
THE
FANSHawe PIONEER VILLAGE
DOSSIER

OR

HISTORY REPEATS ITSELF

To the Mayor and Members of Council, City of London
for the Council Meeting of March 22, 2004

From: Mary Zelinski

**SUBJECT: Funding for Fanshawe Pioneer Village.
More good money after bad?**

Year in and year out, for the past decade, Fanshawe Pioneer Village has been making desperate pleas for funds. We need to ask: does anyone review the past performance of this organization? The city pours money down this black hole but does not take any responsibility for the way money has been used in the past. There is a definite pattern to budget negotiations between the City and Fanshawe Pioneer Village. Please look at the chronology that follows.

In 1990, The Upper Thames Conservation Authority announced it was closing Fanshawe Pioneer Village. The London Museum of Archaeology took over the site and the combined museums raised over \$2 million dollars "*for its ongoing operation, restoration, expansion and endowment.*" (1, Relics to Research, 1993) This money seems to have completely vanished.

By 1998 the Board of the Fanshawe Pioneer Village was threatening to bulldoze the Village unless the city increased its funding nine fold. "*We are in desperate need... If this thing fails we will have to demolish the Village.*" (2. ,LFP Jan. 9,1998)

In 2000, the city was assured by the Director of Fanshawe Village that there would be no deficit. City funding was \$45,000. (3. LFP March 2000)

In 2002 and 2003 the city funded large grants to Fanshawe Pioneer Village through Landmarks London. To the best of my knowledge there was no monitoring of these projects. It is probably impossible to tell if the goals and objectives of this funding were met. I believe Council was shown photographs of extreme deterioration at a recent budget session. In 2002, the city approved \$40,000 for the Pioneer Village. In 2002 the London Free Press reported' "*Kim Shipp, director of Fanshawe Pioneer Village, said the \$40,000 the village will receive to improve signs leading to the site and for new interactive and educational activities is a huge boost for the facility.*"

"*We can always use more resources to increase awareness of what we are doing,*" Shipp said. "*What's been missing in the past is a larger marketing budget to allow us to reach out into the community and beyond to draw in tourism and this will certainly help us do that.*" (4. LFP Feb 8 2002)

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The project approved by the city for the village in 2003 was reported this way. *"The biggest piece of the pie went to Fanshawe Pioneer Village, which received \$150,000 to bring its collections and presentation materials "up to professional museum standards."* (LFP March 23, 2003) In 2003 The London free press reported that the folks who run Fanshawe Pioneer Village say: *"without another \$250,000 in annual support the place may become history. Don Pearson warned it will die without cash."* (5. LFP Jan 9, 2003)

In 2004, *"FANSHAWE PIONEER VILLAGE, board member Peter Cuddy told council that unless the village receives its capital funding request of \$1 million over four years and its operating grant request of \$350,000 this year, the village is in danger of being unable to open for its 45th season. Cuddy said the funds are needed to restore buildings that are deteriorating at a severe rate."* (6. LFP Feb 11, 2004)

The only things that seem to be increasing at Fanshawe Pioneer Village are the deficit, the city contribution, management and staff turnover and further deterioration of the heritage buildings and artefacts. Since you seem to have voted to approve the funds requested, in light of this review of the facts, I recommend highly that you put some very stringent conditions on any funding to Fanshawe Pioneer Village to ensure it is put to positive use. A decade of waste is more than enough.

Mary Zelinski
155 Brandy Lane Road
London, ON
N6G 4S8
mary.peterz@rogers.com 472-8691

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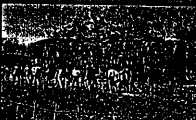
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RELIQS TO RESEARCH



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YEAR RETROSPECTIVE OF THE
LONDON MUSEUM OF ARCHAEOLOGY
JUNE 24 - DECEMBER 24 1993

AN AFFILIATE OF THE UNIVERSITY OF WESTERN ONTARIO

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1993

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FROM RELICS TO RESEARCH The London Museum of Archaeology

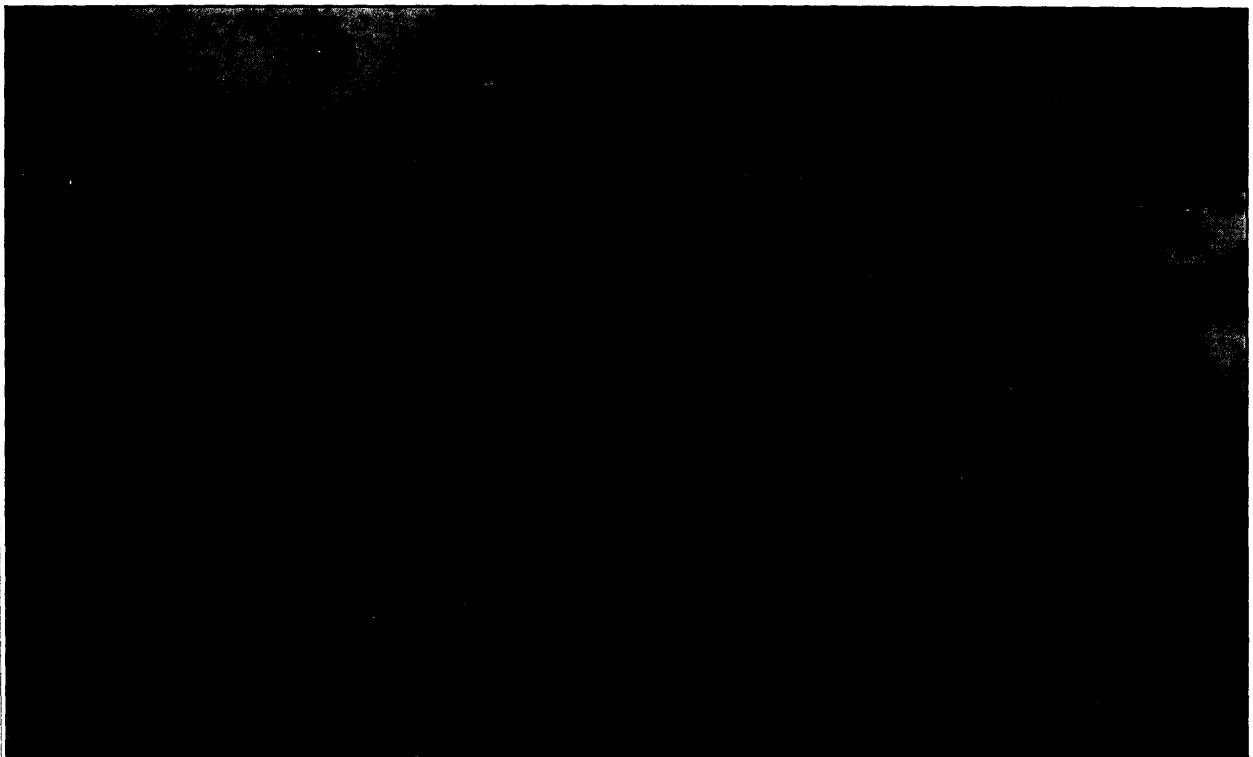
THE DREAM CONTINUES

In 1990, The Upper Thames River Conservation Authority, which operated Fanshawe Pioneer Village, announced the probable closing of the village. After studying the situation, the Board of Directors of The London Museum of Indian Archaeology (London) decided to create a new Museum - the London and Middlesex Heritage Museum - a twin institution to The London Museum of Indian Archaeology (London).

After two years of operation, attendance at the village increased by more than 30 percent. More than two million dollars has been raised for its ongoing operation, restoration, expansion and endowment.

In 1991, The Museum of Indian Archaeology (London) was renamed the London Museum of Archaeology to reflect a broadened mandate which was a result of the increasing amount of research and the investigation of early Euro-Canadian archaeological sites.

Wilfrid Jury passed away shortly after the opening of the Lawson-Jury building beside the Lawson site. However his presence continues to be felt in every corner of the museum, on the artifacts he collected, and in the minds of all who knew him and who read the results of his research.



The Shadow of Wilfrid Jury

Pioneer Village could be history

By Jonathan Sher
Free Press Reporter

If London city council doesn't up the ante for Fanshawe Pioneer Village, it may fold before the 1999 season, village board chairperson Jim Greer said Thursday.

"We are in desperate need . . . if this thing fails, we'll have to demolish the village," Greer said.

Earlier this week, the village asked the city for \$89,300 in 1998 — nine times the level of city funding in 1997.

Even without the money, Greer said, the village would operate for the 1998 season, from May to December. But without more money from public or private sources, the board will be forced to close the facility and bulldoze nearly two dozen historic buildings and replicas, he said.

A temporary closing isn't an option

because the abandoned buildings would be a safety hazard, said executive director Barb Park.

Financial collapse would mean an end to an attraction that has entertained and educated visitors since 1959.

"We are in desperate need . . . if this thing fails, we'll have to demolish the village."

Board chairperson Jim Greer

The village was heading for destruction in the early '90s when its owner, the Upper Thames River Conservation Authority, was unable to fund the money-losing facility.

It was revived when the Museum of Indian Archeology offered to take responsibility for it. But since the

bailout, the village has continued to run up annual deficits of about \$50,000, Greer said.

During that time the board made up for the shortfall by borrowing funds, using an endowment fund as equity. But last year the village reached its borrowing limit.

In 1997, the village turned a profit of less than \$1,000, helped in large part by a \$70,000 federal grant used to hire five or six staff members. "But we can't count on the grant again," Park said.

To make matters worse, 1997 was the last year the village was to receive money from the conservation authority, which phased out contributions from \$70,000 to nothing over six years.

The authority continues to lease land to the village for a nominal fee, but the loss of a financial contribution — \$20,000 in 1996 — will hurt, Park said.

The board and staff will plan their 1998 budget at a retreat Jan. 17.

A major contribution by the city would put a dent in the operations budget which, in 1997, totaled about \$380,000, he said.

"We could also use the money to increase our draw and become more self-sufficient," he said.

In the past six years, area foundations and residents have contributed hundreds of thousands to the village, but that was earmarked for capital improvements, the most recent being the acquisition of the Denfield General Store. It's much harder to raise money for operating costs, Greer said.

Fanshawe Pioneer Village serves both as tourist attraction and museum, classroom offering guided tours of a printing shop, harness shop, forge, weavery, houses, barns, schools and brewery.

The orchestra has until 1999 to pay back the loan, but has yet to pay the city anything, said Robert Collins, policy and planning division head of the community services department.

If council approves a recommendation from its community and protective services committee Monday night, the orchestra — which wants about \$125,000 for 1998 — won't see a dime until the city sees a workable plan to pay back \$150,000 borrowed last year.

A council committee took a hard line Monday with funding woes for Orchestra London. Fanshawe Pioneer Village and the South London pool project.

By Jonathan Sher
Free Press Reporter

No sympathy for funding woes

City staff and orchestra officials meet Thursday.

The committee is also recommending holding back about \$20,000 for the pioneer village until officials there produce a business plan.

Village officials have said they face a shortfall in their budget that could force a shutdown next year.

With the South London pool scheduled to open in September, CAPS is worried the city will take a bath because local money-raising efforts have turned up only \$80,000 of the \$400,000 needed.

"I'm disappointed you've only raised \$5,000 in the past two months," Coun. Ab Chahbar said.

If efforts fall short, the city will have to make up the shortfall — on an interim basis only, Deputy Mayor Anne Marie DeCicco said.

JAN 9, 1998

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Take at gate up 67%

Future looks brighter for pioneer village

By Jonathan Sher
Free Press Reporter

Gate revenues at Fanshawe Pioneer Village have jumped 67 per cent over last year, welcome news for staff trying to turn around the financial fortunes of the north London museum site.

A year ago, the village was on the verge of closing its doors and bulldozing the site.

"I can guarantee we won't run a deficit," said executive director Bill Irwin, whose most conservative estimate has the village breaking even.

Under sunny skies, supporters of the village gathered yesterday for its first public meeting in 39 years.

"I can guarantee we won't run a deficit."

Bill Irwin, executive director of Fanshawe Pioneer Village



Irwin delivered a progress report that drew applause from volunteers and donors alike, then watched as the village unveiled its newest attraction: a millinery and ladies' wear shop in what formerly had been a general store, made redundant by the recent acquisition of the Denfield General Store.

Like the downtown which housed Artistic Ladies Wear for 75 years, the

village has struggled this decade with deficits and calling into question its very future.

With its endowment running dangerously low, the village board decided earlier this year to change focus, looking for ways to boost revenue that didn't involve importing more attractions with expensive upkeep.

"There's nothing insurmountable," Irwin said as he revealed the big picture in revenue.

While some of the revenue loss was due to unusually good weather over the summer, the village has to do a better job of promoting it, Irwin said.

Summer weddings have brought added revenue. Educational programs for students have been more successful.

The village is also spending about 10 per cent more than last year to pay Irwin and to better maintain buildings.

In 1997, it made about \$1,000 profit, possible mainly because a \$70,000 federal grant covered the cost of a few members.

Open since 1959, Fanshawe Pioneer Village has run annual deficits of about \$50,000 in the last few years. The village receives \$20,000 cash and about \$10,000 worth of accounting services from the Upper Thames River Conservation Authority.

Next year, Irwin hopes to offer summer music, corporate outings and a whopping 34 special events.

And there will be at least one addition to the village — a Labatt beer garden, to open May 1.

dance was driven partly by a jump in school tours to 10,000 students from 4,000 in the last two years. The village has also expanded and renovated its kitchen and food service area, opening the market to weddings, corporate retreats and barbecues.

The village's eight-month season has gradually been extended with the addition of special winter events and a March break camp for children, which begins today.

Irwin said the village still needs more stable, long-term funding from the three levels of government.

The heritage village now receives about \$45,000 in operating and capital grants from the city. But Irwin said that support is far lower than in other cities. The Doon Heritage Crossroads near Kitchener gets \$850,000 a year from the Regional Municipality of Waterloo, he noted.

The growth in school tours at Fanshawe is also threatened because school boards are facing much higher costs for bus fare to the site, he



DEREK RUTMAN/The London Free Press

Executive director Bill Irwin says Fanshawe Pioneer Village is meeting or exceeding its targets — but cautions much remains to be done.

19,000 and there was serious talk of shutting it down. But last year, visitation soared to a record 11,000 and plans in place, Irwin said.

By Hank Daniszewski
Free Press Reporter

March 13, 2000

After narrowly surviving a mid-life crisis, Fanshawe Pioneer Village is heading into its 41st year with soaring attendance and revenue.

Some impressive numbers about the historic London village will be rolled out for a city hall committee today in a report by executive director Bill Irwin.

But he also plans to tell the community and protective services committee there's still much work to do. Irwin is concerned that 40 per cent of the village's \$700,000 budget still comes from fund-raising and project grants.

"Project grants are only there at the whim of government, while fund-raising is very competitive."

The display of historic buildings and exhibits, which showcases pioneer life in western Ontario, was languishing until 1998, when Irwin took over the helm.

* Check 1995 levels.

no ran it from 1985-1998

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Museum, heritage sites get city bucks for tourism

The city is putting up \$200,000 to help local museums and heritage sites market London as a global tourist destination

by **Paul Vanderhoeven**

FYILondon.com

2002-02-08

Nine projects have received grants from the city's heritage and museum co-ordinating committee.

"This is extremely important because it is helping the community upgrade and enhance the facilities they have," co-ordinator Margaret Dryden said. "But more important, it is also allowing us to produce brochures, marketing publications and even film that will be used to promote London as a cultural and heritage tourism destination."

Ward 2 Coun. Joni Baechler said the committee is exploring opportunities to form partnerships between museums and heritage sites to share resources and embark on a joint marketing campaign.

"The grants will help further develop these attractions to better prepare them to be marketed to tourists," Baechler said.

Kim Shipp, director of Fanshawe Pioneer Village, said the \$40,000 the village will receive to improve signs leading to the site and for new interactive and educational activities is a huge boost for the facility.

"We can always use more resources to increase awareness of what we are doing," Shipp said. "What's been missing in the past is a larger marketing budget to allow us to reach out into the community and beyond to draw in tourism and this will certainly help us do that."

Dryden said the committee hopes to better inform people from London about their own cultural and historical heritage, but also promote the city as "a global tourism destination."

"The goal is to raise awareness of the existing heritage sites and museums through aggressive marketing and promotional campaigns," Dryden said.

Organizations receiving grants include the London Museum of Archeology, Eldon House, London Children's Museum, Thomas Talbot Bicentennial, Royal Canadian Regiment Museum, Fanshawe Pioneer Village and Springbank Park pumphouse.

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Heritage gets financial boost

Paul Vanderhoeven London This Week 2003-04-23

The city has scattered \$350,000 in grants to nine heritage sites to help promote London as a heritage tourism destination.

Landmarks London -- the new name for the heritage and museums co-ordinating committee -- was also officially introduced with its new logo.

Margaret Dryden, the city's museum and heritage co-ordinator, said Landmarks London was established to aggressively market London's heritage and museum sector.

The nine sites selected for grants met that criterion.

Christopher Doty, Landmarks London chairperson, said the funding allocation committee focused on the goal to establish "London as a well-known and highly valued heritage and museum tourist destination."

The biggest piece of the pie went to Fanshawe Pioneer Village, which received \$150,000 to bring its collections and presentation materials "up to professional museum standards."

The money will also be used to develop a master plan for the pioneer village and to develop fundraising initiatives.

Banting House National Historical Site took away \$112,000 to continue upgrades and redesign of the museum.

Mayor Anne Marie DeCicco said when she is trying to sell the merits of London to prospective new businesses, arts, heritage and culture are the main features she stresses.

"It's important to know we have heritage sites right across this community that we think are very unique," DeCicco said.

"This heritage sector is really going to help us with our tourism efforts."

The other projects receiving funding were:

- * Architectural Conservancy of Ontario -- London region branch, \$3,000;
- * Canadian Medical Hall of Fame, \$15,000;
- * London Archaeology Museum, \$20,000;
- * London Regional Children's Museum, \$20,000;
- * Museum London, \$10,000, and
- * the Royal Canadian Regiment Museum, \$15,000.

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LONDON BUDGET 2004: Cap in hand

Dozens of groups and individuals went before London's board of control yesterday (Feb. 10), making funding pitches or dispensing advice as city hall tackles a 2004 budget that threatens to hit homeowners with a 10.4 per-cent tax hike. Free Press reporters Mary Jane Egan and Peter Geigen-Miller summarize the pitches.

Mary Jane Egan And Peter Geigen-miller The London Free Press 2004-02-11

MERRYMOUNT CHILDREN'S CENTRE, Dave Curtis, president Merrymount Foundation: "This is the first time in our 130-year history that we've approached the public for capital funding."

Merrymount is seeking a one-time capital grant of \$400,000 from the city to be pledged over four years as part of a \$1.2-million capital campaign to let the centre continue to provide emergency services for families in crisis.

STEVE BALCOM, citizen supporting paratransit service of the London Transit Commission: "Please resist the temptation (to cut the request for a 2.4-per-cent budget hike for LTC). Without appropriate transit you are potentially denying the opportunity for all of London's citizens to participate equally. People with disabilities, contrary to popular belief, are taxpayers and contribute to the wellbeing of our city."

KASH HUSAIN, chairperson London's accessibility advisory committee: "We are asking you to think carefully about the mandate of our committee and the needs of disabled Londoners during your budget deliberations and focus on the human needs, not only the fiscal bottom line."

BONNIE QUESNEL, citizen supporting paratransit service: In a bid to have the city eliminate a \$30 registration fee every three years for paratransit users, Quesnel argued the fee is unfair and should be eliminated to ensure parity with conventional transit service. "Martin Luther King Jr. once said the time is always right to do the right thing. I hope and pray we will have true fare parity and eliminate this registration fee."

URBAN LEAGUE OF LONDON, Gloria McGinn McTeer: Called the proposed property tax hike "shameful" and called for a cut of \$300,000 from the London Public Library budget, a freeze on salary hikes for senior city management and city councillors, elimination of council's mileage allowance, a rollback of unaccountable expenses for councillors to \$500 from \$1,500 and a cut in expense accounts for senior managers.

LONDON HOMELESS COALITION, Darlene Ritchie: Called for restoration of \$2 million for affordable housing that staff has recommended be cut from the 2004 budget. "The situation in our community is grim. We are turning far too many people away and we have to ensure all members of our community have the basic needs of life because without shelter, you are going to die."

LONDON COMMUNITY SMALL BUSINESS CENTRE, David Drinkwalter, president: Centre is seeking \$115,000 in operating funds and a one-time request of \$68,000 to close its incubator. "We create approximately 300 new businesses per year and in our 15-year history, we have created an estimated 6,000 to 7,000 jobs."

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SUSAN SMITH, citizen and unsuccessful candidate for board of control: Suggested areas where council can increase revenues, including increased fees for city golf course tournaments, fire inspections, open-air burning, asphalt restoration and road allowance permit charges, vending boxes at special events, lawyer response fees and condominium conversion fees.

OLD EAST VILLAGE BUSINESS IMPROVEMENT AREA, Phil Singeris, chairperson: Called on council to contribute about \$185,000 to help revitalize the commercial core of Old East London, including about \$35,000 to redevelop Queens Park along Dundas Street, \$50,000 to complete a heritage conservation study and \$100,000 to establish an Old East Village Revitalization Fund to assist the next phase of revitalization.

UNITED WAY OF LONDON AND MIDDLESEX, Helen Connell, executive director: Noted the agency isn't coming "cap in hand" with a funding request but implored council to consider the social needs of Londoners. "Poverty and isolation are undermining the quality of life in our community . . . we're asking you to consider the impact (budget cuts) will have on citizens' ability to cope."

ORCHESTRA LONDON, Rob Gloor, executive director, urged the city to continue to fund the Community Arts Investment Program. "The arts contribute significantly to the quality of life of all Londoners. A strong cultural scene in London is important to the city's efforts to attract new residents and businesses.

LONDON AND ST. THOMAS REAL ESTATE BOARD, Glen Gordon, past president, urged the city not to cut the \$2 million initially allocated in the 2004 budget for affordable housing. "Since 1991, London's poverty rate has been higher than the provincial average and more than 4,000 people use the city's shelters. To defer this problem is simply to compound it."

LONDON CHAMBER OF COMMERCE, set out a wide range of cost-cutting measures including sale of city assets, wage rollbacks for city departments, boards and commissions, cancellation of all new recreational facilities and library expansions and a cut to the number of new police officers to 17 from the 35 proposed.

FRIENDS OF LONDON PUBLIC LIBRARY, Mary Oliver, implored the city not to further cut a budget that has already been trimmed by 2.4 per cent, resulting in cuts to programs, services and staffing. "Libraries are essential to the life of this community," said Oliver, noting library attendance in the past year in London hit an all-time high of 3.3 million visitors.

LANDMARKS LONDON, chair, Brian Meehan, representing 35 museums and heritage sites in the city, called on council to restore a proposed grant cut that will see this year's funding slashed by 80 per cent to \$100,000 this year compared with \$500,000 last year.

MISSION SERVICES LONDON, Fred Hagglund, executive director: Requesting city council honour its prior commitment for \$100,000 in capital support this year for expansion of the Mission Services building on York Street. "The board and staff are excited by the opportunities this project will provide."

ASSOCIATION FOR THE ELIMINATION OF HATE AND BIAS, Debbie Lee: Explaining efforts to combat hate and discrimination in London, she said in one case women of colour standing at a bus stop had racial names yelled at them and bags of bleach thrown at them.

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FANSHAWE PIONEER VILLAGE, board member Peter Cuddy told council that unless the village receives its capital funding request of \$1 million over four years and its operating grant request of \$350,000 this year, the village is in danger of being unable to open for its 45th season. Cuddy said the funds are needed to restore buildings that are deteriorating at a severe rate.

WOMEN'S COMMUNITY HOUSE, Kate Wiggins, said a \$150,000 city grant is needed to help women and children fleeing abusive relationships at the 69-bed shelter.

WAYNE DUNN, businessperson, urged council to "show courage" by slashing labour costs. "You have to make some tough choices and I ask you to show leadership and courage."

LONDON AFFORDABLE HOUSING FOUNDATION, Sister Joan Atkinson, president, urged council not to cut \$2 million that had been earmarked for affordable housing. "It would be a serious mistake to cut this funding and will cost the city more in the long run in health costs and problems with increased homelessness and crime."

YOUTH OPPORTUNITIES UNLIMITED, YOUTH ACTION CENTRE, Kim Bewsky, program co-ordinator, noted the centre that meets the needs of up to 700 London street youth each year is seeking the same \$134,000 operating grant the city provided last year. "We focus on helping youth return to school or find employment."

GLEN CAIRN COMMUNITY RESOURCE CENTRE, Anne Langille, president: Seeking \$500,000 in capital support from the city for construction of a new resource centre to serve the Glen Cairn-Pond Mills areas of London. The board has identified a location for the project and plans a capital campaign to raise \$1.5 million toward the nearly \$3-million cost.

NORTHWEST LONDON RESOURCE CENTRE, Nanette Lloyd: Seeking continued city support so the centre can find new quarters when its lease runs out in September. Worried that, once the lease expires, the centre won't be able to continue the programs and services on which the community has come to rely.

OTHER PRESENTATIONS

Other groups that were to make presentations last night (Feb. 10):

- Bob Marr and Ron Moore, Oxford Street widening.
- Janette MacDonald, MainStreet London.
- Stephen Turner, Land ambulance issues.
- L. Camick.
- Fred Bauer, Denise Datoe, Lambeth Community Recreation Centre.
- Don Bryant, Norma Yau, Family Service London.
- Jane Roy, Glenn Pearson, London and Area Food Bank.
- Elaine Martens, Garden Club of London.
- Dick Rastin, Street Connection.