COMMUNITY OPEN HOUSE
— VISITOR CENTRE —

FEBRUARY 11, 2010
Commission Key Assets - Historical, Natural, Recreational, Waterfront

Upper Canada Village
Fort Henry National Historic Site of Canada
Upper Canada Golf Course
Crysler Park Marina
Upper Canada Migratory Bird Sanctuary
Crysler’s Farm Battlefield (adjacent to Upper Canada Village)

12 major day-use beach sites and campgrounds (A to G)
Long Sault Parkway (between Long Sault and Ingleside)
1000 Islands Parkway (between Brockville and Gananoque)
100 km of waterfront on the St. Lawrence River
over 30 km of bike paths

Commission Entertains Over 1 Million Visitors Annually

Almost 80% of day visitors to the Commission’s sites and attractions come from Ontario and Quebec:

- 46% ONTARIO
- 33% QUEBEC
- 3% Other CANADA
- 10% International
- 8% United States

Another 250,000 visitors enjoy the Commission’s parkways, green spaces, and trails on an unpaid and uncounted basis.
Key Economic Driver for Eastern Ontario

Commission operations have a significant impact on the region:

Direct Employment  500
Indirect        1,000+
SLPC Expenditures $14.1 million
Economic Impact  $100 million
Provincial Taxes  $  5 million
Federal Taxes    $  10 million

Largest Tourism Operator in Eastern Ontario

- 1 million visitors annually.
- Highly rated attractions and facilities.
- Operations between the Kingston to Quebec border.
- 7,000 acres over 200 km stretch.
- 100 km of St. Lawrence River - prime waterfront and shoreline.
- 175 buildings and structures.
- Extensive roads, requiring upkeep but producing no revenue.
- 515 prime season staff, but less than 50 full time staff.
- Aging infrastructure.

Strategically Located Near Major Tourism Gateways

- Over 6 million people within four hours;
- gateway to Ontario from the Province of Quebec;
- situated on the shores of the St Lawrence River at the mouth of Lake Ontario;
- 60 minutes south of Ottawa, 90 minutes from Montreal and borders USA;
- access to three international bridges; and
- convenient access via 400 series highways.
ATTRACTION OVERVIEW

Commission attractions highlights include:

- **Upper Canada Village** - A recreated 1860s riverside community on approximately 70 acres, the Village includes over 40 heritage buildings, many recovered from the area prior to the Seaway flooding in 1958. Costumed historical interpreters and artisans engage over 150,000 visitors and students each year with the sights and sounds of 1860s village life and social activities, featuring talks and demonstrations at the tinsmith's, broom-maker's, at the farms, in the printing office, at the cheese factory, woolen factory, sawmill, flour mill and bakery. Horse-drawn boat and wagon rides add to visitors’ enjoyment. Fresh-baked bread, cheddar cheese and other goods produced by Village artisans are available for purchase in the Village Store.

  Highest Michelin Green (Travel) Guide rating - 3-stars recognizing the site as “highly recommended” and designated one of only a few “Principal Sites” to visit in Canada.

  - The Village is “among the finest restoration projects in all of North America” (Michelin Guide review).
  - Rated by CAA/AAA as a "GEM" attraction in its Ontario Tour book, identifying it as a "must see" point of interest.

- **The Village Store, Upper Canada Village** - The Village Store is one of the largest tourism gift shops in Eastern Ontario. The retail sales area is approximately 5,500 square feet. Merchandise includes unique giftware, food delicacies, hand-crafted Village items, candies, toys and a range of souvenirs, clothing and mementos. Highlighted areas of the Store are:

  - Hand-made Village made reproductions such as the Village brooms, tinware, posters from the Print Shop and Upper Canada’s very own cheddar cheese.
  - The Candy Shoppe featuring the flavour of homemade fudge, introduced in 2008.
  - The Pantry, where the Village's fresh bread made from flour milled on site and baked is sold along with local jams, gourmet products and maple syrup.
  - The Upper Canada Artisan marketplace where a range of local artists and crafts people are featured.
  - The photographic department where visitors can dress in costume and take home a memory.

Merchandise sales surpassed $952,000 in 2009 bolstered by record sales of $192,000 (increase of 30% over 2008 event) for the Alight at Night program and new initiatives generated more than $65,000 in new revenue.
• **Crysler’s Farm Battlefield** - In 1895, the federal government erected a 38-foot gray granite obelisk on the site of the Battle of Crysler’s Farm. The completion of the St. Lawrence Seaway in the 1950s and the consequent flooding of the riverbank forced the memorial to be moved to its present site near Upper Canada Village. In 1961, the Battlefield Memorial Building was opened beneath the memorial to commemorate the historic events of 1813. Visitors to this nationally significant site are invited to watch an audio-visual presentation which shows the strategies and struggles during the bloody confrontation on the banks of the St. Lawrence River. The building also houses a magnificent panoramic mural, painted by the Canadian artist Adam Sheriff Scott, highlighting the climax of the action at Crysler’s Farm. In 2007 a new interactive model of the battlefield was unveiled. The Friends of the Crysler’s Farm Battlefield are committed to the preservation and promotion of this battlefield site. The Friends’ goal is to aid in the operation and upgrading of the Battle Memorial Building, the Memorial site and the surrounding grounds.

• **Fort Henry National Historic Site of Canada** - Recently named an UNESCO World Heritage Site along with the Rideau Canal and Martello Towers in Kingston.

Fort Henry is both a museum and a spectacular historic site, authentically reproducing garrison life in the year of Canadian Confederation. A marvelous reproduction of 19th century military life, the site offers guided tours, scenic views, and musical performances from a military band and marching demonstrations by the Fort Henry Guard. The Fort is widely known for its unique and spectacular events featuring world-class military bands from across Canada, the U.S. Marines, and its weekly “Sunset Ceremonies,” where guests are both educated and entertained by the Fort Henry Guard Drums, Drill Squad and Artillery Detachment as they present a 90-minute interpretive story of 1860s military music, precision drill and big-bang artillery manoeuvres, including a mock battle.

  o Rated by CAA/AAA as a "GEM" attraction identifying it as a "must see" point of interest.
  o Recognized by the Michelin Green Guide as a 2-star attraction.

• **The Garrison Stores, Fort Henry** - The uniqueness of the Fort in location, interior and exterior design provides the awe factor. Each visitor that enters through the gates experiences this sensation. The monumental size and spectacular view of the city, harbour, RMC, and Lake Ontario cannot be matched anywhere in the world. This affords the Garrison store unlimited opportunities to capitalize on numerous geographic and physical features. The interior design of the three casemates that make up the Garrison Store, also known as Upper, Middle and Lower Stores is of admiration, due to the shape, size, layout and the connecting archways. Highlights include:

  o Garrison Stores total square footage 1,1620, with total sales per square foot of $130.80.
  o Total attendance 119,840, net retail sales (after discounts) $211,896 with an average per capita spend of $1.77.
Strengths in revenue retail lay with Special Events and associated group guests for specific branded products, overnight and conference trade attendants, venue rentals. Off site Consignment Sales to KEDCO sold in the leased Information Centre Building at bottom of the Hill. There are three distinct sales areas including the Upper Store specializing in historical books and period pieces, collectibles and replicas; the Middle Store which carries Fort Henry branded products, jewelry, cameras, clothing; and the Lower Store offering toys, specialty foods, period candy, refreshments, and giftware.

- **Seven Campgrounds and Five Day-Use Areas** - Over 1,300 campsites offer campers a wide array of choice, from private hike-in areas to a range of tent sites to comfortable cabins to the more modern and electrically-equipped RV sites. Visitors can enjoy great riverside beaches, trails, parks and a range of outdoor activities such as bird-watching, biking, hiking, swimming, fishing, canoeing, and more. The park areas are all easily accessible off Highway 401 and are the only provincial campgrounds stretching along the St. Lawrence River from the 1000 Islands to the Quebec border (past Cornwall). The campgrounds host thousands of visitors, large group outings and multi-cultural picnics each year and are extremely popular with the Quebec market which makes up more than 50% of visitor origins.
  
  - Hosts the Long Sault Hydroplane Regatta, named by the Canadian Boater’s Association as “Race of the Year” at Mille Roches Beach on the Long Sault Parkway.
  - Home to Ontario’s largest outdoor dog show.
  - Entertains over 20,000 at the annual St. Vincent and the Grenadines picnic.

- **Crysler Park Marina** - Nestled in a deep bay along the St. Lawrence Seaway Corridor, Crysler Park Marina is adjacent to Upper Canada Village and across from Upper Canada Golf Course. The Marina has 180 slips and offers seasonal and transient dockage, boat launch and gas bar along with a full range of modern amenities, including wireless internet service, laundry facilities, a retail store, swimming pool, boater’s lounge complete with kitchen appliances and shuttle service to nearby attractions and Morrisburg shopping. It is conveniently located for visitors en route from Quebec to the 1000 Islands region. Canoe and kayak rentals are available and it is a popular scuba diving launch location with the 343 foot long steel freighter, the Eastcliffe Hall shipwreck, located just 3/4 of a mile south of Crysler Park Marina.

- **Pioneer Memorial** - Just outside the entrance to Upper Canada Village is the Pioneer Memorial. This memorial consists of a collection of some of the oldest gravestones from the area, rescued from eight different cemeteries along the St. Lawrence riverfront. These stones commemorate 290 individuals, and are mounted in walls which include brick salvaged from buildings destroyed during the Seaway project. Also nearby the entrance to Upper Canada Village is the Loyalist Memorial. It includes a sculpture Jacobine Jones which was unveiled by Her Majesty Queen Elizabeth II in July, 1959.
- **Queen Elizabeth Gardens and Crysler Park** - To commemorate the visit of Queen Elizabeth II to Ontario in 1984, the Province and the St. Lawrence Parks Commission presented the Queen Elizabeth Gardens as a gift to Her Majesty. Located in the midst of Crysler Park the Queen Elizabeth Gardens are an eye-pleasing oasis of brilliant colour. Also in Crysler Park at the Welcome Centre, a wide range of leisure activities for residents and visitors alike, are available. Visitors can surf the web at the Centre, rent a bike, play a lawn game like bocce ball, croquette or badminton, and enjoy some olde fashioned family entertainment with a selection of board games, including chess, backgammon and checkers, amongst others. Picnic lunches available at the Village Café that come with a picnic cloth can be enjoyed near the fountain or many other charming park areas.

- **Upper Canada Golf Course** - Located in one of Canada's most picturesque settings, Upper Canada Golf Course was designed by noted golf course architect Robbie Robinson in the early 1960s. With over 6,900 yards in play, this 18-hole public course challenges both beginners and skilled golfers alike. The course winds through evergreen and deciduous trees, sometimes alongside waterways, and offers glimpses of natural beauty and wildlife like no other course. Two driving ranges and a putting green are available for practice or clinics. The course's newly renovated clubhouse features a full service restaurant, bar, locker rooms, showers and Pro Shop. Tournaments large or small are welcome. Memberships in a variety of categories are also available to suit players of all skill levels.
  - Earned a coveted 4-star rating from Fodor's "Golf Digest's Places to Play."
  - Designated as "Outstanding. Plan your next vacation around it."

- **Upper Canada Migratory Bird Sanctuary** - The Sanctuary contains 9,000 hectares of a variety of wildlife habitats including a mature upland forest, early successional woods, old fields, wetlands and open water. With more than 8 km of self-guided nature trails winding through these habitats, the seasoned birder and amateur naturalist alike have excellent opportunities to view close to 200 bird species, waterfowl, raptor, passerine and other bird species. The Sanctuary offers a variety of outdoor learning programs for schools and groups. A campground, Interpretive Centre and easy access to the Waterfront Trail round out the visitor experience to be enjoyed at the Sanctuary.

- **Almost 150 kilometres of Recreational Trails** - Almost 100 km of scenic bike path, part of the Waterfront Trail, runs through Commission lands parallel to the St. Lawrence River. The bike path connects to the regional trail system through to the Quebec border just past Cornwall. The extensive Waterfront Trail is approximately 900 km in length stretching from Niagara-on-the-Lake to the Quebec border. There is also an extensive system of groomed snowmobile trails (32 km) on Commission lands from the Crysler Park area to west of Cornwall and over 18 km of cross-country ski trails at the Upper Canada Migratory Bird Sanctuary and in the Crysler Park area.
• **Long Sault Parkway** – The Parkway is made up of eleven islands connected by causeways that were created from high points of land left after the flooding of the St. Lawrence River during the construction of the Seaway in the 1950s. Three campgrounds (McLaren, Woodlands and Mille Roches) and two day-use park and beach areas (Woodlands and Mille Roches) provide a riverside playground for campers, beach lovers, cyclists and general outdoor enthusiasts. The Parkway is also home to prime scuba diving with access to several dive sites as a result of the flooding for the Seaway. Lock 21, Mille Roches Powerhouse, Moulinette and Hoople Creek Bridge dive sites are all easily accessible from the Parkway.

• **1000 Islands Parkway** – The Commission also manages the 37 km long 1000 Islands Parkway situated between the city of Brockville and the town of Gananoque. Along the Parkway there are a number of rest stops and look-outs and the 37 km long bike path, which is also part of the Waterfront Trail. The Commission also operates Brown's Bay Day-Use and Beach located at the east end of the Parkway and Ivy Lea Campground located at the west end of the Parkway next to the international bridge. Also along the Parkway is the headquarters of the Frontenac Arch Biosphere Reserve (FABR). Designated by UNESCO in November 2002, the FABR is one of over 500 Biosphere Reserves throughout the world and one of four in Ontario and the thirteenth in Canada. The FABR is an area where the junction of five eco-regions creates the highest biodiversity in Canada, acre for acre. Combined with human development, the result is a very high number of species at risk as well. The Biosphere is situated roughly between Brockville, Gananoque and Westport. The Parkway is also home to some of the best freshwater scuba diving in the world with numerous shipwrecks and great visibility due to the clarity of the water.
SLPC MISSION STATEMENT

The purpose of the St. Lawrence Parks Commission is to generate lasting visitor growth, drive economic prosperity, and build community partnerships in Eastern Ontario.

It is a revenue-generating tourism business offering customer-focused entertaining and educational experiences that maximize its natural, leisure and heritage assets.

Created by the St. Lawrence Parks Commission Management Team and Operations Staff
November 2007

Endorsed by the Commission Board
December 2007
BACKGROUNDER

Community Consultations
Fort Henry Visitor Centre
(February 11, 2010)

OVERVIEW

- The St. Lawrence Parks Commission holds a firm commitment to respecting and maintaining the heritage properties in its care, telling the stories of the region’s history, and providing educational opportunities for all who visit to learn more about life in Eastern Ontario.

- We understand the need to balance heritage integrity with fiscal responsibility. Visitor revenues generate half of SLPC’s operating budget, and it is critical that we attract MORE visitors and MORE revenues in order to maintain the heritage properties in our care and to produce the living interpretive approach that has been the cornerstone to the story-telling and success of both Fort Henry, a UNESCO-designated World Heritage Site, and Upper Canada Village.

- There is a tremendous opportunity to re-invigorate tourism and economic prosperity in the area, by attracting more visitors to SLPC’s heritage attractions (as well as recreational offerings). Both Fort Henry National Historic Site of Canada and Upper Canada Village are iconic sites for their respective areas…and all of Eastern Ontario.

- The Ministry of Tourism and the Ontario government gave the St. Lawrence Parks Commission an incremental $2 Million in annual operating funds in 2007 as well as a $2.5 Million one-time grant to assist in its efforts to become sustainable. The government clearly stated then, and continues to emphasize now, that the SLPC will NOT be receiving any additional operating funds and that it must find ways to balance its budget. Sustainability is SLPC’s key priority, as expenses have continued to outpace its ability to generate revenues.

- Ontario tourism research indicates a growing interest in “heritage tourism.” However, today’s families seek more involvement and hands-on experiences.

- In April 2009, Tourism Minister Monique Smith announced the Ontario government investment of $23 million in visitor centres at Fort Henry and Upper Canada Village/Crysler’s Farm Battlefield. The allocation was split with $10 M for the Fort Henry project and $13 M for the Upper Canada Village / Crysler’s Farm Battlefield project.

- The SLPC is executing a professional and thoughtful strategy for the visitor centre projects to ensure that the benefits of the $23 M investment are optimized and that maximum value is achieved for the monies spent. These new exhibits and experiences will showcase the unique heritage of Eastern Ontario and tell compelling stories with a key focus on revitalizing visitor interest and attracting new visitor segments.

- Planning has focused on producing projects with long-term viability, and care has been given to sustainable operations, flexibility and visitor attraction and inclusive and accessible service delivery.

- Using an open and competitive Request for Proposal (RFP) tendering process, the St. Lawrence Parks Commission has hired Reich + Petch, renowned exhibit and heritage experts, to help create exciting experiences that will engage, enrich, entertain and educate visitors to the sites.

- Through an open and competitive procurement process the architectural contract for the construction of the new Visitor Centre at Fort Henry in Kingston was awarded to +VG Architects (The Ventin Group Ltd.). The Fort Henry Visitor Centre project is scheduled for completion in the Fall of 2011.
Ontario Realty Corporation (Toronto) is overseeing the Commission's revitalization projects, ensuring maximum value for the Commission's investments and MHPM (Ottawa) was secured as the Project Managers for the Visitor Centre projects, including preparing and executing all Request for Services and Request for Proposals for the different phases of these initiatives.

**PROJECT VISION FOR SLPC VISITOR CENTRES**

**FORT HENRY VISITOR CENTRE**

The new Visitor Centre for Fort Henry, a UNESCO-designated World Heritage Site, will provide an inviting, informative and compelling environment to orient visitors prior to entering the site.

Key themes will encompass early Kingston, the Fort's creation, its role in the War of 1812 and in defending Canada, its reconstruction, more modern day uses, and its distinctions as a National Historic Site and UNESCO World Heritage Site (designation earned in 2007 in conjunction with the Rideau Canal and Kingston Fortifications).

The design of the Visitor Centre shall be harmonious with the Fort's waterfront environment and blend into the natural landscape. It should provide for sweeping views of the water and downtown Kingston, allowing for interpretation of the strategic defensive role played by the Fort on the St. Lawrence River.

Sophisticated and understated, with extensive openness, glass and natural light, the design should compliment vs. replicate the Fort itself. Ample view-scapes and decking should complete the design, providing for unique event hosting opportunities.

It is expected that the Visitor Centre building and landscaping design will reflect these **key attributes**:

- **Respectful** - of the Commemorative Integrity, history, culture, and geography of the site, including the strategic view overlooking the former Royal Naval Dockyards and the entrance to the Rideau Canal.
- **Visitor-focused** - meeting the needs of a range of customers and providing easy flow for those making a quick stop as well as those spending an hour or more.
- **Flexible** - offering unique and adaptable venue spaces for meetings, group gatherings and special events as well as the opportunity to change exhibits.
- **Economical** - minimizing operational and maintenance costs wherever possible.
- **Sustainable** - incorporating energy-savings and reducing environmental impacts. (LEED* certified at the SILVER level.)
- **Sense of arrival** - stimulating visitor curiosity and a “wow” response.
- **Inspirational** - simple yet elegant, enduring, and timeless ... as the exhibits and visitor experiences engage, enrich, entertain and educate.
- **Evocative** - with the design stirring a positive emotional response, reinforcing the Fort’s significance as a National Historic Site and a powerful icon for Kingston.
- **Quality** - reflecting the strong international reputation and heritage designation of United Nations Educational, Scientific, and Cultural Organization (UNESCO).
- **Recognition** - of Parks Canada as “owner” and of designations as National Historic Site of Canada.

(*LEED: Leadership in Energy and Environmental Design)

**Space Allocation**

The new Visitor Centre should allow for a welcoming environment that is friendly, open, and flexible to meet the demands of large groups or visitor rushes. The following elements will be included in building design:

- Accessibility, functionality, and flexibility of all space.
- Welcoming reception area.
- Flexible exhibit and customer experience spaces, allowing for multiple uses as meeting and hospitality areas for 300+ people.
• Ticketing and visitor services.
• Adjacent retail for merchandising a range of souvenirs, artisan and military heritage items and books, and
snack items.
• Sufficient food preparation area for event hosting and execution of 300+ people; seating for 50+ which
could be achieved with an outdoor patio/deck.
• Adaptable group orientation/meeting/presentation space which can also house temporary or rotating
exhibits.
• Conference room (or adaptable space) for 20-25 people featuring state of the art media technology and
web hosting capabilities.
• Washrooms.
• Storage and receiving area for retail merchandise, out of sight yet convenient.
• Easy way-finding.
• Tasteful sponsorship, partnership, and “friends” recognition area.
• A small office and dressing area with lockers.
• Extensive exterior patio space (including a three-season area) affording incremental hosting spaces and
sweeping water views.
• Smooth, controlled access entrance/exit into the Visitor Centre, retail areas and Fort itself.
• Built-in public address audio visual, variety of interior lighting, bright exterior lighting and presence.
• Seamless display opportunities for electronic displays, material distribution (such as brochures), computer
terminals and web interaction, potential vending machines.

CUSTOMER RESPONSE

Fort Henry Event Programming Well-Received
• Customer research conducted amongst visitors to Sunset Ceremonies and Fort Fright showed a very
positive reaction to these events.
• Fort Fright:
  o Recommend to friends – 98% of visitors would recommend to friends.
  o Excellent ratings on visitor experience – 90% of visitors would return.
  o Excellent ratings on venue – 98% of visitors thought Fort Henry was a good venue.
• Sunset Ceremonies:
  o Over 97% rated their experience an ‘8’ or higher (on scale of 1-10).
  o Over 97% would recommend experience to friends (on scale of 1-10).
  o 97% would visit again (on scale of 1-10).

Special Events Attracting New Visitors
• Special events at SLPC attractions are extremely successful, attracting over 111,600 visitors during 2009
and accounting for about 40% of all visitors.
  o Fort Fright: 20,130.
  o Other Fort Henry events: 14,245.
  o Grand Tactical/UCV Heritage Events: 20,000.
  o Alight at Night: 44,930.
• Investing in our core business and special events will achieve the results our region needs in order to
flourish as a key visitor destination that contributes to the region’s overall economic viability.
Strategic Objectives of the New Visitor Centres

- Drive **incremental, sustainable visitation** to:
  - **Kingston** --- Fort Henry, Kingston’s iconic attraction and one of Canada’s most recognized National Historic Sites and Ontario’s only UNESCO-designated World Heritage Site, celebrating the **unique heritage and historical importance of Fort and the Kingston harbour**, leveraging its key strategic location and defensive role, military life, the iconic Fort Henry Guard, and the social environment of early Canada.

- Generate **new net revenue streams** for SLPC.
- Heighten **visitor experiences/satisfaction** and extend length of stay.
- Attract new visitor segments and **generate economic development** to area.
- Be deliverable within **budgetary and timing** constraints.
- Cost-effectively contribute to the **long-term financial sustainability and viability** of Commission operations.

Design Opportunities

- The Fort Henry Visitor Centre is arguably the most significant development since the World Heritage Site designation of the Rideau Canal, the Kingston Fortifications and Fort Henry back in 2007.
- The outstanding universal value, integrity and authenticity of the Fort must be maintained and enhanced.
- To be a good and useful Visitor Centre, it must be on or near the World Heritage site.
- The design must have the lowest possible impact on the commemorative integrity.
- The resulting design must be aware of and respectful of:
  - the built heritage;
  - the cultural landscape which includes natural and built features and viewscapes;
  - archaeological resources; and
  - views (from the Fort outwards and back again).
- An opportunity to facilitate, expand and enrich the visitor’s experience by revealing more about the Fort.
- A quiet but sophisticated, understated design which both respects the heritage values and is an authentic expression of our time and the current program. It cannot be a replication of historic features of the Fort.
- Strategically use openness, glass, natural light, sweeping views and outdoor gathering places to achieve an inspirational and evocative design.

Tourism Industry / Economic Situation

- Fort Henry and Upper Canada Village are iconic heritage attractions that have played significant and compelling roles in Eastern Ontario.
- Interest in heritage tourism is expected to grow, based on recent research, and these new visitor centres will allow SLPC to take advantage of this opportunity.
- Heritage attractions around the world are struggling with rising costs and soft attendance trends, as they generally have not had the funds necessary to refresh and re-invigorate their customer experiences, thereby losing relevancy to the general public.
- In recent years the tourism industry landscape has changed dramatically and is facing significant challenges. SLPC must change to flourish in this new environment.
- Deteriorating economic conditions and market uncertainty will likely result in further erosion of visitors to the area unless something is done to stem the trend.
- Recent Ministry and CTC research demonstrates an upswing in interest in heritage tourism in concert with other activities that the region provides --- biking, canoeing, golfing and camping --- making Eastern Ontario well-poised to take advantage of future opportunities.
Page 1: Goals and topics for the Fort Henry Visitor Centre

Goals

• Attract incremental visitation, thus generating sustainable revenues for SLPC and significant tourism and economic impact for the entire region.

• Set the Fort and its story in a broader historical and social context, recognizing its key strategic role in protecting/defending Upper Canada.

• Distinguish the Fort as a treasured national historic site (acknowledging Parks Canada), conveying the traditions of military life and linking to the iconic Fort Henry Guard.

• Celebrate Fort's recognition (along with Rideau Canal and Kingston fortifications) as a UNESCO world heritage site.

• Recognize the important role of Sir John A. Macdonald in the history of Fort Henry and Kingston.

• Generate incremental revenues and repeat visitation through a variety of events, hospitality / hosting, food and retail opportunities that build upon the Fort's strong heritage reputation.

• Draw visitors from a broader demographic range.

• Heighten the visitor experience and overall satisfaction while extending length of stay. Engage, enrich, entertain and educate.

• Extend the Fort Henry season by attracting visitors in currently non-programmed months.
Page 2: Conceptual Diagram for the Fort Henry Visitor Centre

- Immersive Lobby Experience
  - A Day in the Life of the Fort

- "The Fortress"

- The View from London
- The View from Across the St. Lawrence
- The View from The Parade Ground
- The view from Kingston

- The Fort Experience

Sir John A. Macdonald's point-of-view
Page 3: Spatial Diagram for the Fort Henry Visitor Centre
Page 4: Exhibits Topics for the Fort Henry Visitor Centre

Topics

The Lobby Experience: A Day in the Life of the Fortress
- Behind the scenes: daily life at the fortress
- The Battle drill: daily life transforms as the battle drill is called
- A welcoming space for the Visitor
- A space for special events

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Page 5: Exhibits Topics for the Fort Henry Visitor Centre

Topics

*Fort Henry: the Fortress that Helped Make Canada*

- Why is it important?
- What did it defend?
- Who were the potential enemy
- When was it active?
- How did it work?
Page 6: Exhibits Topics for the Fort Henry Visitor Centre

Topics

The view from London: A Defensive Strategy
- The problem of defending Upper Canada
- The Rideau Canal and Royal Naval Dockyards
- Building and manning a fort far from home
- The decision to leave

The view from the parade square: Outpost of Empire
- Who were the Garrison: infantry and artillerymen
- A soldiers' life: accommodation; food; medicine; marriage; children
- The Royal Canadian Rifles

The view from Kingston: The Emerging Canadian Identity
- Symbol of imperial commitment
- Economic benefits
- Social opportunities
- Events of 1838
- The role of Sir John A. Macdonald

The View from across the river: A Military Problem
- The spy report
- Alternative history
PUBLIC CONSULTATION: Master Plan Exhibit Design + Content Planning

Page 7: Exhibits ideas for the Fort Henry Visitor Centre

Creating a WOW to welcome visitors to the FORT experience

Understanding the FORT’s strategic role, innovative design

Exploring different perspectives / places

Encountering the personalities
Page 8: Exhibits PRECEDENTS for the Fort Henry Visitor Centre

Doorways to history – meeting figures from the past

Interactive history – exploring the important events and milestones

The emerging Canadian perspective - Holographic ghosts of history
FOR IMMEDIATE RELEASE

FEBRUARY 2, 2010

SLPC Announces Open House for New Visitor Centre at Fort Henry

Input is sought on exhibit themes and messages for $10 million visitor experiences.

NEWS

The St. Lawrence Parks Commission (SLPC) is hosting an open house to discuss exhibit themes and heritage messages for the new visitor centre planned for launch in 2011 at Fort Henry National Historic Site of Canada in Kingston. The SLPC manages the Fort via a long-term lease from Parks Canada.

Since last Spring’s announcement of $10 million in capital funding, staff have been researching and discussing the rich history of Kingston and Fort Henry with various members of the heritage community, Parks Canada, tourism leaders, and the Ministry of Tourism. The goal is to explore how to best tell the many stories of the Fort and its significant role in defending Canada in a compelling way to generate more visitors.

Public feedback is invited on the preliminary concepts. A "open house" meeting will be held on Thursday, February 11, 2010 at the Four Points Sheraton Hotel in Kingston from 4:30 p.m. to 6:00 p.m. Exhibit designers Reich + Petch and Blue Sky Design will share some of the preliminary themes and possible exhibit techniques and solicit feedback.

QUOTES

“We are looking to engage the public on the preliminary exhibit themes that are being explored for the visitor centre project so far, as we are eager for the greater Kingston - 1000 Islands community to embrace the new visitor experiences as a way of generating incremental tourism to Eastern Ontario, especially the St. Lawrence River corridor,” said Pat Macdonald, CEO of the St. Lawrence Parks Commission which operates Fort Henry through a lease agreement with Parks Canada.

“We are exploring state of the art interactive exhibits as a cornerstone to make the new centre a unique, compelling visitor experience that will draw a range of visitors from afar ... Including Kingston."

"We have dedicated a significant portion of our total budget -- approximately $2.5 Million for exhibits at the new visitor centre building and approximately $525,000 for programming upgrades at the Fort itself."

"The new Visitor Centre will be located outside the actual Fort and will help give visitors better context to the strategic role that both Kingston and the Fort played in the defense of Upper Canada and the emergence of the Canadian identity," explained Macdonald. "We will be employing the latest multi media technology, along with other proven interactive techniques to engage, enrich, entertain and educate visitors of all ages. We will also showcase artifacts in this new climate-controlled facility."

"MHPM (Ottawa) is overseeing project management. Reich + Petch (Toronto), a seasoned and well respected exhibit design firm, recently won the design competition due to their extensive experience and expertise in renewing heritage attractions and museums," said Macdonald. "They are collaborating with Blue Sky Design (Toronto) and reknowned media interpreters, Hillman and Carr (Washington D.C.). We were extremely impressed with their work on other leading heritage attractions, as well as the creativity and energy that they bring to this project."
Macdonald said “We have a wonderful opportunity to make this visitor centre a real draw and leverage Kingston’s rich heritage and that of the entire region. We are eager to continue our collaborative relationship with our tourism and heritage partners in order to increase the area's profile as a desirable family destination.”

"Through renewal like this visitor centre and new initiatives like growing interest in linking Kingston and Sir John A Macdonald, growing culinary tourism, biking and recreation along the area's extensive waterfront, we intend to make Eastern Ontario a must-see, must-do vacation spot."

"By revitalizing visitor interest, we hope to create real economic benefits for the region."

"This visitor centre will be one of the most significant developments since the UNESCO World Heritage designation of the Rideau Canal, the Kingston Fortifications, and Fort Henry back in 2007."

"The open competition for an architect is in its final stages, and the company is expected to be named shortly. Then building design will begin, with public consultation sought in a few months."

QUICK FACTS
• In the 2009 Ontario budget, a capital investment of $23 million in the St. Lawrence Parks Commission – an agency of the Ontario government - was announced to improve the quality of its attractions and to make the local tourism industry more competitive.
• An open competitive purchasing process has been followed through all of the pre-planning. MHPM of Ottawa were awarded the project management contract for the visitor centre project.
• In recent weeks, through the same open bidding process exhibit and design firm Reich + Petch were awarded the contract to develop the concepts, messaging and exhibitory plan for the visitor centre projects at both Fort Henry (Kingston) and Upper Canada Village (Morrisburg).
• Currently, the SLPC is finalizing the selection of an architect for the Fort Henry visitor centre project, also conducted through the open competitive purchasing process.
• Several staff sessions and individual meetings with members of local heritage organizations and community leaders have already been held and more are planned. The SLPC is committed to keeping the community informed of progress and will post updates on the website as they are available. The project vision is posted online now at www.parks.on.ca.
• The St. Lawrence Parks Commission, an agency of the Government of Ontario, operates facilities in 16 municipalities stretching from Kingston to the Quebec border, including Fort Henry National Historic Site of Canada (and a UNESCO World Heritage Site), Upper Canada Village, Crysler Park Marina, Upper Canada Golf Course, Upper Canada Migratory Bird Sanctuary and 12 campgrounds and beach day-use areas including the Long Sault and 1000 Islands Parkways. It serves approximately 1 million visitors annually through its various attractions and facilities.
• Approximately 300,000 people in Ontario are directly or indirectly employed by the tourism industry.

LEARN MORE
Learn more about the St. Lawrence Parks Commission at www.parks.on.ca.
Learn more about the Kingston at www.VisitKingston.ca.

CONTACT
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A/Manager
Customer Service and Corporate Communications
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susan.leclair@parks.on.ca
RPDI Backgrounder for Upper Canada Village Community Consultation

Reich+Petch Design International is one of the leading exhibit design firms in Ontario and Canada. Reich+Petch Architects Inc. was formed in 1987 and Reich+Petch Design International in 1993. The firm has a staff of 25 in offices in Toronto and Washington D.C. and has significant experience in visitor attractions. Our team includes: facility planners, project managers, architects, exhibit designers, interior, graphic, industrial and wayfinding designers. Our firm is undertaking projects involving all of those disciplines. The hallmark of our work and our brand is “experience design” and we are firmly rooted in the importance of the visitor experience.

We are a firm that is dedicated to creating remarkable places that offer engaging experiences for visitors. We believe that at the root of a successful venture is a clear and powerful message brought to life through a dedicated partnership between the client, designer, and fabricator. Reich+Petch has designed cultural history projects since its formation. We have built an international reputation for our innovative projects and our excellent relations with our clients.

Reich+Petch is dedicated to creating projects that re-invigorate attractions, and we’re thrilled with what the Upper Canada Village is planning. We are a team that is international, interdisciplinary and innovative. We conceive and implement experience-based projects where the exhibit environment is a place of discovery and learning. By placing visitors into surprising contexts, we are able to ignite the imagination and activate learning and memory.

We have undertaken projects across Canada and work with some of the most highly regarded attractions in North America. Furthermore, we have undertaken projects in over 20 countries giving us an international perspective. We have great insight into designing for different types of visitors, demographics, and learning styles. We work well with stakeholders and client teams. As a result, we have successfully completed complex projects for cultural institutions and attractions and have maintained a proven track record for innovation and performance. This could be very valuable for your tourist demographic but it also gives us a cutting-edge design frame of reference and aspiration.

We know that our success comes from our clients’ success. We vest ourselves in making projects that are exciting and meaningful. To do this, we understand the imperatives of design planning from the perspective of “insiders”. Our senior staff drawn from the ranks of visitor centres and museums and are now dedicated to creating new paradigms of how environments communicate and entertain throughout the world. Our work is of international caliber and is locally relevant.

The Upper Canada Village project is of great interest to us, as we have a great passion for this subject matter, the Canadian context, the history and for renewal projects. As such, we feel this project offers an exceptional opportunity for design development and full engagement from our creative resources.

We are highly responsive to the realities of budgets; therefore, our designs are developed from the parameters of both budget and schedule. Each project is approached on its own merits and an experienced team with particular expertise has been specially assembled for your project. Their individual experiences compliment ours and we will bring fresh new ideas to the project challenges ahead. We promote a collaborative approach with those team specialists and your stakeholders so the project develops through a consensus-building process with given milestones to its successful completion.
NURSING: A CARING PROFESSION at the CANADIAN MUSEUM OF CIVILIZATION explores the history of vocational and professional nursing in Canada, from New France to the present.

THE SCOPE OF WORK
The exhibition explores the history of vocational and professional nursing in Canada, from New France to the present. The profession of nursing is comprised of individuals who care and nurture us out of sickness and peril and they have touched most Canadians’ lives. The exhibition design creates a series of contextual moments that illustrate the places, the people, and the tools of the nursing profession. Ranging from northern wilderness to the battlefield to the evolving hospital, visitors confront the challenges facing nursing.

DESCRIPTION
A continuous “corridor-of-time” is created out of diaphanous fabric with immense screen-printed images. The images create a conceptual context where visitors encounter the tools of the nursing profession, as well as a series of feature nurses themselves.
THE SCOPE OF WORK
The complete range of services provided by Reich + Petch included architectural restoration of the historic minehead, visual identity, website, print, logo-wear, and wayfinding / signage design for a new interpretive park.

DESCRIPTION
The core attraction of the discoverGeraldton project is the new interpretive centre where visitors discover the dynamic spirit of Ontario’s northern experience and explore the historical development of this robust community through a variety of multidisciplinary exhibits, including touch-screen and audio interactives, dioramas and large models with integrated texts and photomurals.

The new centre has provided a focus for a number of satellite tourist and cultural attractions, a sense of pride and ownership for the community and a high quality visitor experience incorporating education and multi-media entertainment in an unexpected location.
THE SCOPE OF WORK
This project involved exhibit design, graphic design and wayfinding for a new National Museum in the cultural core of Riyadh, Saudi Arabia. It included the concurrent design of 10 galleries and a temporary exhibit hall. This was undertaken in collaboration with Lord Cultural Resources and architects Moriyama and Teshima. It was designed and completed in 28 months and involved extensive research and management.

SAUDI ARABIAN NATIONAL MUSEUM is a major international resource for the study and appreciation of the natural environment, the history and the culture of the Kingdom of Saudi Arabia.

DESCRIPTION
Themed experiential galleries, integrating innovative and traditional exhibit and information technologies, trace the dynamics of the “living earth” through the ages of civilizations to the birth of Islam and the role of modern day Saudi Arabia as the guardian of its holy places.

The results are a distinctively Saudi Arabian museum with state of the art interactive technologies geared entirely to the visitor experience.
THE SCOPE OF WORK
Utilizing the extensive collection of very large artifacts from the museum’s archives, “Winning the Prairie Gamble” puts the visitor in the shoes of the farmer to experience life on the farm as it developed over the last 100 years.

Large tactile objects, such as a locomotive, 20 ton steam tractors and personal effects are combined with reconstructed environments such as a fairground and an immigrant sod hut to immerse the visitor and provide a context for the many artifacts.

The result is a captivating opportunity to travel back in time and experience the diversity, lifestyle and real prairie pioneering challenges.

DESCRIPTION
Winning the Prairie Gamble follows the lives of a typical farming family through 100 years of struggle, challenge and opportunity. The story begins with family’s arrival by immigrant train in the early 1900s and then traces the family’s progress and experiences through the changing conditions of life in Saskatchewan. The family story includes the hardship of early residence in a sod house, the effects of the First World War and Spanish influenza, the celebration of good times in the boom years followed by the Great Depression, the Second World War then post war progress and finally life in Saskatchewan in the 21st century.

WESTERN DEVELOPMENT MUSEUM highlights its rich collections relating to Western Canada in the Winning the Prairie Gamble Gallery.
THE SCOPE OF WORK
Reich + Petch’s scope of services included: exhibit design, graphic design and wayfinding for 6 permanent and 6 temporary galleries. They worked with the firm Lord Cultural Resources, whose services included architectural design and engineering.

DESCRIPTION
The design for the Hong Kong Regional Council Heritage Museum represents a comprehensive suite of permanent galleries and exhibitions. The cultural and natural history of the New Territories are highlighted along with the art and history of China, its decorative arts tradition and future directions.

Exhibit media include artifacts in context, multimedia, and a wide range of interactive media. Exhibits are developed in three languages.

This highly popular museum, is the largest in Hong Kong and welcomes 20,000 visitors a day.
THE LAKE SUPERIOR PROVINCIAL PARK VISITOR CENTRE intertwines human and natural history in the context of a conservation area of great beauty.

**THE SCOPE OF WORK**
Reich + Petch provided the overall planning and design for architecture, exhibit and graphic design. The architecture and exhibits are linked into an exciting and informative visitor experience. Human and natural history are intertwined through exciting exhibits. Visitor experiences are paced and zoned throughout the building and site.

**DESCRIPTION**
The concept for this exhibit is to show how Lake Superior influences the landscapes, plants and animals, and people of its north-east coast. This influence is first communicated in a thematic overview, which conveys the character of the Lake, its weather and geology. To make these abstractions real, visitors are then introduced to half a dozen actual places in the Park, places that have quite different natural and human histories. Both innovative and traditional exhibit media engage visitors, and discovery-based exhibits are positioned to take advantage of the spectacular panorama of the Lake visible through the windows of the building. A special "Discovery Zone" provides visitors with the information and specimens to investigate the plants and animals they are likely to encounter during their visit, organized around the way people experience the Park, rather than the usual academic disciplines. The exhibits are housed in a dramatic new building, inspired by the natural environment outside, and designed by Reich + Petch.
Exhibit Planning and Interpretation

Blue Sky Design, established in 1999, specializes in planning engaging experiences for visitors to museums and other heritage sites. The two partners, Paul Martinovich and Ruth Freeman, make complex ideas meaningful by organizing and presenting material in ways that communicate effectively to a wide range of people. Each of the partners has more than 20 years of experience in this field, and the Blue Sky Design project list includes exhibitions for museums and visitor centres in Canada, the United States and Ireland.

Selected Projects

• Interpretive Strategy, Fort York National Historic Site.
• Soldiers & Chiefs: the military history galleries at the National Museum of Ireland, Dublin.
• The Power of the Lake: exhibits for the visitor centre at lake Superior Provincial Park, Ontario.
• Museum of Country Life: the permanent galleries, National Museum of Ireland, Castlebar, Ireland.
• Muskoka Wharf — Gateway to the Inland Waterway, Grace and Speed Muskoka Heritage Centre, Gravenhurst, Ontario.
• Decoding Starlight: McDonald Observatory Visitors Center, Midland, Texas.

The British Garrison, one of 10 galleries in the Soldiers & Chiefs exhibition
MEDIA VISIONARIES

We create media programs that give practical expression to interpretive visions, whatever their scale, and in any format.

We’re experienced in media master planning. Because we understand the process of exhibit design, we can realize the design intent of others. Working with client and designer at the earliest creative stage we define media that fulfill the interpretive vision.

We integrate audio and visual media within the exhibit context so that all interpretive elements complement one another. Audiovisual media have unique power. In specially designed spaces, media can provide unique experiences, evoking grandeur, wonder, surprise, laughter or pathos. Interactive programs encourage visitors to explore a subject whether they’re in a hurry or anxious to dig deep. Media experiences provide context for sites or artifacts, answering questions like “How is this used?” or “How did what happened here affect the broader world?” The media lens allows visitors to look behind the scenes, to see how objects were discovered, created, studied or conserved.

We have grown by working effectively with museum professionals to deliver programs of lasting value. The company maintains successful relationships with many clients and often enjoys repeat commissions and assignments.

MEDIA SERVICES

Media master planning
Creative concept development
Research and writing
Innovative use of archival materials
Production design for drama
Video graphic design and production
Programs for large screen theaters, multi-screen immersive environments, hand-held devices, computer-interactive systems, and, of course, conventional monitors

Systems engineering and consultation
Linear and interactive program design
Interviewing and oral history
Documentary and location shooting
Casting, talent, wardrobe and makeup
Full-service post-production and finishing
**Who We Are**

**Project Teams**  
For each project a designated creative team works with the client to advance the project. In our studios, other colleagues are encouraged to view work stages and pose questions as the team develops and refines concepts.

**Tools**  
HILLMANN & CARR invests in state-of-the-art technology to deliver media that fulfill public expectations in this rapidly changing environment. We have two high definition video editing suites supported by a digital graphics facility.

**Woman Owned Small Business**  
HILLMANN & CARR qualifies as a woman-owned business and a small business under federal procurement laws. We are an equal opportunity employer. Through relationships with local universities, we offer internships for graduate students in media and museum studies programs.

**Memorable Challenges**

Create a puppet that impersonates an exotic fish species, and make it sing.  
Establish a terrorist training school...and film it.  
Dig a trench for the siege of Yorktown, and when it rains, deal with it.  
Choreograph a spider ballet.  
Cue buffalo to cross the horizon behind a Kiowa storyteller; and get them moving.  
Stop a stagecoach on its mark, on ice, and repeat for ten takes.  
When the client says, “I don’t know how to describe what I want, but I’ll know it when I see it,” we figure it out.  
Every day brings unique challenges, and we wouldn’t have it any other way.

**Powerful Results**

In the East Tennessee History Center, “People want to stay for a second and third viewing of the Country Music video. Things get jammed up.” A problem we’re glad to cause.  
A Library of Congress career employee saying, after viewing the visitor center film, “It reminds me why I first wanted to work here.”  
A high school student sees Shakespeare In Our Time and realizes, “This guy knows me.”  
A young African American in tears at the Brown v. Board Historic Site, talking on a cell phone to her grandmother, saying, “Now I know.”
Beautiful, inspiring, entertaining, funny, surprising, diverse. Words that describe the Library of Congress's holdings apply also to media produced for the nation’s library by HILLMANN & CARR.

High-definition video programs layer motion footage, still images and documents to relate exhibited artifacts to American life and culture. *Lincoln’s Legacies* introduces the Abraham Lincoln bicentennial exhibition.

Three video programs in the Creating the United States exhibition show how the nation’s founding documents shaped the United States over subsequent centuries. In the Gershwin Gallery, *On Stage and Screen*’s cleverly edited filmclips show the range and wit of the Gershwins’ music and a piano ambient soundtrack gives life to the exhibit space.

In the long-standing Bob Hope Gallery of American Entertainment, interactive kiosks invite visitors to explore Bob Hope’s performances and his vast joke collection. For several years, visitors learned of the mission, collections, and remarkable buildings of the Library by viewing the orientation film *Beyond Words*.

### AWARDS

- Gold, 25th Anniversary Classic Telly
- Gold, New York Festival
- CINE Golden Eagle
- ITVA-DC 20th Century Award
- Gold, Intercom
- Cindy International Gold
- Chris Award
- Platinum Best of Show, Aurora
- Award of Excellence, Videographer

### Contact Information

Library of Congress
Office of Interpretive Programs
Kimberli Curry, Exhibit Director
Phone: 202 707 3822
kcwr@loc.gov
Cheryl Regan, Exhibit Director
Phone: 202 707 3610
creg@loc.gov
101 Independence Avenue NE, LM105
Washington DC 20540

Lincoln’s Legacies, 2009
Creating the United States, 2008
Exhibit Designer: Riggs Ward
AV Systems: Design and Production Inc.

Gershwin Gallery, 2009
Exhibit Designer: Studio Five
AV Systems: Design and Production Inc.

Exhibit Designer: Studio Five
AV Systems: Blair Dubilier and Associates

Orientation Theater: 1997
AV Systems: Blair Dubilier and Associates
America’s Birthplace is HILLMANN & CARR’s 18 minute panoramic show in Historic Jamestowne’s Visitor Center theater at Jamestown Island, the actual site of the first permanent English settlement in North America.

Huge images and multi-channel audio immerse visitors in the harrowing and inspiring story of English, American Indian and African people whose fateful 17th century encounter in Virginia set in motion legal, social and economic patterns we recognize in today’s America. HILLMANN & CARR used Watchout technology to compose and project high-resolution images on two panoramic screens (10 x 45 feet) on opposite sides of the cylindrical theater and a round screen on the floor.

After less than a century as the Virginia Colony’s administrative center, Jamestown Island was used for agriculture, with minimal disturbance to the ground, which makes it a uniquely intact and pure 17th century archaeological site. The theater’s huge screens link archaeological treasures to the story of adventure and struggle as Virginia Indians, English and Africans each express their culture, hopes and dreams in working out a new way to live – together.

“Here three peoples came together and formed a new society – what would become the United States of America.”

Contact Information
Historic Jamestowne
Ann Berry, Historic Jamestowne Administrator
Association for the Preservation of Virginia Antiquities
1367 Colonial Parkway
Jamestown VA 23081
Phone: 757 229 0412
Fax: 757 564 3844
aberry@apva.org

2007
Exhibit Designer: Haley-Sharpe Ltd.
Fabricator: ColorAd
AV Systems: Phoenixx Systems

AWARDS
Platinum, Worldfest Distinction, Videographer
Bronze, Telly
PRODUCTION & PROJECT EXPERIENCE:
NATIONAL HISTORIC LANDMARKS, HERITAGE SITES AND NATIONAL MONUMENTS

Historic Jamestowne, VA
Tucson Origins, Rio Nuevo, Tucson AZ
U.S. Botanic Garden and Conservatory, Washington DC
The White House, Washington DC
Ferry Farm, Boyhood Home of George Washington, Fredericksburg, VA
Corinth and Shiloh National Military Park, MS
Ulysses S. Grant National Historic Site, MO
Manassas National Battlefield Park, VA
Brown v. Board of Education National Historic Site, KS
Jefferson Memorial, Washington, DC
Lincoln Memorial, Washington, DC
Mount Vernon, Estate and home of George Washington, Alexandria VA
Gadsby Tavern, Alexandria, VA
Old Capitol Building, Tallahassee, FL
Gettysburg National Battlefield, PA
Antietam National Battlefield Park, MD
Anderson House, Washington, DC
City Tavern, Philadelphia, PA
Powell House, Philadelphia, PA
Rupp House, Gettysburg, PA
Jefferson Building, Library of Congress, Washington, DC
Mashantucket Reservation and Fort, Pequot, CT
Various Heritage Sites, Petersburg, VA
Mashantucket Pequot Museum, Connecticut
Litchfield Historical Society, Litchfield, CT
Joliet Area Historical Museum, IL
The Commonwealth Museum, MA
Florida Center of Political History & Governance
Yorktown Victory Center, VA
Historical Museum of South Florida
Atlanta History Museum, GA
Old Salem Museum and Gardens, NC
Smithsonian Institution National Museum of American History, DC
Smithsonian Institution National Museum of Natural History, DC
National Wildlife Visitors, Patuxent, MD
Cape Charles Wildlife Center, MD
Boston Harbor Islands National Park Service Site, MA
MHPM DELIVERS CERTAINTY.

Certainty for your ORGANIZATION

MHPM is founded on a single powerful idea: a dedicated project leader working on behalf of the facility owner. This sole focus frees us to work with complete objectivity on your behalf. Since 1989, we have done so with resounding success. MHPM takes pride in our reputation for seamless integration with clients’ in-house expertise and resources. We offer total support—when and where it is most required.

- Real estate property services, including project and program management
- Offices across North America and internationally
- 4500 projects completed and 400 underway each year
- Managing approximately $1.5 billion in capital value annually
- ISO 9001:2008-registered

Certainty for your TEAM

We are a multidisciplinary company with wide-ranging expertise in design and all engineering disciplines. You can rely on our project leaders for the interpersonal, communication and team skills needed for project success.

- Well over 220 full-time, permanent staff and growing
- Project management knowledge leaders
- PMP (Project Management Professional) certified and LEED (Leadership in Energy and Environmental Design) accredited professionals

Certainty for your RESULTS

MHPM clients benefit from the dividends that the best project leadership pays:

- Project cost savings
- Pro-active risk management
- Profitable strategies for sustainability
- Certainty of success

Representing your interests from concept to completion

“MHPM’s professionalism and commitment to the success of our projects is what make them very competitive. I would not hesitate to recommend the services of MHPM to any organization planning to undertake a facility project.”

Mario Bouchard, P.Eng., Director, Physical Resources Service, University of Ottawa

Increasing present and future asset and portfolio value

“It is MHPM’s project leadership that we have grown to rely on and trust when project demands and market conditions exceed our internal resource ability to proceed with project implementation in response to corporate plans.”

Tony Faba, CET, Associate Vice President, Construction and Design, Canadian Tire Real Estate Limited

Achieving practical sustainability

“Meeting the schedule and technical requirements for the Richmond Olympic Oval demanded the expertise and experience of a professional project management firm. The leadership provided by MHPM Project Managers Inc. was instrumental to our success.”

Greg Scott, P.Eng., LEED AP, Director, Major Projects, City of Richmond
COMPANY PROFILE – THE VENTIN GROUP LTD.

The Ventin Group is a full service architectural firm known for innovative approaches to the design of Heritage, Cultural, Educational, Municipal, Justice, Residential and Recreational Buildings. These projects include heritage restorations and additions as well as new buildings.

The Ventin Group, Architects was formed over 35 years ago as the successor firm to W.M. Smale, which began practice in 1952. Since its inception the firm has grown, with three offices throughout Ontario in Brantford, Cambridge and Toronto. The three offices work together and individually and this structure allows any office to draw on expertise and manpower from other offices as necessary.

In 2008, new identification was created to reflect the firm’s evolution to new leadership. ‘+VG Architects’ represents the second generation architects of the firm, who are building on the solid foundation provided by many years of experience, but steering the company in new directions to provide best-quality, relevant architecture and highest level professional service.

Our firm offers varied professional services including feasibility studies for site planning, design, project management, technical assessment, cost estimating, control and contract administration, multi-use facilitation and alternative financing. Our commitment to innovative design, cost effective approaches and team synergy have resulted in 45 Awards of Excellence.

The firm is comprised of approximately 50 people including a team of 13 registered Architects, 9 intern Architects, Interior Designers, Engineers, Technicians, and Administrative personnel, who share a dedication to excellence in design, research, technology and construction management. The Ventin team approach exists within its ranks and extends to continual interaction with our clients. The client is an integral part of our process and is an indispensable member who contributes greatly to the success of each project.

+VG Architects has earned 47 Awards of Excellence for design, 37 Awards of Excellence specifically for heritage project design, including multiple awards for projects at the Ontario Legislative Assembly Building and Old City Hall, in Toronto.
The Ontario Legislative Building is the finest example of Richardsonian Romanesque architecture in Canada. Lead by TVG, the building envelope conservation project involved complex construction, with scaffolding of large sections of the building for each phase.

The building had to remain fully operational throughout the five year construction schedule. This challenge was compounded by the serious safety risks involved with continuous noise, silica dust, volatile organic compounds in paints, caulking materials and lead dust from mortar removal. Stringent safety procedures were set-up and monitored on a continual basis. Throughout the six years of work there were no serious security or health and safety issues and the schedules of the unique tenants and events were accommodated.

Work was completed on time, on budget and the highest standard. Subsequently, TVG developed a system of cyclical reviews that has been implemented to maintain the building in good repair.

TVG is currently leading multiple projects at the Legislative Building including restorations to the North Wing and waterproofing of foundations and sub-cavities throughout the structure.

Awards: Award of Merit - Heritage Toronto
Completed: 1995/2009 (ongoing)
Size: 575,000 sq. ft.
Value: $45.0 M
Reference: Mr. Brian Brethour
Director, Precinct Properties,
Legislative Assembly of Ontario
Tel: 416.325.3590
**Old City Hall, Toronto**  
*Designated Historic Site (c. 1899)*

Old City Hall is the most significant building by architect E. J. Lennox. Old City Hall and is the busiest Courthouse in Canada, with over 10,000 people circulating there every day. The 15 year phased restoration project has included extremely complicated technical requirements. TVG has met unique challenges of intense public scrutiny, multiple stakeholder groups and high security - while focusing on sensitive interventions to the occupied and fully-functional heritage building.

**Phase I** - Life Safety Improvements of the existing building, fire of significance heritage features. Development of approaches to life safety improvements, a safety plan, and occupancy requirements including identification of review with large stakeholder group as well as local authorities (City of Toronto Building Department, Toronto Historic Board). Implementation of life safety retrofit construction project while maintaining a fully occupied court facility. Ninety percent of construction occurred at night.

**Phase II** - Condition Assessment and Master Plan of the existing roof including identification of areas requiring immediate mitigation and repair as well as a long term restoration plan. Study outlined a strategy for phased implementation including cost estimates.

**Phase III** - Perimeter Heating and Envelope Assessment of the existing deficiencies in the building envelope and perimeter heating system with emphasis on items requiring immediate mitigation. Preparation of tender documents and contract administration for implementation of required improvements.

**Phase IV** - Exterior Restoration of high priority areas for masonry conservation and roof repair and subsequent contract document preparation.

Awards: Heritage Toronto Certificates of Commendation  
Architecture & Urban Design Award, (Honourable Mention) - City of Toronto

Completed: Multiple phases 1991/2009 (Ongoing)

Size: 325,000 sq. ft.

Value: $45.0 M (cumulative)

Reference: Mr. George Parcalidis  
Project Manager, City of Toronto  
Tel: 416.392.51780
Queen's School of Business, Kingston (c. 1890)

O.A.A. Architectural Excellence Award - Honourable Mention - 2003
Award of Excellence - Frontenac County Heritage Foundation - 2002
City of Kingston – Livable Cities Award - 2008

The Ventin Group was retained to design a major renovation and significant addition to the historically significant Victoria School, a Richardsonian Romanesque schoolhouse constructed in the late 1800's. TVG was commissioned to undertake the work as Prime Consultant. The project involved the integration of the 4,000 sq.m. Victoria School and a 6,500 sq.m. addition as the new consolidated home for the Queen's School of Business. The project involved the introduction of a new skylit atrium along the east side of the heritage building allowing the building's east façade to be exposed within the new public space of the facility. Completely new mechanical systems were introduced and included the use of spare heating/cooling capacity from an adjacent campus building to serve the building's needs.

The new facility included 7 tiered lecture halls, and two classrooms, student break-out rooms, PHD and MSC program space, faculty offices, a computer lab, a video conference facility and administrative space. The project was successfully completed on time and on budget.

Phase II is now underway, which includes a west addition that creates a huge forecourt, or commons, at the interface of the University and the school itself. An immense, glazed interior public space overlooks the forecourt. The intent is to engage the school with the larger university constituency.

Phase II is designed to achieve LEED® certification.

Completed
Phase I - 2002
Phase II - Underway (2009)

Value
Phase I - $19.4 M
Phase II - $26 M

Contact
Steve Millan
Director, Finance & Administration,
Queen’s School of Business, Queen’s University
Tel. 613-533-2304
The Markham Museum Collections building is an expansion on to the existing Visitor's Centre and forms the “Gateway” to the Markham Museum Pioneer Village. The architectural design is a modern interpretation of the industrial and agricultural heritage for the Town.

The new Markham Museum will house a substantially enlarged collection, previously in storage, and form the anchor for the surrounding municipal heritage park. Features of the Collections Building include permanent and rotating collection spaces, restoration studios, administrative spaces and food service amenities. The Collections Building targets LEED® Silver certification as part of the Town's overall green building initiative. The Master Plan for the park was developed at the beginning of the project to determine the location for the Collections Building and develop long-term goals for the site.

Completed: Under Construction

Value: $6.6M

Size: 16,000 sq. ft.

Contact: MHPM on behalf of The Corporation of the City of Markham
Gary Adamkowski, Project Manager
Tel. 905-475-3393

Target: LEED® Silver Certification
St. Michael's Cathedral, Toronto
Designated Historic Site (c. 1846)

Designed by William Thomas, St. Michael's Cathedral is a cultural icon in the heart of Toronto. The Renewal Masterplan is being implemented by multiple, phased projects.

**Phase 1** - Dignification of the Crypt, restoration of the foundations including new weeping tile and site infrastructure, new stairs/entrance design inducing alterations to the Vestry and Rectory, landscape design and exterior lighting.

**Phase II** - Restoration of ceiling frescos above the altar, plaster restoration and consolidation, stained glass restoration and new interior lighting. The work required coordination of new interior lighting. The stained glass restoration of two historically significant windows required structural repairs to the 1846 wood frames of the paired lancets and upper trifoils. This interior restoration work required alterations to and coordination with base building mechanical, electrical, fire and life safety systems.

**Phase III** - Interior alterations and restorations to the Rectory, and a new third floor Archbishop's suite that required major alterations to the attic and heavy timber frame. The new elevator installation and ground floor restorations require alterations to existing wood and masonry structure, and uncovering original decorated wood columns and returning them to view.

**Completed:**
- Master Plan - 2003
- Construction - 2004 to 2009

**Value:**
- Master Plan Implementation -$38.0 M
- Phase I - $3.55 M
- Phase II - $650,000
- Phase III - $2.5 M

**Reference:**
Mr. David Finnegan
Director - Planning & Properties, Archdiocese of Toronto
Tel. 416.934.0606