

CASE STUDY: ONTARIO HERITAGE TRUST / DOORS OPEN ONTARIO(2010)

ONTARIO HERITAGE TRUST



BRINGING OUR STORY TO LIFE

ABOUT THE ORGANIZATION

The Ontario Heritage Trust – the province's lead heritage agency – is dedicated to identifying, protecting, renewing and promoting Ontario's rich and diverse built, cultural and natural heritage that has influenced and continues to shape our society for the benefit of present and future generations.



PROJECT DESCRIPTION

Doors Open Ontario is a community-based celebration of built and cultural heritage in participating communities across the Province. During Doors Open Ontario, communities open the doors of buildings of architectural and historic significance, many of which are generally closed to the public, free of charge. Heritage homes, estates, commercial buildings, court houses, churches, private clubs, business offices, consulate offices, heritage schools and museums are examples of buildings that may open their doors to the public, in addition to heritage gardens and natural heritage sites. Doors Open Ontario 2010 saw a significant increase in communities involved, with a jump from 48 to 55 community events, or a 15% increase. In addition, the Ontario Heritage Trust developed a three year plan (2010-2012) to grow and expand Doors Open by targeting specific identified communities that have not yet participated in the program. **Total attendance was 460,840 over a seven month period between April 1st and October 31st.**

OCAF CONTRIBUTION

\$ 150,000 (14.7% of project expenses). **\$ 75,000 repaid** (50% of contribution).

HOW OCAF HELPED

“The funding provided by OCAF for Doors Open Ontario 2010 was a key contributor to the program’s success. Despite nine years of positive results, the Trust has not been able to secure a long-term funding partner for the Doors Open Ontario program. As such, we must seek new funding opportunities each and every year.”

“The funds provided by OCAF lessened the financial burden brought on by the largest Doors Open Ontario season to date. While continued growth is a testament to the success of the program, it also results in continuous increases in the cost of operation. Without the support of OCAF in 2010, the Trust would have had to direct funding away from some of its other programs in order to support Doors Open Ontario.”

ECONOMIC IMPACT OF PROJECT SPENDING (BASED ON THE TREIM MODEL)

GDP GENERATED = \$ 1,640,539

LABOUR INCOME GENERATED = \$ 1,142,256

DIRECT PROVINCIAL TAXES GENERATED = \$ 172,444

TOTAL PROVINCIAL TAXES GENERATED = \$ 272,881