

Creemore Village Green

A Village Green creates a sense of inclusion, a feeling that everyone is part of the community



Defining events in Creemore's history

1842

**Settlement of
Creemore
Began**

1987

**Creemore
Springs
Brewery:**

John Wiggins opens
the brewery that put
Creemore on the
map.

2014

**Creemore
Springs Brewery
Expansion:**

The brewery expands
fermenting capacity
and new tasting room
and storefront.

1870

**Hamilton
and North-
Western
Railway:**

The railway
connects
Creemore to
Collingwood.

2000

**Station on
the Green:**

The heritage
style train
station is built
and provides the
community with
an activity and
focal point.

2021

Village Green:

*This installation will act as a
catalyst to inspire future
cultural, artistic and
economic events within the
Creemore community.*

Functions of the Creemore Village Green

- 1. Connector** – An active hub, gathering space, and community nerve centre
- 2. Placemaker** – Showcases what is unique, valued and local
- 3. Attractor** – A space that sparks new experiences, encourages multiple visits and promotes activity
- 4. Landmark** – An increase in regional tourism through new programming and unique design



Community Benefits

- ❖ Follows in the tradition of other transformative projects such as the founding of Creemore Springs Brewery
- ❖ Provides an outdoor space and a raised stage for entertainment and events – concerts, film nights, art festivals, ice sculptures, etc.
- ❖ Supports and enhances local organizations including the Horticultural Society, the Farmers’ Market and the Station on the Green
- ❖ Offers space for reflection and relaxation
- ❖ Creates a “heart” for Creemore
- ❖ Enhances the image of Creemore to support our businesses and help the whole community



There has been broad community input and strong support from community constituents:

The community contributed insights and vision for the Village Green through five public meetings attended by more than 650 people over a 10-month period. In addition, community leaders participated in two meetings and provided constructive comments to ensure the design meets specific needs.

- ❖ Residents and community members
- ❖ Creemore Horticultural Society
- ❖ Purple Hills Arts & Heritage Society
- ❖ Clearview Council
- ❖ Creemore BIA
- ❖ Village on the Green Board
- ❖ Foodland/Sobeys
- ❖ Creemore Springs Brewery
- ❖ Creemore Area Residents' Association
- ❖ Log Cabin and Jail
- ❖ Canadian Legion
- ❖ Creemore Farmers Market



Creemore Community Foundation



- ❖ The Foundation, established in January 2019, is a registered charitable foundation.
- ❖ The Foundation is an effective vehicle to receive donations in a tax efficient manner.
- ❖ The Foundation's current Directors are: Tony Arrell, Stuart Lazier, and Bill Mann; Brent Preston has recently resigned to focus on his ongoing work with Farmers for Climate Change.
- ❖ Audited Financial Statements for year ended December 31st, 2020 are available on the website.
- ❖ The Board will be broadened in 2021
- ❖ The Foundation is focused currently on the Village Green. Longer term we plan to initiate other important civic projects.
- ❖ More information is an our website: <https://www.creemorecommunityfoundation.ca/>

The Village Green

Maintains the country aspect with expansive lawns



The Square

The vision is to enhance community spirit and commercial enterprise. A place for connection



The Stage

A venue for cultural events. Both a local and regional attractor.



An Active Space *Where everyone is welcome. A space for multiple events*



Total Projected Creemore Village Green Costs

Design and Engineering Fees (including landscape design, stage and fountain custom designs, grading plans and electrical and mechanical designs)	\$422,000
Construction Costs	2,170,000
Contingency Allowance	40,000
Taxes	108,000
Total Construction Costs	<u>\$2,740,000</u>
Other Foundation Costs (including accounting, legal, fundraising, advertising and promotional costs)	90,000
Total Projected Creemore Village Green Costs	<u>\$2,830,000</u>

Projected Village Green Annual Budget - 2022

<i>Revenue</i>	\$
Event Income	\$5,000
Foundation Support	75,000
Fundraising Grants	20,000
Total Revenue	<u>\$100,000</u>
<i>Expenses</i>	
Funding, programming, and maintenance	90,000
Misc. equipment & maintenance & materials	10,000
Total Annual Costs	<u>\$100,000</u>
Net Cash Flow	NIL

We have two fundraising goals:

1. Raise \$4 M of capital
2. Achieve widespread community support

Construction, landscaping and soft costs including legal and design	\$2.8 M
Investment fund to generate annual operating income of ~\$75,000; reserve for possible future projects	<u>1.2 M</u>
Total Goal	<u><u>\$4.0M</u></u>

Fundraising Strategy

Our actual donations so far by source are as follows:

	Number of Donors*	Commitment \$* (1000)
Founders (\$100,000 plus)	14	2,250
The 1842 Club (Gifts of \$25,000 to \$100,000)	22	682
All Other	132	460
Total	<u>168</u>	<u>3,392</u>

Note: Current payments are preferred; but multi-year pledges are certainly welcome.
In addition, the Foundation received the property as a donation from the TD Bank

Update: August 2021

- ❖ Fundraising has had broad support; to date we have received \$3.4m in commitments from 168 very generous Donors. We plan to broaden these efforts through the summer to get full community involvement, particularly when we are able to hold public events.
- ❖ We have completed most of the underground infrastructure and upon completion of the stage, the final finishing phase begins with the building of the new gardens and the paver installation.
- ❖ There have been some difficulties and delays with construction the we are projecting completion for the fall of 2021.
- ❖ The horticultural gardens will be planted later this fall and in the early spring 2022.
- ❖ The 'Grand Opening' will be scheduled for early next year in conjunction with the Creemore Horticultural Society 100 Year Celebration.

Governance and Transparency

- ❖ The directors of the foundation are Tony Arrell, Stuart Lazier, and Bill Mann. Brent Preston resigned at the Annual Meeting due to needs in his business; we thank him very much for his service to the community.
- ❖ The accounting firm of R G Graham manages the Foundation's accounting records.
- ❖ The Foundation's financial statements are audited annually by the Independent Chartered Professional Accountants Kriens-LaRose LLP; statements for the year ended December 31, 2020, are available on the foundation website.
- ❖ The Creemore Community Foundation is a registered charity; you will receive a receipt for tax purposes
- ❖ You may decide to donate in annual installments of up to 5 years. You can donate by cheque or via the donation link on the website.

Rationale for supporting Creemore Village Green

- ❖ The willingness of the TD Bank to so generously donate their valuable property to the community created the initial opportunity
- ❖ The re-purposing of the property and its integration with the Park and Station created the opportunity for a strategic Town Centre
- ❖ Creemore is a community of dedicated volunteers with many interest groups. Their enthusiasm is critical, and the Village Green will support their activities.
- ❖ We believe the Creemore Village Green will act as a catalyst for civic renewal by creating a vibrant village centre. It will welcome residents and visitors alike and will support the heritage and cultural aspects of the Village. It will also create a location to participate, relax, and play!
- ❖ Those of us who value life in Creemore should be prepared to support the Village and invest in its future

Thank you for your consideration!

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