

# MUSÉE BYTOWN MUSEUM ANNUAL REPORT | RAPPORT ANNUEL 2017







## Table of Contents

<b>2017 The BYTOWN MUSEUM Board of Directors</b>	<b>page 2</b>
<b>2017 The BYTOWN MUSEUM Permanent Staff</b>	<b>page 2</b>
<b>President's Report</b>	<b>page 3-4</b>
<b>Executive Director's Activity Report</b>	<b>pages 5 -25</b>
<b>Treasurer's Summary Report</b>	<b>page 26</b>
<b>Audited Financial Statements</b>	<b>(separate cover)</b>



## **The BYTOWN MUSEUM Board of Directors 2017 -2018**

<b>Tom Caldwell</b>	<b>President</b>
<b>Vacant</b>	<b>Vice-President</b>
<b>Steve Menechian</b>	<b>Treasurer</b>
<b>Margaret Caron-Vuotari</b>	<b>Secretary</b>
<b>Anthony P. McGlynn</b>	<b>Director-at-Large</b>
<b>Audrey Vermette</b>	<b>Director-at-Large</b>
<b>Clark Lawlor</b>	<b>Director-at-Large</b>
<b>Lara Pascali</b>	<b>Director-at-Large</b>
<b>Thomas Manning</b>	<b>Director-at-Large</b>

## **The BYTOWN MUSEUM Board of Directors 2018 -2019**

**Audrey Vermette**  
**Margaret Caron-Vuotari**  
**Nhanci Wright**  
**Sue Pitchforth**  
**Jean-Luc Pilon**  
**Chelsea Tao**  
**Martin Lavoie**  
**Marion Sandilands**  
**Allison Smith**

## **BYTOWN MUSEUM Permanent Staff**

<b>Robin Etherington</b>	<b>Executive Director (2012-2018)</b>
<b>Sandy Trueman</b>	<b>Revenue and Operations Manager (2012-2018)</b>
<b>Grant Vogl</b>	<b>Collections and Exhibitions Manager (2011-2018)</b>
<b>Jessica Ozorak</b>	<b>Program Manager (2018 - )</b>
<b>David Baker</b>	<b>Marketing &amp; Communications Coordinator P/T (2016-18)</b>
<b>Erin Bernauer</b>	<b>Collections Database Officer– Contract (2015-2018)</b>
<b>Stephanie Poujade</b>	<b>Programming Coordinator – Contract (2017)</b>
<b>Jessie Lang</b>	<b>Youth Council Facilitator – Contract (2017)</b>
<b>Lilia Lockwood</b>	<b>Youth Council Facilitator – Contract (2017-2018)</b>
<b>Andrea Paquette</b>	<b>Programming Intern (October 2017-March 2018)</b>

## President's Report

In 2017 the Museum reported for the first time in many years a decline in attendance to 90,000 down from 100,000 the previous year. There were, however, extenuating circumstances, including extraordinary security measures in place for the July 1 weekend, (typically one of our busiest weekends of the year), flooding which hindered access at the back of the Museum and a very wet summer, our busiest season. All that to say attendance was still above our 2015 numbers! Our Social media presence continues to grow. On Facebook we currently have 5,532 followers up from 2,000. We currently have on Twitter 3,140 followers and new this year on Instagram we have 1,876 followers. In 2017 we re-launched the website and in 2017 it received 60,000 views from 22,970 unique visitors.

The temporary exhibition in 2017 was *"Bytown Museum: A Century of Community"* that told the story of Ottawa as represented in the 100 years of the Museum serving Ottawa. It was accompanied by special programming and tours, such as the week long programming event during the first week of July. I'm proud to say that it is being considered for an Ontario Museums Association 2018 Award of Excellence. The Community Gallery was occupied with the Anniversary exhibition. However, already in 2018 it is booked with three displays from the community.

The Museum also organized two travelling exhibitions: *Hidden in Plain Sight* was mounted at the City Archives from April to July 2017. *Forged in Fire* was on display at UNAM in the summer of 2017. The Museum also provided digital images to the virtual exhibition at the Montreal Holocaust Memorial Centre and a hockey medallion was loaned to the Canadian Museum of History for its popular "Hockey" exhibition.

The digitization of the Museum's collection continued in 2017 with the result now being 3,600 records being on file and 1,500 images. Ms. Etherington has secured funding to continue the project through 2018.

Ms. Stephanie Poujade served as Programming Assistant on contract from November 2016 through August 2017. She helped the Museum deliver all of its Anniversary and summer programming.

Ms. Andrea Paquette was the Museum's summer intern from Sir Sanford Flemming College. Andrea then became the Programming Intern under the Young Canada Works Internship grant program, from October 2017 to March 2018.



I am pleased to advise that in March 2018, the Museum just hired its new Program Manager, Ms. Jessica Ozorak.

As President I would like to thank the Board of Directors for their input, thoughtful deliberation and hard work. Ms. Cathy Wilkinson left the Board in early 2017. I would like to thank her for her contribution to the Board of Directors.

#### **Bytown Museum Foundation**

In 2017 the Foundation was shut down after the city withdrew its support for the movement to move the Museum to a larger building. Given the need for city support for this project the Foundation elected to dissolve and it returned the original loan from the Museum of \$120,000 plus additional funds of circa \$7,000 from interest earned and the annual HST rebates to the Foundation as a registered charity.

Respectfully submitted by Tom Caldwell, President

## Executive Director's Activity Report

The MUSÉE BYTOWN MUSEUM recognizes that the Museum is on the Traditional Lands of the Algonquian Peoples, and expresses its appreciation to the Anishinaabe Peoples.

Throughout 2017 your remarkable community museum celebrated its 100<sup>th</sup> Anniversary. Staff mounted a phenomenal anniversary exhibition showcasing 100 significant artefacts in the collection; delivered special anniversary programming such as the week long program in July; provided stellar museum services and customer service; and dealt with extra challenges due to flood, rain and extraordinary security measures around the site.

On behalf of the Board of Directors, Management and staff, I thank all of the BYTOWN MUSEUM's members, stakeholders, partners, volunteers, donors and patrons. Your relentless support contributes to the marvelous work that the Museum achieved throughout 2017 - the Museum's Legacy Year.

Of great pride, the Museum received three "Proclamations" from all levels of Government: Federal, Provincial and Municipal. Here are excerpts from them:

*"I would like to take this opportunity to thank the staff members, volunteers and directors of Bytown museum whose dedication and passion has engaged generations of people in learning about Ottawa's rich history, and will continue to do so for many generations to come."*  
Sincerely, Catherine McKenna, P.C., M.P., Member of Parliament for Ottawa Centre

*"For the past 100 years, the Bytown Museum has made it their priority in educating the citizens of Ottawa of their rich and multifaceted history. I praise your commitment in providing all of Ottawa a glimpse into their historic past, and commend all the staff and volunteers who dedicate their time in providing this important history to our community. Thank you for enriching the lives of all of Ottawa and Ontario with the promotion of the nation's capital's rich heritage."*

*The Bytown Museum has built such a sterling reputation over the course of its remarkable 100-year history. As we mark this special anniversary, it is my hope that this museum will continue to educate, inspire and prosper for many decades to come."*

With Best Wishes, Yasir Naqvi, MPP, Ottawa Centre

*"Whereas, 2017 also marks the 100<sup>th</sup> Anniversary of the Bytown Museum which explores the stories and values of an evolving city and its residents, from its first inhabitants and the early days a Bytown to present day Ottawa....I, Jim Watson, Mayor of the City of Ottawa, do hereby proclaim February 21<sup>st</sup>, 2017 Heritage Day in Ottawa."* Mayor Jim Watson



These Proclamations say it all. 2017 celebrated the series of accomplishments made by the Museum over 100 years of community service. They represent your community museum's determination to continue as the cultural leader for the community of Ottawa over the course of the next 100 years.

2017 was a notable year! We had 90,000 visitors, reflecting the continual attraction the Museum has for local people and visitors to Ottawa. Self-earned revenue generation increased over six years, and once again 2017 had a balanced budget. The comprehensive policy manual is constantly updated. For example in 2017 the Museum updated its Emergency Plan and Financial Policy. The Museum staff put in place many of the goals and actions articulated in Its Strategic Plan – *'Strengthening Connections 2015-2020:'* the new website, enhanced social media communication and marketing, a new audio tour guide system, and increased number of collection records and images uploaded to the online database for public access. New, energetic partnerships and durable stakeholder agreements are in place as your community museum actualized its 100<sup>th</sup> Anniversary throughout 2017. We partnered with the City of Ottawa, Ottawa 2017, Parks Canada, Canadian Heritage, local businesses and colleague organizations and partners to celebrate Canada's 150<sup>th</sup> Birthday!

The Museum is grateful for the City of Ottawa's annual operating grant and partnership for digital collection management and joint exhibitions. The City's grant allows the MUSÉE BYTOWN MUSEUM to confidently work for our community by way of exhibitions, school and youth programs and special events, as well as Boutique services and Facility Rentals.

The Museum works hard to successfully apply for the annual Province of Ontario "Community Museum Operational Grant." In order to receive the CMOG grant, the Museum has to be in compliance with the provincial museum standards. The requirements entail policy development, best business practice in financial management and governance, as well as collection management, programming and exhibitions.

A special thank you in 2017 to the Historical Society of Ottawa who managed the Museum for many years and continues to promote its activities.

The Museum thanks Parks Canada, who is responsible for the maintenance of the Commissariat Building and the Rideau Canal site. The Museum has a contemporary Licence of Occupation and an annual Operational Agreement with Parks Canada, which afford expansion of our usable patio area, outdoor operations and greater joint activities on site such as 'Lock Talks' and special events-May long weekend and the opening of the Rideau Canal, Doors Open Ottawa in June, Canada Day and Col. By Day and the Casino du Lac-Leamy Sound of Light 2017 (Les grands feux du Casino du Lac-Leamy) in August. Red Bull Crashed Ice in March 2017 brought 20,000 to the Rideau Canal site. The Museum was busy selling hot chocolate and 'hot



paws.' Prime Minister Trudeau was in the Museum during this special event.

The Board and Management, staff and volunteers are privileged to work for the oldest community museum in Ottawa. The Women's Canadian Historical Society of Ottawa started the collection in 1898 and founded the Museum in 1917. Since 1951, it has occupied the Commissariat Building on the National Heritage site of the Rideau Canal. 2017: we celebrated the Museum's 100<sup>th</sup> Birthday, Canada's 150<sup>th</sup> Anniversary of Confederation and the Rideau Canal's 10<sup>th</sup> Anniversary as a UNESCO World Heritage Site.

Museum staff realized exceptional exhibitions, exciting programs, new and renewed partnerships, wonderful volunteer recruitment, revolutionized marketing strategy and tactics, such as increased social media presence and a fantastic new website, numerous successful grant applications, model policy and procedures development to be compliant with national and provincial museum standards and federal Corporations Act requirements, enhanced financial management procedures and best business practices, strengthened revenue generation, a systematic migration of over 3,600 collection records and 1,500 photographs to a contemporary online collection management system for public access, the positive implementation of the youth led Youth Council, and another stellar annual visitation.

MUSÉE BYTOWN MUSEUM is a community museum that manages to be on the cutting edge of 21<sup>st</sup> century technology and museology. The world is dramatically changing and all museums, organizations and government services need to equally change service delivery to their stakeholders and visitors. The current trends challenging museums, galleries, government services and businesses entail Truth and Reconciliation recommendations, ever changing technology, demographic shifts - youth, aging population, diverse population and recent immigration. For the BYTOWN MUSEUM this demands digitizing the collection and making it accessible via the Internet, updating the website for accessibility on mobile devices, proactively using social media for marketing and communications, and incorporating virtual tours and video monitors throughout galleries and public areas that show ongoing programming opportunities. Digitizing the collection records and images contributes to social media messaging, marketing materials, local and global research efforts, and enhances the presence of the Museum nationally and internationally. We receive information and loan requests from everywhere. The Community Gallery is open for all diverse communities and cultural organizations in Ottawa to mount their own displays and tell their own stories.

#### **Temporary Exhibitions**

**Mr. Grant Vogl, Collections and Exhibitions Manager, curated excellent exhibitions.**

***'The BYTOWN MUSEUM: a Century of Community,'*** February 3, 2017-February 25, 2018 – the Museum's celebratory exhibition for its 100<sup>th</sup> Anniversary.

It featured 100 unique and beautiful works from our primary artefact collection, and told the story of Ottawa, its people and its evolution from lumber town to the capital of Canada. It was so popular that we extended it through Winterlude 2018 and Heritage Week.



The Temporary Gallery exhibitions are planned in advance to enhance resource allocation and accompanying programming and promotion.

In 2018 the Museum is partnering with the City of Ottawa for *'Through the Eyes of the Community,'* that explores Ottawa's rich history from 1867 to 2017. This touching exhibition looks through the eyes of the community and will showcase historical events and people that shaped Ottawa.

**2019:**

Museum is partnering with Parks Canada for a travelling exhibition: Parks Canada's *'The Métis: Beyond Fiddles and Sashes.'* January 23 to April 28, 2019.

*'The Gallant Thousand: Ottawa and the South African War'* is a poignant exhibition presented by the BYTOWN MUSEUM to mark the 120<sup>th</sup> anniversary since the beginning of the South African (Boer) War in 1899. The Museum is partnering with the Bytown Gunners Museum. The Gunners were located in the Commissariat Building from 1855 to the end of the 1870s and they served in the Boer War. May 17, 2019 to Feb. 17, 2020.

**2020:**

*History on Canvas: Paintings from the Bytown Museum Collection* will showcase some of the unique and eclectic works of art held in the Bytown Museum's collections. The focus of this exhibition will be: local sites, people, and artists. The impetus for this exhibition is the ongoing digitization of the Museum's artefact collection in general, and the paintings collection specifically.

**2021:**

*'What's in a Name? The History of Ottawa Streets'* will explore the history of Ottawa through street names. Who were they named for and why? Have they changed? What does a name say about a neighbourhood?

## **Community Gallery**

The Community Gallery program affords community groups, embassies, cultural organizations and local artists the opportunity to tell their stories within our walls. The Community Gallery – a uniquely Ottawa space located in the former cooper’s workshop, is an excellent venue to showcase the stories and perspectives of the diverse peoples who call Ottawa home. We welcome all interested individuals, community and cultural groups, embassies and Ottawa artists and photographers to apply for the program:  
(<http://bytownmuseum.com/exhibitions/community-gallery/>).

In 2017, the Museum extended its centennial exhibition into the Community Gallery and highlighted particular artefacts throughout the permanent galleries.

### **2018:**

March 9, 2018 to June 3, 2018: The “Faces and Stories of a Welcoming Ottawa” photo exhibition from the Ottawa Local Immigration Partnership.

*June 8 to October 1, 2018: “Face to Face: Portraits from the Ottawa Jewish Archives.”*

October-December: Croatia Community and Embassy display-to celebrate the 25<sup>th</sup> Anniversary of diplomatic relations between Canada and Croatia.

## **Travelling Displays**

### **2017:**

“Hidden in Plain Sight” was mounted at the City Archives in Spring of 2017.

Parts of the “Forged in Fire” exhibition were mounted in the Universidad Nacional Autonoma de Mexico (UNAM) campus in Gatineau.

In late 2017, the Museum loaned four artefacts to Ottawa Art Gallery for its inaugural exhibition in the new OAG that open April 29, 2018.

## **Permanent Exhibitions**

In 2017, updates occurred within the Permanent Galleries. They included: “100 Years of Youth in Ottawa,” researched and mounted by the Museum’s Youth Council, in the Youth Activity area on the third floor.

Mr. Vogl updated the 'Fire of Parliament 1916' display on the third floor, integrating the research and photographs from the 2016 "Forged in Fire" temporary exhibition.

Other updated displays in the permanent galleries: "Sappers and Miners," "J.R. Booth," "Joseph Montferrand," and "Great Fire of 1900," with additional artefact rotations and new artefacts. In addition, we are researching how to further update the small First Nations display on the second floor and engage the First Nations (Algonquin/Anishinaabe) in Museum programming.

### Social Media and Website

The Museum uses social media effectively to share photographs and programming information on Facebook, Twitter and Instagram. The Museum had a successful fundraising campaign via social media in 2017. In fact, it is shortlisted for an Ottawa Tourism 2018 Award for its social media fundraising campaign. Facebook 'friends' (5,532) and Twitter followers (3,140) and Instagram followers (1,876). Since 2015, the Museum has increased social media followers by 220%. WOW! The new website had 75,237 views since April 2017.

### Get Social with us!

[www.bytownmuseum.ca](http://www.bytownmuseum.ca) | [www.museebytown.ca](http://www.museebytown.ca)  
 [facebook.com/bytown](https://www.facebook.com/bytown)  [@BytownMuseum](https://twitter.com/BytownMuseum)  [@bytownmuseum](https://www.instagram.com/bytownmuseum) #613History

### Museum Collection

Collection management and research during 2017 are critical to all exhibition and marketing planning. The artefacts are woven into the exhibitions and the images are essential for vibrant marketing of the Museum. The task entails maintaining the storage of over 10,000 artifacts and upgrading their records. In 2017 staff updated records and photographed artefacts in order to upload them on to the online database. Thanks to the assistance of Ms. Erin Bernauer, ca. 3,600 records are digitized and uploaded on to MINISIS for public access; 1,500 have associated images. 127 artefacts were photographed and digitized and in 2018, 108 more artefacts were photographed. The public accesses the Museum's records for research and enjoyment purposes. The MINISIS 'M3 online database' is a joint initiative with the City of Ottawa Archives and Museums and the other community museums in Ottawa. It enhances the Museum's relevancy in the 21<sup>st</sup> century and for our technology savvy youth and future oriented community. The ultimate goal is to photograph the entire collection and digitize all of the records in order to make them available to our community of Ottawa and people around the world.

Please understand that this all important work is dependent on grants and donations. Feel free to donate to the BYTOWN MUSEUM and recommend local companies to sponsor BYTOWN MUSEUM's initiative to be a leading 21<sup>st</sup> century museum.

The Museum meticulously works to ensure that the conservation of the collection is taken care of. The bulk of the collection is housed at the Diefenbunker Canada's Cold War Museum. The storage area and the museum galleries are monitored regularly.

Throughout 2017 the Museum consistently did conservation work on the collection. Such work is exemplified by the following:

- Portrait of William Walter Brown by William Raphael, 1887
- Portrait of Eliza Palmer Brown by William Raphael, 1887
- View of the Ottawa River, c.1880s, oil-on-canvas by Annabella McLeod
- Identification of other works for 2018 conservation during "photography" project

The 'collection mandate,' is from the beginning of Bytown/Ottawa to present day. In 2017, the Museum acquired a number of important and interesting artefacts for its primary collection. These items included:

- Accepted "Robert Bell Partner's Desk" into collection (summer 2017).
- 2017.001.01.01- .29 "Elzéar Alarie/Empire Hotel Collection" consisting of thirty-six albumen and silver gelatin photographs of: the Empire Hotel, the Alarie Family, the Byward Market etc.

While the Bytown Museum does not actively seek new acquisitions, nor does it maintain an acquisitions budget, we consider any and all offers of donation equally. All offers are examined, and accepted or rejected based on the recommendations of the Collections and Exhibitions Manager and guided by the Collections Management Policy. Final approval is granted by the Acquisitions Committee of the Board of Directors as put forth by the Collections and Exhibitions Manager and the Executive Director.

In order to address the storage issue, the Museum is reviewing a City sponsored 'needs assessment' study of storage requirements for all collections in Ottawa. The need for a City sponsored storage facility was identified. If this is not feasible then the Museum will need to consider commercial storage facility to better house the precious collection.

Museum staff fields numerous research and image requests about an artifact or an historical event or figure of Ottawa. About 860 requests for information were addressed and nine artefacts were newly loaned in 2017. Already in early 2018, we have received 76 requests for information.



**Of great distinction is the work the Museum is doing by way of loans. In 2017 the Museum did the following loans:**

**The Canadian Museum of History (CMH-Ottawa) – “Hockey in Canada: More Than Just a Game” (Bytown and New Edinburgh Shintie Medal) and ‘Canada’s History Hall 2017 (renewal)**  
**The Canadian Museum of Immigration at Pier 21 (Halifax) – “Permanent Exhibition:” An extension of a current loan of a tow chain and shackle used during the construction of the Rideau Canal**

**The Canadian Museum of Human Rights in Winnipeg for their 1867: Rebellion and Confederation exhibition, which will run through to July 31, 2017- the infamous “Bytown Billy Club”.**

**The D’Arcy McGee Heritage Centre (Carlingford, Ireland): a replica of McGee’s Death Hand and other items and photographs**

**The CMH requested that the Museum provide it with a long-term loan of important artefacts for its new ‘Canada Hall’ to open in 2017. This loan ensures that over a million local and international visitors see the BYTOWN MUSEUM’s name and artefacts.**

**Mr. Vogl was a contributing writer and the Bytown Museum supplied photographs for the Embassy of Ireland in Canada’s exhibition “*The Irish Diaspora in Canada.*”**

### **Programming and Events**

**I want to thank Stephanie Poujade, Programming Assistant and Andrea Paquette, Programming Intern in 2017. They implemented the Museum’s Anniversary Programming and special events during 2017. Andrea also assisted with our Birthday Bash in October, and planning Christmas activities for families, Winterlude 2018, and drafted an Aboriginal Program that is school curriculum based.**

**2017 was hugely busy. Some events were popular regulars-Winterlude, Doors Open Ottawa, Canada Day, Col. By Day and Thursday evening entertainment. However we also planned and delivered 100<sup>th</sup> Anniversary programming, especially of note is the week long anniversary program from July 2<sup>nd</sup> to 8<sup>th</sup>.**



The Museum hosted or partnered with colleague organizations/businesses for extraordinary events such as: Red Bull Crashed Ice (March), Lac du Leamy Sound of Light Fireworks (August) and the Museum’s 100<sup>th</sup> Birthday Party on October 25, 2017.



**2017 Programs and Special Events:**

- Winterlude 2017 (partnering with Canadian Heritage and Downtown Rideau BIA (February));
- EASTER EGG-STRAVAGANZA (April 15-17)
- May Long Weekend and opening of the Summer Season
- Doors Open Ottawa (June);
- Canada Day on July 1;
- 100<sup>th</sup> Anniversary Program Week (July 2-8): children’s activities, Ukrainian Orthodox Church Choir, Kevin Dooley & Irish music, David Finkle and Aboriginal Programming, Rebecca Migwans and Aboriginal beading, Ken Ramsden, Rise Ashen, Ottawa Story Tellers, Human Library – to name a few
- Monday Night Movies (July and August)
- Let Us Entertain You Thursdays (July and August)



- Col By Day weekend (August and in partnership with Parks Canada)
- Casino du Lac Leamy Sound and Light Show (August and in partnership with Parks Canada and Casino du Lac Leamy)
- Cultural Days (September 29 -October 1)
- Colours of Fall: Leaf Colouring Competition
- Haunted Walks Halloween Season (October)
- BYTOWN MUSEUM Birthday Bash programming (October 23-29)
- Christmas Craft-er-noon (November 25 –December 17)

The Museum continually updates its school and youth programming. The school programs/tours are offered in both official languages and are curriculum based. The Museum is attracting students from both Ottawa and Gatineau. A new and popular program is “Confederation” that allows students to learn about how Canada came about and to debate Confederation. It will be an ideal program to complement the new exhibition in 2018, “*Through The Eyes of the Community*” that reflects 150 years of Ottawa history.

The Museum partners with the Department of Canadian Heritage to deliver its youth program “CLICK!” This unique program affords grades 7-10 students from across Canada to explore their country’s capital and its role in Canadian history.

The Museum’s exceptional Youth Council continues to do great initiatives. In 2017 they successfully applied for an ‘Awesome’ grant and mounted a display on “*100 years of Youth in Ottawa*” in the youth activity area. They wrote blogs on important historical people and places of Ottawa and are working on a mural of Ottawa history and also successfully applied for a Canadian Heritage grant to develop a Canadian Film Night event in 2018. Please join me in thanking Jessica Lang and Lilia Lockwood, our Youth Council Coordinator in 2017 - 2018.

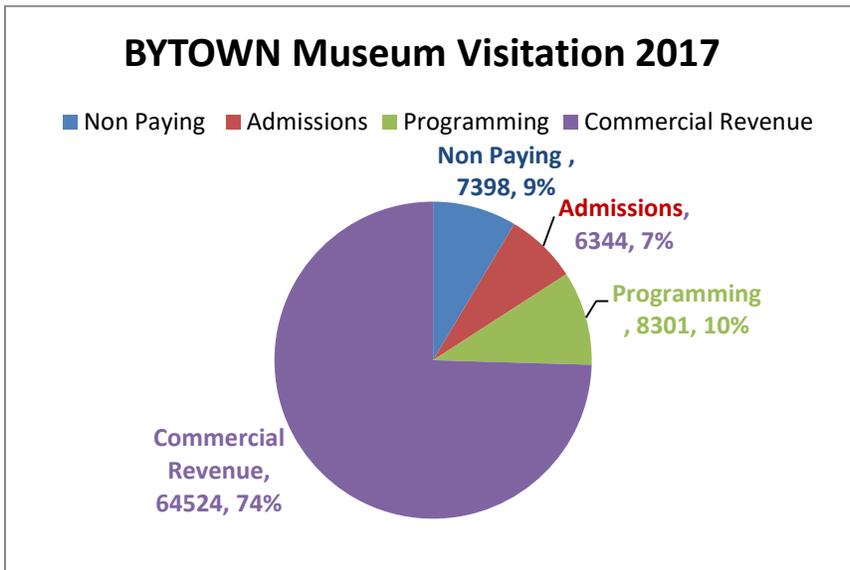
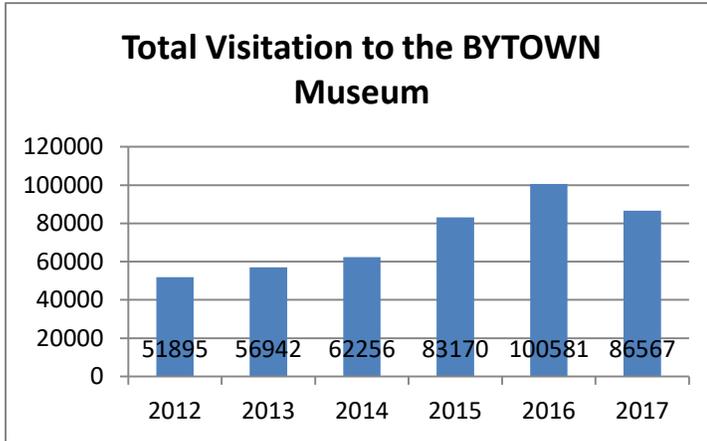
#### Visibility and Visitation

2017 saw 90,000 visiting our Museum. Down a bit from 2016 due to the flood, rain and security measures. However, the Museum continues to enhance its visitation and visitor experience: 2016 – 100,500 visitors; 2015 that had 84,000 people; 2014 welcomed over 63,000; 2013, welcomed 58,000; 2012 welcomed 51,000 and 2011 welcomed 42,000 visitors. In addition, we have 1000s of people on site who viewed our programming outside and enjoyed our sit down area with lemonade, coffee and ice cream.

Deliberate and robust uses of social media and enhanced marketing and proactive work with partners have definitely made your community museum visible and relevant locally and globally. Staff works hard to partner via the Museum’s programs and operations to further broaden the reach and outreach of the Museum.



Staff members are actively interviewed for newspaper articles and TV and radio programs, as well as write articles and/or are quoted in publications.



#### Promotions

Mr. David Baker, Marketing and Communications Coordinator (P/T), continues to create superb social media coverage and updates the new website. David also does the e-Blasts, posters and brochures.



Media and social media publicity for the popular temporary and community gallery exhibitions, programming and special events was widespread in 2017. Tourisme Outaouais, Downtown Rideau BIA and Ottawa Chamber of Commerce, Ottawa Tourism 'FAM' tours to the Museum, Ottawa Museums Network and CHOO/COPO marketing of local museums, Ottawa's newspapers, TV and radio outlets, Tourism representations, publications, social media, the website, Trip Advisor and visitors' personal 'blogs,' put your community museum on everyone's radar screen. The Museum won TripExpert's 2018 Experts' Choice Award; and is shortlisted for Ottawa Tourism's 2018 Award for its social media/online fundraising campaign in 2017 it was shortlisted for Ontario Attractions 2017 Award in the Top Small Museums category and is again in 2018.

### **Membership**

The BYTOWN MUSEUM held 'member events' in 2017, such as the Lumberjack Breakfast. The Breakfast in early December is our way to thank members, volunteers and stakeholders. The Museum also sends an e-newsletter (E-Blast) to inform all Members of the activities and events of their community museum.

In 2017, the Museum had 34 Museum Members: Lifetime, Renewed and New.

Please become a Member of YOUR LEGACY Community Museum that has served the community for 100 years. Invite your family, friends and colleagues to become a Museum Member in 2018. [BYTOWN MUSEUM Membership](#) is a great gift for everyone.

And as part of your annual membership application, please donate so we can continue to serve our exceptional community of Ottawa.

### **Volunteers**

The Museum is lucky to have such super volunteers who help with everything from special events, to sewing new period costumes, to helping with office tasks. We have about 50 regular volunteers and are always looking for new volunteers.

### **Board of Directors and Governance**

The BYTOWN MUSEUM is a federally registered charity, not-for-profit organization. It met the new federal Corporation Act's compliance requirements in 2014, by completing the articles of continuance and updated By-Laws. The volunteer Board of Directors is a governance board with responsibility for the museum's finances, policies, fundraising efforts, advocacy and strategic planning. The Board meets on a regular basis and for special events, such as the

Lumberjack breakfast for volunteers and partners and the Annual General Meeting. The Board and Management worked hard on the Strategic Plan and staff has successfully accomplished the goals recommended in it: website, audio tour guide system, social media based marketing, digitizing collection records and making them publically accessible, creating and supporting strong youth based programs, and developing sophisticated partnerships with businesses, government departments and organizations throughout the community.

Board and Management are working on another major goal of the Strategic Plan: fundraising geared to priority areas of the Museum's work and to make the Museum a 21<sup>st</sup> century cultural asset in Ottawa.

#### Summer Staff

In addition to a remarkable permanent professional staff, the Museum received summer student grants, which allowed us to hire wonderful summer students: Alexandra Allaby, Aline Belisle, Emilie Gin, Dylan Jones, Charlotte Scott-Fraser, Pascale Sylvester and Elaine Sandness. They professionally welcomed the greatest number of visitors for the Museum throughout the summer of 2017. Marie Christine Blais, Dylan Jones, Alexandra Allaby and Julia Rogers worked P/T for special events and reception area over the Fall and Winter. Thank you!

#### Contract Personnel

We received a Museum Assistance Program grant (federal) and a Community Foundation of Ottawa grant that allowed the Museum to hire a contract person for the collections management upgrade project.

We received a Community Foundation of Ottawa grant to allow the Museum to further implement the Youth Council by hiring contract people part-time to oversee YoCo.

We continually research and apply for additional grants and funding to keep these critical initiatives going. The youth council is for the future political, business and societal leaders of our Community and Country. And the digitization project makes our Museum relevant in the 21<sup>st</sup> century. To our young people in the community, please do not hesitate to volunteer on the Youth Council and to all of you, please donate to help us enhance the Youth Council program and our digitization project.

With deep gratitude for all of their work, we thank Ms. Wendi Molnar, Mr. Tony Sistakis, and Mr. Mal LoMonaco, who respectively provide the Museum with excellent contract bookkeeping, computer/IT and carpentry services.

## Partnerships

Partnerships afford opportunities to expand museum services, extend programming, enhance marketing and PR prospects, and add resources to all aspects of the operation.

### 2017 Partners:

- Kichessippi Beer Co. (produced a 100<sup>th</sup> Anniversary beer-“Commissariat Old Stock Ale” for the Museum and sponsors receptions. Note: the beer is now part of its regular year round line)
- Haunted Walks (great haunted tours of the Museum)
- Down Rideau BIA (sponsors Museum’s Winterlude programming and promotes the Museum)
- Byward Market BIA (cross promotion and support for tourism enhancement)
- Agua Taxi (sell their tickets and cross promotion)
- Paul’s Boats (sell their tickets and cross promotion)
- Capital Boat Line (sell their tickets and cross promotion)
- Lady Dive Inc (will be a new partner in 2018)
- Ottawa Tourism (promotes the Museum and brings us their FAM tours)
- Department of Canadian Heritage (CLICK! youth program and Winterlude)
- City of Ottawa (MINISIS database project)
- Algonquin College, Applied Museums Studies Program (conservation work, exhibition research and interns)
- Bytown Gunners Museum (partner for the 2019 Boer War exhibition)
- CHOO/COPO: (Heritage Day and cross promotion)
- OMN (marketing and advocacy)

## Revenue Streams

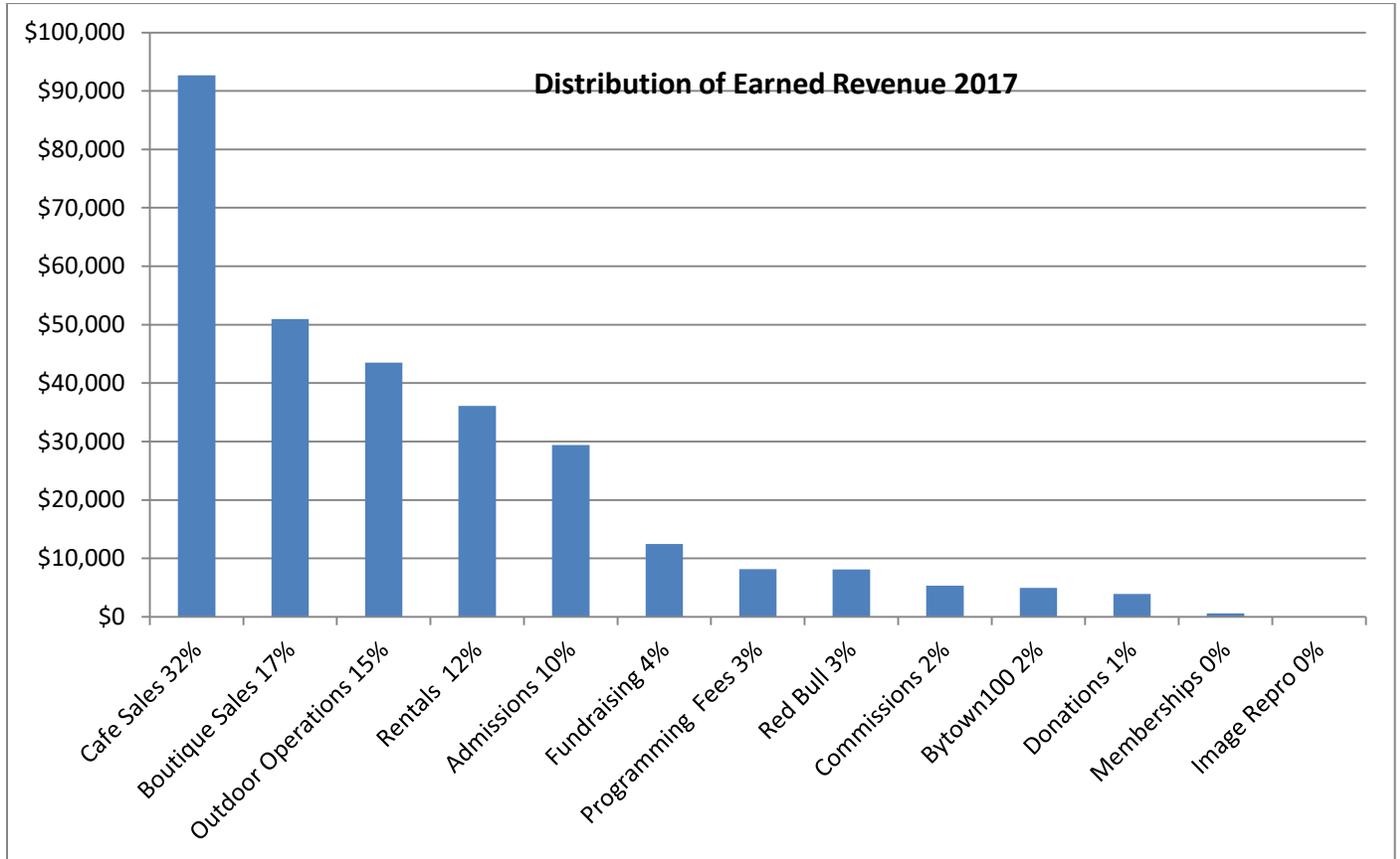
The BYTOWN MUSEUM has a robust Boutique and Cafe service. The Museum is always introducing new product lines for local people, school children and tourists, as well as *Bean Around Town* freshly brewed coffee, *Mary Shortbread Cookies*, and ‘*Whattasandwich*’ food items and maple food items all remain popular. The ice cream carts and lemonade stand had a late start in 2017, but were able to remain active well into the Fall with outstanding sales and returning customers. Ms. Trueman, Revenue and Operations Manager, researches and promotes new product lines and services, and researched the new POS system. She partners with colleague museums and businesses with regard to joint purchases and wholesale prices.

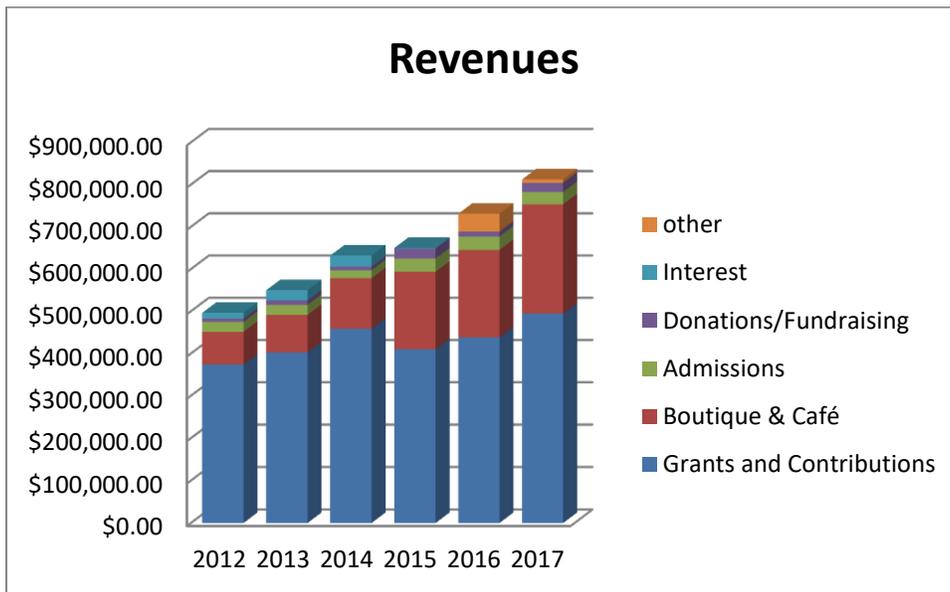
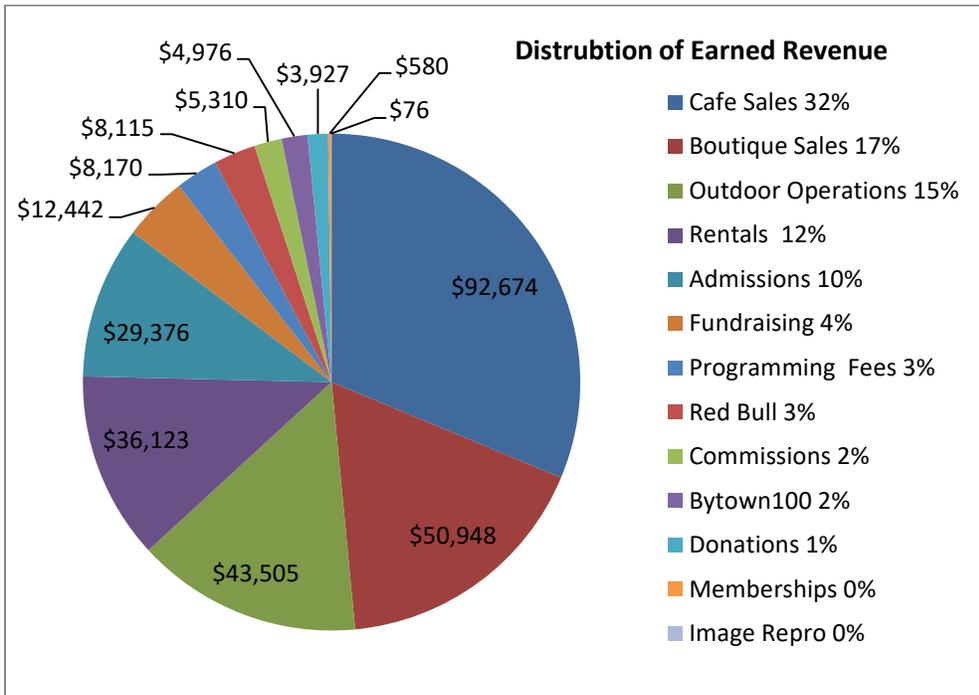
The Museum offers facility rentals and by word of mouth is becoming a very popular meeting place – as a unique space for receptions, meetings and ‘get togethers.’ The Museum sells the tickets for the boat lines on the Ottawa River and Rideau Canal, and rents space to Haunted



Walks for their Haunted Walks program. The Museum also delivers the CLICK! Program for Canadian Heritage.

The Museum offers an image reproduction service which allows the public to purchase one-time copyright to images from the Museum’s collections for: publications, websites or personal use. This is in conjunction with the digitization project which will ultimately allow access to the thousands of unique photographs and artefacts from our collection.







## DONATIONS

The Museum's 2017-2018 PATRONS are:

Anthony P. McGlynn  
Lara Pascali  
Tom Caldwell  
Margaret Caron-Vuotari  
Eugenia Lockwood  
Thomas Manning  
Robin Etherington

Jean Von Loon  
Penn Lewis  
Steve Menechian  
Clark Lawlor  
Audrey Vermette  
Peter Rider

The Museum's 2017-2018 INDIVIDUAL DONORS are:

Miriam Bloom  
Bill Vogl  
Edward Brado  
Charles Hill  
Mark Williamson  
P.K. Pal  
Susan Coxford  
Robin Etherington  
Cam and Sandy Trueman  
Jean L. Van Loon  
Gordon Dobson-Mack  
Derele Scharfe  
Rick Beveridge  
Patricia Richardson

Dennis Lloyd  
Ottawa and District Labour Council  
Luc Labbe  
Historical Society of Ottawa  
Diana Kirkwood  
Sharon Jeannotte  
Grete Hale  
Ann Pepper  
Eugenia Lockwood  
Mary Bishop  
Sammy Vaidyanathan  
Danielle Boily-Desovski  
Bruce Elliot

The Museum's 2017-2018 SPONSORS are:

- Kichesippi Beer Co.
- Beans Around Town
- Downtown Rideau BIA

Donations and overall fundraising efforts are important and a great deal of work occurred in 2017 to prepare the Museum to actively fundraise. We accept donations of all sizes: in the donation box at reception desk, with your membership renewal, as a sponsor for a program or operational activity. For large donations/sponsorships, the Museum offers 'naming rights' to all galleries and to programs, such as Youth Council, Let Us Entertain You Thursday, and the



return of offering Premier Viewing of Grand Feux, Casino Lac Leamy Sound and Light Fireworks in August.

Staff developed a unique online fundraising campaign for the Museum's 100<sup>th</sup> Anniversary month-October. The campaign raised ca. \$5,000.00.

Robin Etherington registered the Museum with the "Donate-A-Car" program. Please donate your used car to the Museum via: <https://donatecar.ca/> . You receive a tax receipt and the Museum receives the value of your car as a donation.

Staff also led a fundraising event, the Fireworks on site in August. After covering all of the costs, the Museum still raised ca. \$10,000.00.

In 2017, the Museum received \$ 7,400.00 in donations for which a tax receipt was issued.

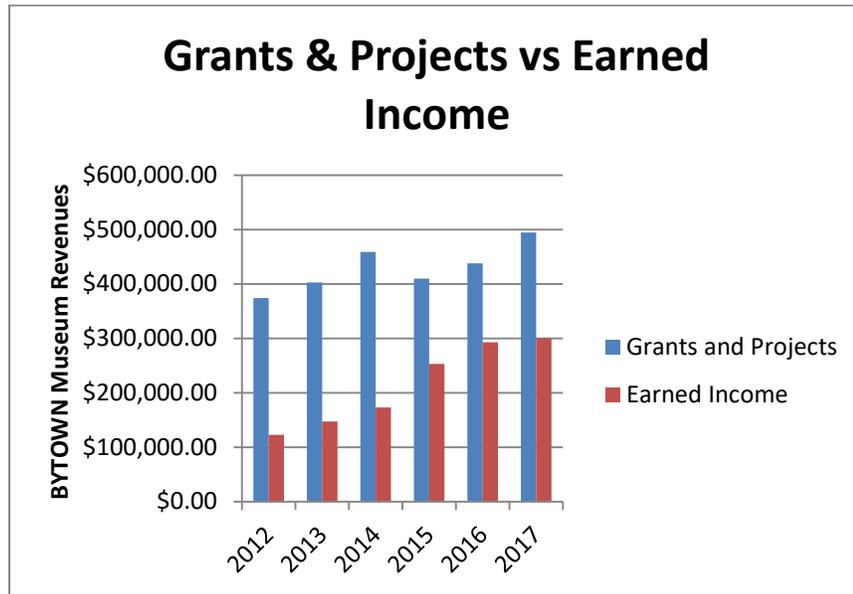
To be honest, the Museum needs donations and sponsorships in order to complete critical and ongoing initiatives, such as the digitization project, the Youth Council, upgraded staff room and washrooms, an upgraded computer-IT system, and support for the exhibition development, programming delivery and collections management.

## GRANTS

Grants are critical for the Museum.

### 2017 grants:

- City of Ottawa Operational Grant (\$318, 150.00) - a BIG Thank You to the City of Ottawa
- Province of Ontario CMOG grant (\$26,317.00 - has not increased in over 10 years)
- Federal Government -Young Canada Works (to hire summer students)
- Federal Government –Canada Summer Jobs (to hire summer students)
- Canada 150 Grant Program: (Museum's 100<sup>th</sup> Anniversary Program; \$ 10,000.00)
- Ontario 150 Grant Program: (Museum's 100<sup>th</sup> Anniversary Program; \$ 22,344.00)
- Federal Government-Museum Assistance Program (digitization initiative)
- Parks Canada Contribution Fund: (Col By Day 2017 Programming)
- City of Ottawa/OMN: translation grant (assist to translate website, marketing and programming materials and exhibition labels)
- Community Foundation of Ottawa: (Youth Council; \$10,000)
- Canadian Museums Association's Travel Bursary: (Mr. Vogl's conference presentation in Ireland)
- Downtown Rideau BIA grant: (Chill Factor activities; \$1,500.00)
- Awesome grant (Youth Council's youth of Ottawa display; \$1,000.00)



#### Operations

A major priority in 2017 was to adhere to and add to the comprehensive ‘policy manual’ and achieve the goals in the 2015-202 Strategic Plan.

In addition, financial management procedures are constantly reviewed. In 2017, the Museum’s Bookkeeper and the Board Treasurer worked with Senior Management to review financial statements and develop annual budgets.

Another important component of operations entails professional development for staff. Staff attends webinars, conferences and workshops, including First Aid, CPR and AED training. The other side of the coin is that management teaches and mentors interns & students. Staff actively serves as guest lecturers at colleges and universities and make presentations at conferences; and facilitate knowledge transfer to colleagues about revenue generation, policy development, collections management and operations.

#### Facility Management

Staff maintains the interior of the Museum: cleaning and minor maintenance. Parks Canada is responsible for the overall and specific maintenance of the building and site. In 2017 a number of maintenance issues or projects were addressed to ensure that the building is maintained and safe. Both the Museum Management and Parks Canada take Occupational Health and Safety very seriously. The building and site are regularly inspected for trip hazards and other

issues, as well as regular fire alarm system, HVAC and elevator inspections.

### **Landlord and Tenant**

The building is owned and maintained by Parks Canada (Federal government). The Museum is a tenant. However, the BYTOWN MUSEUM and Parks Canada partner on a several initiatives to enhance both the building and visitor experiences, such as the accessible washroom and programming along the Rideau Canal. The Parks Canada's 'license of occupation' for the BYTOWN MUSEUM is a five year agreement to December of 2018. In 2016, the Museum and Parks Canada co-signed an 'Operations Agreement' to better use the site, for such purposes as ice cream and lemonade sales and programming on site.

In addition, Parks Canada and the Museum worked together to resolve access solutions to the site during NAC's construction at the top of the hill during 2017 and the 'Red Bull Crashed Ice' event that had construction work during February and March 2017. The RBCi event was March 3 and 4 and saw 20,000 people on site. It was exciting and vital for Ottawa; yet presented a maintenance and safety challenge for the Museum and Parks Canada. Three cheers for Parks Canada and Museum staff for effectively making the event a success for visitors.

Much work needs to occur to maintain and upgrade the building for contemporary museum use, as well as maintaining it to the UNESCO heritage standards of a World Heritage Site. Museum Management works closely with Parks Canada throughout 2017 to enhance services on site and ensure all extraordinary events at the Museum and on site will be successful.

### **Looking Ahead**

Now we are planning for the next 100 years of serving the community of Ottawa. We have a five year exhibition plan, a great new Program Manager who is rejuvenating our programs and special events and partnerships with schools and youth tour operators. The collection management project is going full steam ahead with research of the artefacts and uploading records and images to the on line database. We are building on the success of the Youth Council, which is featured in the Province of Ontario's Grade Eight history textbook. And the revenue streams are strong and ever evolving. Operations (financial and HR management) are good and the goal is to update the HR and IT/Computer policies to reflect the new Ontario Labour Act and the reality of cyber security. The Museum will have a new Board of Directors in 2018-2019. They will work with Management to ensure solid advocacy and fundraising for the Museum, and governance for the Board, as well as keeping the Strategic Plan current and future oriented. Staff plans to continually update the website and marketing materials and tactics, including social media.



Please understand that your community museum, 'MUSEE BYTOWN MUSEUM' faces challenges in spite of being robust and proactive. The minimum wage increase and the seemingly decrease in provincial and federal grants for museums have caused a strain on the budget. For example, the Province has not increased community museums' funding (CMOG) for over 10 years. The lack of an updated federal museum policy and an upgraded Museums Assistance Program since the 1970s, results in limited museum leadership at the national level.

**Fundraising, Donations, Sponsorships and Partnerships are more important than ever!**

#### **In Conclusion**

What an amazing pleasure and honour to serve the community of Ottawa as Executive Director of one of the most progressive community museums in Ontario and in Canada. Staff, volunteers, the Board, stakeholders and partners all work hard to make your Museum successful as a community centre for Ottawa's cultural diversity. It is acknowledged as a tourism destination and as a local favourite place. It excels in developing superb exhibitions, collections access, programs and customer service. It is on the list of the top 20 UNESCO World Heritage Sites and consistently is awarded or noted in travel 'blogs' and websites. The City of Ottawa supports its culture. And the City certainly supports the BYTOWN MUSEUM, as it enters its second century of serving our growing and diverse community.

MUSEE BYTOWN MUSEUM is a very special museum. It is a small community museum, yet fills big space in Ottawa's cultural heritage scene. It speaks of local history but in the context of National history and International events. It integrates current technologies and business practices into its operations and services to ensure that all of you have access to its collections, exhibitions and programming and that your children and grand-children will always enjoy its school programs and family events and exciting exhibitions.

**Please COME OFTEN and ENJOY YOUR COMMUNITY MUSEUM –  
as a VISITOR and a VOLUNTEER and a MEMBER and a DONOR!**

Respectfully submitted by Robin Etherington, Executive Director

## **Treasurer's Summary Report**

I am pleased to report that MUSEE BYTOWN MUSEUM exceeded our budget goals in 2017. While anticipating a deficit of \$16,000, we came in with net income of \$59,000. This was achieved as certain anticipated expenses did not materialize and we experienced higher revenues from the 150<sup>th</sup> Celebration grants.

We expect another budgeted deficit in 2018 in order to meet our organizational needs. The Canada 150 grants will no longer be available to us. Management is in the process of finding new sources of revenue through various summer programming.

I am happy to say that, provided we continue to get much needed financial support for our operations from the municipal and provincial governments, our organization continues to be in a healthy financial shape.

**Respectfully submitted by Steve Menechian, Treasurer**

**A CENTURY OF COMMUNITY**

**UN CENTENAIRE COMMUNAUTAIRE**

**ADVOCATE  
DONATE  
SPONSOR  
VOLUNTEER**

**SOUTENEZ  
DONNEZ  
COMMANDITEZ  
SOYEZ BÉNÉVOLE**



 [facebook.com/bytown](https://facebook.com/bytown)

 [@BytownMuseum](https://twitter.com/BytownMuseum) [@LtCol\\_JohnBy](https://twitter.com/LtCol_JohnBy)

 [@bytownmuseum](https://www.instagram.com/bytownmuseum) [#613History](https://www.instagram.com/hashtag/613History)

[info@bytownmuseum.ca](mailto:info@bytownmuseum.ca)

[bytownmuseum.ca](http://bytownmuseum.ca)

1 ruelle Canal Lane | 613.234.4570