

To:	Warden Hicks and Members of Grey County Council
Committee Date:	August 12, 2021
Subject / Report No:	EDTC-CW-13-21
Title:	Moreston Heritage Village General Store Sponsorship
Prepared by:	Jill Paterson, Manager of Museum & Archives Claudette Martin, Engagement Manager
Reviewed by:	Kim Wingrove, Chief Administration Officer, County of Grey
Lower Tier(s) Affected:	All
Status:	Adopted as presented by Committee of the Whole through Resolution CW135-21; Endorsed by County Council CC63-21

Recommendation

1. **That Report EDTC-CW-13-21 regarding the Moreston Heritage Village Sponsorship be received; and**
2. **That the Warden and Clerk be authorized to sign a sponsorship agreement with Fairmount Security Services; and**
3. **That the Moreston Heritage Village General Store be named Arnott General Store for the sponsorship period of 2022 to 2032.**

Executive Summary

In July 2021, staff at Grey Roots Museum & Archives were approached by Fairmount Security Services to propose funding support for the building of a replica general store in Moreston Heritage Village. The proposal was positively received as the general store budget had been impacted by the rising price of building materials due to impacts to supply caused by the COVID-19 pandemic.

Fairmount Security Services generously offered the amount of \$40,000 over the course of five years, \$8,000 per year. Mr. Thomas Wheildon, Chief Executive Officer of Fairmount Security Services, has a personal interest in supporting the general store at Moreston Heritage Village because his own grandparents, Richard and Jessie

Wheildon, were the proprietors of the general store in Arnott, Ont from the 1920s to just after the Second World War.

Background and Discussion

The replica Moreston General Store will function for demonstration purposes as an historic general store and be a location for special event and educational programming activities. Staff are exploring the feasibility of selling local products and select food items from the General Store.

This new build is aligned with Phase 4 of Grey Roots' Long-Term Master Site Plan and included on the Niagara Escarpment Commission's approved list of eight buildings to be built in Moreston Heritage Village according to each building's ability to enrich the Grey Roots experience for visitors and residents, increase the number of artefacts on display, attract new audiences, encourage visitors to stay longer and maximize repeat attendance - all recommendations identified in Grey Roots' 2013 Business Plan Update and repeated in the 2016 Strategic Plan.

For the duration of the proposed agreement, the sponsorship of the General Store will be recognized through the installation of a plaque inside the store to recognize the grandparents of Thomas Wheildon as the "proprietors" and the financial contribution of Fairmont Security. Pending Council approval, the replica general store will also be named the *Arnott General Store* in further recognition of Mr. Wheildon's family history. Due to the generosity of the sponsorship amount, staff recommend the name be maintained for a period of 10 years, starting in 2022 when the General Store opens to the public.

The connection to Grey County towns like Arnott creates an interpretive opportunity to discuss the changes that have come to rural towns and the importance of the general store as a community hub. Grey Roots staff interviewed Mr. Wheildon's father, Francis Wheildon, in order to document his first-hand experiences with the family-run store. Opportunities to showcase the video recording at Grey Roots will be explored. Additionally, Thomas Wheildon has arranged for the video to be produced by CTRE Productions. Staff are keen to recognize this generous sponsorship and are pleased to be able to honor the important work of the Wheildon family at the general store in Arnott.

In accordance with the Corporate Asset Naming Policy, County Council approval is required in the naming/renaming of Grey County assets, including, buildings and rooms or features therein. The naming of a County asset may be considered when, providing recognition of donations, sponsorships and joint ventures.

Pending Council approval, a sponsorship agreement will be completed between Mr. Wheildon and Grey County to formalize the sponsorship arrangements.

Legal and Legislated Requirements

None

Financial and Resource Implications

The Fairmount Security Services agrees to make a cash contribution to Grey Roots Museum & Archives in the amount of \$40,000. The contributions will be made according to the following schedule. The Fairmount Security Services may add to or accelerate the completion of this pledge at the Sponsor's discretion:

Installments	Payment Amount	Due Date
Initial contribution	\$8,000	Upon signing of this Sponsorship Agreement (2021)
Four (4) subsequent contributions	\$8,000	Annually on anniversary of the Initial Contribution (2022, 2023, 2024 and 2025)
Total	\$40,000	

The sponsorship amounts will be received by Grey Roots Museum & Archives as revenue to a budget line specifically earmarked for the development of the General Store in Moreston Heritage Village.

The General Store project was approved through the 2021 budget process with a budget of \$314,000. Through the tender process for the General Store the construction costs will be \$450,000. Given the Covid-19 trend of increasing construction costs, Grey Roots sought permission to move forward and award this contract before costs again increase. This contract was discussed at Council in the FR-CW-15-21 Quarterly Purchasing Report on April 22, 2021.

The budget shortfall will be covered by:

- Allocating the Fleming family's bequest of \$104,713.25 received in 2013. Grey Roots staff connected with the family at that time, and it was agreed that the construction of a General Store would be an appropriate use of the funds.
- The remaining \$31,286.75 will be taken from Grey Roots' Heritage Building reserve with permissions received in accordance with the Purchasing Policy.

In 2022, staff will complete the interior finishes and "dressing" of the building. Costs for the final capital work are estimated at \$50,000 and will be done by Grey Root staff. Interior finishes include: Baseboard, window, and door casings. Historic replica light fixtures. Hardwood flooring/ finishing and final historic wall coverings. Approval will be

sought through the 2022 budget process to draw this amount from Grey Roots Heritage Buildings Reserve.

Relevant Consultation

- Internal – Grey Roots, Finance, Clerks, Communications
- External – Fairmount Security Services

Appendices and Attachments

[Corporate Asset Naming Policy](#)