

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 24, 2014

Item 3, Report No. 30, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 24, 2014.

**3 PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE
 FINDINGS REPORT**

The Committee of the Whole recommends:

- 1) That the recommendation contained in the following report of the City Clerk, dated June 17, 2014, be approved subject to replacing the words “look for” in recommendation 4. with “identify”.**

Recommendation

The City Clerk, on behalf of the Pierre Berton Discovery Centre Fundraising Task Force, forwards the following recommendation from its meeting of May 23, 2014 (report No. 3, Item 1) for consideration:

1. That the Findings Report set out in Attachment 1, be received;
2. That Council consider re-establishing a future Fundraising Task Force in the next term of Council to continue the work that the current Task Force has started in order to maintain the momentum and interest in the project;
3. That the current members of the Task Force be invited to apply for the next term of the Task Force in addition to other members of the community, to continue the work of the Task Force;
4. That City staff continue to look for funding sources/opportunities for the project;
5. That Council look at establishing a phased-in approach for the use of church site as the Phase 1 Discovery Centre and ensure that Phase 1 renovations to the building can easily accommodate a larger footprint for future expansion of the building in a second phase;
6. That Council consider adding to the 2015 Budget funding for a study and proposed architectural drawings on the renovations and upgrades to the current church building to allow for both Phase 1 of the Discovery Centre and some public/community uses to be determined for the site;
7. That Council consider establishing a smaller program at the site utilizing the same vision and mandate of the Discovery Centre, in addition to other public uses for the building;
8. That the goal of this smaller program at the site be to assist in advancing the interest and support for the centre, until such time as significant funding is available to fully develop the Discovery Centre in Kleinburg; and
9. That the reserve monies for this project, estimated to be approximately \$654,000, be used to develop the smaller “Discovery Centre” program for the building.

Contribution to Sustainability

The Pierre Berton Discovery Centre Fundraising Task Force was formed to review and report back to Council on fundraising opportunities for the Pierre Berton Discovery Centre.

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Economic Impact

N/A

Communications Plan

The meeting agendas and minutes of the Task Force are posted on the City's website.

Purpose

The purpose of this report is to forward for Council's consideration the Pierre Berton Discovery Centre Fundraising Task Force Findings Report.

Background - Analysis and Options

Council, at its meeting of November 20, 2012, approved the establishment of the Pierre Berton Discovery Centre Fundraising Task Force. The mandate of the Task Force is as follows:

1. To determine the fundraising potential for the proposed Pierre Berton Discovery Centre within not only the Vaughan community, but also extending across Canada.
2. To collect pledges (pledges only -no cash) for a 12 month period towards a future capital and operating fundraising campaign for the centre and report back to Council on the overall potential contribution.
3. To develop a fundraising strategy for the centre that looks at not only a proposed capital campaign, but also yearly fundraising initiatives to help sustain the centre.
4. To assess and benchmark other cultural centres in their fundraising efforts to determine not only best practice models, but also funding sources and initiatives that may be available to help fund a capital or yearly operating fundraising initiatives.
5. To report back to Council within a 12 month period with a Findings Report on the above.

The Task Force, at its meeting on March 28, 2014, adopted a recommendation requesting a further extension to June 2014 to complete and submit its findings report. The Task Force is presenting their Findings Report to Council at this time.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the strategic priorities set out in Vaughan Vision 2020, in particular:

Service Excellence: Preserve our Heritage and support Diversity and Culture.

Organizational Excellence: Ensure Financial Sustainability

Regional Implications

None

Conclusion

This Pierre Berton Discovery Centre Fundraising Task Force findings report, attached as Attachment 1, is presented to Council for consideration.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 24, 2014

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Attachments

Attachment 1 - Findings Report

Report prepared by:

Adelina Bellisario
Assistant City Clerk

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

**PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE
FINDINGS REPORT**

Recommendation

The City Clerk, on behalf of the Pierre Berton Discovery Centre Fundraising Task Force, forwards the following recommendation from its meeting of May 23, 2014 (report No. 3, Item 1) for consideration:

1. That the Findings Report set out in Attachment 1, be received;
2. That Council consider re-establishing a future Fundraising Task Force in the next term of Council to continue the work that the current Task Force has started in order to maintain the momentum and interest in the project;
3. That the current members of the Task Force be invited to apply for the next term of the Task Force in addition to other members of the community, to continue the work of the Task Force;
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8. That the goal of this smaller program at the site be to assist in advancing the interest and support for the centre, until such time as significant funding is available to fully develop the Discovery Centre in Kleinburg; and
9. That the reserve monies for this project, estimated to be approximately \$654,000, be used to develop the smaller "Discovery Centre" program for the building.

Contribution to Sustainability

The Pierre Berton Discovery Centre Fundraising Task Force was formed to review and report back to Council on fundraising opportunities for the Pierre Berton Discovery Centre.

Economic Impact

N/A

Communications Plan

The meeting agendas and minutes of the Task Force are posted on the City's website.

Purpose

The purpose of this report is to forward for Council's consideration the Pierre Berton Discovery Centre Fundraising Task Force Findings Report.

Background - Analysis and Options

Council, at its meeting of November 20, 2012, approved the establishment of the Pierre Berton Discovery Centre Fundraising Task Force. The mandate of the Task Force is as follows:

1. To determine the fundraising potential for the proposed Pierre Berton Discovery Centre within not only the Vaughan community, but also extending across Canada.
2. To collect pledges (pledges only -no cash) for a 12 month period towards a future capital and operating fundraising campaign for the centre and report back to Council on the overall potential contribution.
3. To develop a fundraising strategy for the centre that looks at not only a proposed capital campaign, but also yearly fundraising initiatives to help sustain the centre.
4. To assess and benchmark other cultural centres in their fundraising efforts to determine not only best practice models, but also funding sources and initiatives that may be available to help fund a capital or yearly operating fundraising initiatives.
5. To report back to Council within a 12 month period with a Findings Report on the above.

The Task Force, at its meeting on March 28, 2014, adopted a recommendation requesting a further extension to June 2014 to complete and submit its findings report. The Task Force is presenting their Findings Report to Council at this time.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the strategic priorities set out in Vaughan Vision 2020, in particular:

Service Excellence: Preserve our Heritage and support Diversity and Culture.

Organizational Excellence: Ensure Financial Sustainability

Regional Implications

None

Conclusion

This Pierre Berton Discovery Centre Fundraising Task Force findings report, attached as Attachment 1, is presented to Council for consideration.

Attachments

Attachment 1 - Findings Report

Report prepared by:

Adelina Bellisario
Assistant City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

FINDINGS REPORT

THE PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE (2013-2014)

Introduction

In March 2013, Council appointed the Pierre Berton Discovery Centre Fundraising Task Force with a mandate to look at the following:

1. To determine the fundraising potential for the proposed Pierre Berton Discovery Centre within not only the Vaughan community, but also extending across Canada.
2. To collect pledges (pledges only – no cash) for a 12-month period towards a future capital and operating fundraising campaign for the centre and report back to Council on the overall potential contribution.
3. To develop a fundraising strategy for the centre that looks at not only a proposed capital campaign, but also yearly fundraising initiatives to help sustain the centre.
4. To assess and benchmark other cultural centres in their fundraising efforts to determine not only best practice models, but also funding sources and initiatives that may be available to help fund capital or yearly operating fundraising initiatives.
5. To report back to Council within a 12-month period with a Findings Report on the above.

The information in this report represents the findings by the subject Task Force as it relates to the above mandate.

Members of Task Force

Members appointed to the Pierre Berton Discovery Centre Fundraising Task Force were the following:

Regional Councillor Michael Di Biase, Task Force Chair
Regional Councillor Gino Rosati
Councillor Marilyn Iafrate, Ward 1
Patsy Berton
Peter Berton
Anna Bortolus
Anthony Niro
David Rutherford, Vice Chair
Scott Somerville
Berton Woodward
Peter DeClercq (resigned January 2014)

Background of Project

In June 2006, Council approved securing \$1.5 million towards the capital construction of a centre that would be dedicated to housing artifacts donated to the City belonging to the late Pierre Berton, long-time resident of Kleinburg and Canadian cultural icon. As discussions continued, the vision of the centre expanded to include, not only a showcase of personal artifacts, but a centre that would celebrate Canadian history and culture.

The Pierre Berton Discovery Centre project was approved in principle by Council in November 2012. At that time, Council directed staff to apply for a federal Cultural Spaces Canada grant for the project, and established a Fundraising Task Force to explore the fundraising potential of the Discovery Centre.

The Cultural Spaces grant application was submitted to the Department of Canadian Heritage in July 2013. In reviewing the application, the department advised staff that a detailed business plan would be required for the project and recommended that further funding be confirmed for the project to demonstrate the long-term sustainability of the centre.

Vision of Discovery Centre

- The vision of the Pierre Berton Discovery Centre, as determined by a previous Task Force on this project, is to develop a centre where people can learn about Canadian history and culture through engaging multimedia applications and hands-on exhibits. Driven and inspired by the work of one of Canada's pre-eminent authors and media pioneers, the Centre would educate visitors about the people and themes in Canadian history/culture in the same spirit of storytelling as Pierre Berton did.

- Pierre Berton's enthusiasm for the richness of Canada's legacy, seen in his 50 books, would be continued at the centre in its interpretation of Canadian history and in showcasing both past and contemporary Canadian culture. Among the themes to be interpreted for visitors would be, for example, the contribution of immigration and diversity to the development of Canada, the opening of the West, the Klondike Gold Rush, the building of the national railway, the role of First Nations and Métis communities, and the extraordinary changes that have happened in modern times.
- A section of the Centre would celebrate the life of Pierre Berton (1920-2004) himself – as writer, nationalist, broadcaster, filmmaker, storyteller and historian, as well as a Kleinburg resident for more than 50 years. A children's area that recreates the imaginary world of Pierre Berton's children's book, "The Secret World of Og", would be a family friendly attraction at the centre.

Kleinburg Location for Proposed Centre

- The site in Kleinburg's historic main street, bought by the City to house the centre, is the former Kleinburg United Church at 10480 Islington Avenue. The former church would be renovated and a two-storey addition at the rear of the building would be added. The site would house a total 14,600 sf facility as well as parking for the Centre.

Cost to Construct and Operate Centre

- A Feasibility Study, prepared by the Ventin Group in 2012, identified a total cost of \$7.5 million (2015 dollars) for capital construction to renovate the church and add a two-storey rear addition. An estimated yearly operating budget of \$1.11 million with a shortfall of \$545,000 in operating costs was also identified in the Feasibility Study.

Fundraising Task Force Work

- The Task Force developed a Fundraising Strategy that included target organizations, agencies, corporations, companies and individuals, as well as recognition initiatives, including establishment of a 'Founder's Circle' leadership group and a 'Friends of Pierre' designation for smaller donors.
- Donor packages were developed by Task Force members and compiled by staff. Council approved \$7,500 in 2013 to pay for the cost of these pledge packages.
- The Task Force developed an initial list of people and foundations to approach for possible anchor pledges to support the Centre. To date it has received a financial commitment of \$10,000 from private donors.

- A webpage for the project was established on the City's website by the City's Corporate Communications staff.
- Recruitment for a chair and members of the Founders Circle to lead the fundraising initiative resulted in a number of prominent individuals, both from the community and nationally known, expressing interest in becoming part of the Founders' Circle.
- Task Force members met several times with both the local MP and the local MPP, as well as the provincial Minister of Tourism's office.
- Minister and local MP Julian Fantino also facilitated a meeting with Canadian Heritage and Official Languages Minister Shelley Glover to discuss federal funding for the centre, specifically the Cultural Spaces grant application submitted for the Centre in 2013 and a proposal for funding related to the 150th anniversary of Canada in 2017.
- Minister Glover advised that her government was seeking only to encourage celebrations of the 150th anniversary, not to fund legacy buildings in the style of the 1967 Centennial year. She also advised that the expectation from the Cultural Spaces grant would be no more than \$300,000 if the program continued beyond 2015.
- Meetings with both the Provincial and Federal representatives advised the Task Force that at this time there are no other senior government resources available to fund the Discovery Centre project.
- Corporate 'Presenting Partners' and Corporate Naming strategies began in November 2013 for both capital and operating funds. However, it was determined that these initiatives, as well as approaches to major financial institutions, should be held off until government funding was in place.
- An official launch of the Pierre Berton Discovery Centre Capital and Operating Campaign was planned but ultimately not activated. Task Force members cited longstanding advice from fundraising experts that about 50% of a fundraising target should be in place before a public campaign begins.
- Similarly, launch of 'Friends of Pierre' – a community fundraising initiative - was discussed; however, this was deferred until larger funding sources could be secured.
- Task Force members met with officials of the McMichael Canadian Art Collection in April 2014 to explore options for locating some form of the Discovery Centre at McMichael. The gallery offered a library reading room space, but it was determined that this space was not suitable for the project.
- In the course of the fundraising process, certain potential donors and fundraising leaders were identified by the Task Force. While these relationships were still at an

initial stage, the possibility remained that they could result in significant donations in future.

- In the wake of the initial results of their work, Task Force members explored the idea of a phased-in approach to the development of the Discovery Centre at the church site. Phase 1 would involve use of the church building alone, once it is renovated; Phase 2 would be based on the original plan for an addition on the property once funding is available.

Findings of Task Force

- The Task Force advises that there is not sufficient support or funding available from the Federal and Provincial granting agencies for this project at this time. This lack of funding is a major issue in moving the project forward and in facilitating any real corporate or major donor support for the centre.
- The Task Force advises that there is still scope for important community, foundational and corporate funding on a smaller scale. While it would not be sufficient to pay for the capital construction of the centre addition, it could be very helpful in supporting a phased-in approach.

Recommendations of Task Force

- That Council consider re-establishing a future Fundraising Task Force in the next term of Council to continue the work that the current Task Force has started in order to maintain the momentum and interest in the project; and,
- That the current members of the Task Force be invited to apply for the next term of the Task Force in addition to other members of the community, to continue the work of the Task Force; and,
- That City staff continue to look for funding sources/opportunities for the project; and,
- That Council look at establishing a phased-in approach for the use of church site as the Phase 1 Discovery Centre and ensure that Phase 1 renovations to the building can easily accommodate a larger footprint for future expansion of the building in a second phase; and,
- That Council consider adding to the 2015 Budget funding for a study and proposed architectural drawings on the renovations and upgrades to the current church building to allow for both Phase 1 of the Discovery Centre and some public/community uses to be determined for the site; and,

- That Council consider establishing a smaller program at the site utilizing the same vision and mandate of the Discovery Centre, in addition to other public uses for the building; and,
- That the goal of this smaller program at the site be to assist in advancing the interest and support for the centre, until such time as significant funding is available to fully develop the Discovery Centre in Kleinburg; and,
- That the reserve monies for this project, estimated to be approximately \$654,000, be used to develop the smaller “Discovery Centre” program for the building.