



## Presentation to TWPEC Spencerville Mill & Museum Grant Application

Presented by Tim East,  
Secretary, Spencerville Mill Foundation

### Introduction

The Spencerville Mill & Museum is a historic landmark and the last remaining grist mill on the South Nation River, dating back to 1811. It has played a crucial role in the economic and social development of the region for over two centuries.

Today, the Spencerville Mill Foundation operates as a heritage site, museum, and cultural venue, offering guided tours, special exhibits, community events, and educational programming from May to October. It also serves as a picturesque event space, hosting weddings, and community gatherings.

The Spencerville Mill Foundation, a non-profit and volunteer-driven organization, is responsible for preserving and maintaining the Mill. Our mission is to protect the Mill's history, enhance public access, and promote cultural and educational programming. The Foundation relies on community support, grants, and fundraising to sustain operations, restore the historic site, and develop new initiatives, such as our Rise Up Campaign for elevator installation.

As a vital economic and cultural asset, the Mill contributes to tourism and local business growth, making it an essential part of the Edwardsburgh Cardinal community.

The Mill is not just a historical landmark; it is an **economic driver** in our community, attracting over **2,000 visitors annually** between May and October. Through heritage tourism, cultural programming, and events, we contribute to the local economy and enrich the cultural fabric of Edwardsburgh Cardinal, and the village of Spencerville.

However, as we work diligently to fundraise for our **Rise Up Campaign**—a project focused on installing an elevator for accessibility—our operational budget remains tight. **That is why we are seeking \$3,200 in financial assistance for a investment: a new website.**

### Why We Need a New Website

A modernized website is essential for:

- ✓ **Enhancing Visitor Experience** – An intuitive, user-friendly site to highlight events, tours, and Mill history.
- ✓ **Boosting Accessibility** – Full compliance with **AODA** standards, ensuring inclusivity for all users.

- ✔ **Expanding Online Reach** – SEO optimization to increase visibility and attract visitors regionally and beyond.
  - ✔ **Strengthening Community Engagement** – Online booking for **weddings, rentals, and programs** to increase participation.
  - ✔ **Improving Security & Maintenance** – Upgrading to a secure, efficient platform with better functionality.
  - ✔ **Access to funding** – We initially applied for the maximum grant of \$2,500 from the Brockville & Area Community Foundation (BACF) to support our website redevelopment. While our request exceeded available funds, we were fortunate to **receive \$400 through the Bradford Hubbard Memorial Fund**, which is managed by BACF.
  - ✔ **Supporting Local Businesses** – Dedicated **wedding industry vendor page**, funded in part with **\$400 pledge from CF Grenville**.
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## The Financial Breakdown

The total **website redevelopment cost**:

- 💰 **\$3,500** – Website design and development
- 💰 **\$900** – Two years of maintenance, including plugin updates

Total: **\$4,400**

So far, we have secured **\$800** through local grants, reducing our funding gap to **\$3,600**. We are requesting **\$3,200** from TWPEC to make this project a reality. This is the remainder to the web build + one year maintenance.

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## Why This Matters

A **modern, accessible website** is more than just an upgrade—it's an investment in the future of the Mill and the local economy. This project will:

- ◆ Attract more visitors, increasing revenue for the Mill and surrounding businesses.
  - ◆ Ensure equitable access to history, education, and cultural events.
  - ◆ Strengthen our role as a **hub for community engagement and tourism**.
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## Closing

Your support would allow us to **bridge the financial gap** and move forward without diverting crucial funds from our **Rise Up Campaign**. Thank you for your time and consideration. I welcome any questions you may have.

## Website

Sep 26.24

### Spencerville Mill & Museum

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## CONTENT MANAGED WEBSITE

The first step in the design of a website is creating a site map. This tool serves as the navigational structure for the project and helps plan the content development for both client and designer. During content development, the designer can provide an outline document with questions and best practices that can help direct the client as they gather the content. The designer will add any other new information either from competitor research, the current website or from the client at a planning meeting. It is only after the sitemap and content preparation are completed that the design stage begins. The design will focus on the business or organization's brand, services and location and will include a dynamic Google map (if desired) and contact form. The website will be created in a test area on the destination server\* for final approval before the live launch. The site setup will include the insertion and organization of agreed amount of content provided by the client. The site will be built with a responsive structure. This allows the content to automatically adapt and reorganize for smaller screens such as tablets and mobile phones.

Often times the client would like to create and modify content after the website has been developed, therefore a Content Managed System (CMS) is required. This simplifies the publication process of posting content to the web (so knowledge of HTML and CSS is not needed to keep the site updated). Fees include 2 hours of staff training.

**Hosting (optional):** For a site to be accessible via the internet, it must be hosted on a server. If the client does not currently have a host or would like to switch to a new server, this fee will be added. Cloud email addresses can be purchased per name.

It is recommended that regular maintenance be scheduled to avoid security vulnerabilities. Upon website launch this responsibility falls to the client, however, the designer can be hired to perform these updates either monthly or periodically. See optional "Monthly or On-Demand Maintenance" description and fees below.

### Fees for this item:

**Design & Production of up to 7 page site** **\$1950**  
**Included Plugins: File Backup & Malware Scanner**  
**Stock Photography (up to 6 graphics)**  
**Training Staff - (up to 2 hours)**  
**Helpful module templates for future staff use**  
**PayPal donation (from previous site)**

\*\*Note: current website  
15-20 pages.

### Additional Fees:

**Event Calendar Setup (free or premium version)** **75**  
**Event Calendar Premium** **\$200/yr.**  
**Booking Calendar Setup** **\$500**  
**Booking Calendar** **\$350/yr**  
**Quote System Setup** **\$175**  
**Quote System** **\$120/yr**  
**One Year Cloud-hosted email (\$95/yr./user)** **tbd**  
**One Year Standard Hosting (\$170/yr.)** **tbd**  
**One Year Domain Name (\$25-40/yr.)** **tbd**

### TOTAL FEES FOR OPTION

**TBD**

\*If client is hosting the website, confirmation that server can support the new site is necessary before the project commences. Contact the hosting provider with these requirements: Disk Space: 1GB+, PHP 7.4 or greater, MySQL 8.0 or greater OR MariaDB 10.5 or greater, Nginx or Apache with mod\_rewrite module, HTTPS support, RAM: 512MB+, Processor: 1.0GHz+.

