

Terms of Reference

Doors Open Markham Committee

Objective

The Committee will oversee and undertake the planning and implementation of the annual Doors Open Markham event. Doors Open Markham is a Town wide event in which a number of private and public buildings, usually of cultural heritage value or interest, are open to the public for viewing at no charge. Markham's event has traditionally been part of the Doors Open Ontario celebration operated by the Ontario Heritage Trust.

Composition

The Committee shall be comprised of the following members:

- Up to 10 members of the public and outside organizations (recruitment will include areas not represented by a BIA);
- Up to 2 members of Heritage Markham (municipal heritage committee)
- A representative of the Friends of the Markham Museum (staff or volunteer member)
- A representative of the Unionville BIA
- A representative of the Markham Village BIA
- Manager, Heritage Planning (or designate) - non voting
- Manager, Community Relations (or designate) - non voting

Members will be appointed by Council.

Roles and Responsibilities

To undertake the planning and implementation of this event through the following tasks with the assistance of Town staff:

- Registration of the Event
 - Submission of registration forms and fees to Ontario Heritage Trust
- Financial Assistance
 - Develop an event budget
 - Obtain Town grant, donations, assess other revenue sources
- Site Selection and Implementation
 - Identify potential sites, themes
 - Identify related activities that can participate during event (i.e. artists program)
 - Contact owners for participation
 - Obtain completed application forms
 - Follow up before and after event
 - Pre-event meeting
 - Distribute signs and materials
 - Thank you letters
- Sponsorship and Partnership
 - Identify and contact potential sponsors (water, food, services, shirts)
 - Secure media sponsors
 - Seek creative partnerships with groups and businesses with a heritage interest

➤ Advertising and Promotion

- Develop promotional materials (brochures, maps, etc)
- Contacts with Media
- Develop and place advertising, brochure distribution
- Media Releases/ Community Calendar/ website

➤ Volunteer Support

- Secure volunteers for event day (other organization, community hours)
- Preparation of materials for volunteers
- Identify responsibilities of volunteers per site
- Thank you to volunteers

➤ Statistics, Evaluation and Reporting

- Develop and undertake visitor surveys during event- tabulate/summarize
- Track expenditures and revenues
- Evaluation and recommendations for future events
- Final financial statement for Town

As to the role of Town staff versus that of Committee members, it is anticipated that staff will undertake tasks such as submitting the budget for grant assistance, tracking the overall budget, registration of the event, and support for the production of communication materials approved by the Committee. Committee members will be involved in site selection, securing volunteers, promotion, and obtaining sponsorship and partnerships. Some tasks will involve sharing of responsibilities and collaboration between both staff and Committee members

Sub-Committees

Sub-Committees of the Doors Open Markham Committee may be created to undertake specific responsibilities and tasks. Non-committee members will be permitted to serve on Sub-Committees.

Remuneration

None

Frequency of Meetings

Meeting monthly (day and time to be determined by committee members)

THE BUSINESS OF DOORS OPEN ONTARIO

APPENDIX B

Since its launch in 2002, Doors Open Ontario has grown to be the province's premier heritage tourism program. Each year, thousands of Ontarians explore fascinating heritage sites across the province. Communities of all sizes benefit from the program – socially and economically. As well, new research is pointing to its effectiveness as a conservation tool. But what kind of numbers does the Doors Open Ontario economy generate?

476,824

Total number of visits to Doors Open Ontario sites in 2008

1,380

Number of participating sites in 2008

266

Number of participating communities in 2008



594

Number of local event sponsors in 2008

84,461

Total hours contributed by Doors Open Ontario 2008 volunteers

\$13,509,486

Total investment made by out-of-town visitors during Doors Open Ontario events since 2002



9.7 MILLION

Number of hits to the www.doorsopenontario.on.ca website in 2008



2,871,138

Total number of visits to Doors Open Ontario sites since 2002

84%

Percentage of Ontario residents living in a Doors Open Ontario community

Total investment made by out-of-town visitors to Doors Open Ontario 2008 events

\$2,243,711

38%

Average proportion of visitors at a Doors Open Ontario event from out-of-town

91 km

Median distance travelled by an out-of-town visitor to a Doors Open Ontario event



"You do such remarkably good work. Just look at Doors Open Ontario. Two million people-plus taking advantage of the program, building a kind of movement of preservation and conservation and enlightenment, confounding the skeptics, routing the philistines – I salute (all of) you."

Stephen Lewis – Humanitarian

Excerpt from "Tomorrow's Past Matters: Investing in Heritage and Enriching Democracy," January 21, 2008, Winter Garden Theatre, Toronto