

# NEWSLETTER

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President: Marc Denhez  
Editor: Pam Irwin

## "TOO HOT TO HANDLE"

No doubt all you members have been eagerly awaiting updates on the American Embassy, Aberdeen Pavilion and Christ Church Cathedral situations since November. Unfortunately, the wait goes on. This issue of the Newsletter isn't going to provide these particular updates, but stay tuned; Heritage Ottawa is presently in the throes of an equally newsworthy organizational, financial and programming metamorphosis. This Newsletter (Part I), will inform you on these issues.

The second half of this month's Newsletter (the half with the updates), will be along presently. Articles are appreciated; anyone having something to contribute to Part II, please call the Schoolhouse at 745-0551.

## A "NEW AND IMPROVED" HERITAGE OTTAWA - MONEY + PROGRAMS + STAFF IN 1988

Heritage Ottawa has long been in need of two things: full-time staff and a consistent cash flow. As a cash-poor organization, overhead must be low and staffing is almost exclusively on a voluntary and part-time basis. To make matters worse, the past eight months have seen the departure of both Stella Kirk and Jennifer Roddick, and monumental property tax and rental increases on the Fraser Schoolhouse. This, in conjunction with the unpredictability of government grants, has placed Heritage Ottawa in an uncomfortably tight financial position.

## MULTI-LEVEL FUNDING

But not for long. Heritage Ottawa is expecting to receive a succession of much needed shots in the arm over the next few months, through a series of integrated grants solicited from four levels of government, and presently in various stages of approval. Prepared by Cmoc & Associates, Management and Development Consultants, these grants will both offset existing costs and fund the development and staffing of a series of new and exciting programs, some with significant fund-generating potential of their own.

## CCVCB's "DESTINATION 88"

The entire Heritage Ottawa package is designed to coincide with "Destination '88", a year-long program initiated by Canada's Capital Visitors and Convention Bureau to promote Ottawa as a world-class tourism destination, and to attract significantly more tourists and capital into what is already the region's second largest industry. In addition, the "Tour Canada" initiative, also of the CCVCB, will bring some 200 motor coach operators to Ottawa.

## UNIQUE PROGRAMMING...

The proposed programs capitalize on this expected tourist surge. Heritage Ottawa will be promoted through a Speakers Bureau, three thematic conferences, lectures, the production of four film/videos, enhanced walking tours guided by specially trained personnel, and through innovative archival, experimental and non-experimental art exhibitions dealing with heritage concerns.

### ...AND FULL-TIME STAFF...

An application to the federal government will provide for the staffing of five full-time, paid coordinator positions for these programs.

In addition, the Ontario Ministry of Skills Development has approved three full-time administrative positions for Heritage Ottawa: Administrative Trainee Robert McLeod, Volunteer Coordinator Trainee Carl Weiler, and an as yet unstaffed position of Secretary/Bookkeeper Trainee.

A Staff Supervisor will also be funded subject to a \$4000.00 contribution by Heritage Ottawa.

### ...IS A WINNING COMBINATION

The combination of substantial funding, effective programming and full-time staff mean that a number of changes are in store for Heritage Ottawa. Firstly, full-time staffing, particularly on the administrative level, will permit the responsibilities of the Executive Committee to shift from the general maintenance of the organization to the more pressing executive concerns of policy. Such concerns include "New Plans for Old Buildings", a document recently produced by President Marc Denhez to persuade the City of Ottawa to include pro-renovation statements in the new Official Plan. This document is available at the Heritage Ottawa Headquarters.

Secondly, the new and dynamic programs proposed for Heritage Ottawa to coincide with "Destination '88", offer an opportunity for the organization to make itself and its causes known as never before, assuming that the volunteer effort essential to make these programs fly will be forthcoming. This last can't be stressed enough; full-time staff can provide the coordination, but Heritage Ottawa still must depend on the active support of its volunteers, its Board and its Committees.

Adequate funding, effective programs, full-time staffing, enhanced organization and a strong volunteer sector will usher in a new era for Heritage Ottawa in 1988. Let's see what we can do.



### PROGRAMMING FACELIFT FOR HERITAGE OTTAWA

1988 is the year for tourism in Ottawa. In conjunction with the cultural events planned for "Destination '88", Heritage Ottawa is preparing four comprehensive programs designed to enhance public awareness of heritage issues and Heritage Ottawa in general.

Staff however, are in place to provide program coordination only. All volunteers able to participate in any facet of these four programs or having office furniture to donate, please call the Fraser Schoolhouse at 745-0551.

### EDUCATION PROGRAM

As part of the Education Program, Heritage Ottawa will develop a Speakers Bureau which will supply speakers on heritage issues to incoming conventions and conferences; volunteer speakers, either from the membership or by referral, are urgently required for start-up of this program. In addition, four film/videos will be produced as part of a training program sponsored by Employment and Immigration Canada, on approval of this application.

Heritage Ottawa will also be hosting three three-day Thematic Conferences in the fall, each conference dealing with a different aspect of heritage conservation. Again, volunteers for a variety of general duties are required.

### ENHANCED WALKING TOURS

The second program involves the restructuring and updating of the popular walking tours of New Edinburgh, Sussex Drive and its Courtyards, the Byward Market, and as a new addition, the Mile of History. Tour guides will be trained through a Ministry of Culture and Communications-funded training program. Volunteers are needed for research, general assistance, and to act as tour guides. Further information about the Information Officer and Tour Guide Training Program is provided in the following article.

### HOSPITALITY AND INFORMATION SERVICES PROGRAM

Thirdly, a Hospitality and Information Services Program is proposed to develop the Fraser Schoolhouse as a satellite information centre. Any volunteers interested in helping out with this program should call the Fraser Schoolhouse.

## ARCHIVAL EXHIBITION PROGRAM

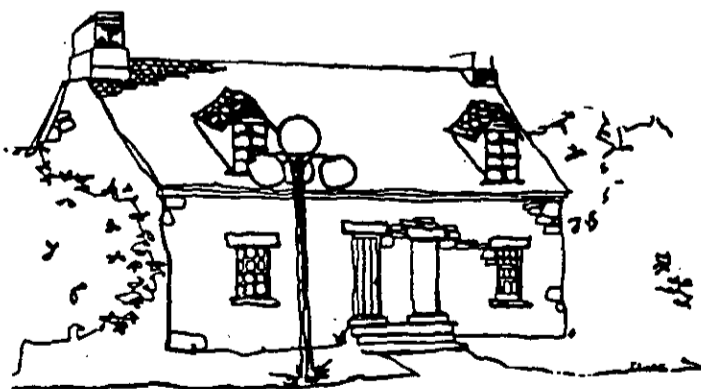
Illustrative archives are to be created for Heritage Ottawa, drawing on the National and Municipal Archives for photographs, architectural records, plans and documents concerning the architectural and historic development of the National Capital Region. Periodic exhibitions will be mounted at the Fraser Schoolhouse, as well as at various outside institutions. This venture will require a considerable amount of research; staffing is primarily coordinational and again, volunteer support is essential to the program's success.

## VISUAL ARTS GALLERY EXPERIMENTAL/NON-EXPERIMENTAL

Here Heritage Ottawa is trying something new; a gallery illustrative of both the architectural heritage of Ottawa and those which lend themselves to particular themes chosen for each exhibition. The main objective is to harness the evocativeness of the arts in Ottawa for the purpose of promoting heritage conservation and to encourage the active involvement of the Ottawa arts community in the aims of Heritage Ottawa.

A tremendous opportunity exists in 1988 for Heritage Ottawa to put these programs in place and to promote heritage conservation in new and contemporary ways.

Funding is pending, staffing is ongoing; it only remains for volunteers to offer their talents and become involved in development and implementation for these programs to recognize their potential.



The HERITAGE OTTAWA Gallery  
62 John Street (at Sussex)

## HERITAGE ON CELLULOID

Heritage Ottawa intends to try its hand at the film business. Coinciding with the "Destination '88" program, Heritage Ottawa proposes to take a fresh approach to a familiar issue with the production of a series of four film/videos, each dealing with a different aspect of heritage conservation.

Receiving start-up assistance as part of the Education Program, these film/videos will be used during presentations of the Exhibition/Gallery Program, as an introduction to the enhanced walking tours and during special lectures. They will also be made available to local Cablevision stations to provide coverage for Heritage Ottawa on a much broader scale.

## ABOUT HERITAGE OTTAWA

The first video constitutes an overview of Heritage Ottawa, concentrating on its successes through on-going lobbying, demonstration, or education, as a heritage-conscious community organization.

## ABOUT ART & ARCHITECTURE

The second video, tentatively titled, "Video Art Production: A Collage of Visual Images Inspired by Ottawa Architecture", gives its creators an opportunity to develop their own personal approach to video art and heritage, as well as encouraging viewers to acquire an appreciation for the beauty and timelessness of the architectural heritage which Heritage Ottawa strives to preserve.

## ABOUT WALKING TOURS

The third video focusses on one particular program of the four proposed for the coming year. Titled "Highlights of the Walking Tours: A Perspective of Regional Architecture and Historical Sites", this video will present an updated approach to Heritage Ottawa walking tours of the Byward Market, Sussex Drive and its Courtyards, New Edinburgh, and the Mile of History, including a good serving of the historical, anecdotal and unusual.

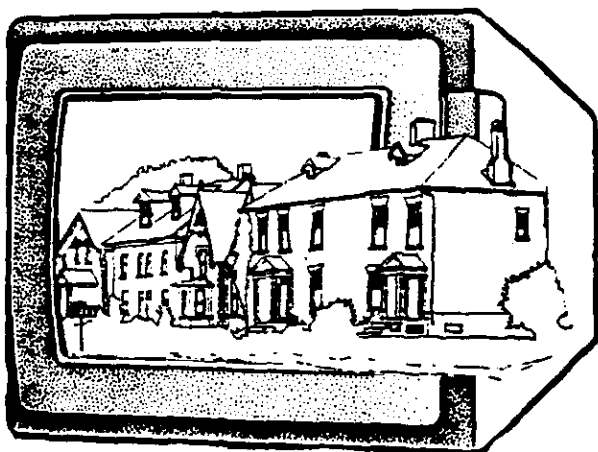
## ABOUT RENOVATION

The final video, "Dear Homeowner: Renovation and Conservation of Older Homes", concentrates on resolving both the practical and technical problems faced by a homeowner deciding to renovate an older home. The film will provide advice given by recognized experts on the various inexpensive ways that such renovations can be accomplished, and emphasizes the benefits of careful and knowledgeable renovation.

Funding for this project and in part for the Archival, Experimental and Non-Experimental Arts Programs, has been solicited by the consulting group of Cmoc & Associates from the Regional Municipality of Ottawa-Carleton. These funds will provide for top-up salaries, materials, supplies, advertising and

supplemental production costs. The Job Development Program, Employment and Immigration Canada, has been approached to provide salaries for the four project participants and one project manager as part of a Film/Video Production Training Program.

To this end, as with all the programs proposed for Heritage Ottawa, volunteer support is essential. The opportunity to contribute to these unique programs may never come again; if you are interested in participating in any way, please call the Fraser Schoolhouse.



#### TOUR GUIDES - ONLY THE VERY BEST

Heritage Ottawa's walking tours of New Edinburgh, the Byward Market, and Sussex Drive and its Courtyards have long been popular with residents of the National Capital Region and tourists alike. The only major walking tours of the kind in this region, they are to be included in both the "Destination '88" Visitors Guide to Ottawa being prepared by the NCC and the Visitor's Map pinpointing all "Destination '88" activities and festivals.

#### SPECIAL TRAINING PROGRAM...

However, this year's walking tours are tours with a difference. Heritage Ottawa proposes to provide an intense, specially designed Information Officer and Tour Guide Training Program.

The four week program consists of a total of 120 hours of instruction on a workshop/seminar format, sixty hours of the 120 to be administered by architectural heritage experts.

Course content consists of such functional considerations as the basic principles of hospitality and tourism industries, telephone skills, protocol, personal communication skills and probing techniques, presentation skills, problem and conflict resolution, emergency procedures, and research techniques and methodologies, as well as a

thorough historical backgrounding on the National Capital Region. Special attention is given New Edinburgh, the Mile of History, the Byward Market, and Sussex Drive and its Courtyards as the specific areas of the proposed enhanced tours.

...BEGINNING NO LATER THAN APRIL 4/88

Coordination, training and facilities will be provided by the Ottawa Human Resource Centre, 279 Laurier Avenue West. Funding for the Training Program has been solicited from the Ministry of Culture and Communications in the form of a Project Grant for Skills Training. Approval is pending as yet, with the course slated to begin as soon as selections of participants can be made, but no later than April 4, 1988.

Potential Training Program participants will be drawn both from Heritage Ottawa membership and from those responding to media advertisements. No fee will be charged for this program. Although selection of the thirty participants will be made with the input of the Executive Committee of Heritage Ottawa, members are reminded that, due to the professional caliber of this Training Program, proper channels must be observed for application to the program to ensure that all applicants are processed in an equitable manner.

Any Heritage Ottawa members interested in the Training Program, should complete the attached application form and mail it back to:

Heritage Ottawa  
CP/PO Box 510, Stn. B  
Ottawa, Ontario  
K1P 5P6

Please include a resumé. All other applicants can obtain an application form at the Heritage Ottawa Headquarters, 62 John Street off Sussex Drive, or by calling the Headquarters at 745-0551. Again, a resumé is required.

#### ...AND FINALLY

It's election time again; Heritage Ottawa is now accepting nominations for its Board of Directors. Members wishing to make nominations should call the Elections Chairperson, Jennifer Zelmer at: (o) 990-6000 or (h) 722-2415.

HERITAGE OTTAWA

APPLICATION FOR INFORMATION OFFICERS AND TOUR GUIDES

NEW ENHANCED WALKING TOURS

FAMILY NAME (please print) \_\_\_\_\_ FIRST NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ (HOME) \_\_\_\_\_ (BUSINESS) \_\_\_\_\_

ALTERNATE NUMBER (messages): \_\_\_\_\_

OHIP Number (in case of emergency): \_\_\_\_\_

How did you learn about Heritage Ottawa's New Enhanced Walking Tours?

\_\_\_\_\_ Heritage Ottawa newsletter \_\_\_\_\_ community newspaper/newsletter

\_\_\_\_\_ public billboard \_\_\_\_\_ radio

\_\_\_\_\_ television \_\_\_\_\_ word of mouth

\_\_\_\_\_ other (please specify): \_\_\_\_\_

Tour related experience (conducting, researching, coordinating, etc.): \_\_\_\_\_

Highest level of education completed (diploma, degree or certificate): \_\_\_\_\_

Specialization: \_\_\_\_\_

Personal interests, hobbies: \_\_\_\_\_

Please explain why you would like to become a volunteer tour guide for Heritage Ottawa:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**UNDERSTANDING**

I understand that my acceptance into the special skills training program for Information Officers and Tour Guides provided for the purposes of the Heritage Ottawa **NEW ENHANCED WALKING TOURS** requires my attendance at a four (4) week training program and subsequently to provide walking tours and information services, and to assist with basic research in the area of tour development.

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Signature

Date

Please submit this application form completed, along with an updated résumé as soon as possible to:

**In person:** Heritage Ottawa  
Fraser Schoolhouse  
62 John Street  
Ottawa, Ontario •  
K1M 1M3  
(613) 745-0551

**By mail:** Heritage Ottawa  
P.O. Box 510  
Station 'B'  
Ottawa, Ontario  
K1P 5P6