



Committee Report

To: Warden Janice Jackson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: April 1, 2021

Re: Revenue Development Report - April 2021

Staff Recommendation:

The Revenue Development Report is for information.

Background:

Museum Memberships

Museum memberships continue to recover with more than 50 memberships sold or renewed between January and the first half of March, despite being closed for January and February. We continue to reach out to members to encourage them to renew and are planning a membership drive during the month of May. Every effort is being made through marketing and promotions to ensure membership sales recover to pre-Covid-19 levels.

Donations

While we have received several donations already this year, as of March 15 the Museum's new Development Officer started in the role and is familiarizing herself with the donor lists and preparing several campaign ideas to meet the budget targets.

Funds for Exhibits, Programs and Events

Approved:



Received: \$5,000 for summer Cultural Demonstrations to take place in the Anishinaabe Endaat Gallery; \$3,200 for KidZone Spring Break & Summer Camp programming and educational supplies; and \$2,000 for summer Wildlife Wednesdays programs.



Received \$2,000 for the Farm Fresh Bruce County exhibit opening September 2021.



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Museum Assistance Program (MAP) received \$2,189 for the purchase of artefact storage.

Pending:



Rural Economic Development (RED), \$3,149 funding application submitted for a new split-rail fence for the exterior exhibit area behind the Museum.



Canada Summer Jobs application submitted for four grants for summer student positions.



Community Museums Digital Capacity Top-Up Grant submitted for \$40,000.

Financial/Staffing/Legal/IT Considerations:

There are no staffing, legal or ITS considerations associated with this report. There are financial considerations for revenue development 2021 budget targets given the January-February 2021 closure due to the Covid-19 pandemic.

Interdepartmental Consultation:

Consultation with Corporate Services (Finance) regarding grant applications and approvals has occurred.

Link to Strategic Goals and Elements:

Goal #3: Find creative new ways to engage our public.

Museum Strategic Plan Alignments:

Strategic Pillar #1 - Expanding BCM&CC's role as a Community Hub for the Entire County

Strategic Pillar #2 - Building affinity across the County

Report Author:

Maria Canton
Business Services Manager

Departmental Approval:

Cathy McGirr
Director, Museum & Cultural Services

Approved for Submission:

Sandra Datars Bere
Chief Administrative Officer