



**FEDERATION OF  
URBAN  
NEIGHBOURHOODS  
OF ONTARIO**

[www.urbanneighbourhoods.ca](http://www.urbanneighbourhoods.ca)

**An Umbrella Group of  
Community Associations  
throughout Ontario**

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## **THE GRAND DURAND GARDEN TOUR**

*Gardens That Will Embrace Your Senses*

The Grand Durand Garden Tours were held on a Saturday in mid-June from 10 am to 4 pm in Hamilton's historic Durand neighbourhood, located in Hamilton's southwest.

The self-directed tour allowed visitors a peek behind the garden gates of nine or 10 of the City's finest addresses. As part of the experience we offered a Summer Cream Tea and music at Whitehern Historic House & Garden, a wonderful garden in its own right and the former home of Thomas McQueenen, father of the Royal Botanical Gardens. We are fortunate to have this national heritage site in our neighbourhood.

Proceeds of the tours (\$18,000.00) went to the Durand Neighbourhood Association for beautification of the Durand Park. Our tickets were \$15.00 and were on sale at selected outlets throughout Hamilton one month prior to the tour. We sold over 600 tickets on each occasion.

A small committee of five committed and passionate Duranders developed a project plan outlining responsibilities, activities and timelines. Work began 1 year prior to the event. Our first step was to approach potential gardeners. Once they were in place, we secured six sponsors, (local business and professionals in our neighbourhood) who contributed \$500.00 each for a total of \$3000.00. For their commitment, we displayed their logos on all advertising and media events. This covered printing costs for our ticket/brochure, posters for advertising, signage for identifying the gardens on tour, gifts for our gardeners as well as an appreciation event for our sponsors and gardeners. Activities included interviewing gardeners and writing garden descriptions for our ticket/brochure, designing our tickets and all print materials, and creating a website.

We advertising in local newspapers, magazines, and newsletters; we used email and websites; we attended garden shows and local community events distributing print material; we secured radio and TV interviews; we distributed over 1000 posters to businesses, garden centres, galleries etc.

We engaged local businesses across the City to help us sell our tickets one month prior to the tour.

Additional volunteers (30) were required on the day of the tour to assist at each of the gardens and our summer Cream Tea.

The Durand Neighbourhood Association chose the Durand Park as the beneficiary for the proceeds of the tours. The Durand Park, our only park, is a small passive green space in a very densely populated downtown historical neighbourhood. The Association fought a long and hard battle to secure these lands. Our city has been neglectful not only in upgrading the playground equipment, but in maintaining the grounds. We worked with the city to upgrade the playground and contributed to its installation in 2009. The City has committed to a redesign in 2013 with work scheduled to begin in 2015. We will continue to help with fundraising, as we will be offering the Grand Durand Garden Tour 2013!

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