

# **Hurononia Museum's Budget Submission to the Township of Tay**

*December 17th, 2008*

*Tay Township Council Chambers*



# Huronia Museum Services to Tay Township

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- Provided expertise to Tay planners Wes Crown and Mara Burton on Archaeological and historic sites
- Provided guidance and advice to Tay Township Heritage Committee
- Actively collects artifacts from Tay Township; the most recent Waldie donation of Waldie Lumber Company documents
- Provided research into Tay Township. A Deo Victoria: The Georgian Bay Lumber Company; The Legacy of John Waldie and Sons; Good By for the Present: War Letters of Henry Rumney.
- Worked with Doors Open Huronia to highlight St. Louis and St. Ignace Sites 2008
- Collected CPR materials and artifacts from Port McNicoll including ships models
- Provides heritage photos and materials for the Tay Heritage Calendar, Port-a-Rama, Tay Trails brochure and other Tay events.
- Provide education programs to Tay and area schools
- Provides exhibits in the museum on Tay archaeological sites, objects and personalities
- Provides research, genealogical, architectural information to Tay Township residents interested in their past.

Huronia Museum is asking for \$1.00 per person of the population of the township which is estimated at 10,000 people. A recent study of the museum's financial operations suggests Huronia Museum must secure additional municipal funding to provide the necessary funds for its core operations. A presentation to Midland Town Council on November 12th, Tiny Township Council on November 10th and this presentation to Tay Council on December 17th will constitute a serious effort on the part of Huronia Museum to secure this necessary municipal financial support.

Town of Midland	\$75,000
Township of Tay	\$10,000
Township of Tiny	\$20,000

# Huronia Museum—A Brief History

Herbert Cranston established a “museum committee” in 1935 that eventually would build up a significant heritage collection in need of space to become a public museum. In 1947, atop a hill in Midland, overlooking the harbour and waters of Georgian Bay, stood “Edgehill”, a large wooden frame building that had been the family residence of the late Mr. and Mrs. James Playfair. The scenic setting along with the large property that accompanied it made an ideal location for North Simcoe’s first community museum project.

Originally built by the British-Canadian Lumber Company, Edgehill was first occupied by Douglas Leyland White Jr. and Andrew Miscampbell. In 1886 the company went into receivership and William Dickenson and Andrew Miscampbell purchased the company. A year later they sold their interest to L. White Jr., president of Saginaw Salt and Lumber Company and James Playfair, president of Playfair Co. They enlarged and remodeled Edgehill, which became the residence of James Playfair and his wife Charlotte Ogilvie about 1888.



Huronia House—1947

After many years in Midland, James (1937) and Charlotte (1946) Playfair died leaving their home and property to the Town of Midland to be used as a hospital. Midland already had a hospital and the museum committee, headed up by Herbert Cranston, approached the Town and executors of the Playfair estate to see if a museum would be acceptable to the estate. An agreement was reached and on July 1<sup>st</sup>, 1947 the Huronia House Museum officially opened to the public. The museum

ran successfully at this location for twenty years until concerns over the structural safety of Edgehill caused the Museum to move to its current location in Little Lake Park.

In 1966, the Town of Midland and the Huronia Museum board decided to relocate the museum to Little Lake Park adjacent to the Huron/Ouendat Village. The new building was the Town of Midland’s centennial project and officially opened on July 1<sup>st</sup>, 1967 to reveal the hard work of many of volunteers, employees, board members and community partners. The new building had been made the proud focus of the region’s historical artifacts and would benefit the community for many years to come.

The Huron/Ouendat Village, adjacent to Huronia Museum, was originally built and operated by the Midland Y’s Men’s Club. It was purchased and taken over by the Huronia Museum in 1981. Visitors can travel back in time over 500 years by stepping into the Huron Ouendat Village.

Behind the palisaded walls the Village represents Canada’s beginnings by portraying native life prior to the arrival of the Europeans. Our guests can explore longhouses, play a native game, and see a sweat lodge and a Shaman’s hut as they looked five and six hundred years ago.

An active art program is an integral part of Huronia Museum's collections and exhibitions. The construction of an addition to the Huronia Museum, The Gallery of Historic Huronia was completed and opened in June 1976. This section was to include a theatre and art gallery featuring among others the work of W.J. Wood and Franz Johnston, Thor Hansen’s work and a major exhibition of artifacts pertaining to the Huron Ouendat people.



Huronia Museum 2008

Today the museum operates year round, contains a collection of nearly a million objects and entertains thousands of visitors from around the world annually.

Huronia Museum experienced a devastating loss on May 8<sup>th</sup>, 2007, with a large portion of the Huron Ouendat Village being lost to fire. Although the museum continues to work to rebuild and expects to make a full recovery of the buildings and resources lost through their insurance and the generous support of the community, the effect of having to close the village and alter programming for a large portion of the 2007 season, cannot go unnoticed with the visitation dropping to an all time low in 2007 . As of December 31<sup>st</sup>, 2007 the museum’s visitation had decreased over the year before by approximately 10,836 visitors. In 2008 our visitation has increased again slightly over the previous year, but with the village still not rebuilt and many other factors affecting tourism in our region, we continue to struggle with decreasing visitation.

## **Huronia Museum Mandate**

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Huronia Museum, in keeping current with new demands on heritage facilities, revised and had its mission statement approved by its Board of Directors on the 26th of May 1999 as follows:

1. To operate a museum/art gallery/ attraction/ heritage resource centre that will be open to the public.
2. The Museum will:
  - Collect artifacts and support materials relating to its collection
  - Create exhibits to display the collections
  - Develop education programmes relating to the exhibits and collections of the museum and tell the stories they portray.
  - Preserve the human history of Huronia Museum

The Museum has four major areas of interest in collections, exhibits, education and preservation, which are:

- Aboriginal history of the Huron/Ouendat and Ojibway peoples
  - Georgian Bay Marine History
  - Georgian Bay arts and artists
  - Regional pioneer and Euro-Canadian cultural development
3. The creation of the endowment Fund to support the first two objectives; and the operation of the annual budget to create revenues to sustain the Museum's activities.

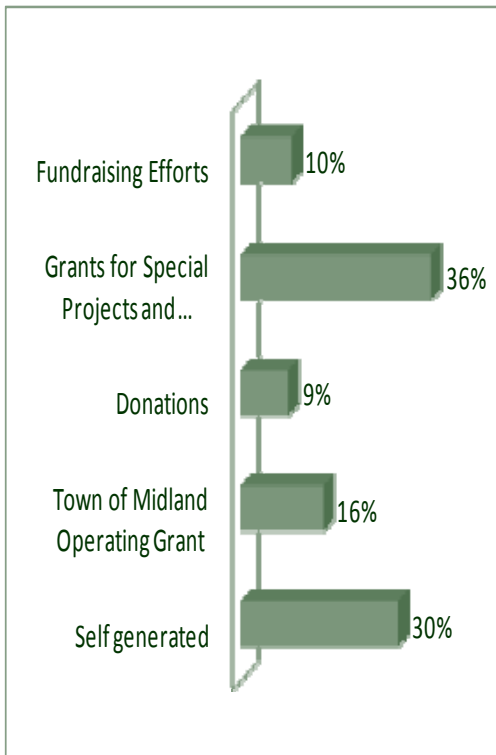
# 2008 Financial Overview

	2006 Actual	2007 Actual	Actual to September 30th 2008	2009 Forecast
REVENUES	\$ 488,359.88	\$ 618,688.38	\$ 432,352.00	\$ 362,056.00
EXPENSES	\$ 480,378.62	\$ 560,588.81	\$ 438,104.72	\$ 385,497.80
	\$ 7,981.26	\$ 58,099.57	\$ -5,752.72	-\$ 23,441.80

## Town of Midland Contributions

	2007	2008	2009
<b>Cash</b>			
Operating Grant	\$65,000	\$67,500	\$70,000
<b>In-Kind Contribution</b>			
Audit	\$2,600	\$2,575	\$2,575
Building Insurance	\$1,100	\$1,056	\$1,056.00
Snow Removal	\$2,300	\$2,500	\$2,500
Lawn Care/Garbage	\$1,000	\$1,000	\$1,000
	\$70,937	\$74,007	\$74,631

## Contributing Revenues to Huronia Museum Operations in 2008



Huronia Museum staff and volunteers work very hard to generate revenues to sustain the operation of the museum and provide accessible Heritage Resources for the community.

**Fundraising Efforts—10%:** The Fundraising efforts of the Board of Directors, Volunteers and staff account for 10% of our annual budget. This includes the annual Heritage Dinner, Film Series program and other such fundraising events.

**Grants for Programs and Operations - 36%:** Special granting programs from the governmental funders and foundations allow the museum to build its capacity through such projects as the village exhibit re-development project and completing a business plan and feasibility study.

**Donations - 9%:** Donations to activities such as the annual heritage dinner, the deserving kids day camp program or the heritage program contribute to the operation of the museum each year.

**Town of Midland Operating Grant - 16%:** This contribution from the town of Midland helps the museum to keep its doors open for 12 months of the year, which enables the museum to provide heritage services all year long, to apply to special granting programs and remain an accessible and viable resource for our community.

**Self Generated Revenues - 30%:** General Admissions, education programs, day camps for kids and heritage services such as photographic reproductions

## **2008 in Review**

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### **Collections**

- Huronia Museum continues to collect exhibit, educate and preserve the human history of Huronia. To date the museum has acquired 60 separate donations estimated at 3,000 artifacts.

### **Major Gifts in 2008**

- (Mother's) Silver Cross purchase on Ebay by Dave Thompson, funded by Andy Fraser: from L.D. Bowman, Pilot Officer Royal Canadian Air Force shot down over the English Channel in June 1942
- (Wife's) Silver Cross donation by L.D. Bowman Jr. of Coldwater of his father's military service medals, papers and other ephemera.
- Mel Lavigne archives, files, papers, recordings and other ephemera from well known Midland musician, entertainer and Muskoka politician donated by the family
- World War I death medallion and papers from Pte. Amos Garrett killed overseas in WWI. Donor Ed Hartly of Midland.
- Papers, photos and ephemera of the well-known printer Bill Johnston donated by Debra James of Midland
- Collection of Indian artifacts from Huronia donated by the Park family of Midland
- Photographs of early Coldwater donated by Ann MacBean of Waubaushene.
- Photographs , postcards and ephemera from Midland on Georgian Bay book project donated by Bill Northcott
- 2 Ships models donated by Peter Rudy of Midland
- Large collection of paintings of Leslie Collins donated by Mrs. Hall of Midland
- Paintings, photo negatives and newspaper award made to Cranston family donated by John Cranston of Canmore, Alberta
- Collections of 4 wooden lacrosse sticks by donors in Elmvale and Midland
- Gutherie family photo collections and ephemera donated by Kenneth Crooke of Toronto
- Numerous utilitarian and domestic items donated by residents of Midland and area
- Donation of two portraits of T.G. Anderson and his wife, Betsy Hamilton, donated by the Dunlop & Vernon families of Bracebridge and Victoria, British Columbia.

## **2008 in Review**

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### **Education Department and Public Programming**

- 3501 students will have taken part in Huronia Museum's educational programs
- 877 children attended our Summer Jam Day Camp
- Received sponsorships from service clubs and patrons for 13 classes to attend our Pioneer Life program
- 41 non-local schools and 14 local schools attended our educational programs in 2008. Many of these school visited on more than one occasion, taking advantage of programs offered for different grade levels
- 43 students from Huron Park Public School attended a Remembrance Day program, speaking with 6 World War II veterans through the sponsorship of the Royal Canadian Legion, Ladies Auxiliary Branch 80
- Continued to work and make progress on the Exhibit Development Project and participate in exhibit training with a consultant.
- Held three well-received art show openings and two book launches in 2008

### **Major Accomplishments**

- Complete redesign of the Huronia Museum Education Brochure
- Development of a new educational outreach program, bringing programs to schools unable to attend due to the rising transportation costs.
- The education department partnered with Georgian College's Early Childhood Education program, offering a one month work placement to one of their students
- Provided 3 co-op placements for local high school students
- Offered summer employment to 3 high school and 4 university students with the assistance of local organizations and granting institutions
- Major acquisitions in art, archaeology and military history, many of which are now on exhibit.
- Screened 21 films to more than 1600 people in 2008
- Restructured film sponsorship program and welcomed 13 new sponsors

## **2008 in Review**

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### **Preservation**

- Continued with the efforts to get Township of Springwater to conduct historical site inventory and better manage heritage resources.
- Continued to lobby the County of Simcoe to establish heritage committee and develop and implement heritage policies into new official Plan.
- Provided expert advice on the Orchard Point Site adjacent to the Atherly Fish Weirs site to Orillia residents and the Orillia Packet and Times.
- Participated with Parks Canada on a heritage impact statement for St. Louis site.

### **Research Projects**

- Carried out extensive research into Pilot Officer L.D. Bowman formerly of Midland and a war hero.
- Continued working with Peter Davis on the Thomas Gummersall Anderson Research Project to transcribe 403 original documents and to organize and guide continued research at Ontario Archives and National Archives of Canada
- Presented research on Thor Hansen to the BA/Gulf Oil Retirees Association in Toronto.
- Presented ongoing research on Jettons to the Simcoe County Branch of the Ontario Archaeological Society.
- Made several presentations on Huronia Museum to local Probus Clubs
- Continues efforts to get local municipalities to implement heritage policies.
- Provided input and information on the Drummond Wall project to consultants, local newspapers and municipal officials.
- Provided research and exhibits to CIBC 100th Anniversary and BMO heritage display.

## 2008 in Review

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### Accomplishments

- Acquired extraordinary collections of local historical items throughout the year.
- Worked to submit insurance claim 17 months after devastating fire at the Huron Village totaling an estimated \$900,000 loss.
- Completed feasibility study which investigated the expansion of the museum's facility to accommodate growth of the collections and the museum's services.
- Achieved funding from the Canadian Arts and Heritage Sustainability Program to develop a strategic marketing plan which would lead to increased revenues upon completed of the village rebuild.
- Re-organized staffing and operating expenses in an effort to maintain costs and make up for business losses resulting from the Huron Village fire
- Worked with new Board of Directors to ensure Huronia Museum moves forward in a positive and constructive basis that services the people of Huronia
- Liaised with tourism and economic development initiatives such as the \$250,000 five year museums marketing program, Georgian Bay Tourism Initiative began by Rob Thorburn and the Georgian Bay Tourism Marketing Group
- Carried out the recommendations of the five-year business plan to increase revenues for Huronia Museum from Municipal partners, namely the Town of Midland, Township of Tiny and the Township of Tay and other financial opportunities as they become available.
- Ran a successful fundraiser with our annual Heritage Dinner and were quite pleased to have the Minister of Culture, Aileen Carol in attendance with her spouse for the evening.
- Longhouse refurbishment project completed in the fall with over 100 people attending the grand-re-opening of this exhibit.
- Successfully launched a new museum Blog and membership information page on the internet which have already received over 6000 visits this year.
- Completed new Collections Policy for the museum
- We have OPP Inspector Mark Sharp working with us to go over all firearms to ensure they are properly registered, properly stored and properly exhibited up to the standards expected by the Ministry of the Solicitor General
- We have been working on a series of interpretive & exhibit designs for the museum with museum designer, Bev Easton. This will be completed sometime in 2009 and funding will be sought to put the designs into new exhibits for the museum .

# Projected Revenues in 2009

	Proposed for 2009		
<b>Operational Revenue</b>		<b>Fundraising</b>	
<b>Admissions</b>		ATM Project	\$5,500.00
Admissions - Adult	\$26,000.00	Fundraising - Bingo	\$7,500.00
Admissions - Youth	\$4,000.00	Fundraising Angel Gate Nevada	\$0.00
Admissions - Senior	\$4,000.00	Fundraising - Other	\$15,000.00
Admissions - Adult Tour	\$2,000.00	Fundraising - Film Series	\$15,250.00
Admissions - Youth Tour	\$1,000.00	Fundraising EVENT	\$2,000.00
Admissions - Education Program	\$15,000.00	Retail Nevada Locations/Barrie	\$3,000.00
Admissions - Summer/March Camps	\$20,000.00		<b>\$48,250.00</b>
	<b>\$72,000.00</b>	<b>Revenue Other</b>	
<b>Sales</b>		Revenue Other	\$500.00
Sales - Books	\$20,000.00	Contributed Service Town of Midland	\$6,131.00
Sales - Souvenirs	\$25,000.00		<b>\$6,631.00</b>
Sales - Non-Taxable	\$750.00		
Sales - Misc.	\$1,000.00		
	<b>\$46,750.00</b>	<b>Subtotal Operational Revenue</b>	<b>\$333,156.00</b>
<b>Membership</b>		<b>Special Project Revenues</b>	
Membership	\$10,000.00	Donations-Rebuild Village	\$0.00
	<b>\$10,000.00</b>	Village Fire Insurance	\$0.00
<b>Donations</b>		Revenue Huronia Lighthouse P.	\$0.00
Donations	\$40,000.00	Grant-Cultural Strategic Investment	\$0.00
	<b>\$40,000.00</b>	Grants - Georgian College	\$0.00
<b>Regular Operating Grants</b>		Grants - United Way	\$0.00
Township of Tay	\$10,000.00	Province of Ontario Summer	\$2,000.00
Township of Tiny	\$20,000.00	Federal - Summer	\$10,000.00
Town of Midland	\$70,000.00	Native Program	\$6,000.00
Province of Ontario Operating	\$32,000.00	Grants - O-Gi	\$0.00
	<b>\$132,000.00</b>	Grant - Federal - Cultural Spaces	\$2,400.00
<b>Collections Department Revenues</b>		Grant - Federal - MAP	\$8,500.00
Photographic	\$275.00	Grant - Federal CASHAP	\$0.00
Exhibits / Projects	\$250.00		<b>\$28,900.00</b>
Rentals/props	\$1,000.00		
	<b>\$1,525.00</b>	<b>Total Revenue</b>	<b>\$392,056.00</b>
<b>Interest</b>			
Interest Income	\$1,000.00		
Interest from Endowment Fund	\$5,000.00		
	<b>\$6,000.00</b>		

# Projected Expenses in 2009

	Proposed for 2009		
<b>Operational Expenses</b>		<b>Wages &amp; Benefits</b>	
<b>Collections</b>		Wages	\$214,950.00
Hospitality	\$500.00	UIC Expense Employer	\$6,500.00
Conservation Expenses	\$500.00	CPP Expense Employer	\$9,400.00
Exhibit/Project Expenses	\$250.00	WSIB Expense	\$1,200.00
Curatorial	\$1,000.00	Employee Benefits	\$6,000.00
Fees/Dues/Membership Exp.	\$3,000.00		<b>\$238,050.00</b>
Advertising & Promotion	\$10,000.00	<b>Miscellaneous</b>	
Travel/Training/Development	\$2,000.00	Misc/Other Expenses	\$250.00
Acquisitions	\$0.00	General Expense	\$200.00
Professional Fees	\$5,000.00		<b>\$450.00</b>
Insurance	\$15,000.00	<b>Fundraising</b>	
	<b>\$37,250.00</b>	ATM Project Expenses	\$1,500.00
<b>Store</b>		Bingo Expenses	\$1,500.00
Inventory - Books	\$7,000.00	Fundraising Expenses	\$8,000.00
Inventory - Souvenirs	\$15,000.00	Fundraising Expenses - Film	\$10,000.00
Store Operating Expense	\$100.00	Barrie Nevada Expenses	\$2,000.00
	<b>\$22,100.00</b>		<b>\$23,000.00</b>
<b>Office</b>		<b>Town Contributed</b>	
Office Supplies	\$6,000.00	Audit - Contributed Service Town	\$1,716.80
Postage/shipping	\$2,000.00	Insurance Bldg - Contributed Town	\$1,056.00
Bank Charges	\$2,000.00	Snow Plowing - Contributed Town	\$1,875.00
Telephone	\$2,000.00		<b>\$4,647.80</b>
Equipment/Office Furniture/Software	\$500.00	<b>Subtotal Operational Expenses</b>	<b>\$364,597.80</b>
Printing	\$1,000.00	<b>Special Projects Expenses</b>	
Reserves - Equipment Replacement	\$2,500.00	Special Project-MAP	\$0.00
	<b>\$16,000.00</b>	Special Project-O-Gi Great Initiati	\$20,900.00
<b>Education</b>		Grant-Federal-Cultural Spaces	\$0.00
Education Program	\$1,000.00	Grant - CASHAP	\$0.00
Education - Summer/March Camps	\$2,100.00	H.L.P. Expenditures	\$0.00
	<b>\$3,100.00</b>	"Born On The Rocks" Book Expenses	\$0.00
<b>Building</b>		CAHSP Marketing Project	\$0.00
Maintenance & Repairs	\$7,000.00	Fire Expenses	\$0.00
Utilities	\$10,000.00		<b>\$20,900.00</b>
Rent Village	\$500.00	<b>Subtotal Special Projects Expenses</b>	
Reserves - Building Improvements	\$2,500.00		
	<b>\$20,000.00</b>	<b>Total Expenses</b>	<b>\$385,497.80</b>

\* This budget does not include applications to granting agencies that may be made in the upcoming year or insurance revenues the may be forthcoming in fiscal 2009