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THE  
ST. LAWRENCE  
PARKS COMMISSION  
MORRISBURG, ONTARIO



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THE ST. LAWRENCE PARKS COMMISSION  
ANNUAL REPORT  
1982

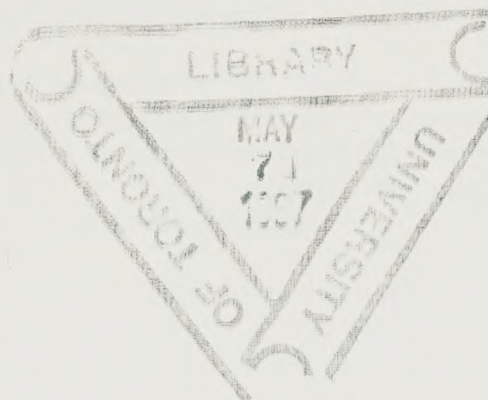


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VISITORS' COMMENTS ...

Upper Canada Village is probably the finest contribution any government has ever made to the Canadian Culture and particularly interesting for coming generations.

OTTAWA, Ontario

Flew in - beautiful landing strip.  
Upper Canada Village is fascinating.  
Couldn't see it all in one day. We'll  
be back.

NEPEAN, Ontario

Upper Canada Village is a most interesting place, it is well presented and with some of the most charming and helpful people I have met in Canada.

NEWCASTLE, U.K.

J'ai passé une journée fantastique.  
Bravo, pour conserver l'heritage et  
l'histoire du Canada. Capeau à la  
Commission des Parcs du St. Laurent.

ROUYN, Quebec

We found our visit to Old Fort Henry the highlight of our trip to Kingston. Your staff was very informative and courteous. We can only hope that more tax dollars will be allocated to the preservation of Ontario's heritage.

TORONTO, Ontario

Most complete restoration ever visited, with particular attention to living conditions of the time. Old Fort Henry is most impressive - should be on all "must see" lists.

SEYMOUR, Connecticut

Old Fort Henry - Supérieur!

VILLE DE QUEBEC, Quebec

Just a beautiful setting! We do not  
have parks like these back home.

ONEIDA, New York

### BACKGROUND AND ROLE

Created in the mid-1950s at the time of the construction of the St. Lawrence Seaway and its allied Power Project, The St. Lawrence Parks Commission's purposes are to preserve the St. Lawrence Valley's historic past and to ensure the recreational enjoyment of visitors to its sites and attractions.

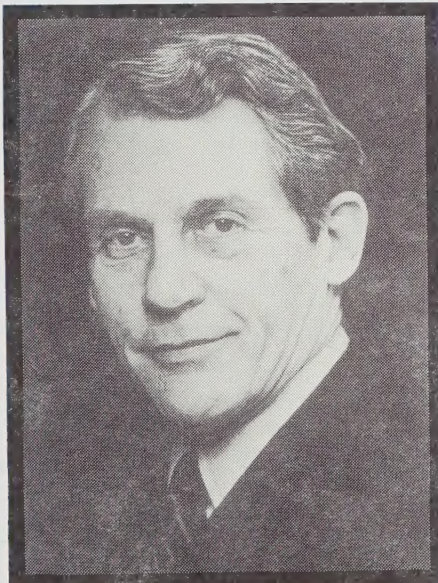
Diversity defines the Commission's operations. Upper Canada Village and its adjoining Chrysler Park recreation area, near Morrisburg, Ontario and Old Fort Henry, Kingston, Ontario, are two of the province's premier historic sites and attract well over 500,000 visitors annually.

As well, the Commission directs the operations of 15 provincial parks located between Adolphustown, Ontario to the west and the Ontario-Quebec border, the Upper Canada Golf Course, the Chrysler Park Marina, Airstrip, Maple Sugar Bush and the Upper Canada Migratory Bird Sanctuary, all located near Morrisburg.

### TRIBUTE TO JAMES A. C. AULD

It was with deep regret that The St. Lawrence Parks Commission learned of the death of its Chairman, James A. C. Auld in Toronto on June 30, 1982.

Mr. Auld, appointed Chairman in May, 1981, was a great supporter of the Commission, having been second Vice-Chairman and Acting Chairman during the organization's formative years. He played an active role in organizing the building of Upper Canada Village and largely was responsible for arranging the funding of the Bellamy's Flour and Grist Mill restoration project. This mill, now located at Upper Canada Village, will open to the public in 1984.



Mr. Auld's 30-year political career saw him hold several major Ontario Provincial Government portfolios. He was responsible for the setting up of the Ontario Heritage Foundation, the conception and realization of the Ontario Science Centre and the reconstruction of Ste. Marie among the Hurons and Old Fort William.

He served with the Queen's Own Rifles during World War Two, was honorary Lieutenant Colonel of the Brockville Rifles and an honorary Fort Henry Guardsman.

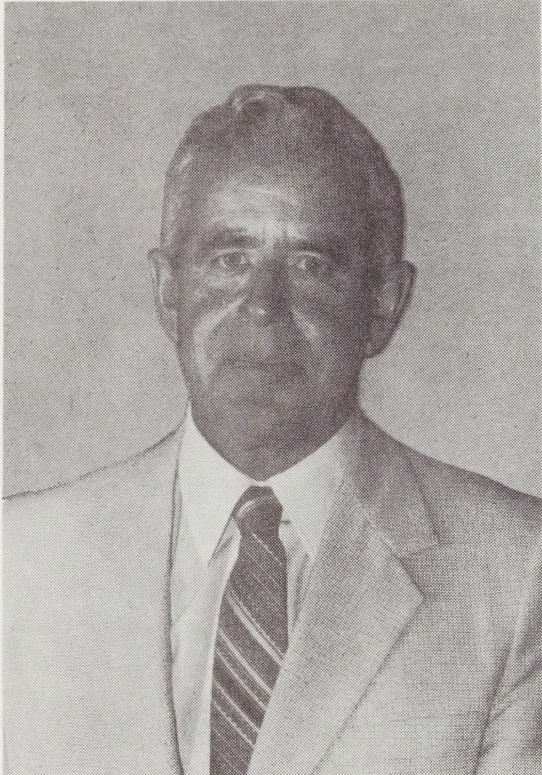
A gentle, friendly, humourous man, Mr. Auld left many friends and admirers of his accomplishments.

To his wife, Nancy, son, James Jr. and daughter, Alexandra, the Commission extends its sincere sympathy.

REMARKS OF THE CHAIRMAN

DONALD R. IRVINE

One area of encouraging economic news in this fiscal year has been the performance of the tourist industry both nationally and provincially.



Our provincial government agency, The St. Lawrence Parks Commission, which is vitally involved in the financial upswing in this industry, now operates under the aegis of the newly created Ministry of Tourism and Recreation. This Ministry is headed by the Hon. Reuben C. Baetz and Deputy Minister John R. Sloan.

The tourist industry has become highly competitive. The Commission, in order to increase its share of the tourism market, constantly is upgrading and improving its existing facilities, as well as adding new programmes, displays and attractions.

A number of improvements and renovations was made this year at Upper Canada Village, funded by a Board of Industrial Leadership and Development grant.

The sod turning for the Bellamy's Flour and Grist Mill took place and a major part of the reconstruction of this building, originally located in North Augusta, Ontario, has been completed.

As a result of a grant under the Eastern Ontario Subsidiary Agreement, an increase in the strength of the Fort Henry Guard was possible. With the intention that by 1984 the Guard would be capable of mounting a third ceremonial retreat during the week, recruiting and purchasing of extra uniforms and equipment began in 1982.

In financial partnership with the federal and provincial governments, the Commission tendered for a study to determine the feasibility of a full-service resort complex to be operated by the private sector on Commission land. The results will be announced in the next fiscal year.

I am proud of the Commission's accomplishments during the past two-and-a-half decades in bringing approximately 62 million visitors to its sites in Eastern Ontario. It will continue to fulfill its role of encouraging tourism and will endeavour to ensure all the amenities expected by the tourist of the 1980s are offered at its sites and attractions.

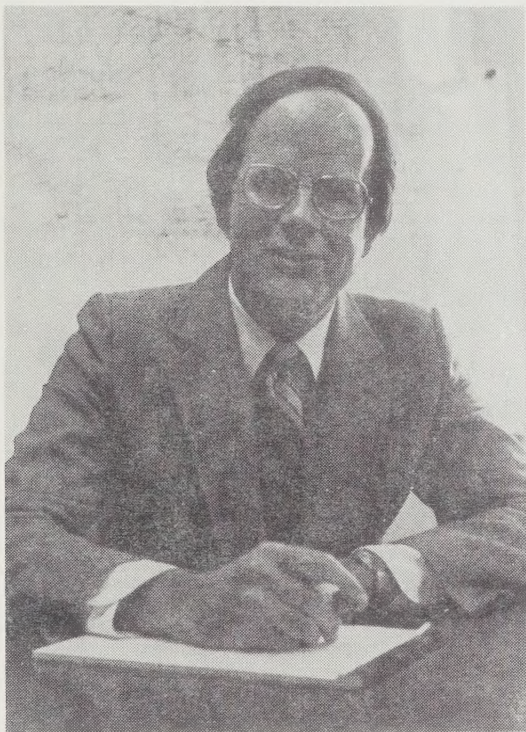
REMARKS OF THE GENERAL MANAGER

ROBERT A. COOK

It has been an exciting year for The St. Lawrence Parks Commission, one marked by innovation, improvement, celebration and involvement with communities in Eastern Ontario.

Upper Canada Village had children among its "residents" for the first time since its inception. The Young Interpreters Programme which sees youngsters apprentice with tradesmen and attend the Village school, was well received by visitors.

Both Upper Canada Village and Old Fort Henry's facilities were upgraded. For the Fort, it also was the year in which it marked its 150th anniversary, hosted Garrison Theatre productions and pops and symphony concerts.



Farran Park was the site of the unveiling of a plaque marking a conservation project at the Upper Canada Migratory Bird Sanctuary in memory of Rogers C. B. Morton, an American conservationist.

The project undertaken by the Ministry of Natural Resources and The St. Lawrence Parks Commission to perpetuate North America's waterfowl resource, was built by Ducks Unlimited (Canada). It was funded by The Waterfowl Festival, Easton, Maryland and Ducks Unlimited, of Maryland.

The Upper Canada Golf Course was the scene of a second annual charity golf tournament in aid of the Muscular Dystrophy Association.

The tour boat, The Canadian Empress, of Kingston, docked during the season at Chrysler Park Marina. Her passengers paid visits to Upper Canada Village and enjoyed 1860s-style fare at Willard's Hotel.

The stores at the Village and the Fort take pride in promoting the Canadian craft industry. A total of 95 percent of the merchandise sold is of Canadian origin.

St. Lawrence Parks Commission offers quality attractions to tourists visiting Eastern Ontario. This reputation is reflected in the Michelin Guide's "three star - must see" rating of Upper Canada Village. Only one other Eastern Ontario site, the National Museum of Man, Ottawa, Ontario, is so honoured.



COMMISSIONERS

Standing from left:

JOHN COOK - A resident of Cornwall, Mr. Cook is the former manager of Guaranty Trust Co. and a member of the Advisory Board of Guaranty Trust Co.

HELEN KENNEDY - Mrs. Kennedy resides in Williamstown. She is an ardent supporter of the development of parks.

DONALD R. IRVINE - The Commission's Chairman resides in Prescott and is a director of Halco Inc., the Augsbury Corporation, Halifax Industries Ltd., Shelburne Marine Ltd. and chairman of their finance and budget committees.

HELEN LANE - A resident of Ingleside, Mrs. Lane is an active member of the I.O.D.E. and interested in local and municipal affairs.

WAYNE SCOTT - Mr. Scott is active in local and municipal affairs and owns and operates a gift shop in Sydenham.

Seated from left:

GERRY HUCK - Mr. Huck owns and operates Huck Marina, Rockport and is a member of the Ontario Marina Association.

OSIE VILLENEUVE, M.P.P. - Mr. Villeneuve resides in Maxville and is a member of the Provincial Legislature.

NORMAN CARSON - A resident of Brockville, Mr. Carson is president of Bennetco Limited.

Absent from photo:

SAM AULT - The Commission's Vice-Chairman is president of Ault Foods, Winchester and one of the leading businessmen in Eastern Ontario. Mr. Ault resides in Morrisburg.

JOHN MORRIS - Mr. Morris resides in Prescott, is publisher of the Prescott Journal and active in local and municipal affairs.

JEAN MORRISON - Mrs. Morrison is publisher of the Napanee Beaver and the Picton Gazette. A resident of Napanee, she formerly was a teacher at the Napanee District High School.

JIM CLARK - Mr. Clark is a teacher at St. Lawrence College in Kingston and is vice-president and general manager of Rideau St. Lawrence Cruise Ships Inc.



## UPPER CANADA VILLAGE

This fiscal year saw a number of improvements at Upper Canada Village, a re-creation of a nineteenth century Loyalist settlement, located near Morrisburg, Ontario.



The 274,637 visitors to the Village had the opportunity to learn about the lives of children in the 1800s through the Young Interpreters Programme. Children took part in this innovative programme which saw them apprenticing with tradesmen, attending the Village school, working on the farm and carrying out domestic tasks with adult interpreters.

Capital funding was increased by a Board of Industrial Leadership and Development (BILD) grant of \$2 million. These additional funds were used in the reconstruction of Bellamy's Flour and Grist Mill. Transported from North Augusta, Ontario, this stone mill is scheduled to open to the public in 1984.

As well, a new ticket office, entrance washroom with facilities for handicapped people and parking lot were constructed. Several buildings were renovated and the sewage disposal system was rebuilt with BILD monies.

A number of research projects was undertaken in the field of cider-making, the role of children in Upper Canada and gardening. More work was done on the history of water transport and a new manual was prepared on the use of the bateau.

Research into the history of Simcoe House was extensive. It was concluded the structure is not Government House where Simcoe stayed. The decision was made to interpret the building as a lockmaster's house.

The industrial department introduced new blanket styles, the agricultural department introduced two reproduction horse-drawn cultivators and improvements were made in interpretation. At Loucks' Farm, full noon meals were prepared for and eaten by the farm hands several times a week.

Theme weekends, including sheep shearing, flax processing, pig butchering, metal processing (blacksmith and tinsmith), and woodworking were interpreted with at least one event each month.

Over 40,000 students and teachers visited the Village. "School Days", a new educational programme, was introduced for grades 2-4. Each class spent part of its visit in the Village schoolhouse learning nineteenth century lessons with the students writing on slates and with quill pens in their home-made copy books. They also learned about apprenticing and working in the mills.

The consulting firm of Pannell Kerr Forster Campbell Sharp conducted a study into the feasibility of private sector building and operating a year-round heritage inn near Upper Canada Village. Results will be announced in 1983/84.

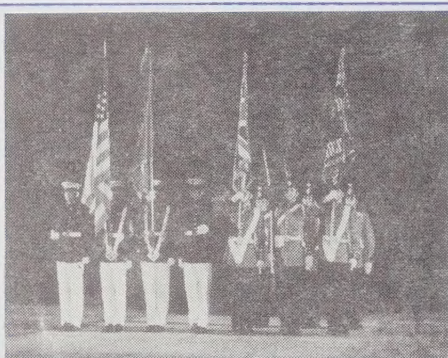
Dear Miss Brydon, Thank-you for letting go to the School Days Programme. It was really fun Boy! Was Mistress Harriss ever mean. But Kim is nice. I wish I'd met you or I would have thanked you then. But this is better. I really liked the school house. I really learned about the olden days. I hope me and my family can come back. Your loving Friend, Robin Chambers.

## OLD FORT HENRY

Old Fort Henry is a unique, restored, nineteenth century fortification of national and provincial significance. Located in Kingston, Frontenac County, it is operated as an outdoor historical museum.

The complex consists of a 'citadel' comprised of a redoubt with two flanking ditches, a battery, commissariat stores and two towers, a stockaded maintenance area containing six buildings, an information centre and picnic area, all within a 65-acre site.

During 1982, a total of 172,525 visitors helped Old Fort Henry celebrate its 150th anniversary.



The Fort Henry Guard, complete with its mascot, David, journeyed to Washington, D.C. to pay its biennial visit to the United States Marine Corps' barracks.

Each year since 1969, the Marines and Guard have met, alternating sites between Kingston and Washington.

This unique affiliation dates back to 1954 when the Marines first visited the Fort on the anniversary of the Ogdensburg Agreement between Canada and the United States.

This agreement between the two countries promised American aid to Canada in the event of war.

A new exhibit "In Defence of the Colony: The Construction of Fort Henry 1813-1839" was added. The display was opened jointly by the Minister of National Defence Gilles Lamontagne and the Minister of Tourism and Recreation Reuben Baetz. It features maps, drawings and artifacts illustrating the construction of Old Fort Henry, especially marking the sesquicentennial of the beginning of the current structure.

As a result of a \$335,200 Eastern Ontario Subsidiary Agreement (EOSA) grant, effective over three years, an increase in the strength of the Fort Henry Guard was possible. With the intention that by 1984 the Guard would be capable of mounting a third ceremonial retreat during the week and on occasion of putting on two ceremonial retreats simultaneously, recruiting and purchasing of extra uniforms and equipment began in 1982.

In this fiscal year, the Guard participated in 23 special events at the Fort, including 15 ceremonial retreats, Victoria and Dominion Days' celebrations and Kingston Symphony and Kingston Pops concerts.

The Guard also took part in 18 events away from the Fort, including celebrations marking the 150th anniversary of the Rideau Canal, performances at the Central Canada Exhibition, Ottawa, Ontario, and the meeting of the International Monetary Fund, Toronto, Ontario.

There was a great number of significant repairs and alterations made to the structural fabric of the Fort, including the rebuilding of four gun carriages and platforms and the complete restoration of the bakery.

A total of 32,277 visitors made use of the information centre and over 2,500 comment cards were completed, 99 percent of which were favourable.

PARKS AND RECREATIONAL SERVICES

Nearly 2.25 million people enjoyed the Commission's camping facilities in 1982. Most of the 15 parks, located on the St. Lawrence River - Lake Ontario, offer full camping services.

Although the winter of 1982/83 did not see ideal weather for winter recreation, two of the Commission's parks, Brown's Bay Park, near Brockville, Ontario, and Chrysler Park, near Morrisburg, Ontario, do have groomed cross country ski and snowmobile trails for public use, weather permitting. Sleigh rides and ice skating at Upper Canada Village also are popular with cold weather enthusiasts.

Tapping at the Chrysler Park Maple Sugar Bush started on March 8th with the first sap being collected on March 17th. During the season 11,250 gallons of sap were collected which produced approximately 250 gallons of syrup.

An estimated 7,000 persons visited the operation and a total of 1,180 school students saw the orientation slide presentation shown at the Upper Canada Restaurant.

The Upper Canada Golf Course operated from May 1, 1982 to October 31, 1982 and was used by 19,013 players.

Canada Geese arrived at the Upper Canada Migratory Bird Sanctuary in late March and were nesting by late April. A total of 1,320 ducks and 672 Canada Geese was banded during the season. In 1982, 374 goose eggs were shipped to Arkansas to establish a new flock of Canada Geese. This airlift was phase two of a three-year project.

During the hunting season, 847 hunters used the area for a total of 5,611 hours. Some 312 Canada Geese and 223 ducks were harvested.

The Commission's parkways continued to be popular with visitors as 1,168,000 vehicles used the Thousand Islands Parkway and 136,206 vehicles entered the Long Sault Parkway. The number of camper groups using this latter facility was 23,526.

Farran Park was the site of a plaque unveiling September 16, 1982, marking a conservation project at the Upper Canada Migratory Bird Sanctuary in memory of Rogers C. B. Morton, an American conservationist.

UPPER CANADA MIGRATORY BIRD SANCTUARY  
A CONSERVATION PROJECT TO THE MEMORY OF  
ROGERS C. B. MORTON  
UNDERTAKEN FOR  
THE PERPETUATION OF NORTH AMERICA'S WATERFOWL RESOURCE  
BUILT IN 1979 BY  
DUCKS UNLIMITED (CANADA)  
ON LAND DONATED BY  
THE GOVERNMENT OF ONTARIO  
  
FUNDS GENEROUSLY PROVIDED BY  
THE WATERFOWL FESTIVAL - EASTON, MARYLAND, U.S.A.  
AND  
DUCKS UNLIMITED OF MARYLAND

MERCHANDISING AND REVENUE SERVICES

Merchandising and Revenue Services manages the Commission's commercial activities which include the Village Store, the Warehouse Snack Bar and the Garden Snack Bar at Upper Canada Village; the Pro Shop and the Canada West Lounge and Restaurant at the Upper Canada Golf Course; the Shako Badge Gift Shop and the Shako Badge Restaurant at Old Fort Henry; the Gift Shop at Chrysler Park Marina. Admission, merchandise and food sales exceeded \$2,700,000.

The continuing programme to "buy Canadian" was very evident in 1982 with 95 percent of merchandise coming not only from Canadian suppliers, but also from the very small manufacturers, artists and craft people dealing in quality Canadian merchandise.

Besides buying, handling and processing goods and services from more than 400 suppliers, Merchandising and Revenue Services also handled the by-products of the demonstrations within Upper Canada Village and Old Fort Henry. This amounted to more than \$100,000 worth of goods which included bread, cheese, newspapers, brooms, carded wool, quilts, weaving samplers, etc.



A number of in-store exhibits and events was arranged.

In conjunction with the 150th anniversaries of the Rideau Canal and building of Old Fort Henry, Robert Passfield visited the Shako Badge Gift Shop and Village Store to autograph his new book "Building the Rideau Canal".

Mary Cook visited the Village Store to discuss and autograph her books, "A Collector's Stories and Recipes" and "Time to Blow Out The Lamp".

A successful dinner was staged at the Canada West Lounge and Restaurant for the Ontario Weekly Newspaper Association. In excess of 100 people attended this event.

In co-operation with Historic Sites, Merchandising and Revenue Services operated a food booth for the seventh year of the "Grand Exhibition" of the Upper Canada Agricultural Society. In keeping with the time frame of more than 100 years ago, retail prices were literally pennies at the booth.

The purpose of the Motel Promotional Admission Ticket programme was to give the motel operators the opportunity to associate their own motel promotion more directly with that of the Commission. A total of 5,802 visitors purchased this special souvenir-type admission ticket to visit both Old Fort Henry and Upper Canada Village.

The Half-Back programme was offered at the Village Store and the Shako Badge Gift Shop book shops. This programme enabled customers to apply non-winning Wintario tickets towards the purchase of books written by Canadian authors.

The Season Pass package again was offered to patrons of Upper Canada Village and Old Fort Henry with a highly successful outcome.

### MARKETING AND COMMUNICATIONS SERVICES

A complete marketing plan for The St. Lawrence Parks Commission was developed and implemented in the fiscal year 1982/83. The plan called for increased emphasis on the bus tour trade and a more pro-active role in the local tourism industry.

Last season the Division was involved in promoting many special events, including the Welsh Men's Choir performance at Upper Canada Village, the visit of the Museumobile from the Royal Ontario Museum to Crysler Park, the autographing session by Charlie Farquharson at the Village Store, the unveiling of a special plaque at Farran Park commemorating a conservation project at the Upper Canada Migratory Bird Sanctuary, and the Garrison Theatre's productions at Old Fort Henry.

Along with weekly press releases and the paid advertising coverage of the Commission, Upper Canada Village and Old Fort Henry received a good deal of extra coverage throughout the year. The Toronto Sun, The Sunday Express (Montreal), and W.W.N.Y.-T.V. (Watertown, N.Y.) and the CTV network featured Commission sites and programmes.

The St. Lawrence Parks Commission was involved actively in a number of trade and travel fairs in both the local area and major centres which featured "touch and feel" artifacts and exhibits. The Division sent representatives to a number of travel trade marketplaces, as part of the plan to increase bus tour trade to the Village and Fort.

Active membership in a number of area tourism-related groups gave The St. Lawrence Parks Commission an opportunity to become involved in the on-going plans of the tourism industry in Eastern Ontario.

In 1982, The St. Lawrence Parks Commission's parks and campsites were included in the Ministry of Natural Resources parks report radio broadcasts. An in-house answering service provided an after-hours source of information to callers. Two information booths operated daily from mid-May to mid-October.

Marketing and Communications Services hosted a wide variety of guests - from travel writers to tour brokers, from tourism ambassadors to travel agents.

In January, the Marketing and Communications Division moved its headquarters to the "Off-Centre" House at Upper Canada Village, where its services are more readily accessible by visitors seeking further information on The St. Lawrence Parks Commission.

### ADMINISTRATIVE SERVICES

This Division provides administrative services to all sections of the Commission and deals specifically with such subjects as personnel administration, purchasing, legal services, concessions, central stores issues of equipment and supplies and general office services.

The number of probationary/regular civil servants is 129. In addition, the Commission employs approximately 650 seasonal staff.

As part of the Ontario Government's Affirmative Action Programme, Ellen Macdonald, a lawyer with the Toronto firm of Stapells and Sewell, addressed staff on "Family Law Reform Today", highlighting the new divorce laws.

FINANCIAL STATEMENTS

## EXPENDITURES 1982-83

Salaries, Wages and Benefits-	\$ 7,658,889
Travelling Expenses-	62,692
Maintenance (including purchase of equipment)	1,681,530
Construction and Development-	172,854
Purchase of Saleable Merchandise-	882,217
Grants to Municipalities in lieu of taxes-	<u>23,635</u>
TOTAL	<u>\$10,481,817</u>

## REVENUE 1982-83

ENTRANCE FEES	
Old Fort Henry-	361,038
Upper Canada Village-	805,910
Parks-	186,310
Golf Course-	<u>203,925</u> \$1,557,183
PARKS CAMPING FEES 578,679	
SALE OF MERCHANDISE	
Old Fort Henry-	380,250
Upper Canada Village-	988,216
Parks-	6,667
Golf Course-	<u>145,685</u> 1,520,818
CONCESSION RENTALS	
Upper Canada Village-	69,562
Parks-	<u>70,898</u> 140,460
GOLF COURSE EQUIPMENT RENTALS 39,951	
MISCELLANEOUS	
Old Fort Henry-	6,638
Upper Canada Village-	13,990
Parks-	8,266
Golf Course-	<u>190</u> 29,084
TOTAL	<u>\$3,866,175</u>

ATTENDANCE 1982

Old Fort Henry	172,525
Upper Canada Village	<u>274,637*</u>
TOTAL HISTORIC SITES	447,162
Upper Canada Golf Course	19,013
Adolphustown	78,828
Fairfield	33,724
Ivy Lea	181,992
Brown's Bay	92,260
Grenville	66,424
Riverside-Cedar	105,980
Crysler Park	664,176*
Morrison/Nairne	59,992
Farran	65,484
Long Sault Parkway (West)	169,196
Long Sault Parkway (East)	375,628
Lakeview	14,044
Charlottenburgh	155,688
Raisin River	41,892
Glengarry	<u>119,648</u>
TOTAL PARKS	2,224,956
TOTAL ALL SITES	2,416,494

\* The figure for Upper Canada Village is calculated into the figure for Chrysler Park.

Total revenue from sales and fees at the Commission's sites, parks, stores, golf course, pro shop, The Canada West Lounge and Restaurant, and concessions stood at \$3,866,175, increased from \$3,690,077 the previous year.

With the downturn in the economy, participation in job creation programmes was a major involvement of the Commission. Over 100 positions resulted from these programmes, the close to \$1 million funding for which was provided by other government agencies such as the Canada/Ontario Employment Development Programme (COED).





Ministry of  
Tourism and  
Recreation

Province of Ontario  
Queen's Park  
Toronto, Canada  
M7A 2E5

Hon. Reuben C. Baetz  
Minister  
John R. Sloan  
Deputy Minister