacts are now housed in the small Fairfield Museum, run by the United Church of Canada. The site requires an expansion of the building to provide proper displays of the multitude of artifacts, public washrooms, and a meeting room for group presentations. Enhancements will allow for the development of interpretive programming targeted at the educational sector. There is a long history with this site and the Delaware First Nations community.

### **Timeline**

Phase One: Design and expansion

Phase Two: Development of programming targeting a number of sectors

Phase Three: PR & Marketing plans

### **Budget**

Phase One: \$700,000

Phase Two & Three: \$300,000

Total Budget (all phases): \$1,000,000 - 1/3 each will be requested of the Federal government and Provincial government. The remaining amount requested of the Municipality of Chatham-Kent, United Church of Canada, and fundraising.

### **Implementation**

United Church of Canada, Fairfield Museum Board, Municipality of Chatham-Kent.

**Contact:** Joy A. Sim, CRM, Tourism Development Coordinator, Municipality of Chatham-Kent, Toll free: 1.866.542.5994, Tel: 519.351.7700 x2036, Fax: 519.351.7354, [joys@chatham-kent.ca](mailto:joys@chatham-kent.ca)

## **SWO-5: City of Windsor Museum and Cultural Centre**

### **Short Description**

The City of Windsor is currently undertaking a museum development study to determine the location of a new City museum.

### **Justification**

The City of Windsor and outlying towns that comprise the current boundaries of the City are rich in heritage; as the second oldest European settlement outside of Quebec, the City has seen a great deal of activity. An active site in the War of 1812, the Capture of Detroit by Brock is commemorated in a national historic site marker and Hull's landing is commemorated by a provincial plaque.

Windsor's current museum is housed in the Francois Baby House, which was constructed at the outset of the War of 1812 and saw considerable activity within its walls during the conflict. With less than 1,500 square feet of exhibition space, the house lacks the ability to showcase the City's history and heritage adequately, and its important role in the War of 1812.

The City has \$3M as seed money for the development of the new museum and is seeking partners to assist in development.

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## **Timeline**

- Phase One: Feasibility Study to determine location, sustainability, and target audience (funded and underway by the City of Windsor)
- Phase Two: Design and build
- Phase Three: Development of education, tourism programming; special events
- Phase Four: PR & Marketing plans

## **Budget**

Phase One: \$110,000 (funded and underway by the City of Windsor)

Phases Two-Four: \$15,000,000

Total Budget (all phases): \$15,110,000 - \$4 Million each requested of the Federal and Provincial governments. The remainder to be contributed by the City of Windsor, and fundraising efforts.

## **Implementation**

The Corporation of the City of Windsor, Windsor Historic Sites Association and the City of Windsor Museum Board.

**Contact:** Sandra Bradt, Director of Tourism, Windsor, Essex County & Pelee Island CVB,  
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## **Toronto**

The City of Toronto considers the proposed bicentennial commemoration of the War of 1812 as a catalyst to fulfill many of its cultural and heritage goals for infrastructure and other legacy projects, set out in a series of reports and agendas produced since 2001. These reports include The City of Toronto Premier-Ranked Tourist Destination Project and Canada's Urban Waterfront: The Waterfront Culture and Heritage Infrastructure Plan. Much like the approach to Expo 67, the bicentennial in Toronto will provide an opportunity to look to the past for the inspiration to see the possibilities ahead. The bicentennial, like the outcome of the War of 1812, should provide a unique envelope of transformational experiences.

Toronto's objective is to execute bicentennial legacy infrastructure projects and programming that will encourage the growth of new heritage, cultural and recreational products. The emphasis will be on products that support downtown and waterfront renewal and that will enhance the quality of life of our growing urban population while serving as new tourism attractions. As such, they must have a long life and relevance beyond the bicentennial.

The War of 1812 was a conflict of immense national importance. For Toronto, specifically, the outcome of the War of 1812 set the course for the City's transformation from a small town to the distinctly Canadian, prosperous, and diverse urban place that we know today. Close to half of Toronto's residents were neither born in Toronto nor of Canadian origin. The bicentennial is an excellent opportunity to tell our past and present stories to our local audience as well as to our provincial, national, and international audiences. It is an opportunity to further the cultural renaissance of recent years by bringing our heritage to the forefront.

## **TO-1: Revitalization of Fort York National Historic Site**

### **Short Description**

Fort York National Historic Site houses the largest collection of authentic War of 1812 buildings in Canada. An unusually rich archaeological resource, Fort York connects the founding decades of the City of Toronto with the Battle of York, remnants of the original 18th- and 19th-century landscape, and Toronto's first military cemetery. The revitalization includes:

- construction of a new visitor centre located outside the fort ramparts;
- construction of a coherent open space plan for the entire 43-acre National Historic Site, which will be the heart of new surrounding residential communities, which include significant percentage of family and social housing and a new public library;
- restored and reinterpreted authentic, historic buildings within the ramparts and new exhibits to be completed by the bicentennial.

### **Business Case**

In 2005 it was estimated that the economic impact of construction and capital development at the Fort would create an estimated 400 jobs, and generate nearly \$14.6 million in wages, salaries and benefits in the city. The revitalization will:

- provide a visible point-of-entry and orientation to the site that meet modern visitor standards;
- provide reception, retail sales, food service and other facilities to visitors;
- increase and enhance interpretive programs at the site and provide exhibition space;
- attract increased travel trade and revenue through an enhanced fort profile and visitor experience;

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- enhance programs to broaden the site's local audiences, including partnerships with Evergreen, the Institute for Canadian Citizenship, Harbourfront Centre;
- provide a sustained community presence at the site (incorporate community uses);
- generate increased revenues for the site through large-scale site rentals and events.

## Budget

**\$11 million** is requested from the Federal Government for Fort York. To date of the \$ 32 million needed for the project, \$617,000 has been raised from the Federal government; close to \$300,000 from the Fort York Foundation, and approximately \$7 million from the City.

Capital Infrastructure Expenses	2009 (\$000s)	2010 (\$000s)	2011 (\$000s)	2012 (\$000s)	Total (\$000s)	Potential Funding Partners
Design, environmental assessment, building restoration, construction of visitor centre, exhibition construction, landscape architecture	2,000	10,000	14,000	6,000	32,000	1/3 Federal 1/3 Province 1/3 City and private sector (Fort York Foundation)

**Implementation:** City of Toronto

**Contact:** Sandra Shaul, City of Toronto Cultural Services, tel: 416-392-8231, fax: 416-392-3355, sshaul@toronto.ca

## TO-2: Toronto Heritage Trail Network

### Short Description

The heritage trail network will extend from approximately the Humber to the Don rivers and from Queen Street south to connect places that tell stories about events of our city's history in a thematic way. Set against the backdrop of the waterfront and the modern city, the trails will begin with stories about the First Nations and continue up to the present. One trail will be themed on the War of 1812; it will position the war as a transformational period in the cultural history of Toronto and as a seminal event on the path to Confederation in 1867. The initiation of a Toronto heritage trail network to launch the commemoration in June 2012 would connect it to a province-wide trail system and could potentially connect to a national heritage trail system.

### Business Case

For enhanced heritage and cultural tourism and local recreational activities the trails would:

- provide a logical, green, sustainable and enjoyable way-finding system for visiting a series of sites - old and new;

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- encourage the upgrade of heritage attractions and services along their routes and the creation of new amenities;
- provide a spine on which to build recreational, arts and community events and public art commissions;
- promote shops, restaurants, and other attractions that are directly on or close by the routes.

## Budget

\$2.3 million is requested from the Federal Government for the Heritage Trails. To date, \$40,000 of the Province of Ontario's current \$50,000 grant will go to further the planning consultation process. \$25,000 has already been committed by the City.

Capital Infrastructure Expenses	2009 (\$000s)	2010 (\$000s)	2011 (\$000s)	2012 (\$000s)	Total (\$000s)	Potential Funding Partners
Development of concept, definition of trail routes and content, development of interpretive systems and signage, public art commissions, installation	1,000	1,500	3,000	1,500	7,000	1/3 Federal 1/3 Province 1/3 City and private sector

**Implementation:** City of Toronto

**Contact:** Sandra Shaul, City of Toronto Cultural Services, tel: 416-392-8231, fax: 416-392-3355, sshaul@toronto.ca

## TO-3: City of Toronto War of 1812 Bicentennial Arts Fund

### Short Description

Based on the model of the Federal Millennium Arts Fund, which was administered by the Canada Council for the Arts, the Toronto Arts Council will administer the City's Arts Fund. Some funding would make community arts projects and temporary exhibitions, youth-focused arts education projects, festivals and events possible. However, the figures below are for commissioned works and new productions that can be toured during the bicentennial and in the future. The most famous work with that kind of proposed longevity is Tchaikovsky's 1812 Overture inspired by the Napoleonic War of 1812. At least two of Toronto's major performing arts organizations are ready to commission if there is assurance of initial funding in place.

### Business Case

- Arts sector expenditures are heavily weighted to job creation, support local trades and have a strong positive impact on tourism;
- Arts infrastructure projects are often small, requiring minimal investment while generating maximum impact;
- Culture is at the core of the 21st century creative economy and a major economic stimulus. The arts in Canada provide an economic engine (based on public and private sector support, earned income and incremental tourism) which drives impact of as much as 8X the level of public sector investment.

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Therefore, more than 80 per cent of the public sector investment comes back to government in the form of taxes.

## **Budget**

\$2 million is requested from the Federal Government for the Toronto Arts Fund

<b>Capital Infrastructure Expenses</b>	<b>2009 (\$000s)</b>	<b>2010 (\$000s)</b>	<b>2011 (\$000s)</b>	<b>2012 (\$000s)</b>	<b>Total (\$000s)</b>	<b>Potential Funding Partners</b>
Commission original works, new productions	1,000	1,500	2,000	1,500	6,000	1/3 Federal 1/3 Province 1/3 Private sector sponsorship, box office, etc.

**Implementation:** Toronto Arts Council supported by the City of Toronto

**Contact:** Sandra Shaul, City of Toronto Cultural Services, tel: 416-392-8231, fax: 416-392-3355, sshaul@toronto.ca