

Ontario's Hidden Landscape

Ontario Visual Heritage Project - The Land Between

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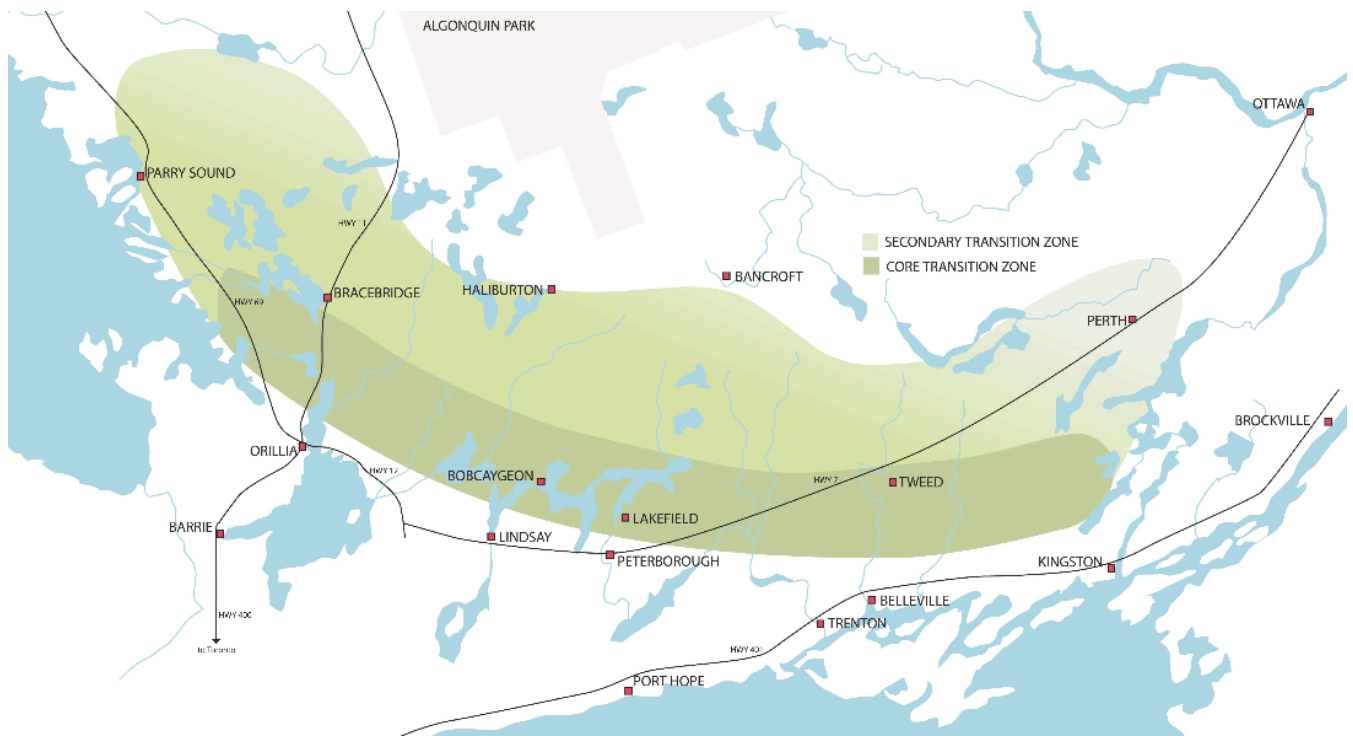
Project - Overview

A one-of-a-kind dynamic media suite, including: a feature-length, broadcast-ready documentary and related multimedia promotional and training tools that tell the story of a *newly discovered* and *distinct* region with its own legacy - The Land Between - an area of unique cultural, ecological, and economic character- exemplary in Ontario.

A project that:

1. **Builds capacity for environmental and cultural stewardship**
by profiling the relationship between the natural and cultural landscape and thereby instilling an advanced understanding, sense of place and appreciation for our relationship with the natural world and motivating increased responsiveness, responsibility and action.
2. **Profiles First Nations, values cultural heritage, and enlivens cultures and histories**
by relating significant cultural and historical events, patterns and peoples and providing permanent records of Aboriginal Traditional Knowledge and European history. The project will also support the distribution and sustained transfer of this knowledge.
3. **Supports education and programming within local schools, museums and agencies**
by providing new and dynamic resources for teachers and educators and by involving local students and employees in the creation of media products.
4. **Highlights the region's unique attributes and features the region as a key travel destination**
by reaching a broad provincial audience; by showcasing its close proximity to the most populated areas in the province (the GTA and Greater Golden Horseshoe).
5. **Strengthens the largest economic sector in the region and promotes new modes of tourism**
in areas of nature and culture across counties whose economies are mostly dependant on tourism (including cottaging, artisans, outdoor sports and recreation) and providing a suite of tools and products for use by partners and stakeholders.
6. **Provides training, skill and job-development within the tourism industry**
through the creation of training modules for staff, educators and interpreters, resources for municipalities, organizations and outfits and by providing new experiences and expertise in the creation of products and resources.
7. **Supports recruitment of professionals, businesses and individuals**
by providing palatable and attractive media and products that showcase the cultural and natural roots and riches offered in the region.
8. **Supports and promotes local artisans and historians**
by involving, connecting and coordinating professional groups and individuals in the research and creation of media and by profiling their efforts.
9. **Provides economic stimulus to museums and tourism operators**
through sales of DVDs and Blu-Ray discs - Non-profit project partners receive one-year exclusive rights to sell DVDs and Blu-Ray discs as fundraising items.
10. **Stands on its own as a marketable artistic work**
that will be of interest to a general audience by employing the latest in HD video and multimedia technology under the supervision of accomplished industry professionals and in consultation with hundreds of people throughout The Land Between.

Background



The Land Between

The Land Between is a region in Ontario that was entirely overlooked and unrecognized until recently. The discovery of this area is the legacy of Peter Alley (1927-2005), a retired business professor from the University of Toronto who cottaged in Gravenhurst. Peter looked at the land around him and realized that it differed ecologically, socially and economically from the Shield to the north and the arable lands to the south. Indeed, The Land Between, which extends from Georgian Bay to the Frontenac Arch displays unique ecological, cultural, and economic features. It is one of a kind and those who live and play here have known it all along. ***Recently recognized and integrated into planning and policy by the Ministry of Natural Resources, The Land Between encompasses 6 counties and the northern parts of 3 municipalities.***

The Ontario Visual Heritage Project is a non-profit initiative managed by the Living History Multimedia Association. The goal of the Living History Multimedia Association is to make the history of Ontario's communities engaging and relevant to everyone, with a special emphasis on young people. To this end, the association has partnered with hundreds of non-profits, municipalities, and First Nations to ***produce 11 county-wide historical documentaries, 11 web sites and numerous course guides and DVDs*** that have been distributed freely to thousands of Ontario schools, museums and tourism centres. These exemplary products have been used as educational tools within schools, have supported regional tourism and employee recruitment efforts, and have been important fundraising items for many of Ontario's museums. ***The Ontario Visual Heritage Project has won several awards, including an Ontario Museums Association Award of Excellence, and the Ontario Trillium Foundation's 25th anniversary award.***

Our Vision

The Ontario Visual Heritage Project has teamed up with **The Land Between** to explore the region's extraordinary ecological diversity and cultural heritage through an HD documentary, designed to introduce the world to this undulating landscape of rocky barrens, majestic forests and endless rivers and lakes. As a transition zone between the Canadian Shield and the St. Lawrence Lowlands, **The Land Between** contains elements from both zones, but also boasts elements that are entirely unique. 60% of the world's alvars are here, and the region has a higher percentage of shoreline to area than anywhere else in Ontario. The saturated geography allowed the Anishinabek people to use the area as a key east-west corridor for thousands of years – cutting trails over land and plying the waters by canoe; the large rivers and the channels of the Trent Severn Waterway have been well traveled by the Anishinabek. The Natives also appreciated the area for its biodiversity; a thriving fishing economy was born of **The Land Between's** plentiful waters, and the American Eel, now extirpated, was a plentiful resource providing both food and tools. **The Land Between** is the only place where species from the north (the wolf, the raven and the river otter) would ever meet with species from the south (the crow, the skunk and the woodchuck). However, the Anishinabek would not be the only ones to glean resources from this land - a brief period of European settlement brought in agriculture, mining and lumbering – which largely failed. A legacy of scattered settlements, second-growth forests, and countless ghost towns persists. As a result, **The Land Between** remains almost entirely in tact today, with over 90% natural cover. But this is a fragile and threatened environment. **The Land Between's** water resources overlay barrens and areas with shallow soils, making them susceptible to contamination. Will Ontario's hidden landscape survive the intensifying development pressure on the area's shorelines? Will the American Eel ever again swim in its rivers? What can we learn from the Anishinabek – the region's only self-sustaining inhabitants?

The story of **The Land Between** is the story of the interaction, over millennia, of the animals, plants and humans that have shared this beautiful but often fragile landscape. As such, our documentary will be an imminently visual one, filled with stunning HD videography from land, water, and air, designed to instill our viewers with a deep sense of the diversity, the beauty, and the fragility of this unique landscape. Upon this visual foundation we will lay the stories themselves, told, whenever possible, on-location in **The Land Between** by the historians, researchers and Anishinabek elders who know them best. When necessary, tasteful and cinematic re-creations will be staged to bring to life important cultural practices and historic moments. When available, sketches, pictographs, photographs and film will be used to support our story, along with beautifully designed 2D and 3D maps and, if necessary, 3D models. The sound track will be a mix of traditional Anishinabek songs combined with original cinematic music and local folk tunes.

When developing the story of place, the process of creation is often as important as the final story itself. An advisory committee of key stakeholders in **The Land Between** will guide the story at all phases of development. As a large component of this project will deal with regional First Nations history and culture, Anishinabek customs and protocol will be respected. For example, the location of any sacred sites we visit will not be directly identified. A local Anishinabek co-producer will be employed to act as a liaison between the First Nations communities, to ensure proper protocol is followed, and, when necessary, to translate the Anishinabek language for us. Elders and other interview subjects will be compensated for their time, not “mined” for their knowledge, and environmentally sensitive areas will be respected or avoided during filming.

Rationale

This project represents a Strategic and Phased approach to marketing and promoting tourism and culture across the region and within each county:

Phase 1: A regional project focusing on the history and culture of the newly recognized “Land Between”

- i. This project will introduce the world to the newly recognized Land Between region and explore the key historical themes and links between the communities within “The Land Between.”
- ii. By creating a first phase and regional documentary we are able to gain the attention of the Province and attract and interest a broader audience.
- iii. The Land Between region corresponds to those most under-resourced areas within each county thereby targeting those priority areas for economic development across the region.
- iv. This project will connect museums, historical societies, chambers of commerce, first nations and tourism organizations inside The Land Between.

Phase 2: Community-specific projects focusing on the history and culture specific to each of the main counties or municipalities within “The Land Between” which have not already been profiled by the Ontario Visual Heritage Project, including: Frontenac, Haliburton, Lennox and Addington, Hastings, Peterborough, the City of Kawartha Lakes and Simcoe County.

- v. Following the regional approach, county focused documentaries become more attractive, feasible, economical, and are produced in shorter timeframes.
- vi. We create the contacts and networks required to investigate focused histories.
- vii. We have obtained information and resources as well as leveraged interest reducing the time and cost of focused products.

Products and Deliverables

1. ***A two-hour documentary*** about The Land Between delivered on 2000 DVDs and 1000 Blu-Ray Discs.
 - Content on the DVD and Blu-Ray disc is accessible by Story, Map, and Timeline interfaces.
 - The DVD and Blu-Ray discs will include “looping” and “Kiosk” mode for deployment at tourism kiosks, trade shows or museums.
2. ***24 location-based promotional “video podcasts”***
 - at least 4 vignettes in each of the 6 central counties in The Land Between,
 - made available to the tourism authority in each county to post on their web sites, in TV advertising or for use “offline”.
 - Sites will highlight the county but relate to the larger story of the Land Between.
3. ***HD Commercial*** - one-minute broadcast and uTube ready HD commercial for The Land Between region and that profiles key sites.
4. ***A website*** - where users can view the documentary film in using streaming video, or order a DVD or Blu-Ray copy.
 - Individual stories within the documentary will be downloadable as podcasts for iPods, iPhones or other portable media players.
 - The website will include travel maps of the area designed to take users on a tour of the sites in the Land Between, as presented in the documentary.
5. ***A curriculum course guide/companion*** - to help teachers, staff and educators use the documentary and histories in the classroom and in interpretive settings.

6. **Stock Footage** - A collection of 40 minutes (or more) 1080p (or higher HD) stock footage delivered on hard disc for each of the 6 central counties for use in future television, web and print marketing.
7. **Maps** – Mapping of key destinations to use at kiosks or within counties and on the website to promote travel and tourism
8. **Database** - A searchable research database of stories and contacts from throughout the Land Between, includes collected and edited research on Aboriginal and Local stories.
9. **Interviews** - Archive of roughly 100 hour-long research interviews.
10. **A “gala” launch event** - at the largest venue in the centre of The Land Between drawing more than our average of 400 people due to the large scope of The Land Between.

Additional Details:

- DVD copies of the documentary and accompanying tools will be provided for free to every school, library and museum in The Land Between and surrounding regions, and the content will be available to everyone online in streaming media.
- The documentary will be prepared in a ready-for-broadcast format and immediately offered to networks such as TVO, APTN, History, CBC and CTV.
- The DVD will be sent, free, to each tourism and visitors centre in the Land Between for use in marketing and training.

Approach:

- Local historians, actors and students of all ages will come together to facilitate the creation of a feature-length, broadcast-ready HD documentary;
- A committee of historians and environmental scientists will guide the story of The Land Between.
- Guidance from representatives from each of the six counties in The Land Between will be supported by roughly 100 research and on-location video interviews.
- Local actors will strengthen the information presented in these interviews with cinematic re-enactments of key historical events.
- Thousands of historical photographs and films, combined with high-end HD nature videography from land, air and water, intricate 3D models, and powerful motion graphics and maps will complete the package and make the story of The Land Between an unforgettable experience for audiences young and old.

Outcomes- Project Influence

1. Economic Development

The Land Between boasts the highest percentage of small lakes, rivers and wetlands in Ontario and includes the Trent Severn Waterway. From these features, a culture of cottaging and outdoor sports and recreation, including fishing and boating, has evolved. A large amount of Crown Lands, Provincial Parks and green spaces have made nature-based tourism and recreation the main industry supporting the majority (at 70%) of the economies across the region (Statistics Canada). Poor farming and lumbering have given way to scattered settlements and ghost towns. Having few roads and settlements beyond main highways, industry does not readily thrive here and recruitment of young professionals and new businesses is low. This reliance on singular sectors within small, dispersed communities makes this region similar economically to those areas in northern Ontario. However, the close proximity to the GTA and Greater Golden Horseshoe are a benefit, especially in times of economic downturn, as The

Land Between is an accessible and dynamic destination. The cultural amenities of this region, including those rich in Aboriginal history, have not been adequately explored or promoted and can provide new layers of attraction for visitors.

Expected Outcomes:

- Increased awareness and appreciation of the region, its characteristics and heritage, and the development of an identity as a distinct and dynamic destination.
- Support and enhancement of the strongest economic sector.
- Job and Skills development and training for staff, educators, and interpreters, summer students, and tourism coordinators.
- New tools and products for education, outreach and marketing in various media to all partners.
- Support for recruitment of professionals to The Land Between.

2. Education

Students will receive a dynamic set of tools to learn about their history, and from this learn more about themselves. Students are also offered volunteer opportunities to engage with local history and multimedia during the production phase of the project. Teachers obtain a toolset to compliment their existing course materials in Canadian History, Geography of Canada, English and Native Studies classes. This provides new options for students wishing to learn about the history of their own community and in a format that is geared to today's multimedia-centric youth.

Expected Outcomes:

- Dynamic learning tool utilized in elementary and secondary schools, by museums and for job development and training.
- Increased appreciation and understanding of the complex natural and social history of The Land Between.
- Knowledge transfer between history and tourism organizations, historians and environmental scientists, students and elders and Native and Non-native communities (among others).
- Promoting 'pride of place' in youth.

3. Culture

A sizeable history of The Land Between is that of the First Nations. The open nature of the rock barrens and navigable waterways made it a key east to west travel corridor - a land for gatherings, and prime hunting and fishing grounds for the Algonquian Peoples. The old stories including the traditional knowledge of sacred spaces and species are vanishing, as elders are lost. The numerous attempts at settlement by Europeans, and the poor farming and lumbering, provide unique stories of survival. Remnants of ghost towns, original settlement roads, and family ancestries give the area a rich and distinct Colonial history. The region also has a unique living heritage relating to: cottaging, camping and children's camps, boating, nature appreciation and exploration, which is changing rapidly. Those that reside in The Land Between year round are often part of a larger culture of artisans and sportsmen across the region.

Expected Outcomes:

- Aboriginal Traditional Knowledge will be secured in a permanent record that is easily transferred.
- The preservation and communication of local histories.
- Increased cultural awareness, appreciation and stewardship.
- New realms within cultural tourism.
- Cultural revitalization

4. Environment

The Land Between harbors some of the highest biodiversity in Ontario: It has overlapping species ranges and so is home to species that are found in both the north and the south. Plus, unique and rare habitats support an array of birds and reptiles that are mostly or only found here. Also, the region is relatively intact, having 90% in nature cover and providing important ecological services that support human health. However, the area is under increasing development pressure for both cottage and residence development, for mining, and aggregates to meet the demands of new road works.

Expected Outcomes:

- Increased awareness, appreciation and so stewardship of the region and its characteristics.
- Recognition of the values of natural capital in the region.
- Increased understanding of the relationship between social development, cultural practices and how the natural environment affects them.

5. Non-profit sector

As a newly defined region, many of the historical societies, museums, libraries, tourism associations and community theatre groups have no prior connections to each other. In many regions of Ontario, museum networks are important methods of cross-promotion for these organizations. The Land Between lacks such a network.

Expected Outcomes:

- Increased communication and collaboration amongst non-profit groups within The Land Between.
- Identification of shared stories, themes, personalities that could be used in regional cross-promotion throughout The Land Between.

Preliminary Timeline

Jan 2009 – June 2009	Grant development, partnership building and fundraising.
Sept 2009 – Feb 2010	Research, script development and video interviews.
Mar 2010 – Aug 2010	Re-enactments, location videography, procurement of historical photographs and film.
Sept 2010 – Feb 2011	Post-production of documentary, DVD, web site, podcasts and Land Between commercial.
Apr 2011	Project Launch.

Preliminary Budget

The preliminary budget for this project \$220,000. This budget supports production of the film, the companion course guide, website, interactive DVD, creation of podcasts, the 1 minute HD commercial, and the distribution of the Toolkits to schools, libraries, and historic sites in and around the Land Between. Potential funding sources include: the Ontario Trillium Foundation, counties and municipalities, HRDC Summer Student Program, Private Sponsorship, NGO's, and Museums.

Partnership Opportunities

There are many opportunities to become involved in the Ontario Visual Heritage Project: The Land Between. We are seeking collaborative partnerships, sponsorships and in-kind donations in order to make this project a reality. A partner can be come involved in any or all of following types of support:

1. *Sponsorship:*

- \$1,000 – Organization name recognized in documentary credits, web site, DVD paper insert and at launch event.
- \$2,500 – Organization logo on documentary credits (4 to a page), web site, DVD paper insert and at launch event.
- \$5,000 – Organization logo on documentary credits (full screen), web site, DVD paper insert, at launch event and on advertising posters and press releases.

2. *In-kind donations* (Organization name recognized in documentary credits, web site, DVD paper insert and at launch event):

- Historic photographs and film
- Research resources (books, films, contacts, etc)
- Historic props, costumes and locations for re-enactments
- Meeting and office space
- Accommodations for actors and researchers

3. *Collaborative partnership:* We are seeking collaborative partners to help guide the project and to strengthening our Ontario Trillium Foundation and FedNor grant applications. A collaborative partner must be a sponsor or be providing a significant in-kind donation. A collaborative partner will provide a member of their organization (or appoint a representative) to meet 4 times over the life of the project as a member of the organizing committee. A collaborative partner must sign the collaborative agreement indicating the level of in-kind and/or monetary support they are willing to provide.

No matter what kind of support you or your organization is willing to offer, a letter of support will be required. The letter should state what kind of support is being offered, and why you think that this project would be beneficial to your organization or community. The letters should be signed and addressed to Diana Player, chair of the Living History Multimedia Association or Leora Berman, program manager for the Land Between. A sample support letter is available upon request.

Key Contacts

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