

Pam Hillock

From: carl tafel <c.t@sympatico.ca>
Sent: April-19-13 12:52 PM
To: Pam Hillock
Subject: Fw: CASSH - Business Plan to Relocate the Former Stanton Hotel
Attachments: CASSH Business and Fundraising Plan for the Stanton Hotel.doc

Pam

I have forwarded the email that was sent on April 16.

Could you please include both the attachment and this email with the agenda.

Thanks

Carl Tafel
CASSH

----- Original Message -----

From: [carl tafel](#)
To: [Michelle Dunne](#)
Cc: [Wayne Townsend](#) ; [Darrell Keenie](#)
Sent: Tuesday, April 16, 2013 4:19 PM
Subject: Re: CASSH - Business Plan to Relocate the Former Stanton Hotel

Michelle Dunne
Deputy Clerk
County of Dufferin

April 16, 2013

Michelle

On March 20, 2013 CASSH was sent a request to fulfill the following County Council motion:

**THAT the County requests the Community Association to Save the Stanton Hotel (CASSH) to present their plan for moving and usage of the facility (the former Stanton Hotel) with proposed plans for the Museum board to review;
AND THAT these plans should include the restoration and ongoing operating cost of the facility.**

At that time you indicated that the Museum Board would tentatively be meeting in the first week of April. Following an enquiry from CASSH on April 15, you have informed us that the Museum Board will meet on April 23, and that you need this report by April 17. I note that a CASSH report including the estimated moving and restoration costs of the Stanton Hotel was sent to you and the Curator on March 27, thus fulfilling the request from the previous County Council motion.

We have included this report as an attachment to be passed on to the Museum Board members for inclusion in their agenda package for the upcoming meeting.

Thanks very much,

Carl Tafel
Community Association to Save the Stanton Hotel

CASSH Report to the Museum Board

At the Feb. 7, 2013 County Council meeting the following motion was passed:

THAT the request to relocate the Stanton Hotel to the Museum property be approved in principle;

AND THAT staff be requested to prepare a report for consideration by the Museum Board and subsequently County Council which addresses the following:

- preparation of a site plan for the County Museum property indicating current and confirmed locations of heritage structures/buildings (ie. capacity to expand)
- required parking areas and access roads
- development of a business case including projected operational and personnel costs for the Stanton Hotel if it was/could be located on the Museum property
- other information that would assist in the decision making process and
- that the report be prepared in a timely manner as possible within the winter/early spring timeframe

DCMA staff released an Interim report on March 1. Part of this report discussed fundraising efforts as such:

Project Financing, Fundraising + Responsibility for Fundraising

This requirement would involve and include: discussions and decisions about how funds required to complete this project are to be raised, who is responsible for raising/providing the required funds, who is responsible for coordinating the fundraising efforts, identification of what major decision-points are based on achieving funding/fundraising targets, and agreement on an overall time period within which fundraising targets are to be achieved.

All three presentations to County Council by CASSH mentioned that CASSH was prepared to continue to fundraise towards the restoration of the Hotel once the moving costs were raised. We expected we would be contacted by the DCMA staff to discuss how our Committee could be involved with that aspect before the final report was completed.

However, at the March 14, 2013 County Council meeting the following motion was passed:

Moved by Councillor Oosterhof, seconded by Councillor Mills

THAT the County requests the Community Association to Save the Stanton Hotel (CASSH) to present their plan for moving and usage of the facility with proposed plans for the Museum board to review;
AND THAT these plans should include the restoration and ongoing operating cost of the facility.

In response to the request in this motion, and to answer any additional questions raised in the Press by Councillors White, Kolodziechuk and Oosterhof, please find the enclosed report.

BACKGROUND

The Community Association to Save the Stanton Hotel (CASSH) was formed in May, 2012 as a direct result of the April 26, 2012 motion from the Museum Board which follows:

THEREFORE BE IT RESOLVED THAT any interested parties wanting to preserve this structure have until 12:01 p.m. on the 24th of May, 2012 to present to the County a viable plan that meets the County's approval for the removal of the building from its present site by the 27th of July 2012.

On May 10, 2012, following presentations by heritage advocate Vic Snow and Mulmur Heritage Committee Chair Carl Tafel, County Council made the following motion:

THAT residents and concerned parties have until March, 2013, subject to review every three months by Council, to fundraise and present a proposal to re-locate the former Stanton Hotel;

AND THAT this matter be brought back to Council to review.

In accordance with this motion, presentations were made by a CASSH representative at the County Council meetings in September (council did not meet in August) and December of 2012 and in February, 2013. The only questions asked following these presentations concerned the John Haines and Laura Berry prints of the Hotel.

The CASSH Committee is made up of Dufferin County residents from various walks of life with an interest in our shared heritage and the preservation of it, and an understanding that without an effort to save the Stanton Hotel, an important part of Dufferin County's history would be demolished.

As this was a new Committee, made up of unpaid volunteers without any staff, much of our early efforts were concentrated on setting it up properly, with an Executive and Directors, incorporating it as a non profit corporation with letters patent, applying for charitable status, setting up a bank account etc. Much preliminary work was also done in writing and circulating a petition, setting up a Facebook site, and planning for our two fall fundraisers; which included arranging speakers, booking halls, designing programs, pamphlets, tickets and other promotional materials, advertising and contacting individuals and businesses for items for our live and silent auctions.

MANDATE

The Community Association to Save the Stanton Hotel (CASSH) was formed with the specific purpose of raising the funds to move the 1863 Stanton Hotel from its current site at the NW corner of Airport Rd. and 5 Sideroad in Mulmur to a site accessible and open to the public, so as to avoid its demolition due to planned roadwork. In addition to fundraising towards the moving costs, this committee will apply for grants to restore the Hotel to its original state and continue fundraising efforts towards the restoration costs not covered by grants or other sources. During this process we will publicize and promote the cultural and heritage value of the Stanton Hotel and its original owner Win Hand, and, by extension, the rich heritage of Dufferin County.

It should be noted that two estimates from legitimate house movers were obtained acknowledging that the Hotel – with the exception of its stone foundation – could be moved intact, and our efforts towards fundraising have been directed towards raising those moving costs. It should also be noted that a Trillium grant will not cover the costs of dismantling, moving and reassembling a building.

CASSH FINANCIAL REPORT

In addition to the time involved in properly setting up our committee, there were also one time expenses to incorporate as a non profit corporation, apply for charitable status, commission art work and pay for two signs. CASSH also felt that it was important to establish ourselves as a legitimate entity with our first major fundraiser by bringing in an internationally respected speaker and by having on hand a bagpiper, professional auctioneers, re-enactors and others to assure that all who attended would look positively on the experience and on our organization. There are, of course, costs associated with that, and these net financials which follow, reflect those additional costs. It should also be noted that CASSH gave away tickets to six local high school students as we felt it was important for them to attend an event of this caliber.

After all expenses, we have raised a little over \$10,000 from our fundraisers and approximately \$10,000 in donations. The donations are in the form of pledges, to be honoured should the Stanton Hotel be moved to the DCMA.

As of this date we have also received an “in kind” donation from Connect Electric in Amaranth to do the bulk of the electrical work, an “in kind” donation from C Black Construction in Shelburne to replace the eavetroughs, the donation of 15 period doors and fireplace mantle and the donation of a dining room table from the Commercial Hotel circa 1860 and the donation of the original windows from the Hotel, which were bought at auction. Should the project be approved, we expect there will be additional donations of materials, labour and artifacts.

Due to the fact that it took until the end of summer to properly set up our committee, and, as explained at the February County Council meeting, we are unable to raise additional funds due to the uncertainty of the eventual destination of the Hotel, this financial statement should be looked upon as a quarterly figure. We note from the previous Museum Board minutes that in the same time frame the DCMA raised \$4300 from fundraising and \$6800 from donations. Our figures from the same time period, which include considerable upfront costs, compare favourably to what the DCMA raised. We also note that the DCMA’s annual fundraising target of \$11,500 was exceeded by about 40%. The strong attendance figures and success of our fundraisers indicate a widespread community support.

GRANTS

A major component of our overall fundraising strategy is to apply for government grants, particularly the Trillium grant. On its own, the DCMA is not eligible to apply for a Trillium grant, but as an incorporated non profit corporation, CASSH is. The Trillium Foundation will fund up to \$150,000, phased in over a period from one to five years. CASSH applied for a grant of \$143,500 by the March 1, 2013 deadline, to be used towards the restoration costs of the Stanton Hotel. Although the Trillium Program Manager in Guelph and our Coordinator in Toronto expressed much enthusiasm towards

the project, CASSH received word on March 20th that our application had been denied because we do not have an agreement in place with Dufferin County, who own the Stanton Hotel. The motion from the February County Council meeting which agreed in principle to move the Stanton Hotel to the Museum grounds and the Interim report from the DCMA staff were not enough. Our Program Manager was hopeful that the application could be judged on its merits once the status of the Hotel was determined, and CASSH tried to have our application held in abeyance until an agreement could hopefully be drawn up, but Trillium was not allowed to do so. All other aspects of our application – which totaled nine pages, with an additional 50 attachments – were deemed to be complete.

For those who are worried that CASSH would walk away once the Hotel was moved to the DCMA, it should be noted that these agreements are for five years. The next Trillium deadline is July 1. With a proper agreement in place, and the ability to work closely with the DCMA staff on this subsequent application, CASSH would ask for the full grant amount. It can take up to four months for approval to be acknowledged, with the earliest first payment coming two weeks later.

There are also heritage restoration grants available through the federally administered Canada Cultural Spaces Fund. This is something the DCMA could apply for on its own to cover costs not included in the Trillium grant, and CASSH would certainly encourage them to explore this option along with us.

CASSH BUSINESS AND FUNDRAISING PLAN

CASSH has a mandate to advocate for the preservation of the Stanton Hotel, and fundraise towards its moving and restoration costs. By so doing, we will also promote and publicize the Stanton Hotel. We are not set up, nor do we have any interest, in owning the Hotel, operating the Hotel or running programs out of the Hotel. Should County Council approve the Hotel being moved to the DCMA grounds, CASSH's primary role will be to fundraise towards the moving and restoration costs and raise awareness. We will operate as a separate entity, working cooperatively and collaboratively with the DCMA staff and the County. It is not our place to dictate the uses for a County owned building on County owned property – that is up to the DCMA staff and the County. We approve of the uses for the Hotel outlined in the Interim report.

If we were to make one suggestion, it would be that there be a larger cultural component in the identified uses of the Hotel in order to facilitate a greater possibility of a Trillium grant being approved. This is one way to demonstrate a positive continuing community impact, which is vital for approval. For example: there are a tremendous number of talented artisans in Dufferin County and the surrounding area. If the Hotel space was made available at times convenient to the DCMA during normal business hours to showcase their talents, these artisans could be on hand to allow visitors to tour the Hotel and admire the displayed artifacts while they exhibited their wares. Most of the space utilized would be blank wall space. The Orange Lodge inside the DCMA serves a similar function.

As a Fundraising/Promotional entity, CASSH proposes to hold a minimum of two fundraising events a year until the restoration costs are raised. Potential donors will suffer from “fundraising fatigue” if more events are planned.

Benefit Concert: We will hold one Benefit Concert a year, preferably at the Historic Corbetton Church. Not only is this a wonderful venue for a concert, once the Stanton Hotel is moved to the DCMA grounds, its proximity will encourage donations once people see the restoration in progress, particularly if they are able to tour the Hotel. A reception could also be held in the Museum following the concert.

Main Fundraising Event: This could consist of a dinner and auction, much like our main event in 2012 at the Hockley Valley Resort. Speakers, location and date to be determined, with care made not to interfere or compete with other fundraising events.

There will be a greater chance of success if the DCMA publicizes the Stanton Hotel Project and the CASSH organization on the DCMA web site and, when appropriate, in their Newsletter and mail outs. Promotional materials should also be available in the Museum. It would also help if the DCMA's charitable status could be used by CASSH to offer tax receipts while we await our own charitable status.

Throughout the year, CASSH will continue to approach individuals and corporations for donations. The framed Laura Berry prints of the 1863 Hotel will be offered as incentives to large private donors. With the DCMA's and the County's permission, corporate donors could be offered a plaque or some other kind of recognition for their generosity when they donate large amounts.

CASSH will continue to apply for grants – primarily from the Trillium Foundation – until such time as we are accepted.

CASSH will continually publicize and promote the Stanton Hotel's cultural and heritage value, both at, and outside our fundraising events.

CASSH will encourage folks to volunteer in ways identified by the DCMA staff, such as select restoration and maintenance work or as tour guides at the Hotel.

The Trillium grant will not fund, nor does CASSH plan to cover the annual operating costs of the Stanton Hotel. The Interim report identifies significant benefits to the DCMA that should justify that expense.

(This report for the Museum Board was approved at the March 26 CASSH meeting and is to be included in the agenda package for the next Museum Board meeting, to be held on April 23.)