



Binational Doors Open Niagara / Peace Garden 2012 Application

2012 is the 10th anniversary of Doors Open Niagara. We will be celebrating the first decade by focusing on buildings and architecture of the 19th century and connecting this to the Bicentennial of the War of 1812 through the inclusion of 1812 Bicentennial Peace Gardens in our site offerings the weekend of June 15 to 17. We will launch the overall celebration on Friday June 8 with the declaration of Binational Architecture Week and through a series of special events and retrospectives that will continue during Doors Open Weekend.

PLEASE NOTE THE FOLLOWING:

- 1) **EVENT DATES: June 15, 16 & 17, 2012**
- 2) **2012 DOORS OPEN EVENT REQUIREMENT: ONLY Buildings Built Between 1800 and 1899**
- 3) **NO FEE TO PARTICIPATE – we are seeking private and public sponsors to cover the full cost of the program.**

A group of Community Leaders will make up the Steering Committee for the event and act as liaison between the participating community sites and the Binational Alliance. The Binational Alliance maintains responsibility for the overall event, website, annual event guide and marketing/promotion to travel trade and state/provincial and national media. Historically, our records show the cost to administer and market each site involved is approximately \$800.00, which is covered through the efforts of the Binational Alliance and your Community Leaders seeking appropriate sponsorship and funding partners. An updated list of 2012 Community Leaders will be provided to you in February with a meeting and communication schedule.

The following is the 2012 Application Form for your completion in order to participate. **MAKE SURE THAT YOU READ THE REQUIREMENTS FOR PARTICIPATING SITES BEFORE YOU RETURN THIS FORM.** Your active participation is essential to ensuring a high quality experience for visitors and this form outlines your responsibilities.

Application Forms and site photos (high-res digital only) are due by January 31, 2012 in order to meet the deadline set by the Ontario Heritage Trust for their province wide publication. Please sign the attached form and return it to our office. We also require each site (Doors Open & Peace Gardens) to provide a certificate or rider from your insurance company naming **Binational Doors Open Niagara** and the **Binational Economic & Tourism Alliance** as additionally insured parties by May 31, 2012.

If you have any questions or concerns regarding this year's application, please contact Helga Honey at 1-877-884-2736 / 716-856-6525 x 157 or helga.honey@btapartners.com.

Thank you, in advance, for your involvement in the **Binational Doors Open Niagara / Peace Garden** program and we look forward to working with you in this very special anniversary year!

2012 Application: Site Criterion

GEOGRAPHIC AREA: Niagara Region, Ontario; Niagara, Erie & Orleans Counties, New York

Built Heritage: Your site must have been built between 1800 and 1899 to participate in Binational Doors Open Niagara in 2012. We will provide a special focus on those sites built between 1800 and 1815 to coordinate with the Bicentennial of the War of 1812 celebrations.

Peace Garden: For Peace Gardens within the geographic area specified for the Doors Open Event, formal submission of the separate 1812 Peace Garden application must accompany this application or already be on file with the Binational Alliance.

AS A PARTICIPATING SITE, YOUR ORGANIZATION AGREES TO ALL OF THE FOLLOWING REQUIREMENTS:

APPLICATION DEADLINE: Submit application and high-res digital photo by January 31, 2012.

ADMINISTRATION:

- 1) Be open on one or more of the Doors Open weekend dates : Friday, June 15, Saturday, June 16 and Sunday, June 17 between 10 a.m. and 4 p.m.
- 2) Offer **free** admission to visitors.
- 3) Provide a clean and safe environment.
- 4) Appoint a Site Coordinator and / or Volunteer Coordinator who will attend required orientation, program development and market readiness training sessions.
- 5) Enlist and train your volunteers to enthusiastically, knowledgeably and courteously welcome visitors
- 6) Provide Doors Open Niagara weekend visitors with an “**added value experience**”. This can include but not be limited to: self-guided or guided group tours, exhibits, interpretive materials
- 7) Be prepared to direct visitors to other participating sites in your community as well as recommend local amenities
- 8) Provide a rider or certificate showing that you have liability insurance in place naming Binational Doors Open Niagara and the Binational Economic & Tourism Alliance as additionally insured by May 31, 2012.
- 9) Participate in tracking methods, event evaluations and report event data by the deadline given. Even if you have a few visitors, you must report this information

MARKETING AND PROMOTION:

- 1) Display all promotional and marketing materials provided to you prior to and during the Binational Doors Open Niagara event.
- 2) Submit all required information for promotional materials by the assigned deadline. (This is key to ensure proper printing times and to ensure that materials are available prior to the event)
- 3) Promote Binational Doors Open Niagara through your own institutional materials including but not limited to: newsletters, websites, calendar of events, and membership mailings
- 4) Add a link to your website to the Binational Doors Open Niagara website www.doorsopenniagara.com
This is a reciprocal link.

2012 Application Form

This site is able to meet the expectations and deadlines as outlined on the attachment herein and will remain open and free of charge to the general public on the days of June 15, 16 & 17, 2012 within the hours specified.

Built Heritage: New Site Returning Site: _____ (Last Year Involved)
Peace Garden:
Both Built Heritage & Peace Garden:

Legal Name of Site: _____

Doors Open and/or Peace Garden

Site Name: _____

Mailing Address: Street: _____ PO Box: _____

City: _____ State/Prov.: _____ PC/ZIP: _____

Site Address (if different): Street: _____ PO Box: _____

City: _____ State/Prov.: _____ PC/ZIP: _____

Public Information: Phone Number: _____ Fax Number: _____

Web Address: _____ Email Address: _____

Architect/Designer (if known): _____ Year Built (if known): _____

Physical Description To Be Used in Promotional Materials/Online - (required – MAXIMUM 50 WORDS)

Historic Significance/Designation of the Building/Peace Garden:

Please check each subject that your site is connected to, through its history, architecture, interpretation or use:

- Art Gallery on Site
- War of 1812
- Ghost Stories
- Underground Railroad
- Architecturally Unique
- Related to Renown or Notable Person _____
- Original/Authentic/Restored Period Decor
- National Historic Site
- This site has an Ontario Heritage Trust easement agreement
- Pioneer/Early Settlement
- Other Military
- School/Former
- Maritime History
- Stained Glass Windows
- Significant Artifact Collection
- Family/Child Friendly
- Railroad History
- Picturesque Grounds/Gardens
- Provincial / State Heritage Site
- Other _____

OUR BUILDING / GARDEN WILL BE OPEN THE FOLLOWING DAYS AND TIMES:

Friday, June 15, 2012 from _____ to _____
Saturday, June 16, 2012 from _____ to _____
Sunday, June 17, 2012 from _____ to _____

Do you allow photos of the interior of your building? Yes No

Are you normally open to the public? Yes No

Is your site generally accessible to visitors with special needs? Yes No

How many staff will be involved? _____
How many volunteers? _____

Do you plan on presenting any special events/exhibits/site tours as part of your Doors Open Program? If yes, please describe briefly:

VISITOR SERVICES - Please check all that apply

- | | | |
|---|--|--|
| <input type="checkbox"/> Self-Guided Tours Available | <input type="checkbox"/> Guided Tours Available | <input type="checkbox"/> Full Wheelchair Access |
| <input type="checkbox"/> Parking | <input type="checkbox"/> Partial Wheelchair Access | <input type="checkbox"/> Other Language Services Available – specify _____ |
| <input type="checkbox"/> Washrooms (accessible) | <input type="checkbox"/> Baby Change area | <input type="checkbox"/> Public telephone |
| <input type="checkbox"/> Gift Shop/Store | <input type="checkbox"/> Picnic Area | <input type="checkbox"/> Café/Restaurant |
| <input type="checkbox"/> Snack/drink vending machines | | |
| <input type="checkbox"/> Other | | |

Directions and Parking:

Total Car Capacity	On Premises	Off Premises
Total Bus Capacity	On Premises	Off Premises
Parking Fee?	Yes <input type="checkbox"/> No <input type="checkbox"/>	Cost: \$ _____
Public Transportation Available	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Closest Highway:	Name of Exit:	
Major Street or Intersection:		
Is there Signage from the nearest street/highway?	Yes <input type="checkbox"/> No <input type="checkbox"/>	

VISITOR CAPACITY - When estimating the number of people you can handle, please consider space as well as staff/volunteer needs, rest rooms, parking, coat room capacity, etc.

# of visitors at one time _____	# of visitors per day _____	Amount of time an individual should allow for viewing your site _____
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MARKETING AND CROSS-PROMOTIONS – please check all that apply:

- | | | |
|--|------------------------------|-----------------------------|
| We can display Doors Open/Peace Garden marketing materials at our site | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| We can link the Doors Open Niagara/Peace Garden website to our website | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| We can display information about other sites (their promotional materials) at our site | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| We can help distribute Doors Open/Peace Garden marketing materials in our community | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

PRINCIPAL CONTACT PERSON:

Name: _____ Title: _____

Organization: _____

Address _____

City: _____ Prov/State: _____ Zip/PC: _____

Phone/Ext: _____ Cell: _____

E-mail: _____ Fax: _____

INSURANCE:

It is mandatory that all sites participating in Binational Doors Open Niagara 2012 have insurance. Doors Open Sites and Peace Gardens must provide evidence that the following insurance requirements are met:

- Public Liability Limits must be for at least \$500,000 each occurrence, \$500,000 general aggregate, for bodily injury and property damage
- **An insurance certificate naming Binational Doors Open Niagara 2012 and The Binational Tourism Alliance as additional insured**, as in respect to your operation in Binational Doors Open Niagara for the days of June 15, 16, 17, 2012. (specify all that apply)

A photocopy must be provided showing proof of insurance with *Binational Economic and Tourism Alliance / Doors Open Niagara* as a rider by May 31, 2012.

Signature: _____ Date: _____

Please keep a copy of this form for your records.

Return Completed Form Via Fax and/or Email To: helga.honey@btapartners.com fax: 716.856.6754

Please email photo to: helga.honey@btapartners.com

BINATIONAL ECONOMIC & TOURISM ALLIANCE
5400 ROBINSON STREET, 2ND FLOOR
NIAGARA FALLS, ON L2G 2A6

OR

BINATIONAL ECONOMIC & TOURISM ALLIANCE
143 GENESEE STREET
BUFFALO, NY 14203

FAX: 716.856.6754

EMAIL: helga.honey@btapartners.com