

2021 Capital Grant Budget Submission

Organization: The Parkwood Foundation

Project Name: Parkwood Arbour Project

Project Location: 270 Simcoe Street North

Project Description: Located on the property just west of the mansion on the way to the Formal Gardens there is an outdoor arbour structure that was built in the early 80's for the purposes of providing an outdoor rain back up space for wedding guests.

During the COVID shutdown, we spent a great deal of time brainstorming, strategizing and prioritizing ways to pivot to ensure we are relevant in the new normal, and how we can emerge with strong pathways to sustainable revenue channels. COVID will be a hit to the Parkwood budget of about \$150,000 and it is our goal to ensure that when we emerge from this pandemic we can hit the ground running to make up this financial loss and more, and to continue to be a hub for our community where people want to gather!

Our statistics over the past 4 years tell us we are on the right path with our reimagined tours, our new tours, our variety of ongoing events and activities and new updated social media. Our newest project dovetails with what we have already proven is working and will continue to build upon this, ensuring a stronger and more sustainable revenue channel. This pivot in priority, this updated concept will put us in a position to help recoup any funding lost during the COVID shut down and help us ensure we are securing even more sustainability in the future.

This is a two stage project. Stage one involves a tear down of the current arbour and the rebuild of a new space, a reimagined space that will have the look and feel of a conservatory arbour with views to the grounds. A 4-season space that allows us to host corporate bookings and private events/gatherings year round, and a dedicated space to entice more filming that would give us a green room or writer's room which we currently do not have, but understand from the filming community that it is an enticing bonus for producers/directors when considering the final location. The key drivers of this project will be *Support* with sustainability and revenue, a *Community* space for gathering, events, corporate rentals, weddings and important and necessary additional *Filming* spaces.

Phase 2 of this project involves renovating the Carriage House into a Visitors Welcome Centre, complete with two McLaughlin Buicks, and an homage to the history of GM in Canada, and the McLaughlin's impact through GM and their outstanding philanthropy in the City of Oshawa.

We are in the quoting process of Phase 1 of this project, and preliminary numbers are estimated to be in the range of \$400,000.

Parkwood is requesting a 1/2 total contribution to the project over two years, which will assist in leveraging further fundraising and grants to achieve the remaining 1/2. This has been a successful partnership formula for heritage conservation programs to date – where city contributions have encouraged community support.

Budget Year: 2021/2022

Funding: \$100,000 each year