



Committee Report

To: Chair and
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: December 1, 2022

Re: Marketing Report - December 2022

Staff Recommendation:

The Marketing Report is for information.

Background:

Port Elgin's Award Winning Pumpkinfest, Oct. 1-2

The timing of Pumpkinfest aligned with the opening of the Museum's Farm Fresh exhibit (October 1), presenting us with a great opportunity to get out and promote the exhibit in the community at an agricultural event. A new rack card promoting the Museum's fall events and a custom bookmark were handed out. The Museum's booth also offered a craft for kids to make a clothespin farm animal.



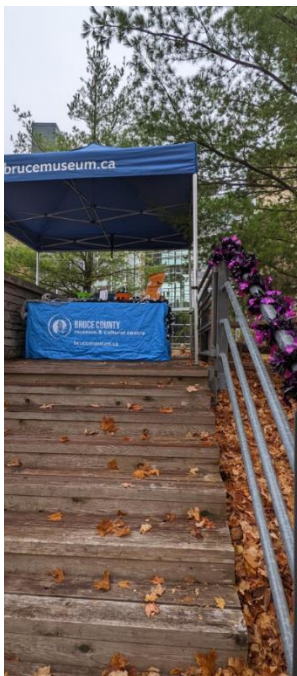
Scarecrows "Get Stuffed" Event and Food Bank Drive

The Museum participated in the Saugeen Shores event Scarecrows "Get Stuffed" event from Oct. 20-31. In addition to the display at the main entrance, the Museum also collected donations for local foodbanks.



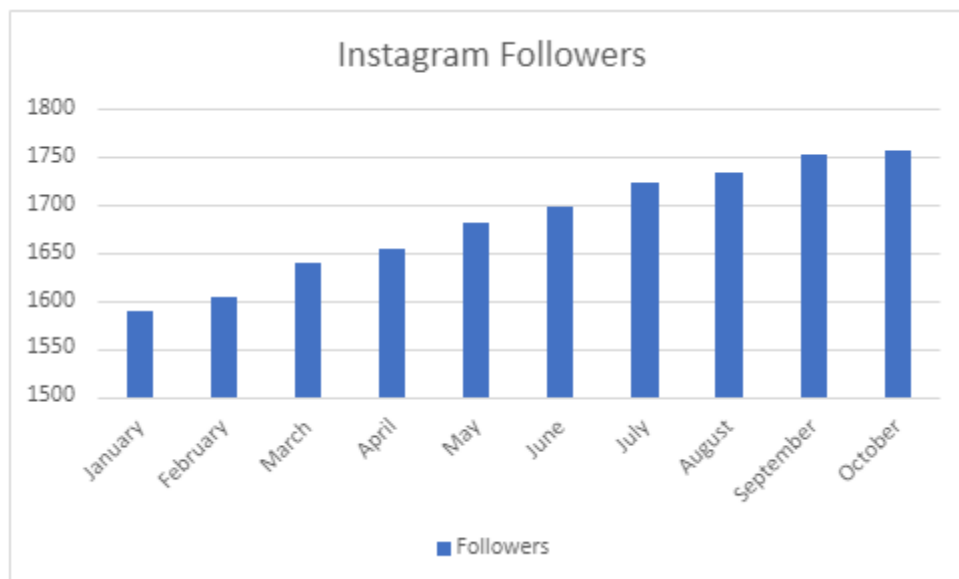
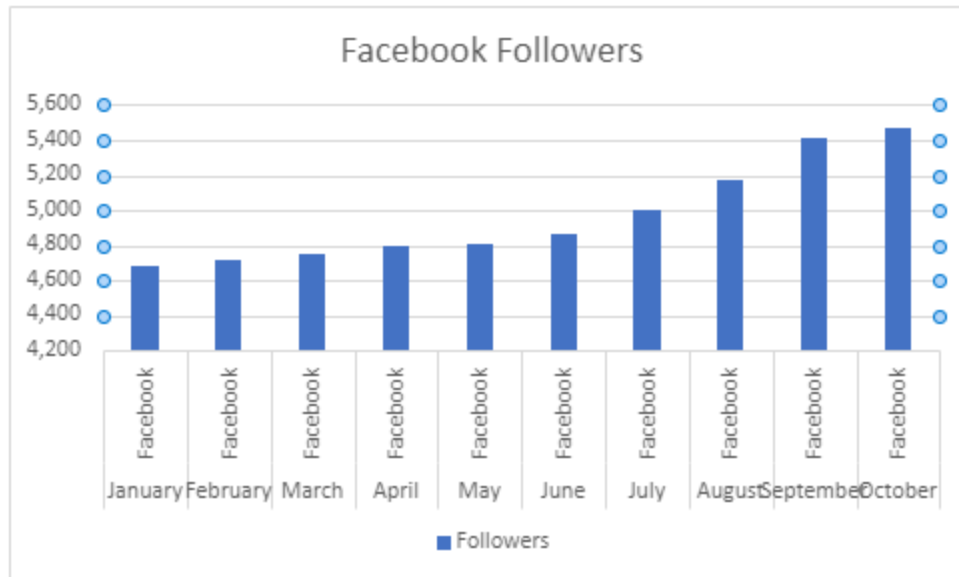
Halloween Outreach

The Museum participated in “Scary Fairy Lake,” a community-led event for local children to Trick or Treat in a safe place before dark on October 31. As kids walked around Fairy Lake to collect candy from different stations, the Museum greeted them at its back gate with some treats of its own. The event, including the Museum table, was featured in local news articles and saw a huge turnout of 100s of trickier treaters.



Facebook Growth 2022

As we approach the end of 2022, the Museum has begun to review its year in digital analytics. Facebook and Instagram continue as the Museum's two major social channels for engagement, both seeing strong, steady growth throughout the year. As we move forward into 2023, Marketing will be improving the tracking of digital analytics with greater focus on web and email.



Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

There was no interdepartmental consultation required for this report.

Link to Strategic Goals and Elements:

Objective 2.2 - Deepen relationships with communities across the County

Objective 2.3 - Enhance digital outreach/engagement

Report Author:

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Marketing Coordinator

Departmental Approval:

Cathy McGirr

Director, Museum & Cultural Services

Approved for Submission:

Derrick Thomson

Chief Administrative Officer