



2014 Annual Report Collingwood Museum

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Collingwood Museum at a glance...

32,411 People engaged

4,953 Documented gallery visits

40% Increase in children's program attendance

\$35,609 Received in provincial and federal funding



470 Artifacts retrieved for community members, local schools, and organizations

415 Artifact records created

1,500 Individual items sold in the gift shop, including **306** books!

418 Hours by 9 Volunteers

Community Museum Standards

The museum continues to apply for funding from the Ministry of Tourism, Culture and Sport through the Community Museum Operating Grant (CMOG).

\$21,996 Received in funding through CMOG

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 and continued to be addressed in 2014.

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. Identify partners in the community and identify existing and potential joint initiatives for space use, programs, and services.
 - a. Collingwood Museum staff continue to partner with the **Craigeleith Heritage Depot** to assist visitors and work on the Depot's collection. The Georgian Triangle Tourist Association (**GTTA**) continues to share space within the Station and provide reception services and process gift shop sales for the museum's patrons.
 - b. The Museum's children's summer programs continued to be delivered in the Community Rooms in the Collingwood Public Library and Municipal Building.
 - c. The Collingwood Museum partnered with **Gaslight Productions** for the second year in a row to present Collingwood's military heritage to the general public through Gaslight Tour: Remembering The Great War. The Station building was used as a

performance venue and attracted **over 650 participants** to the building.

- d. The successful **Patrons of Collingwood's Heritage** program was continued in 2014 as a joint project with the Collingwood & District Historical Society (CDHS). Working with the Collingwood Library and Collingwood Collegiate Institute, the partners engaged local history students with the history of Collingwood through the creation of audiovisual vignettes. The project reached 19 students in 2014 and resulted in five videos that are on display in the museum gallery.
- e. Participated in a grant submission through SUMAC to obtain **4 iPads** to enhance program delivery and accessibility options within the exhibition gallery. The iPads have been utilized and enjoyed by the museum's visitors.

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. In a single year the Collingwood Museum's Facebook page, created in 2013, accumulated **121 additional followers** bringing the number of **total followers** to **320**, reaching **21,061** Facebook users.

Strategic Direction Three: Capacity and Resourcing

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

Initiated/Completed Actions

1. Increase membership
 - a. Attracted **new museum members** through the Patrons of Collingwood's Heritage joint initiative with the Collingwood and District Historical Society.
2. Increase resources for paid staff - positions, hours
 - a. Proposed and received an increase of **569 hours** in part-time staffing for 2014
3. Increase interest, improve outreach to co-op students

- a. Attracted **1 co-op student** from a local high school who assisted with exhibit installation and artifact retrieval.

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 **engaged new changes** on trial basis for 2014. Tracking categories were designed to provide a more accurate account of museum visitorship as tourism-related visits are no longer recorded by museum staff. Visitorship is documented by museum staff Monday through Friday. The Georgian Triangle Tourism Association provides museum tracking services on Saturday and Sunday.



Collections Storage

Upon learning of RE-ORG, an international effort to reorganize museum storage, staff members applied to be one of six Ontario Museums to take part in a year-long training initiative conducted through distance mentoring, face-to-face training and online learning. The Collingwood Museum was chosen from 13 applicants to form the first RE-ORG Ontario Storage Network. A grant application requesting federal funding for new storage furniture through Canadian Heritage's Museums Assistance Program (MAP) to resolve storage challenges in the largest of three onsite storage rooms. As a member of the RE-ORG network, the Museum could request up to \$10,000 in funding.

Acquisitions

The Collingwood Museum's permanent collection continued to grow through donations in 2014 with the acquisition of artifacts that meet the collecting mandate.

34 individual donations consisting of **137** items were offered to the Museum for acquisition by members of the community and visitors to Collingwood.

Public Access

As a publicly owned institution, the Collingwood Museum is an important resource for community members, researchers, and local groups and organizations. As public servants, staff is available to answer inquiries from the community and retrieve artifacts from the permanent collection on their behalf. In 2014,

470 individual objects, archival documents, and photographs were retrieved by staff in response to requests from community members. **96** were received for community members, **284** for local schools, and **63** for local businesses and organizations.

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 is 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.

415 new catalogue records were added to PastPerfect. These include detailed descriptions, provenance statements, photographs, condition reports, dimensions, searchable terms, and storage information.

923 catalogue records were updated. This may have been a result of updated condition reports, or storage information updates, etc. At the end of 2014, the PastPerfect database contained 14,447 catalogue records.

569 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 11 artifacts, assigned 152 mystery numbers, and catalogued 220 artifacts in the collection 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, light levels, 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.



Staff continued to raise funds for the restoration of 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 2015.

\$6,611

Conservation funds raised to date

\$10,000 - \$13,000

Conservator's quotation

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 quarterly 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. Staff engages 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.

126 documented information requests were received and responded to by Museum staff with the assistance of dedicated volunteers. A complimentary 30 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.

50 Total photographs reproduced

24 Requests by local businesses or corporations

5 Requests by local groups and organizations

14 Requests by individuals

7 Published photographs

\$1,623 Revenue from reproductions



The Collingwood Branch of the Architectural Conservancy of Ontario (ACO) sourced a photograph from the museum's photograph collection for its new logo design.

COLLINGWOOD

Local restaurants and establishments continued to source images from the collection for display purposes. In 2014, Starbucks' Collingwood location, Eggsmart Collingwood Eatery, and Swiss Chalet purchased reproductions that continued to inspire interest in the museum amongst their patrons.

Museum images were used to create this beautiful mural in Eggsmart Collingwood Eatery. Photograph courtesy of Abracadabra Signs and Designs.



Resulting Publications

Riding the Hogg Special: The Trains of Collingwood by Rick Leswick

"Remembering the 'Great War'". Heritage Collingwood: Newsletter of Collingwood's Heritage Advisory Committee, Vol. 11, Issue 2

"Looking Back." On The Bay: Celebrating Life in Southern Georgian Bay. Summer 2014

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 on site by staff and delivered in the Community Rooms at the Collingwood Public Library and Municipal Offices building and the Collingwood Museum.



77 Programs offered

607 Children in attendance

\$6,070 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 **74 interactive and stimulating programs** for children ages 6-12. Each program had a capacity of 16 children.

Event Listing

January 31, Eccentric Explorers
March 12, Artifact Avengers
March 13, Dr. Seuss-Style Collingwood
March 14, 2nd Annual Shenanigans Spectacular
June 6, Lighthouse Legends
July 2-4, Celebrating Collingwood
July 7-11, Superheroes of Collingwood
July 14-18, Food, Glorious Food
July 21-23, Play Ball
July 28-August 1, This week in Science!
August 5-8, Artful Antics
August 11-15, Best of Summer!
August 18-22, Breaking News
October 27, Pumpkin Patch Party





Adult Programming

5 Adult Programs Offered

237 Adult Program

Attendance

(Collingwood Nursing Home 30, CDHS 100, Day Excursion 18, WI 14, Probus Club of Collingwood 75)

Local residents and museum members enjoyed a tour of the S.S. Keewatin, the Martyr's Shrine and the Penetanguishene Museum and Archives

Event Listing

March 20, Collingwood Nursing Home Presentation

May 5, Collingwood & District Historical Society (CDHS): Patrons Launch

May 14, Adult Day Excursion (Keewatin, Martyrs' Shrine, Penetanguishene Museum and Archives)

September 20, Woodland Springs Women's Institute (WI)

November 6, Probus Club of Collingwood Presentation

Family Programs

2 Family programs offered

Event Listing

August 13, Wasaga Under Siege onsite demonstrations (total reach unknown; 136 visitors in the gallery - 89 adult and 49 children)

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

School Programs

5 School programs offered

96 Students in attendance



(Little House Montessori School 6, Cameron Street 38, Sister City Visit 25, Patrons 19 , Co-op Student 1, Mountain View School 7)

Event Listing

February 25, Little House Montessori School

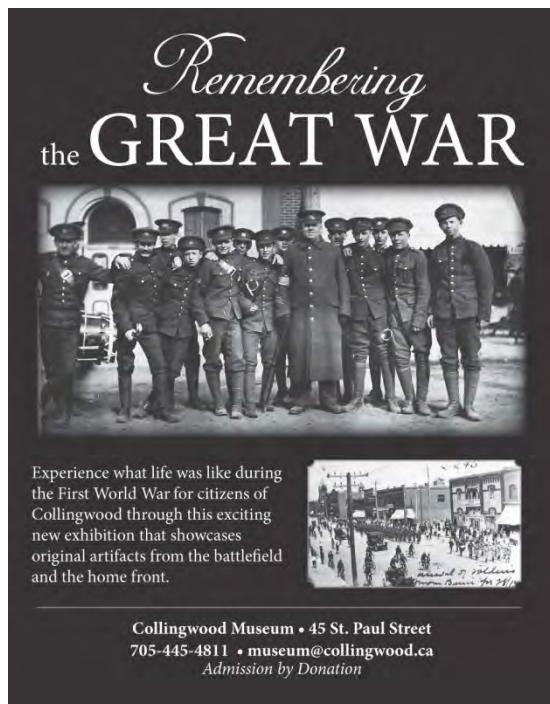
June 20, Cameron Street Public School

July 23, Sister City tour, Japan

September - November, Co-op Student Placement

September 29, Mountain View Elementary School

January - December, Patrons of Collingwood's Heritage



Exhibitions

Feature Exhibition:

Remembering the Great War

September 26 - Ongoing

Organized and installed onsite by Collingwood Museum staff in the main gallery. Community partnerships included Gaslight Tour Productions, the Collingwood Legion, Simcoe County Museum, and private members of the community.

960 Attendance at scheduled events

263 Attendance during 2014 installation

(Playwriting Workshop 16, Opening Reception for Museum Members 46, Gaslight Launch 100, Onsite Rehearsals 16 , Dress Rehearsal 35, Vendor Sponsor 50, Gaslight Tour 658, Culture Days 39)



Collingwood Museum staff organized the recreation of a soldiers' sendoff parade from 1914, complete with soldiers, a pipe band, members of Collingwood Council, and members of the general public. 100 people were in attendance.

Event Listing

June 14, Playwriting Workshop

October 20 & 27, Onsite rehearsal

September 26, Exhibition Opening for Museum opening

September 26-29, Culture Days

October 24, Gaslight Tour Launch including parade

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



Enabling Accessibility Fund iPads

September 26 - Ongoing

Four iPads were received by the Collingwood Museum through a successful grant application by Simcoe County's Cultural Network (SUMAC) to the Enabling Accessibility Fund. Using the iPads (or their own smart device) patrons can access magnification tools, audio guides, and supporting photographs and documents to augment their museum experience. The grant funding was awarded to 10 institutions. SUMAC used \$50,000 in federal grant funding

and an additional \$56,000 was contributed from SUMAC and its partners in financial and in-kind donations.

100 Years of Guiding in Collingwood

May 4 - Ongoing

Organized and installed by Collingwood Museum staff in response to a community member's request to celebrate the founding of the Girl Guide Movement in Collingwood, 1914. The exhibition consists of objects and archival materials from the museum's collection, as well as as loaned materials from the general public.

3,315 Attendance during 2014 installation

Event Listing

May 3-4, Girl Guides of Collingwood Centenary Reunion

Professional Development

Ontario Museum Association Conference

Both Susan and Melissa travelled to Alliston for the 2014 OMA Conference. This year's theme was Healthy Museums, Vibrant Communities. Both staff assisted with the set up at the OMA Conferences as a hosting institution. Sumac Network was hosting it. 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.



Collections Management Training

March 3, Care of Documents, Wellington Museum and Archives

April 16, Past Perfect Users Meeting at the Collingwood Museum

Twenty museum professionals, representing eleven museums and art galleries in Central Ontario, met in Collingwood to troubleshoot and share tips about Past Perfect Museum Software

Health & Safety Training January to December through online webinars.

A fire drill was also arranged within the building to train staff and volunteers on evacuation procedures. Staff also participated in the fire extinguisher training provided by the Fire Prevention Officer and Fire Prevention Inspector.

First Aid and CPR training was completed by Melissa Shaw and three part-time staff members.

WHMIS training was offered to all full and part time staff members.

Monthly safety inspections are conducted by designated staff to ensure ongoing safety measures are being met.

All Museum staff completed online health and safety training courses under the direction of Human Resources: Accessibility for Ontarians with Disabilities, Exercises and Stretches Training, Violence and Harassment in the Workplace, Ladder Training, Fire Safety.

Volunteers

9 Active Volunteers

418 Hours of Volunteer Time



Over the course of 2014 the Museum's dedicated and gracious volunteers donated 418 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 2014 Collingwood Museum staff and members of the Museum Advisory Committee members met on six occasions. 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.



Promotion/Marketing

SUMAC

The Collingwood Museum is a member of SUMAC, the Simcoe County Museum and Art Network. The group participated in a partnership program called Cultural Places which was a partnership with the libraries of Simcoe County to promote museum sites and increase visitation.

A family scavenger hunt brochure was dispersed to Simcoe County's schools that encouraged families to visit each of the participating museums and engage with SUMAC's Facebook page.

Selfie Promotion – Simcoe and Steele (Summer 2014)

Advertisements were placed in the Ontario Parks newspaper distributed to every camper registering at the park from May to September. Advertisements were placed in Awenda, Earl Rowe, Craigeleith, Wasaga Beach, Bass Lake, Mara and McRae Point. These publications have the potential to reach upwards of 500,000 people.

The John Graves Simcoe image was also used in the Collingwood/Wasaga Beach area and Midland/ Penetanguishene area. Each site also had the option of having an image at their site to encourage their visitors to take a 'Selfie' with Simcoe/Steele and post it to the Sumac Facebook page. The promotion ran from May to September.



An Elvis Tribute Artist poses with the Collingwood Museum's Lord Simcoe during the Collingwood Elvis Festival.

General Media

Staff took full advantage of local media outlets including the CHATS radio program on The Peak 95.1 FM, Georgian Arts on Rogers Cable, the Town of Collingwood's website, My Collingwood, the Enterprise Bulletin Town Page, Culture Days promotional material, and the Parks, Recreation and Culture Activity Guide. These free media tools continued to play an important role in the museum's promotion 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 structure, 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 which included 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, 5 times and 7 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 is in monthly to monitor the traps that are placed in specific areas within the building to prevent and bugs which may damage to the collection.

Excerpts from the Guest Book

“Amazing – Love it!”

“Came again after 46 years – Pakistan”

“Kewl!”

“My kids thought this place was great!”

“I love this museum very much.”

“Great to honour history and remember.”

“Very informative, great work!”

“Brilliant display”

“STUPENDOUS!”

“Enjoyed the experience”

“Always great to visit.”