



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**.

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.

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**.

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 maintainance 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+.

A website can include additional functions or extensions which require a more complex type of programming. These tools help make the website experience more useful to the user. Examples include: customized search engine optimization (SEO), e-commerce, social media feeds, calendars (event or booking), custom forms, multilingual applications and many more. Some plugins have a yearly fee for support and routine security updates which will be additional fees.

TOTAL FEES FOR THIS ITEM: **TBD**

Monthly or on-demand maintenance can be procured as needed. It is recommended that a website be checked and updated on a regular basis 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. (A routine backup and update typically takes 1hr.) Most hosting providers offer routine updates and backups. If the client is using their own provider, he/she is encouraged to inquire of the details on this service.

TOTAL FEES FOR THIS ITEM: TBD

1. Re-scope – Susan Marriner reserves the right to re-scope the project and/or re-appropriate the budget following discussion of the proposal and deliverable.
2. Extra costs – These costs include couriers, author alterations or applicable taxes.
3. Delays – Budget estimates are based on uninterrupted production until completion. In the event of delays in approval or changes in delivery deadlines by the client, Susan Marriner reserves the right to re-scope the budget and/or production schedule.
4. Authorization – This signed proposal confirming the project scope and budget estimate will be required for Susan Marriner to begin a project.
5. Taxes (HST @ 13%) are additional, as applicable. Fees are based on estimates of designer hours at prevailing freelancer rates. Design services beyond those outlined in this proposal are available if/ as required, and will be charged for at prevailing freelancer rates.
6. Author's Alterations (AAs) — all production or layout quotes are based on starting the work using final, edited text. If changes (to design or wording) are made after the supplied copy is worked into the approved design, this is considered an alteration that creates additional work, and is billed extra at the normal production rate. You shall be notified in advance when a change is considered to be an AA, and you will be informed of the anticipated cost of the required change. Author's alteration will be charged at the rate of \$50/hr. for any changes after the final upload, or any work not mentioned in this proposal.
7. Project Expenses — The Client shall reimburse Susan Marriner for all expenditures incurred by Susan Marriner with respect to this project. Disbursement and out-of-pocket expenses are billed at cost. Allowance of any funds have not been made at this time for any such costs for disbursements such as disk output, proofs, shipping, traveling, parking and others as required.
8. Terms of payment — 100% of design and printing fees are due upon delivery of finished project, with the exception of logos and websites. For logos, the usable files will be delivered after payment is received. For website projects, a 50% deposit is required before commencement. Net 15 days if terms previously established. Monthly compounded interest of 3% will be added to invoices overdue.
9. Proposals issued by Susan Marriner are valid for 30 days from the date issued.
10. Any project which is mandated for completion and delivery with a 3 to 5 day turnaround or has been modified so as to require more time and the target date cannot be changed, will be subject to a 25% rush fee. Rush may also effect costs of pre-press and printing materials.

*The designer will notify the client should any of the above fees become required for the project to continue.

Client Signature: _____ Date: _____