2016 Annual Report
Collingwood Museum

Prepared by:
Susan Warner, Museum Supervisor
Melissa Shaw, Museum Assistant
2016 Museum Highlights

6,617 Website

200,209 FB reach

$51,231 Received in provincial and federal funding

$12,723 Gift shop sales

976 Facebook followers

280 Books

1263 Gift Items

3,000+ artifacts positively affected by installation of new storage shelving

1547 Community members engaged at public events
Programs for children ages 6-12

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 through CMOG
4 summer student employees received onsite training in children’s programming and collections management roles by trained staff. Three programming students researched, planned and ran 75 summer programs for children aged 6-12 years of age. 75% in grant funding supplemented the staffing investment for one programming student.

L-R: Sabrina-Lisa Morabito, Emily Fachnie, Jacob Gardhouse, and Kassandra Hanslep

Summer employment for one student interested in collections management was again offered in 2016. 75% in grant funding was applied to this wage. Kassandra Hanslep returned to assist in the completion of the Large Storage Re-Organization project.
Collingwood Museum Three Year Strategic Plan, 2013-2016

Continuing with the success of 2015, staff and members of the Museum Advisory Committee (MAC) continued to meet strategic goals in the Three Year Strategic Plan.

Four strategic directions were highlighted by staff and the MAC, all of which continued to be developed in 2016.

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. Staff continued to provide museum management services to the Town of the Blue Mountains at the Craigleith Heritage Depot until the end of March. The Georgian Triangle Tourist Association (GTTA) continues to share space within the Museum, providing reception services to the building’s patrons.
   b. Children’s programs continued to be delivered in the Community Rooms in the Collingwood Public Library and Municipal Building.
   c. The museum partnered with Gaslight Theatre Productions for a 4th year to present Lighthouse Legends to more than 700 participants by providing research assistance to playwrights and serving as a play venue for one of the four plays.
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. Re-branding and new marketing/promotion
   a. Staff and Advisory Committee Members sported branded t-shirts at community events

2. Sustain presence using social media
   a. Facebook likes increased by 30%, totaling 976 by year’s end.
   b. The Social Media Sub-Committee continued to meet, establishing goals and strategies for community engagement. Trivia Tuesday posts and Wednesday follow-ups proved to be the most successful posts and were shared by Experience Collingwood.

3. Explore new ways of engaging residents, visitors, tourists, and community organizations to create a physical presence within the community.
   a. Staff and volunteers greeted 758 visitors at the Museum’s information booth at the Great Northern Exhibition
   b. 130 visitors were engaged at the museum booth during Jazz at the Station performances, while 81 took advantage of the extended hours to tour the
exhibits. This booth was a new addition to the outreach activities in 2016.

c. **261 visitors** were greeted along the waterfront during Sidelaunch Days. Staff and volunteers raised $435 in merchandise sales.

d. Delivered **2** short presentations by special request to members of the Collingwood & District Historical Society.

e. Provided historical content and design inspiration for the BIA’s 2016 **Frozen in Time Ice Sculpture Festival**
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. An reduced program enrollment fee was introduced for museum members to encourage new membership. The efficacy of this strategy will be evaluated in 2017.
2. Host fundraising events
   a. Staff offered 4 silent auctions in 2016, raising $993 for ongoing conservation projects, up from just $136 in 2015. Silent auction items included out-of-print books, magazines, posters, and donated items from local businesses.
3. Increase interest, improve outreach to co-op students
   a. Attracted 1 co-op student from Collingwood Collegiate Institute who contributed 15 hours of research to the Museum.
   Museum staff members Susan Warner and Lindsay Cook promote a vintage poster of Blue Mountain that was offered for silent auction in December 2016.
4. Investigate funding opportunities
   a. $20,276 in federal funding was received through the Canada Cultural Spaces Fund (CCSF) to complete the installation of high density compact storage in the Museum’s largest storage room.
Museum staff members alongside new shelving units in Large Storage.

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. The Georgian Triangle Tourism Association (GTTA) assumed responsibility for recording and reporting gallery visitation. Museum staff continues to track volunteers, outreach, and office visitation.
**Collections**

**Preventive Conservation**

The largest of three onsite storage rooms received much needed storage furniture updates between 2015 and 2016. In total, $30,276 was received in matching Federal funding to assist with the purchase and installation of specialized units (including adjustable shelving, art panels, drawers, a textile storage system, and LED lighting). The more than 3,000 artifacts stored within have greatly benefited from this project.

![Large Storage as viewed from its double door entry in 2014, 2015, and 2016 respectively.](image)

**Acquisitions**

The Collingwood Museum’s permanent collection continued to grow in 2016 with the acquisition of artifacts that document Collingwood’s history.

44 individual donations consisting of more than 350 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 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.

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

1,324 catalogue records were updated.

295 Completed condition reports

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 its bi-annual. 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

Museum staff provided two special presentations that showcased the permanent collection to members of the Collingwood and District Historical Society regarding Collingwood’s contribution to the Fenian Raids in 1866, and the establishment of Collingwood’s earliest settlement, Hurontario Mills.

The Museum’s Facebook page plays an important role in relaying research conducted by staff on new donations and existing collections. Trivia Tuesday is our most popular weekly posts, presenting historical information through the Museum’s photograph and
object collections. These weekly posts are shared with more than 10,000 followers of Experience Collingwood, a community-based social media account that promotes the Town of Collingwood.

Information Sharing
Staff interacts with members of the public in numerous ways beyond museum visitation by engaging with community groups, collaborating on projects, and responding to inquiries from the general public, researchers, and other museum professionals. Some of these tasks generate fee-for-service revenues that support operational costs.

119 documented information requests were received and responded to by Museum staff. A complimentary 15 minute search was completed as outlined in the 2016 User Fees Schedule.

Custom Reproductions (excluding partnerships and Town of Collingwood requests)
With thousands of images to choose from, businesses and local residents are decorating their walls with photograph reproductions of Collingwood’s past.
82 Total photographs requisitioned for purchase
7 Orders processed for local businesses
6 Publication requests
$2,253 Revenue from reproductions

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 by staff and delivered in the Community Rooms at the Collingwood Public Library and on the Collingwood Museum grounds.

88 Programs
$4,356 Revenue generated

Museum Advisory Committee Member Steve Berman demonstrates a magic trick during the Mysterious Magic March Break program.
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 **78 interactive and stimulating programs** for up to 16 children, ages 6-12.

**Event Listing**
January 9, Skiing in Style  
February 5, Birds of a Feather  
March 15, Medieval Mischief  
March 16, Mysterious Magic  
March 17, Shenanigans Spectacular  
May 6, Under the Sea  
June 3, Don’t Feed the Bears  
June 10, Don’t Feed the Bears  
July 4-8, Celebrations at the Station  
July 11-15, Diggin’ It  
July 18-22, Outdoor Explorations  
July 25-29, Summer Olympics  
August 2-5, Sensational Sister Cities  
August 8-12, Kickstart my Art  
August 15-19, Blast from the Past  
August 22-26, Water Week  
October 21, Read All About it  
November 18, Dragon Taming 101

**Adult Programming**

6 **Adult Programs**

306 **Adult Program Attendance**

(CDHS 215, Probus Club 50, Storage Tour 40, William Morris 36, Sunset Manor 15)

**Event Listing**
March 7, Collingwood & District Historical Society (CDHS) Fenian Raids  
June 28, Hume Street Probus Club  
August 6 & 7, Storage Tours, Large Storage  
October 3, Collingwood & District Historical Society (CDHS) Hurontario Mills  
October 15, William Morris Society Presentation  
November 24, Sunset Manor Presentation
Collections Management Student Kassandra Hanslep engages members of the Hume Street Probus Club with a new presentation entitled “Adventures in Storage RE-ORGanization”.

Councillors Kathy Jeffrey, Deb Doherty, and Bob Madigan enjoy a storage room tour with staff members Kassandra Hanslep and Melissa Shaw.
Onsite School Programs

A limited number of onsite programs were delivered to school groups in 2016 as the exhibit gallery remained closed for the final phase of the Museum’s Large Storage reorganization project.

2 School programs offered
62 in attendance
(Mountain View Public School 41, Pretty River Academy 21)

Event Listing
March 3, Mountain View Gallery Tour
September 26, Pretty River Tour

Exhibitions
Feature Exhibition:

Memories of the Shipyards
September 10
Collingwood Museum and Simcoe Street Theatre

250+ Attendance at opening events
20+ Community
Lenders
More than 20 community members responded to the Museum’s call for loans to commemorate the 30th Anniversary of the Collingwood Shipyards’ closure. The exhibit was put together throughout the summer months and opened to an impressive crowd of more than 250 participants on September 10. Opening remarks were provided by Museum Supervisor Susan Warner, Mayor Sandra Cooper, and Mr. Ron Emo, Mayor of Collingwood in 1986.
The painting of the Waubuno by Ernest Taylor was unveiled on September 28, 2016. The painting is currently on loan from the Marine Museum of the Great Lakes. Staff greeted and spoke with 50 visitors during Art Crawl.

Volunteers

10 Active Volunteers 285 Hours of Volunteer Time

Over the course of 2016 the Museum’s dedicated and gracious volunteers donated 285 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 2016 Collingwood Museum staff and members of the Museum Advisory Committee members met on eight
occasions. The members of the Collingwood Museum Advisory Committee include Irene Pradyszczuk (Chair), Jan Trimble (Vice-Chair), Raymond Williams, Steve Berman, and Ken Maher.

**Professional Development**

November 11, 2016 Omeka

The Toronto Area Archivists’ Group (TAAG) is hosting an upcoming workshop: Introduction to Omeka.net

Melissa learned how to display collections, build exhibitions, gather stories, and map photographs online using the free, web-hosted platform, Omeka.net

Leslie Barnes from the University of Toronto Libraries Information Technology Services provided an introduction to this platform and its basic functions.

**Ontario Museum Association (OMA) Conference**

Susan and Melissa travelled to Peel for the 2016 OMA Conference: Towards The Future Diversity & Inclusion November 2-4, 2016. Susan and Melissa attended the Study Tour and Workshop.

**Health & Safety Training**

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

First Aid and CPR training was completed by a casual staff member.

**Online Training**

WHMIS training was offered to all staff.

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

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.
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. Sumac provided rack cards for the partner sites for cross promotion.

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. All exterior lighting is monitored by staff so paths are well lite for visitors and community members.
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 during the quarterly maintenance inspections along with other small components.
3. Annual electrical inspection completed by Electrical Safety Authority.
4. 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: seven days a week year round.
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.

From the guestbook...

“A good insight into the past. Worth coming to see”
“Cool. Like the history!”
“Interesting and informative. Very educational and effective.”

“Well presented exhibits. Lovely museum. Well done”
“Been coming here since I was a kid. Love it”
“Great to visit”

“Very interesting collection. Cool Museum!”
“Shipbuilding/launching history is very cool”
“Very well put together and the people are very kind and knowledgable, enjoy knowing they like their work here”

“Great town museum & scenery”
“Who knew Collingwood had so much history”
“Great museum glad we came”
“Amazing Collection and history brought to life!”
“Completely astounding”