



Lambton County Creative Fund

Post-Project Report

This information is required to summarize the performance of all projects that receive Creative County Funding. This report should be submitted within 3 months of your project completion. Acceptance of the completed Post-Project Report is required to release the final 25% payment of project funding.

Group Name: Petrolia150 Steering Committee

Project Name: Petrolia150

Completed by: Steve Loxton

Email: sluggo7@hotmail.com

Telephone: 519-490-3800

Please refer to your original Application as a guide in completing this Report. A comment section appears at the bottom of the form. Please use it to explain how your actual project may have varied from your original project proposal.

1. CONTRIBUTION TO CULTURAL LIFE

What did you state on your initial application was the *specific* contribution to the cultural life of your community that would result from your project? How well did your project meet this goal?

- We enriched the cultural awareness and life of our community by **telling the historic stories** that led up to each of the three sesquicentennial events. We did this by using contemporary newspaper accounts, among others, posted over the course of the year in a dedicated [Petrolia150 Facebook group](#) and a complimentary [blog](#). These stories and the P150 theme were also incorporated into the scripts of the **Hillsdale Cemetery Tour** and featured in a number of local media articles.
- We produced a large mural and three interpretive signs for each of the historical events. These were installed at, or near the locations most closely associated with these events. This **interpretive signage** will make an ongoing contribution to raising awareness about the history of the incorporation of the **Village of Petrolia**, the **opening of the railway spur** and the **striking of the King Well**.
- On **Oct. 1st**, we held celebratory main event, in the guise of a “birthday party”, featuring heritage displays, food and drink, two sold out lectures on the **Petrolia railway spur** and the **King well** and culminating with the **unveiling** of the above mentioned murals/signage.

In all, we achieved our stated goals and activities, as well as adding a couple more over the course of the project, such as the **King well search** and a “**History Show & Tell**”.

2. PROJECT IMPACT

Again referring to your initial application, what *impact* were you hoping to achieve and how did you achieve it?

- We wanted to raise awareness of the triple sesquicentennial of three founding events of Petrolia, which we achieved by telling the stories that lead up to each event, using contemporary newspaper and other accounts, in “real” time, over the course of the year, through a dedicated social media presence and using The Town of Petrolia, the Petrolia Heritage Committee and other local group’s existing promotional channels. We presented lectures and A/V presentations, featuring historical accounts of these events, based on the research of Tom Walter (railway spur) and Steve Loxton (King Well strike).
- We wanted to encourage community participation, which we achieved by holding a History Show & Tell, where people brought their own artifacts, collectibles, photos, etc. We held a celebratory main event, featuring historic re-enactments, heritage displays, scale models, food/drink/entertainment and culminating with the unveiling of the above-mentioned murals/signage. We incorporated Petrolia150 thematic content into 1) the 2016 Hillsdale Cemetery Tour by the Petrolia Community Theatre and 2) the Victoria Hall Art Advisory Committee’s “Winter Wonderland” artwork displays in late 2016.
- We wanted to create an ongoing commemoration and awareness of these events and enhance community and tourist appeal, which we achieved by producing murals and interpretive signage for each of the 3 events and permanently installed them near the locations most closely associated with the event and by installing a replica vintage wooden pump jack close to the King Well site to create a focal point of interest, evoking the King Well.

PROJECT OUTCOMES

Identify two Project Outcomes that resulted from your project. What were the measured results of these?

	Outcome #1	Outcome # 2
Targeted Outcome	To advise residents of the celebration and encourage participation.	To create signs, install a wooden pumpjack, hold main event and lecture series.
Indicator of success and the tools used to measure this	attendance, response on social media, blog followers, response to call for photos to share	three large signs produced, pumpjack donated, sign unveiling and lecture series held
Actual Results	292 Facebook group members, 3381 blog views, many photos shared and artifacts displayed	Over 600 people attended the main event, signs and pumpjack installed, lectures sold out

4. PROJECT PARTICIPATION

What was the total number of people reached by your project, and in which Lambton communities?

- Our online presence easily reached many thousands of people. While full analytics are not available for Facebook groups, the Petrolia150 Facebook group reached nearly 300 members during the project. These members would have received notifications every time a post was made and the “friends of friends” of these people would also have seen these posts pushed out to their feeds.
- During the course of the project (essentially all of 2016), there were over 250 “threads” started on the FB group. These threads, in total, received many hundreds of additional comments and many thousands of views.
- Our blog at www.petrolia150.ca published 12 articles over the course of the project and received over 3,300 views.
- 600 people attended the sign unveiling, bbq and celebration, and the Petrolia library held a capacity crowd for the lecture series.

5. PARTNERSHIPS

Describe any new partnerships that emerged from the project that will continue to network with your organization.

- Many new history, heritage and community relationships developed through projects, events, media and online (social media and blog). These included:
 - Town of Petrolia (event financing and planning, signage install prep., promotion)
 - Fairbank Oil (installation of vintage pump jack at King Well site)
 - Petrolia Heritage (Petrolia150 theme in 2016 Hillsdale Cemetery Tour, promotion)
 - Tom Walter (author of railway spur book launched to coincide with main event)
 - Steve Loxton (King Well authority, graphic design, web presence and promotion)
 - Connie McFadden (graphic design)
 - The Independent of Petrolia and Central Lambton (media coverage)
 - Petrolia Community Theatre (2016 Hillsdale Cemetery Tour)
 - Petrolia Community Services (event planning and execution)
 - Petrolia Library (event location, display space)
 - Sure Signs Sarnia (design, production and installation of signage)
 - Don Eastman (local industrial model builder)
 - Tim and Jim Maitland (local collectors and historians)
 - Dave Burwell (historic postcards)
 - Peter Whitfield (provided original GTR locomotive photo for railway mural)
 - Petrolia Photography Club (artifact photography)
 - M and M Meats - Petrolia (main event vendor)
 - Heidi's Independent Grocer - Petrolia (main event vendor)
 - Isn't Life Sweet - Reece's Corners (main event vendor)
 - Lambton Archives (historical images and research)

6. IMPORTANCE OF CREATIVE COUNTY FUNDING

How important was the Creative County grant to your project?

- CCF funding was indispensable to our project, as it covered (by design) the cost of the mural and interpretive signage of almost exactly \$10,000. This signage is the primary, tangible, on going contribution to Lambton cultural life, as it continues to raise awareness of and pride in Petrolia history.

7. COMMUNITY IMPACT

How has the community benefited or been impacted by this project? How do you know that you were successful? Does your group envision a future repeat of the project, building on the foundation established by this project?

- Petrolia150 was a heritage commemoration and celebration. It helped raise awareness about the history of the founding of Petrolia, the arrival of the railway and the striking of the King well.
- The online (social media and blog) and local media promotion, as well as the various themed events held over the course of the project were community enhancing and encouraged community participation. The events were well attended and elicited the sharing of artifacts, photos, stories and other historical information.
- As a result of Petrolia150, we were able to arrange a search for the King well on private property, thus furthering our understanding of this historical event. Tom Walter, author of a new book on the Petrolia railway spur also chose to launch his book at our main event. The installation of interpretive signage will continue to raise awareness about Petrolia's history and be tourist enhancements.
- Since this project was a commemoration of the sesquicentennial of historic events, it was a one off celebration. However, the lecture series is being repeated and the Petrolia150 Facebook group and blog will continue to exist and feature 150th anniversaries of various historic events, going forward. Research on the King well continues, with the possibility of publications to follow.

8. ACTUAL REVENUE AND EXPENDITURE SUMMARY

[Appended from Town of Petrolia report (attached)]

Petrolia 150		
as of 10 Jan 17		
		Comments
Revenue:		
County First Payment	-\$7,500.00	
County Last Payment (not received yet)	-\$2,500.00	Not received
Total County Grant	<u>-\$10,000.00</u>	
Expenses:		
GoDaddy.com	\$83.31	
Visitors Guide	\$295.10	
Post Card Banner Ads	\$54.95	
P150 Banners	\$169.55	
Lecture Poster	\$10.18	
Banners/Signs/Post Cards	\$271.24	
Petrolia 150 Cake	\$272.09	
Coffee Times Ad	\$152.64	
Operation Lifesaver Model Train Display, 1 Oct	\$100.00	
Moving Services	\$242.96	
Food P150 Event	\$799.95	
Newspaper Ad (11 Feb 16)	\$109.90	
Three Signs	\$8,608.90	
Blackburn Radio Ads	\$529.15	
Town Staff Work	\$8,060.00	
BBQ	\$632.67	
Ceremony expenses	\$85.36	
Tree Removal for Sign Placement	\$508.80	
Electrical Work at Farmers' Market	\$316.91	
Graphic Artist Poster Design	\$20.35	
Total Expenses	<u><u>\$21,324.01</u></u>	
Net Expenses (Town Contribution)	<u><u>\$11,324.01</u></u>	

9. GENERAL COMMENTS

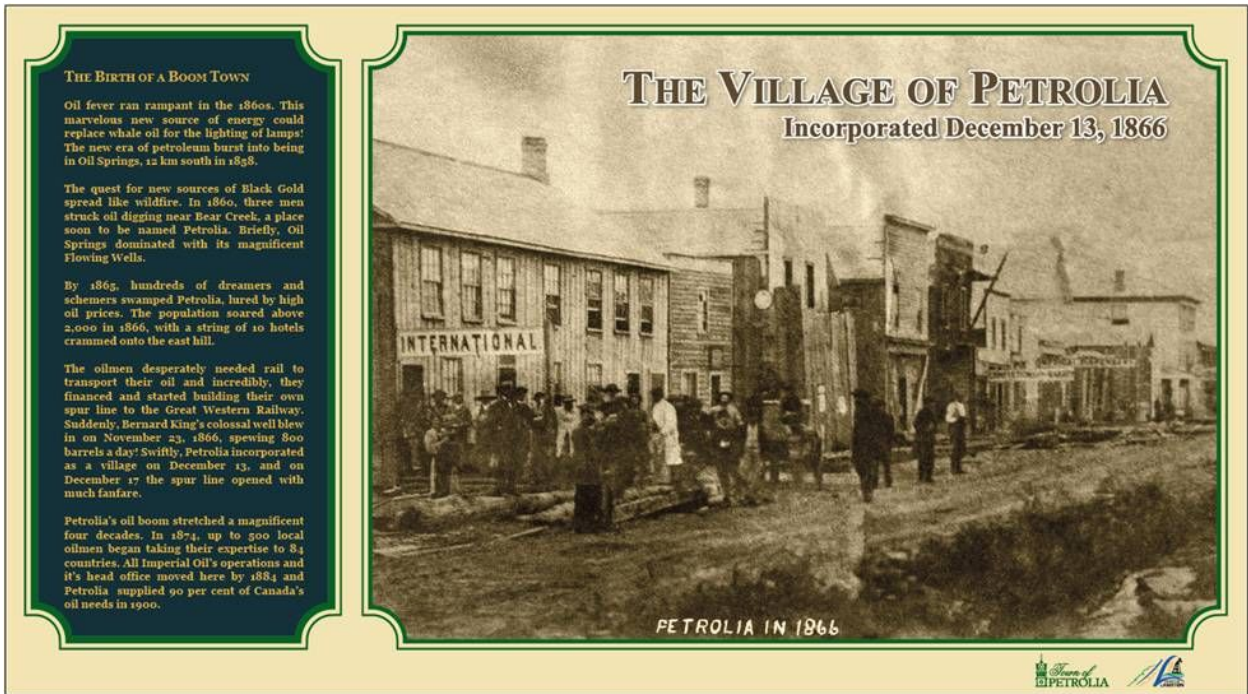
Did the scope of your Project differ from what you had originally proposed? In what way?

- Our project conformed very closely to the proposed scope.

Images from the project

Incorporation of the Village of Petrolia Sesquicentennial Sign





Petrolia Railway Spur Mural





King Well Interpretive Signage and Oil Well Pump Jack Feature



