



**UNITED COUNTIES OF
STORMONT, DUNDAS AND GLENGARRY**

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SDG Historic Tour

Concept:

Create an SDG-based historic tour, with plaques in each of the six local municipalities in SDG. These plaques will be installed in clusters in areas where there is high visibility and foot traffic. The tour will be attached to other plaques and hubs that are located in the region, including those already in place in various local municipalities, The Lost Villages Museum in South Stormont, as well as the commercial and waterfront districts in the City of Cornwall. The tour will serve as a vehicle for expanding the 'Where Ontario Began' brand throughout the Counties.

Timeline:

The goal is to have this project proposal approved in time to begin work this year, with installation to take place before the end of 2022. Research, preparation, and production can take place over the fall/winter of 2021/2022.

In order to effectively communicate the components of this project, Counties staff are prepared to make presentations to Counties Council, and the councils of local municipalities, so that elected officials and local staff are aware of project in its entirety. See **'Partnerships'**, **'Next Steps'**.

Budget:

Much of the budget will be based on the number of plaques that are produced/installed. Plaque prices, generally-speaking, can be broken down into the following components:

- Artist - \$1,000 per plaque
- Production - \$900 per plaque
- Installation - \$900 per, if the plaque is free-standing with a mount. \$200 per, if the plaque is mounted on an existing structure, like a building or a wall.

It is fair to estimate that a plaque can cost between \$2,000 and \$3,000, depending on the factors listed above. More specific estimates will have to be sought, before proceeding with this proposal. For the purposes of this document only, a project that will result in the creation of three plaques in each of the six SDG local municipalities will require a budget of not more than \$50,000.

Partnerships:

This project has the potential to create multi-layered partnerships. Those partnerships include SDG, all six of its lower tiers, historical societies, local businesses, the City of Cornwall and community-based organizations like historical societies, as well as tourism assets, amenities and advocacy groups. This project will capitalize on the increasing use of recreational trails and/or community commercial districts and hubs.

Of particular importance will be fostering relationships with local historical societies, who will be an important resource when it comes to collecting materials, photos and other content for the plaques. **See 'Content'.**

Revenue/spinoffs:

There is an opportunity for a small amount of revenue generation via the creation of this historic tour. In Cornwall a book was created in 2019, which depicts all the plaques contained within the Cornwall Historic Walking Tour.

Likewise annual calendars were created, with depictions of popular plaques. These items were sold and a modest profit was made, which was then reinvested in the project to help pay for future plaques and other services. The revenue generated from these exercises was modest at best, but **its purpose was to add different levers to the project** that marketed its appeal to a broad audience. The same kind of options are available to SDG to effectively market pockets of the area, or the region as a whole.

In addition, there are opportunities to leverage digital resources to grow the tour. Creating an interactive, online map of the plaques and locations and geocaching are just a few of the opportunities that can be incorporated into marketing materials that will draw visitors from outside the region, as well as staycationers looking to explore their own backyard.

Inventory:

Like many communities, SDG and its local municipalities already have a plethora of plaques that mark watershed moments from our past. This project will include a component that builds a roster of existing historic plaques so that the Counties, its local municipalities and its partners have an updated list of these materials and their locations.

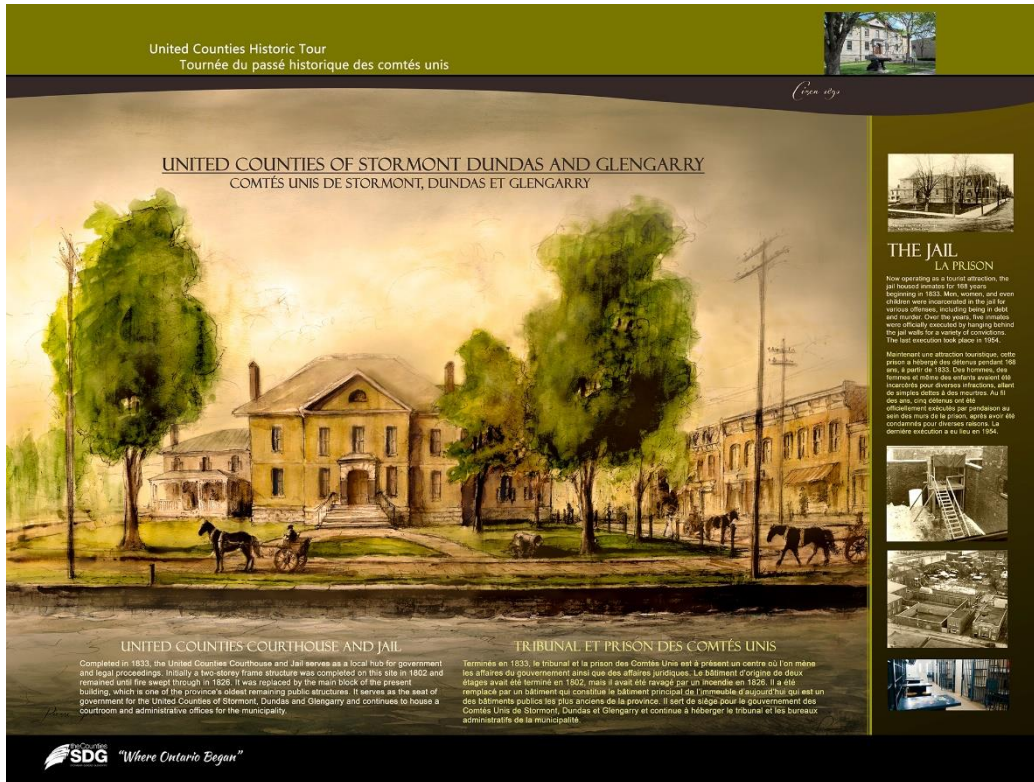
Some potential locations:

South Stormont – South of Ingleside plaza
South Dundas – Williamsburg
South Glengarry – Lancaster wharf
North Dundas – Chesterville businesses and wall
North Stormont – Avonmore Community Centre/Fairgrounds
North Glengarry – Island Park, Alexandria

Location is a key pillar of the success of this project, and will require the input of all partners listed in this document.

Content:

SDG will liaise with local municipalities and local historical societies to develop engaging content that tells stories of value for local residents and visitors. The plaque content consists of a central painting (based on historical photos and accounts) as well as verbiage that explains the story behind the artwork. Plaques will also contain reproductions of old photographs that further illustrate the links to the past. **See example below.**



Next steps:

With the proper approvals, it is suggested that staff prepare a Key Information Report (KIR) for an upcoming council meeting. **(COMPLETED)** If Counties Council is receptive to the idea, presentations for councils at the local level would follow. The purpose of these meetings will be to request support for the project. Financial support is not being requested. This support will include a request for potential locations, a request for a roster of existing plaques and contact details for local historical societies. These meetings will also serve as the initial salvo in marketing the tour and generating interest.