



2013 Annual Report Collingwood Museum

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Collingwood Museum at a glance...

28, 024 People engaged

6,161 Gallery Visits

\$38,938 Received in provincial and federal funding



\$12, 766 Gift shop revenue

588 Catalogue records created

1399 Individual items sold in the Museum Gift Shop

277 Books sold

392 Hours by 8 Volunteer

Community Museum Standards Review

Over the course of three years the Ministry of Tourism, Culture and Sport reviewed the ten standards that community museums must meet to continue receiving funding through the Community Museum Operating Grant (CMOG). Upon review, the Collingwood Museum was required to **update four policies** (Community, Governance, Collections Management, and Conflict of Interest and Guidelines).

\$21,996 Received in funding through CMOG, 2013

Collingwood Museum Three Year Strategic Plan, 2013-2016

One of the Museum's greatest successes in 2013 was the completion of the Collingwood Museum Three Year Strategic Plan, 2013-2016. The new plan provides the Museum with a vision, mission, goals, guiding principles and strategic directions to guide the Museum into the future.

Four strategic directions were highlighted by staff and members of the Museum Advisory Committee, some of which were initiated in 2013.

Strategic Direction One: Core Programs and Services

To consider options in addressing space, program and operational needs that will enable the Museum to successfully deliver its mission.

Initiated/Completed Actions

1. Evaluate the current Museum space, prioritize and make recommendations including retrofit.
 - a. Quotes were requested for workstations for staff and volunteers to be installed in the south-west portion of the gallery, and for an efficient and space-saving filing system
2. Identify partners in the community and identify existing and potential joint initiatives for space use, programs, and services
 - a. Meetings were scheduled with the **Craighleith Heritage Depot** and the Georgian Triangle Tourist Association (**GTTA**) to determine mutual benefits
 - b. Collingwood Museum staff planned, promoted, and delivered 3 children's summer programs at the Craighleith Depot
 - c. The Museum's children's summer programs continued to be delivered in the Community Rooms in the Collingwood Public Library and Municipal Building.

- d. The Collingwood Museum partnered with **Gaslight Productions** in the presentation of Collingwood's shipbuilding heritage through Gaslight Tour: Launching a Legacy
- e. A new partnership program entitled **Patrons of Collingwood's Heritage** was initiated with the Collingwood & District Historical Society (CDHS) to promote the history of Collingwood amongst local high school students through the creation of audiovisual vignettes about Collingwood's history
- f. Participated in a grant submission through SUMAC to obtain **4 iPads** for the Collingwood Museum to enhance program delivery and accessibility options within the exhibition gallery

Strategic Direction Two: Community Engagement

To identify ways to modernize, be more competitive, be responsive to the changing community, engage and increase interest, participation and support of residents, visitors and local organizations.

Initiated/Completed Actions

1. Initiate use of social media
 - a. Received permission from Director of Parks, Recreation, and Culture to create a Collingwood Museum **Facebook** page
 - b. Established a social media sub-committee
 - c. Received **\$2,689 in funding** for a 7-week **social media student** through the Ministry of Culture Summer Experience Program
 - d. Created a Facebook page that accumulated **199 followers** and **reached 14,518** viewers

Strategic Direction Three: Capacity and Resourcing

To strengthen the organizational, human resource and financial capacity of the Collingwood Museum.

Initiated/Completed Actions

1. Ad-hoc committee consisting of two MAC members was established
2. Museum staff planned and executed a dockside lecture and dinner during the Tall Ships weekend to raise **\$2,660** in conservation funds
3. Proposed and received an increase of **569 hours** in part-time staffing for 2014

Strategic Direction Four: Awareness and Support

To demonstrate the Museum's vital role in contributing to the identity and cultural vitality of the residents of Collingwood as well as its contribution to local tourism, while increasing awareness and support at the community and municipal level.

Initiated/Completed Actions

1. Museum staff evaluated current visitor tracking methods and proposed new changes on trial basis for 2014

Collections

Acquisitions

The Collingwood Museum's permanent collection continued to grow through donations in 2013 with the acquisition of artifacts that meet the collecting mandate.



32 individual donations consisting of **219** items were offered to the Museum for acquisition by members of the community and visitors to Collingwood.

Collections Documentation

Maintaining up-to-date records is an imperative role of the Collingwood Museum and is a proactive approach to monitoring the status of its collections. Every time an item is moved within the Museum, its location must be updated. Likewise, when an artifact is viewed, its condition report is reviewed and updated to ensure that any damage or deterioration is noted. When an artifact is accepted into the collection it is systematically documented in the collections database software - Past Perfect.

588 New catalogue records were added to PastPerfect complete with detailed descriptions, provenance statements, photographs, condition reports, dimensions, searchable terms, and storage information.

1,348 Updated catalogue records

490 Completed condition reports

The Museum received **75% funding** from the Young Canada Works Grant to assist in the salary expense of one collections management student. During her thirteen weeks of employment, the successful candidate focused on researching, numbering and cataloguing the Museum's mystery (or un-numbered) collection. She was successful in locating the original documentation for 16 artifacts, assigned 207 mystery numbers, and catalogued 475 artifacts in the collections database.

Conservation

The Collingwood Museum provides preventive and very limited restorative treatments for artifacts in the collection. Museum staff monitor environmental conditions, including temperature, relative humidity, and signs of pest activity within exhibition, storage and office spaces. These spaces are monitored on a monthly basis and necessary actions are taken when required.

In 2013 staff initiated a fundraising campaign to restore a damaged painting by local artist Mary McKay. The original painting was accepted into the collection in 1988 at which point the painting was in poor condition. Donations will continue to be accepted for this project in 2014.



\$6,135

**Conservation Funds
Raised**

\$10,000 -

\$13,000

Conservator's Quote

Deaccessions



Community members took advantage of a unique opportunity to participate in the transfer of *Nahma*, a Collingwood-built vessel of national significance, to the Canada Science and Technology Museums Corporation (CSTMC) on May 1.

Communication of Research and Collections Knowledge

Museum staff continued to communicate their research and collection knowledge to members of the public and the membership through the bi-monthly *On Track* newsletter. The newsletter is created by Museum staff and is dispersed to members, and posted to the Museum's website. Copies were also dispersed at the regular meetings of the Collingwood and District Historical Society, and to community groups visited by Museum staff.

Research

Information Sharing:

Staff interacts with members of the public in numerous ways that extend beyond museum visitation. They engage with community groups, collaborate on projects, and respond to inquiries from the general public, researchers, and other professionals in the museum field. Some of these tasks generate fee-for-service revenues that support operational costs.

78 documented information requests were received and responded to by Museum staff with the assistance of dedicated volunteers. A complimentary 15 minute search was completed as outlined in the Research Policy.

Custom Reproductions

With thousands of images to choose from, businesses and local residents are decorating their walls with classic and inspiring reproductions of Collingwood's past. From the harbour and shipyards to Blue Mountain and the downtown, the Collingwood Museum has it all.

43 Total photographs reproduced

26 Requests by local businesses or corporations

13 Requests by individuals

4 Published photographs

\$2,623 Total revenue from reproductions

Resulting Publications

1. November's Fury : The Deadly Great Lakes Hurricane of 1913 by Michael Schumacher
2. A Centennial Tribute to the Great Lakes Storm: 1913 by Paul Carroll



people

Matthew Fells, Simcoe County Museum, with Melissa Shaw and Susan Warner, Collingwood Museum history plays a special role in Bayview Tower's new look. Historic photos grace the hallways on each floor - 25 in all - sourced and supplied by Simcoe County Museum, Collingwood Museum, The Craigmiles Heritage Depot, Blue Mountain Resort and the Archives of Ontario. There are four photos on every floor, one from each of the following four categories: downtown Collingwood, harbour and transportation, sports and industry, and skiing and recreation.

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Museum staff attended the rejuvenation celebrations at Bayview Tower, Rupert's Landing. Staff worked with the redesign team to locate and supply 17 historic reproductions.

Photograph credit: Alan Shisko

Events & Programs

Children's Programming

The Collingwood Museum continued to offer affordable programming for local youth on P.A. Days, the March Break, and during the summer months. Each program was developed onsite by staff and delivered in the Community Rooms at the Collingwood Public Library and Municipal Offices building.



77 Programs offered

427 Children in attendance

\$ 4,270 Revenue generated

Three summer programming students were hired with the assistance of Young Canada Works and Employment Ontario Grants. Over the course of the summer, the students offered **58 interactive and stimulating programs** for children ages 6-12. Each program had a capacity of 16 children.

Event Listing

January 25, Winter Transformations
March 12, Boxcar Drive-in
March 13, Glow
March 15, Shenanigans
June 7, To Infinity and Beyond!
July 2-5, Around the World in Four Days
July 8-12, Game Show Mania
July 15-19, Myths, Legends, and Magic
July 22-24, The Inventor's Workshop
July 29 August 1, Time Machine
August 6-9, Adventures with Animals
August 12-16, Once upon a Time
August 19-23, Spies and Detective



The Collingwood Museum Presents...



In partnership with the
Canadian Science and Technology Museums Corporation

Guest speaker: Sharon Babaian, Curator, Land and Marine Transportation

Don't miss out on this unique (and free!) opportunity to hear *Nahma's* story, and learn about the significant contributions that its builder, Collingwood's W. Watts & Sons, made to Canada's marine heritage.

Tuesday, April 30th, 2013 · 7pm - 8pm

Library and Municipal Offices · 55 Ste. Marie Street · Free admission

For additional information (705) 445-4811

Adult Programming

6 Adult programs offered

360 Adults in attendance

Event Listing

January 7, Collingwood & District
Historical Society: Thomas Long

April 3, Pretty River Probus Club
Community Update

April 30, *Nahma: A Skiff with a Story*
Guest speaker Sharon Babaian,

Curator Land and Marine
Transportation, Canadian Science and
Technology Museum

March 4, Collingwood & District
Historical Society: The World of David
Williams

May 1, *Nahma* Transfer

May 22, Collingwood Nursing Home
Presentation

August 17, Tall Ships Dockside
Reception Lecture and Fundraiser



Family Programs

4 Family programs offered

142 Family members in
attendance

Event Listing

February 18, Family Day Scavenger Hunt

May 18, International Museum Day

June – October, Sumac Scavenger Hunt (*total
reach unknown*)

December 31, New Year's Eve Scavenger
Hunt

Pictured: Two prize winners from the Family
Day Scavenger Hunt.

School Programs

4 School programs offered

162 Students in attendance

Event Listing

June 14, Cameron Street Public School Grade One Visit

October, Ghosts of Georgian Bay Story Competition

October 24, Home School Group

October - December, Patrons of Collingwood's Heritage

Exhibitions



Feature Exhibition: Launching a Legacy

September 20 – November 18

Organized and installed by the Collingwood Museum at the Press Gallery, 65 Simcoe Street. Community partnerships included Gaslight Tour Productions, the Collingwood Branch of the Architectural Conservancy of Ontario, and Richard and Anke Lex.

928 Attendance at scheduled events

1000 Attendance during installation

Event Listing

April 20, Playwriting Workshop

September 20, Exhibition Opening and Gaslight Tour Launch

September 27-29, Culture Days

November 4 -10, Gaslight Tour (including cast and sponsor performances)

Treasures of Collingwood:

The Architects Who Built Our Town

February 15 - April 30

Organized and installed by the Collingwood Branch of the Architectural Conservancy of Ontario in the Press Gallery, 65 Simcoe Street, the exhibition details the work of five architects who made their mark on Collingwood in the late 19th and early 20th centuries. The Collingwood Museum worked with organizers to locate and reproduce historic images from the collection for use in the exhibition.

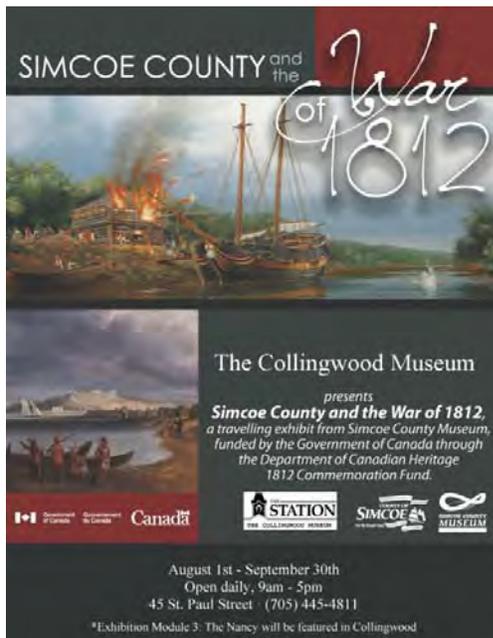
23 Archival images showcased in the exhibition

100 Attendance during opening reception

1000 Attendance during installation

Event Listing

February 15, Opening reception 100 in attendance



Simcoe County and the War of 1812

August 1 - September 30

Organized and installed by the Simcoe County Museum, the exhibition featured Module 3: The Nancy which was composed of interactive activities for children related to life aboard *HMS Nancy*. The module was brought to Collingwood to coincide with the Tall Ships weekend in August. The travelling exhibit was funded by the Government of Canada through the Department of Canadian Heritage 1812 Commemoration Fund.

2,377 Individuals viewed exhibition

Event Listing

August 17 - 18, Tall Ships 1812 Tour

Professional Development

Ontario Museum Association Conference

Both Susan and Melissa travelled to Niagara Falls for the 2013 OMA Conference. This year's theme was Innovation Rooted in Community. Both staff attended the Education Programs Meet the Curriculum study tour and visited six sites. Concurrent sessions and

special presentations were also attended by each and the new ideas were applied in exhibits and general museum activities upon their return to Collingwood.

Past Perfect Collections Management Training

Staff attended two meetings of the Past Perfect Software Users group in Owen Sound and Goderich to share troubleshooting solutions. Online training was also completed for collections entry.

Training Listing

January – December, Health & Safety Training

June 15, High Five Training

November 14-15, TAAG Copyright Workshop

Volunteers



**8 Active
Volunteers**

**392 Volunteer
Hours**

Over the course of 2013 the Museum's dedicated and gracious volunteers donated 392 hours of their time to the preservation of Collingwood's history. The life skills, knowledge and experience they bring to the Museum is truly irreplaceable.

In 2013 Collingwood Museum staff and Museum Advisory Committee members completed the process of developing a three year strategic plan. The members of the Collingwood Museum Advisory Committee include Bruce Mackison (Chair), Margaret Adolphe (Vice-Chair), Irene Pradyszczuk, Jan Trimble, Marty Wilkinson, Raymond Williams, and Peter de Vries.

Promotional/Marketing

SUMAC

The Collingwood Museum is a member of SUMAC, Simcoe County's Cultural Network. The group participated in a partnership program called Cultural Places with the libraries of Simcoe County to promote museum sites and increase visitation. The Collingwood Museum was also one of twelve sites to participate in fifteen minute feature spot on Rogers Television that focused on the history of shipbuilding in Collingwood. The feature was televised approximately thirty times over the course of eight weeks. A family scavenger hunt was also developed and dispersed to Simcoe County's schools that challenged families to visit participating museums and engage with SUMAC's Facebook page.

General Media

Staff took full advantage of local media outlets including the CHATS radio program on The Peak 95.1 FM, Rogers Daytime Television, Town of Collingwood website, My Collingwood website, and the Enterprise Bulletin Town Page. These free media tools continued to play an important role in Museum promotion in 2013 and will continue to do so in the future.

Building Maintenance

Numerous measures were taken to ensure the safe and effective operation of the Station building, in which the Museum operates.

Tasks Completed

1. Eaves troughs, downspouts and drains were cleaned by Collingwood's Public Works Department.
2. Quarterly maintenance inspections of the HVAC system were completed by Cool Team Service Corp. Boiler and air conditioning units were monitored, and filters changed when required. The humidifier bottle was replaced along with other small components.
3. Annual electrical inspection completed by Electrical Safety Authority
4. Monthly health and safety inspections were completed, including emergency light and fire extinguisher monitoring.
5. Commercial Cleaning Services continued to provide janitorial service at the Station: five days a week between October and May, five times and seven times a week May to October.
6. Huronia Alarms completed an annual inspection of fire extinguishers, emergency lighting, and the alarm systems. Mac-Tech Security continued to provide year-round securing monitoring.

7. Georgian Bay Pest Control completes monthly to monitor pest inspections in the museum gallery, offices, and storage rooms.