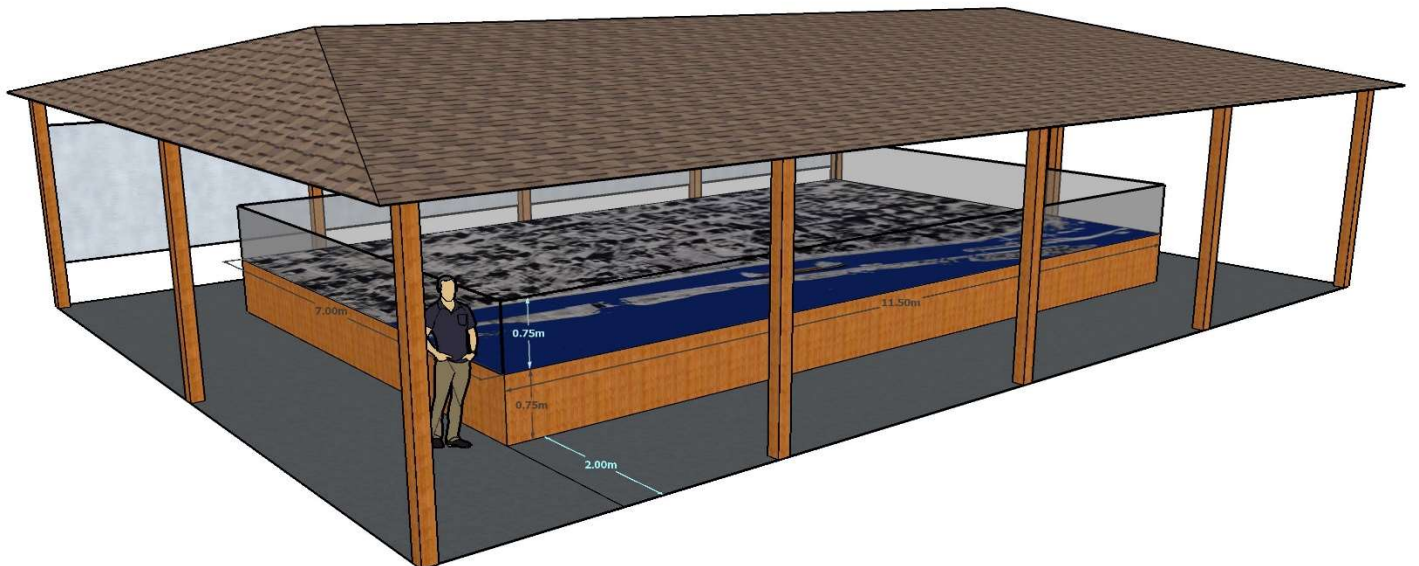


Municipality of South Dundas Morrisburg Model Village Project Sponsors Package



Project Description

The History

In the 1950s, a major project was initiated between Canada and the US and the Province of Ontario and New York State. The St Lawrence Seaway was created to accomplish two major objectives:

To increase the size of cargo ships able to navigate all the way from the Atlantic Ocean to the Great Lakes;

To add substantially to the hydro electric generation capability of the St Lawrence River for Canada and the US.



The flooding started on **1 July, 1958** when the temporary coffer dams were breached. It only took four days for the water to reach its current levels. However, the project took about four years in construction and much longer if you include all the various plans and studies. At the time it was one of the largest engineering projects of modern times.

The major impact was to significantly raise the river water levels between the Cornwall Power Dam and the Iroquois Control Dam. This in turn flooded major areas of farm land and nine villages and hamlets that were lost altogether. All the downtown area of Morrisburg, the buildings, businesses, streets and their history, was lost under the St. Lawrence River. The following links provide much more information, including many pictures and maps:

[St Lawrence Piks Seaway History](#), [Lost Villages Museum](#), [Ghost Town Pix Lost Villages](#).

More fortunate than other “Lost Villages” that were completely flooded and rebuilt at locations removed from the new waterfront, much of Morrisburg’s residential area was not lost and many of the old historical residences and churches were preserved. Most importantly, the close relationship with the river was retained.



To see more details about the old Morrisburg that survived go to <http://morrisburgvictorian.blogspot.ca/> .

However, the old downtown area was lost for ever.



Proposed Morrisburg Model Village

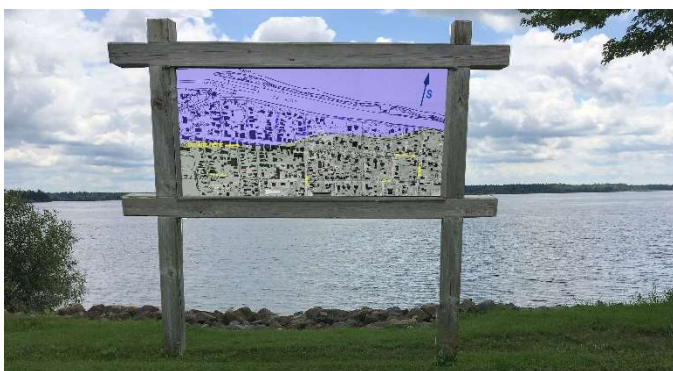
The **Morrisburg Model Village** will depict in miniature the lost downtown area, circa 1956, and the major residential area of Morrisburg that was preserved, **at a 1:87 scale**.



Then & Now Overlay Map: Ontario Hydro Map of Morrisburg as it existed prior to the flooding overlaid with a Google Earth satellite image from today.



This is a picture of what we envisage the Model Village will look like. It will be placed on the Morrisburg Waterfront Path overlooking where the old downtown area was, now under the St. Lawrence River.



As an integral part of the model village, we will place a **Then & Now Overlay Map** sign at the waterfront. It will look something like this: looking south toward the flooded old downtown

For more information see our Facebook Page at <https://www.facebook.com/MorrisburgModelVillage/> and our website at <http://morrisburgmodelvillage.ca/>.

Proposed Project Approach

This project will be tackled with high community involvement and support, in a similar manner to the very successful recent community projects such as the Earl Baker Park Garden, Playground, Splashpad and Dog Park projects.

The basic approach will be as follows:

Build a Base Pad to represent the 1950 Topography (approximately 11.5m by 7m). It will be appropriately contoured to scale, with a 15cm drop from the high point down to the river levels as they were then - at the 1:87 scale.

The Streets will be painted as per the **Then & Now Overlay Map**, highlighting the streets now underwater in blue.

House & building models will be created within the community (estimated 200 houses and other buildings) by Schools (Shop Classes for model building and model painting by Art classes), Businesses & Other Organizations, Families & Individuals

At the 1:87 scale most house models will be less than 15cm. Most will be made from wood. However, several alternative approaches may be utilized. For each building model, we will provide photograph(s), measurements and any other useful information. We intend to put special emphasis on creating high quality models for the "Notable" buildings (e.g. Churches, Banks & Classic Homes).

Funding Requirement

We estimate that we will need to raise a total of **\$200,000** in cash and "in-kind" donations, sponsorships and grants from individuals, government & private organizations:

\$100,000 to build the Morrisburg Model Village;

\$100,000 to provide funding of a proposed "**Morrisburg Model Village Ongoing Improvements & Maintenance Fund**" to assure ongoing funding for maintenance and improvements.

We are soliciting donations and sponsors to fund building the project and its ongoing improvement & maintenance.

All donations above \$100 will receive Charitable Donation Tax Receipts.

Benefits to the Community

There are many benefits associated with this project.

It will be a great addition to attract visitors, new residents and businesses to South Dundas that fits in well with and compliments current major area attractions such as Upper Canada Village, Upper Canada Playhouse, Lost Villages Museum, OPG Cornwall Visitor Centre, Lock 23 Divers;

It will be a demonstration to older residents that “We Do Remember” and a great South Dundas history educational opportunity for our younger residents and visitors.

The benefits of taking on major projects to strengthen the community spirit and pride are already very apparent from our experience with other recent community projects. The Morrisburg Model Village project, especially with its community involvement in building the model houses, has the potential to contribute even more to our sense of community.

We anticipate strong encouragement and support from the Ontario Power Generation Visitor Centre in Cornwall, Lost Villages Museum in Long Sault and Upper Canada Village – both during the project development and with ongoing mutually beneficial promotion of each other’s visitor sites in promotional literature, social media & website references.

An ancillary benefit is the potential to apply the concept in the other Upper Canada Region communities affected by the St. Lawrence Seaway Construction.



Morrisburg waterfront path – proposed location of the Morrisburg Model Village.

Benefits to Sponsors

The St. Lawrence Seaway construction in the 1950s affected every family and business in the region, directly or indirectly. In some cases, very dramatically. There is common recognition in the community of both the positive and negative impacts. The Project Team has been surprised by the high level of interest and support by everyone we have talked to.

As a good demonstration of this, after less than a week, our original announcement on Facebook reached more than 27,000 people, with almost 200 Shares and many positive comments. To put this into context, the population of the South Dundas Municipality is about 10,000.

Some example comments from our FB post follow:

“Wow! Great idea!” “Love this idea, and I love building models!” “An excellent idea. We McAuley’s lived in Morrisburg from 1947 until 1954” “Great Idea! I <3 Morrisburg!” “Fascinating idea. As someone who has moved to the area in recent years I find the whole seaway project very interesting and am very curious how the whole region looked before being flooded!” “Wonderful idea. In time it would be great to see all of the towns, villages, and hamlets affected recreated in miniature” “if you need some help with this I worked in the construction field for over 20 years and if you need a concrete pad built I can do that as well and get you a good deal on concrete”.

Any sponsoring organization or business serving this area will be contributing significantly to the success of the Morrisburg Model Village project. This will result in great name recognition, promotional and goodwill value on an ongoing basis.



Sponsorship Levels and Donor Recognition

The Morrisburg Model Village Project will provide four levels of Sponsorship Recognition:

1. **Platinum** \$25,000
2. **Gold** \$10,000
3. **Silver** \$5,000
4. **Bronze** \$1,000

In addition, we will recognize all donors of more than \$100 as a **MMV Star Contributor**.

The following table shows the Sponsorship Recognition & Benefits at each level:

Recognition & Benefits	Platinum	Gold	Silver	Bronze
Platinum Recognition at Flood Day Anniversary Opening Ceremony	Y			
Corporate Banner at Flood Day Anniversary Opening	Y			
Gold Level Recognition on Flood Day Anniversary Opening Signage		Y		
Silver Level Recognition on Flood Day Anniversary Opening Signage			Y	
Bronze Level Recognition on Flood Day Anniversary Opening Signage				Y
Cover Page Ad in Flood Day Anniversary Opening Program	Y			
Interior Full-Page Ad in Flood Day Anniversary Opening Program		Y		
Interior Half-Page Ad in Flood Day Anniversary Opening Program			Y	
Interior Quarter-Page Ad in Flood Day Anniversary Opening Program				Y
Front Page Ad in Monthly Newsletter	Y			
Interior Full-Page Ad in Monthly Newsletter		Y		
Interior Half-Page Ad in Monthly Newsletter			Y	
Interior Quarter-Page Ad in Monthly Newsletter				Y
Name & Logo at Platinum level on Site Honour Role Display Panel	Y			
Name & Logo at Gold level on Site Honour Role Display Panel		Y		
Name & Logo at Silver level on Site Honour Role Display Panel			Y	
Name & Logo at Bronze level on Site Honour Role Display Panel				Y
Name, Logo and Corporate Listing & Ad at Platinum location on website	Y			
Name, Logo and Ad at Gold location on website		Y		
Name, Logo and Ad at Silver location on website			Y	
Name, Logo and Ad at Bronze location on website				Y
Logo & Web Link on Sponsor Sidebar on every page of website	Y	Y	Y	
Name, Logo & Web Link on the Sponsors Page of our website	Y	Y	Y	Y
Press Release Announcing the Sponsor Donation (& Level)	Y	Y	Y	
Corporate Logo on major MMV Star Contributor Recognition Gifts	Y			
Corporate Logo on other MMV Star Contributor Recognition Gifts	Y	Y		

How to Become a Sponsor

Potential Sponsors should contact John Gleed

Email: john.gleed@gmail.com;

Phone: 613 543 0933 or 613 266 7191.

In the near future, we expect to be able to accept online donations on our website

