



# Staff Report to Council - for Information

**Title:** Museum Information Report - April 2024

**From:** Cathy McGirr, Director of Museum and Cultural Services

**Date:** April 4, 2024

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## Report Purpose:

This report is for information.

## Report Summary:

This report includes highlights of programs and services.

## Background:

### Education / Outreach

#### Education Programs

The Museum delivered 4 education programs in March, reaching 67 students. Programs focused on the topics of local Indigenous and Early Settler communities and included tours of all our exhibits.



Grade 3 students from Ecole Port Elgin Saugeen Central examine artefacts and explore the HMS General Hunter

#### Outreach Programs

The Museum delivered a joint outreach program in March to Gateway Haven residents along with the Wiarton Day Away program. Participants explored our Music Travel Trunk and recalled stories about our music-related artefacts followed by a fun singalong.

### KidZone March Break Discovery Day Camp - March 11-15

KidZone Discovery Day Camp was a jam-packed week of adventure and fun for kids ages 5-10. Each day they discovered themed activities, crafts, games, experiments, and exploration. Participants also had the opportunity to learn from special guests including Baker Magic, The Bluewater Astronomical Society, the Mousetrap Machine Balloon Show, Scienstational Sssnakes, and Medieval Knights.



KidZone watching presentations from Bluewater Astronomical Society and “How to Catch a Mouse” simple machines show.



Kidzone participants hard at work on clay snakes, coats of arms, and all kids had the opportunity to hold a corn snake during a special presentation.





Kidzone had a huge week of fun and learning at the Museum!

#### Museum Munchkins - March 6 & 20

Museum Munchkins held two more sessions this month. Christine Brown from At Last Forest Schools led the Munchkins through a variety of fun nature-related activities. The fun continued on the 20<sup>th</sup> with a morning full of dance with Hype Performing Arts!



Museum Munchkins explore natural materials and learn how to safely use tools with supervision.

#### Easter Eggs - March 23

It was an afternoon of egg-citing fun for 15 kids ages 5-10 who spent the afternoon exploring the exhibits and all the Museum's nooks and crannies while hunting for hidden eggs. Each participant then spent some time decorating their own eggs and crafts and doing some springtime fun activities!

#### Upcoming Programs

[Museum Munchkins](#) - April 3: Bring your preschoolers for a fun program designed especially for them! Play, bond, and learn through play-based programming. Meet other families and munchkins and develop lifelong friendships!

[PA Maker Day Earth Inventors](#) - April 8: Join us for an exciting day of exploration and creativity, making hands-on projects to inspire young minds to become eco-innovators. Participants will get to take home their STEAM-based creations and gain a deeper understanding of environmental sustainability in a fun and interactive way. Don't miss this opportunity to empower the next generation of Earth-conscious inventors!

[School's Out Movies](#) - When school is out, join us for a movie day! Grab a seat in the Bruce Power Theatre and get ready to watch *Wish* (2023) on the big screen. We'll be screening movies on PA days throughout the year, and tickets are on a first come, first serve basis as seating is limited.

## Exhibitions

### Meet the Artists - March 23

This event provided an opportunity for visitors to engage directly with the artists from both The Thread of the Story and Whisper Project exhibitions currently on display until April 30. Over 80 visitors had the chance to learn more about each of the artist's inspiration, process, and techniques in an informal relaxed social environment. Many of the artists presented work in both exhibitions.



## Programming

### March Break Family Fun!

The museum hosted a series of engaging programs and shows for families during the March break, resulting in a successful event with high attendance and community involvement.

#### Event Details:

- Film Screening Kick-off (March 9th): The week began with a film screening in the theatre, setting the stage for a week of entertainment.
- Steve Baker Magic Show (March 11th): Steve Baker's Teach-a-Trick Show was a hit, with 88 registered attendees and 16 walk-ins, leading to a sold-out performance. Baker's interactive magic show captivated both kids and adults.
- "Light is Blue" Science Show (March 12th): John Hlyialuk's interactive science show, "Light is Blue," had a double sold-out show with 91 and 92 registrants, respectively. Attendees experienced the wonders of light reflection and visual science firsthand.
- "How to Catch a Mouse Show" (March 13th): Family Fun Entertainment's show, focusing on designing simple machines from balloons to catch a "mouse," was another sold-out success with 81 preregistered attendees and 16 walk-ins.
- Scisensational Snakes Reptile Show (March 14th): The popular Scisensational Snakes show offered hands-on handling of exotic reptiles. The show had a preregistration rate of 95%, with 99 spots prebooked and the remaining seats filled by walk-ins.
- Medieval Knights Reenactment (March 15th): The Museum hosted 22 medieval reenactors from *Northgeatham* with interactive tables and live combat demonstrations. The event had an 85% preregistration rate, with 85 people preregistered and 19 walk-ins.
- Exhibit Tour and Book Launch (March 16th): A guided tour of the exhibits was followed by a Museum Deep Dive Presentation on the oldest fossils in the collection. Additionally, a book launch for Dorthy Ladd's companion piece to her 2023 title, "Memengwaa," was held, attended by the author's family and community members, as well as seven museum patrons.



The March Break Family Fun event was a resounding success, with high attendance, diverse programming, and strong community engagement. The event showcased the Museum as a vibrant hub for family-friendly activities and educational experiences.



#### Muse-Talk: “Lunatic” - March 20

The March MUSE-Talk featured Ian Evans, an adventurer from Ontario, sharing insights from his Antarctic expedition. The event included a screening of Ian's documentary "LUNATIC: Life Begins at the End of Your Comfort Zone," highlighting his quest to become the oldest Canadian to reach the South Pole. The documentary has been featured at 12 film festivals globally and has won 7 awards, including "Best Documentary." The event sold out with 96 tickets pre-sold, making it the most popular MUSE-Talk to date.



## Upcoming Programming

National Canadian Film Day - April 17

Join us for National Canadian Film Day at the Bruce Power Theatre. Watch two inspiring films showcasing the resilience of the human spirit:

Run Woman Run (2021) | 11:00 AM: A single mother faces a health scare and decides to transform her life by training for a marathon, proving her resilience to herself and her family. Directed by Zoe Leigh Hopkins.

Brother (2022) | 2:00 PM: This visually stunning film follows the journey of two Black Canadian brothers growing up in 1990s Scarborough as sons of Caribbean immigrants, exploring questions about masculinity, identity, and family. Directed by Clement Virgo.

[National Canadian Film Day - Bruce Museum CA](#)

Break Out of the Bruce: Bus Trip to Stratford - April 25

Get ready for another exciting adventure with our popular Seniors' Bus Trip to Stratford! Join us for a day filled with laughter, music, and theatrical charm as we Break out of the Bruce to see the uproarious Shakespearean musical, "Something Rotten!" Hurry, tickets are over 80% sold out!

## [Break Out of the Bruce: Bus Trip to Stratford - Bruce Museum CA](#)

### Muse-Talk: Discovering the Africa - April 27

Filmmakers Yvonne Drebert and Zach Melnick reveal the discovery of an intact shipwreck off Lake Huron's Saugeen-Bruce Peninsula believed to be the Africa, missing since 1895. Join them for a sneak peek of their documentary, "All Too Clear: Beneath the Surface of the Great Lakes," featuring footage from their expedition and a Q&A session. Explore the mysteries of the Great Lakes with the Africa's discoverers!

[MUSE-Talk: Discovering the "Africa," with documentary filmmakers Yvonne Drebert and Zach Melnick - Bruce Museum CA](#)

## Revenue Development

### Confirmed Funding Requests



Bruce Power - Confirmed funding request of \$5,000 in support of 2024 Cultural Demonstrations program.

### Memberships

Our February membership drive has concluded with 56 Memberships sold. The winner of our draw, Cara Thompson, won a private theatre experience in the Bruce Power theatre. Membership numbers continue to increase, currently sitting at 615 active households.

### Speakers Event Fall

Our third annual Speakers event date has been confirmed for Thursday, October 24<sup>th</sup>, 2024, once again taking place at the UNIFOR Education Centre in Port Elgin. We will be releasing speaker details in April, stay tuned for early bird tickets that will be going on sale this May. All proceeds will support the future archives expansion project.

## Financial/Staffing/Legal/IT Considerations:

There are no financial/staffing/legal/IT considerations.

## Interdepartmental Consultation:

Consultations with Corporate Services (Purchasing) to review contracts associated with the upcoming Speakers Event.



**Link to Strategic Goals and Objectives:**

Community and Partnerships - Build a strong and inclusive community

Community and Partnerships - Enhance and grow partnerships

**Link to Departmental Plan Goals and Objectives, if any:**

Pillar 1. Expanding BCM&CC's role as a community hub for the entire county.

Pillar 2. Building affinity across the county

Objective 2.1 Engage underserved audiences

Action d: Explore additional opportunities for new and diverse storytelling through exhibition and programming

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