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The BYTOWN MUSEUM Board of Directors 2021 -2022

Sue Pitchforth	President (resigned August 2021)
Marion Sandilands	Vice-President
Chelsea Tao	Treasurer
Danielle Boily-Desovski	Secretary
Anastasia Pivnicki	
Caroline Mottis Genet	
Marquis Côté (resigned August 2021)	
Sean Tudor	
Luka Luketic-Buyers	
Kristina Pivnicki	
Charles Genest	
Jiawei Li	

The BYTOWN MUSEUM Board of Directors 2022 -2023

Danielle Boily-Desovski	President
Kristina Pivnicki	Vice-President
Jiawei Li	Treasurer
Caroline Mottis Genet	Secretary
Anastasia Pivnicki	
Sean Tudor	
Luka Luketic-Buyers	
Charles Genest	
Ariel Merriam	
Ayman Hammamieh	
Scott MacDonald	
Tim Denison	

BYTOWN MUSEUM Permanent Staff

Robin Etherington	Executive Director (2012-May 2022)
Courtney Gehling	Executive Director (March 28, 2022)
Grant Vogl	Senior Manager, Collections and Exhibitions (2011-2022)
Rebecca Webb	Revenue and Operations Manager (2019-February 2022)
Stephen Mattiussi	Visitor Experience Manager (2019-January 2022)
Matthew Hertendy	Marketing & Communications Coordinator (2019-2021)
Aanuoluwa Deborah Ogundipe	Marketing & Communications Coordinator (2021-2022)
Renee Hayward	Programming Assistant (2021-2022)
Laura Gardner	Programming Assistant Intern (January-April 2021)
Katlyn Jones	Programming Research Intern (May-August 2021)



Vice-President's Report

The Board thanks staff for once again being innovative and ingenious in providing virtual programming to our community, during a difficult year of COVID and other challenges.

The Board thanks the community for your continual support of your community museum which in 2021 celebrated its 104th year of serving the community with heritage programming and museum services.

The Board thanks Sue Pitchforth and Marquis Cote for their service on the Board. Their hard work and insights contributed to Board decisions and oversight responsibilities and to the Museum's wellbeing.

The Board welcomed Kristina Pivnicki and Charles Genest in 2021 and recruited new Board Members for the 2022-2023 Board of Directors. The new Board Members for 2022 Board have remarkable skills, experience and enthusiasm to help the Museum through the rebuilding years after COVID.

Unfortunately, the Museum remains physically closed and to be honest, there is no clear, concrete idea of when it will be able to re-open fully. The Museum has provided unique and extremely popular virtual programming, completed the first phase of digitizing the collection so people can research the collection themselves, updated the virtual tour so the community can see all of the exhibitions. The Executive Director and Board updated a number of the critical policies and procedures to reflect the current museum, financial management and community engagement standards and drafted an updated Strategic Plan.

The Board also proactively and actively participated in advocacy, along with the Executive Director and met with politicians and bureaucratic staff at the Federal, Provincial and Municipal levels. The Museum's advocacy focused on increased funding, but also on enhanced resources, streamlining the application processes and encouraging governments to be far more active in supporting culture, cultural heritage and specifically community level museums. The Board's advocacy work was strong in 2020 and 2021, and will continue in 2022 and 2023.

Although, as the Board noted last year, "the Museum has been changed forever," it will continue to adapt and creatively serve our amazing and resilient community of Ottawa. The Museum will address the ever-important cultural and social issues of its community and country.

The Board of Directors of the **MUSEE BYTOWN MUSEUM** will always work to ensure the sustainability of Ottawa's oldest community museum and will continue to assist the professional staff to provide excellent museum programming for all community people and visitors to Ottawa alike.

The Board of Directors thanks Robin Etherington for her ten years of outstanding work for the Museum, as Executive Director. We wish Robin all the best in her future endeavours and adventures.

And the Board welcomes Courtney Gehling, the Museum's new Executive Director, who started on March 28, 2022. We also congratulate Grant Vogl for his promotion as Senior Manager, in charge of Collections and Exhibitions.

Again thank you very much for your ongoing support, attending the virtual programs and Zoom-based lectures and we sincerely look forward to welcoming you to the Museum; both in-person and via our virtual programming.

Respectfully submitted by the Board Executive on behalf of the Board of Directors



Executive Director’s 2021-2022 Activity Report

MUSÉE BYTOWN MUSEUM recognizes that the Museum is on the Traditional and Unceded Lands of the Algonquin Peoples, and thanks the Anishinabe Peoples for allowing the Museum to provide museum programming on their Traditional Lands, as well as partnering with us for critical projects and initiatives.

We are in communication with the Elders of Kitigan Zibi and the Chief and Council of Pikwakanagan First Nation.

Truth and Reconciliation is a sincere and enduring goal and activity. The Elders have asked us to incorporate the Algonquin Peoples’ history and stories into the displays in the permanent galleries, as we systematically update them. In 2021, these updates occurred and in 2022 the labels will be translated into Algonquin with the assistance of translators and Elders of Kitigan Zibi.

Over the course of a number of years, the Museum has hosted the Elders in the Museum, as well as an exhibition on the Metis, and First Nations, Metis and Inuit performers. The Board and Management updated the Museum’s Mandate to emphasize the “material and cultural heritage of the Ottawa region’s Indigenous, multicultural and diverse history.”

In September of 2021, the Museum hosted a Round Table of Algonquin Leaders, which was well attended and significant for demonstrating how a community level museum can work with the First Nations to act on Truth and Reconciliation:
<https://www.youtube.com/watch?v=NWjiAykkJvo>

There is much more work to do with regard to collaborating with the Algonquin People and Leaders of Ottawa and the Ottawa area, with regard to programming and exhibitions. The Museum is working on another Round Table about repatriation and a long-term goal is to have a local Algonquin artist paint a mural depicting their stories and history as you go up the stairs to the second floor and as a new backdrop for the First Nations display.

All of this important work and collaboration will require resources and funding. Resources will entail staff focused on the partnership with Algonquin Leaders of Kitigan Zibi and Pikwakanagan First Nation; and on updating exhibitions and programming development. It will need fundraising, donations and focused grant writing. It will require Federal Government guidance and resources; Provincial Government re-focusing its grants system and the Municipal Government providing professional training and tangible assistance.

Kichi Odenaw Odàwàng ki ombàkonigàde ega wikàd kà migiwàniwang Màmìwinini Anishinàbe-waking.

Kichi Odenaw Odàwàng onisidotànàwà ashidj ogàtinànàwà akì kaye ogikàdjìyàwàn Màmìwinini Anishinàben, inen odànike mishòmisiwàbanen kaye ogòkomisiwàbanen weshkàd kà-dedjig ondaje tanakìwining kàgige kì nàgwak kaye nàgadjichigàdeg nàjàk ako nongom iyo abinàs.

The City of Ottawa is built on unceded Algonquin Anishinabe territory.

The peoples of the Algonquin Anishinabe Nation have lived on this territory for millennia. Their culture and presence have nurtured and continue to nurture this place.

The City of Ottawa honours the peoples and the land of the Algonquin Anishinabe Nation.

La Ville d’Ottawa se trouve sur un territoire non cédé de la Nation Algonquine Anishinabe.

Les peuples de la Nation Algonquine Anishinabe ont habité ce territoire durant des millénaires. Leur culture et leur présence n’ont jamais cessé de nourrir ces terres.

La Ville d’Ottawa honore les peuples et la terre de la Nation Algonquine Anishinabe.



2020, 2021 and 2022 are noteworthy years for the Museum. As you know, we closed on March 13, 2020 due to COVID-19 and have yet to physically reopen. Visitation dropped from close to 90,000 in 2019 to 700 in 2020 to 100 in 2021. By extension, so has self-generated revenues. What has sustained the Museum, are Federal Government wage subsidy (CEWS) and extraordinary emergency funds for community museums (MAP); Provincial Government fund for digital programming; and the City of Ottawa providing a temporary 2% increase in their operating grant to the Museum. And we applied for every grant and funding program that we were eligible for.

Staff innovated and ensured that programs, exhibitions, the collections and an updated Virtual Tour are available online for everybody. Professional staff and the summer students developed new school and public programs that are entertaining and family oriented; such as the popular and informative Zoom-based lecture series. The Museum hosted three interns from Algonquin College and Fleming College. They focused on research on Ottawa's diverse histories and communities, the First Nations in the area and on curriculum-based tours. All of their research has been or will be the basis of Zoom-lectures and public programming.

The comprehensive policy manual is constantly updated. For example, in 2021 the Museum updated five policies and drafted an updated Strategic Plan, focused on 'sustainability' that the new Board and new Executive Director will review and approve in 2022. The professional staff continually update the website, the virtual tour, social media messages and marketing tactics. In 2021, the Board and Management updated its Fundraising Plan.

The Museum provides curriculum-based youth programs, updates collection records and uploads the digital records and images on to the website for public access. There are 6,000 records and ca. 3,000 images on line for you to research and appreciate.

Our partners are still with the Museum. Our long-term service agreements are still in place.

The Museum thanks the City of Ottawa for the annual operating grant, including its generous 2% temporary increase for COVID emergency needs in both 2020 and 2021. We hope that the City provides it again in 2022 as the Museum starts rebuilding its revenue streams and visitation numbers over the next several years. The City also partners with us for digital collections management, supporting the Ottawa Museums and Archives Collection portal and MINISIS/M3 database. The City of Ottawa's Service Agreement for 2022-2024 is being renewed. It is an exercise that entails a phenomenal amount of work on the part of Museum staff and a review by outside evaluators. The City of Ottawa's operating grant allows the Museum to provide our community with first-rate exhibitions, state of the art collection management, highly developed school and youth programs and fun special events, as well as Gift Shop services and Facility Rentals. Once COVID is under control, the Museum will again be pro-active and active in all of these functions and services.

The Museum works hard to effectively apply for the annual Province of Ontario "Community Museum Operational Grant." In order to receive the CMOG grant, the Museum is in compliance with provincial museum standards. The requirements entail policy development, a current Strategic Plan, best business practice in financial management and governance, as well as collections management, programming and exhibitions. The Museum continuously updates its policies, reviews its financial management procedures, encourages professional development for all staff and the Board of Directors, and ensures that all programming and exhibitions are available in both official languages.

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 Historical Site and UNESCO World Heritage Site of the Rideau Canal. In 2021 the Museum turned 104 years old. A notable accomplishment for a community level museum!



The Museum again thanks the Historical Society of Ottawa (HSO) who partners with us and actively promotes our events. In 2021 HSO sponsored two of the Museum's Zoom-based lectures. We look forward to partnering with programming and exhibition work for Ottawa's 200th Anniversary in 2026-2027.

The Museum partners with Parks Canada, who is responsible for the maintenance of the Commissariat Building and the Rideau Canal site. The Museum has a renewed 2019-2024 Licence of Occupation. We consult with our Parks Canada colleagues on safety issues for the site, construction projects around the site and outdoor programs on site.

Museum staff physically mounted a unique exhibition to show our community the paintings housed in the collection: *A Local Canvas: Paintings from the Bytown Museum Collection*. It is extended throughout 2022 due to COVID-19. A virtual tour module, including images, video and labels is online for people to explore. Actually, we placed the Museum's superb programs, including school tours and LUEY entertaining programs online, along with the exhibitions and an updated Virtual Tour. We maintained our partnerships, volunteer base, updated our marketing strategy and tactics, such as enhanced website and social media presence. In order to sustain the Museum during COVID-19, we researched and successfully applied for a number of grant programs, such as Trillium Foundation, MAP and CEWS. Under the circumstances, a strong financial management system became even more critical for the Museum in order to survive COVID and the loss of self-generated revenue in 2020 and 2021, and probably 2022. We focused on completing phase one of the Museum's modern collection management project to digitize the records and upload them and their images for public access.

MUSÉE BYTOWN MUSEUM continues to be a leader when it comes to 21st century technology and museology and addressing current social and political issues, such as Truth and Reconciliation and Diversity and Inclusion. Canada and the world at large are dramatically changing with regard to social policy and use of technology. These constant changes inform us how we need to evolve our communication strategies with our stakeholders, partners, users and visitors about programs and exhibitions and how to encourage them to participate, whether for our online programming or our in-person tours and special events. The current trends that are dramatically challenging museums, galleries, government services and businesses entail the 'Truth and Reconciliation' Report's recommendations, ever changing technology, demographic shifts - youth, aging population, diverse population and recent immigration. As of March 2020, a global pandemic extremely affected our social behaviour and the prospects for all museum services and for physical access to our museum and to all museums, galleries and science centres. For the Museum this justified and fortified our digitization efforts, both with regard to the ongoing work to upload the collection to an online database for greater public use, but also the new emphasis to design programming for online use and in 2021, develop a Zoom-based lecture series throughout the year and a Round Table of Women Leaders in Museums, Galleries and Science Centres on March 4, 2021 (in honour of International Women's Day). All of them are proving to be a huge success

Our Mission

The Bytown Museum is Ottawa's museum, exploring the stories and values of an evolving city and its residents from its First Peoples through the early days as Bytown to present day Ottawa. The Museum is committed to engaging our visitors and community in discovery and dialogue as we aim to deepen the many connections within and between our diverse communities.

Our Mandate

The Bytown Museum's mandate is to collect, preserve, study and make accessible, in the museum and online, the material and cultural heritage of the Ottawa region's Indigenous, multicultural and diverse history.

Our Vision

The Bytown Museum will enable the residents of Ottawa and visitors to the city to gain an appreciation of the identity of, and pride in Ottawa's rich story. Through its collections, exhibitions, programs and online access to museum-based information, the Museum aspires to be a model of excellence in furthering knowledge and pride of place among diverse visitors of all ages.



and the popular demand is for more of them. We updated the website for accessibility on mobile devices, and are proactively using social media for marketing, sharing the collection, membership campaigns 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, add to the presence of the Museum nationally and internationally. With the 2021 pandemic, visitors can access the Museum via its virtual tour, audio tours in six languages, newly video-ed museum and school tours and the collection online, as well as the newly developed Zoom-based lecture series that addresses the diversity of Ottawa and women leadership roles. We are consulting with Ottawa's diverse communities and engaging speakers from the communities.

The Community Gallery is open for all distinct communities and cultural organizations in Ottawa to mount their own displays and tell their own stories. In 2021 and 2022, the Hungarian Embassy and community have their display in the gallery. Ottawa, as is Canada at large, is multi-cultural and every group and every ethnicity that makes up Ottawa has their own story about how they contribute to Ottawa's history and Canada's formation and development as an international country. This makes for exciting discussions, programs and exhibitions. We are planning for Ottawa's 200th Anniversary in 2026-2027, with partnerships with various museums, organizations and the City of Ottawa. Our focus is on Ottawa's diversity and the multitude of stories that make up Ottawa 200 years after Col. John By founded Bytown and began constructing the Rideau Canal, Commissariat Building and the Byward Market. We will also underscore the history and stories of the Algonquin Peoples in the Ottawa area.

In 2021 we radically updated our Museum's virtual tour, in partnership with the team at "Point 3D Imaging Ottawa." It is displayed on an interactive touch-screen kiosk on the second floor of the museum to facilitate accessibility to the displays on the third floor. It is also hosted on the Museum's website: <https://bytownmuseum.com/virtual-tour/>, as well as on Google Street View. We updated the virtual tour to include our special exhibition "The Gallant Thousand: Ottawa and the South African War," the 'Local Canvas' exhibition and a number of the digitized collection images. Constant upgrades will occur over the years as we use the service to 'archive' all future special exhibitions in order to extend their engagement beyond the physical display, and add new images and permanent galleries' updates.

Temporary Exhibitions

Mr. Grant Vogl, Senior Manager, in charge of Collections and Exhibitions, curates commendable exhibitions, assists with the Community Gallery displays and updates the permanent galleries. Due to Covid-19, our well-planned exhibition schedule for over five years is re-organized, as the Museum has been closed since 2020.

2021-2023: *A Local Canvas: Paintings from the Bytown Museum Collection* showcases some of the unique and eclectic works of art held in the Bytown Museum's collections. The focus of this exhibition is: local sites, people, and artists. The impetus for this exhibition is the ongoing digitization of the Museum's artefact collection, specifically the paintings collection. This amazing exhibition is video-ed and available on our Virtual Tour.

2023-2024: A City Ablaze: How Fire Shaped Ottawa

This exciting exhibition explores how major fires have shaped Ottawa and Ottawa's history. Using stories, artefacts and photographs from the Museum's collection, and featuring breathtaking large-scale paintings from Ottawa's artist Bhat Boy.

2024-2025: *The History of Nursing in Ottawa* is a poignant and timely exhibition recounting the amazing stories of nursing, both formal and informal, throughout the history of Bytown and Ottawa. From the very early days of the construction of the Rideau Canal, typhoid and cholera epidemics, through the establishment of formal nurse training schools, and on to the First World War, nurses have cared for Ottawa sick, both at home and abroad. This stirring exhibition, featuring unique artefacts, photographs, and stories from Ottawa nurses.



2026-2028:

The Bicentennial Anniversary of the Founding of Bytown. Please note that where the BYTOWN MUSEUM is, is where Bytown, that is, Ottawa started. Let's celebrate together Ottawa 200th Anniversary – as a city, as a community and as the Capital of Canada!

2029:

FIGHT! Violence, Gang Warfare and Lawlessness in Early Bytown. BYTOWN MUSEUM will explore the veritable street fight that was daily life in early Bytown! In partnership with Ottawa's own Captain Tom, and through the graphic novel approach, contemporary accounts and exciting interactives, discover just how tumultuous Bytown was, how gang and class warfare shaped our city, and why Bytown was rebranded as Ottawa in 1855. Wanna fight?

2029-2030:

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? Featuring unique photographs and stories, an interactive walking map, and artefacts relating to those Ottawans immortalized on sign posts. What's in a Name will surely arouse a new interest in where you live. What's the story behind your street?

Community Gallery

The Community Gallery program gives diverse community groups, embassies, cultural organizations and local artists and photographers the occasion to tell their histories. The Community Gallery is a tremendous venue to highlight the stories and perspectives of the varied peoples who live, work and play in Ottawa. Welcome to all interested individuals, community and cultural groups, embassies and Ottawa artists and photographers to apply for the program: (<http://bytownmuseum.com/exhibitions/community-gallery/>)

Hungarian Heritage in Canada: 2020 – 2022

In partnership with the Hungarian Embassy

Emily Rose Michaud: Reflections on Water: 2023

A local artist's show featuring 44 graphic drawings of watersheds in the National Capital Region

Gary Blundell and Victoria Ward" 2023-2024

Original artworks

Based on trips made to Ontario communities that would have used railways.

Other community organizations applied to mount their displays, such as the Jewish Archives of Ottawa.

Permanent Exhibitions

In 2021 updates occurred and will happen throughout the Permanent Galleries. During 2022, Grant is making significant updates to permanent gallery displays incorporating new information and new artefacts. Newly acquired photographs are being incorporated into the Grey Nuns and Lumber Industry in Ottawa displays. Constant artefact rotations, updated label copy and professional re-framing of works throughout the museum are taking place.

The Gallant Thousand temporary exhibition will inform an update of the permanent gallery display in 2022. Labels are updated to incorporate Indigenous history and story-telling into the permanent gallery displays. In 2022 they will be translated into Algonquin and French. A Community Foundation of Ottawa grant will allow us to do the translation work into Algonquin.

New updates to our virtual tour program included our special exhibition "The Gallant Thousand: Ottawa and the South African War," and the "A Local Canvas: Painting from Bytown Museum Collection."



Social Media and Website

The Museum uses social media efficiently to share photographs and programming and exhibition information on Facebook, Twitter and Instagram. The Museum was popular and well “followed” via its social media platforms (Twitter, Facebook and Instagram) in 2021. COVID-19 substantiated the Museum’s use of social media and the website. Online programming and public access to the collection has been widely promoted across all platforms.

In 2021 the Museum had 7,910 Facebook followers, 4,559 Twitter followers and 4,563 Instagram followers. Three new “Bytown Bit by Bit” videos in 2021 garnered 1,123 views (IGTV) + 9,482 reach (Facebook). Fifteen new “Arte-Features” videos in 2021 received 44,308 views (Reels) + 25,780 reach (Facebook). We are a model for social media content and engagement. 198,374 Page Reach on Facebook, 82,876 page reach on Instagram.

Website Statistics: the Museum uses Google Analytics to help monitor statistics on our website and to pick up more detailed data, such as areas of interest, preferred language and location.

In 2021, our website had 44,674 page views, and 19,146 total users. Our diverse group of users ranges from ages 18 – 65+ years of age, divided as such:

Audience Age	Percentage of total audience
18- 24	19.43%
25-34	24.67%
35-44	16.62%
45-54	17.15%
55-64	11.50%
65+	10.63%
TOTAL	100%

Most of the users who accessed our website in 2021 were located in Ottawa, Toronto, Montreal, and Ashburn, with a few others visiting the website from outside Canada. Our E-Newsletter subscription base consists of 957 unique subscribers in total.

Get Social with us!

www.bytownmuseum.ca | www.museebytown.ca

facebook.com/bytown @BytownMuseum @bytownmuseum #613History

Museum Collection

Collections management and research support all exhibition, programs and marketing activities. The artefacts are woven into the exhibitions and the images are central for enticing programs and marketing of the Museum. We maintain over 10,000 artefacts and their records. In 2021, staff updated records and photographed artefacts in order to upload them on to the online database, making them accessible to the public. Currently, there are 6,000 records digitized and uploaded on to MINISIS for public access; 3,000 have associated images. Hundreds of artefacts were photographed and digitized in 2021 and in 2022 their images will be uploaded. The public accesses the Museum’s records for research, education and entertainment. The MINISIS ‘M3 online database expands the Museum’s relevancy in the 21st century and for our technology savvy youth and community. The aim 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. The Museum has received grants to accomplish this work. However, we need dedicated fundraising efforts to complete the initiative.



All of our important work is dependent on grants and donations. Please donate to the **BYTOWN MUSEUM** and recommend local companies to sponsor the Museum's collections and programs.

The Museum painstakingly works to ensure that the conservation of the collection occurs on a regular basis. Most of the collection is housed at the Diefenbunker Canada's Cold War Museum. The storage area and the museum galleries are constantly monitored. Throughout 2021 the Museum did conservation work on the collection as well as sustained the storage area at professional standards. In 2021: Seven photographs were matted and framed by a conservator, three oil-on-canvas paintings under went treatment, 'Fitzgibbon Trunk' is under going treatment at the Canadian Conservation Institute in Ottawa.

The 'collection mandate,' is from the beginning of Bytown/Ottawa to present day. In 2021, the Museum acquired artefacts for its collection. These items included:

- Painting of William Stewart c. 1880s
- Portrait of Catherine Stewart c. 1880s
- Landscape painting of Commissariat c. 1979
- Photograph of Russell Hotel Staff c. 1915

We do not actively seek new acquisitions, nor do we have an acquisitions budget. But we consider all offers of artefact donation, which are examined and accepted or rejected based on the recommendations of the Collections and Exhibitions Manager and the Executive Director, as guided by the Collections Management Policy. Recommendations are reviewed by the Acquisitions Committee, with final approval by the Board of Directors.

The Board and Management reviewed a City sponsored 2015 'needs assessment' study of storage requirements for all collections in Ottawa. The need for a City sponsored facility was identified. We seriously need modern storage facilities and collections work space. If this is not feasible for the City to provide, then we need to consider commercial storage facility to better house the precious collection. This is a long-term project that will require grants from all three levels of government, a capital fundraising campaign and a five-year implementation plan.

We answer several research and image requests about an artifact or an historical event or figure of Ottawa. In 2021, 379 requests for information and images were addressed by Mr. Vogl, who also gave historical and graphical information to media and social media; e.g., 56 images were uploaded for use in media, TV and research papers, as well as to other colleague organizations. There were several image reproduction requests.

We are doing important work by way of loans. In 2021 the Museum did the following loans:

"Tow chain, shackle and pin" (I297) to the Canadian Museum of Immigrations at Pier 21 permanent exhibition (long term; extended in January 2017 to January 2021). * This item was returned in January of 2021 via Museum courier.

"Pewter Desk Set" to the Canadian Museum of History for their newly-opened Canada's History Hall through to July 2021 (with possible extension);

"Death Hand of D'Arcy McGee" – replica to the Carlingford Heritage Center, Carlingford, Ireland

Digital loans of artefact images went out to numerous institutions, including the Canadian Museum of History, the City of Ottawa Shared Museum Resources, Osgoode Township Museum, and various Carleton University public history projects, and more, resulting in great exposure for the collection.



Programming and Events

The Museum partners with several different local and national organizations and businesses for extraordinary events. We developed new programming, that included a new Zoom-based lecture series highlighting Ottawa's Diverse Communities (Beyond Bytown), Roundtables, new curriculum based programs, LUEY and new Bit-by-Bit videos, offering excellent programming – online!

2021 Programs and Special Events:

- Winterlude 2021 partnering with the Department of Canadian Heritage
- All seasonal crafts and activities were made virtual and offered on our website:
 - Valentine's Day "Roses are red" activity
 - St. Patrick's Day trivia released along with a Bytown Bit by Bit video
 - March break tulip craft
 - 'April Break' Log Drive trivia and activity
 - May long weekend 'How a Boat Floats' activity
 - Canada Day Quiz
 - Colours of the Fall competition
 - Creepy Crawly Bytown crafts (with accompanying instructional video)
 - Christmas Crafternoons (with accompanying instructional video)
- Virtual version of Confederation: Have Your Say
- 2021 Let Us Entertain You-videod performances of local performing arts: Performances are online: <https://bytownmuseum.com/get-engaged/whats-happening/>
- Art Program for grades 9-12 using 'A Local Canvas' as a guide (based on the new temporary exhibition showing painting from the collection)
- Artefact analysis program for grade 3 social studies using artefact references from the Museum's collection
- Map-making program for grades 1-3 using maps from the Museum's collection to learn about the basic features of maps and how to create their own
- Remembrance Day Zoom-based lecture in both 2020 and 2021
- 'Bytown Bit-by-Bit' -18 short videos featuring hot topics on Bytown/Ottawa history, as well as previews of upcoming exhibitions, special guests and behind-the-scenes happenings: on the Museum's IGTV page (29 in 2020)
- 'Arte-Features' - video vignette series. Take a look at some of the Museum's most memorable artefacts in these snappy one-minute features. As of January 2022, 25 Arte-Features videos have been released and have received 47,690 plays on Instagram
- 2021 Beyond Bytown -9 virtual lectures highlighting communities or stories in Ottawa's history that go beyond our mainstream museum programming. The average number of attendees for each Beyond Bytown lecture was 72 persons with a total attendance of 651 persons. As of January 2022, the recordings have collectively received 1, 425 views on YouTube

Bytown: Bit by Bit

- More videos will be released in conjunction with special dates/anniversaries or holidays
- Potential to continue posting regularly, perhaps on a monthly rather than weekly basis

Beyond Bytown Virtual Talks

- In January the museum began hosting virtual talks
- The museum will present a talk once a month in 2021 covering topics and groups in Ottawa's history, that have not received as much attention within local museum and historical circles, or that are more contemporary in nature



Beyond Bytown Talks Schedule 2021-2022:

- January - 2SLGBTQ+ history of Ottawa
- February – The History of Ottawa’s Jewish Community
- March -The History of Ottawa’s Black Community with Black History Month
- May – The History of Ottawa’s Public Transit
- June – The History of Ottawa’s Italian Community
- July - The History of Ottawa’s Tech Sector
- October – The Hungarian Experience in Ottawa following the Hungarian Revolution of 1956
- November – The trace They Left behind: Uncovering the Stories of Canadian Women and War
- December – Ottawa’s Power: An Energy History of the National Capital Region
- February 2022 – The History of the Lebanese Community in Ottawa
- March 23, 2022 – The Somali Community in Ottawa

International Women’s Day Roundtable of Women Leaders on March 4th: A Roundtable of Women Leaders in Museums, Galleries and Science Centres from across Canada

- Ms. Etherington hosted a panel of five experienced and accomplished CEOs of museums and galleries from across Canada. Discussions ranged from women working in museums, impacts of COVID-19, to the future of museums, galleries and science centres. Sponsored by Conway Litigation

Round Table of Algonquin Leaders discussing Truth and Reconciliation and Museums on September 29th, with Chief Wendy Jocko and Councillor Merv Sarazin from the Algonquins of Pikwakanagan First Nation and Anita Tenasco and Sylvia Morin from Kitigan Zibi Anishnabeg. Hosted by Ms. Etherington and sponsored by Hybrid Construction

LUEY (Let Us Entertain You)

- 4 performances: Aurora Jade, Jacqui Du Toit, Jessica Pearson & the East Wind, and Mad Gamma.
- Performers were filmed in the museum, and their recorded sets are on line

School Programming: three new programs were released in January

- Artefact Analysis Challenge, allowing students to study some objects from the collection and learn about the role objects play in telling stories and allowing the museum to teach others about our past
- Exploring Bytown by Map with map-making activity, for early elementary students to learn about how we find our way through our neighbourhood, know where to look to go places, and make sure we can understand how to read a map. Example maps from the museum’s collection show the students how the landscape of our city has changed over time.
- A Local Canvas: Portraits from Bytown Art & Society art exhibition program, using works of art from the ‘A Local Canvas’ exhibition on display in the Museum and through the virtual 3D tour online, to reinforce school lessons on the history of art, the different forms art can take, and how different media are used to convey different thoughts and emotions

2020 and 2021 see challenges for offering our ever-popular school and family programming. One challenge is the safety regulations limiting visits to the site. Another challenge is that all local School Boards did not send students on field trips in 2021. We pivoted and developed school tours and activities that teachers, students and parents can access online. We constantly update our school and youth programming and offer them in both official languages. The Museum normally attracts students from both Ottawa and Gatineau. We also welcome school groups from the Maritimes, Alberta, and Manitoba and all over Ontario and Quebec. Our tours are: *Confederation: Have Your Say*, *Lock Talks*, *History Explorers*, *Builders of the City*, *Discover Ottawa’s History*, *Ottawa’s Best Kept Secrets* and *Architecture Tour*. New school programs have been developed and we look forward to offering them in 2022 and 2023.

While school tours and youth programs are at the heart of the museum’s programming focus, our various tours are delivered to a variety of groups each year. Seniors, ESL students, youth and adults with learning difficulties,



and tour groups from outside Canada all benefit from those wonderful tour offerings. We encourage many different types of groups to enjoy their community museum: <https://bytownmuseum.com/get-engaged/whats-happening/>

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 contract with the Department of Canadian Heritage for its CLICK! Youth program has been renewed to March 31, 2022. Unfortunately, the CLICK! Program did not have any students in 2020 and 2021. Hope springs eternal for 2022 and 2023, as it is a superb youth program and a great partnership with the Federal Government.

The Museum’s incomparable Youth Council continues to be offered, however in 2021 it was quiet.

Visibility and Visitation

Sadly, due to COVID, our visitation numbers have been extremely low over the past two years, as we physically closed the Museum on March 13, 2020.

Until 2020, we continually enhanced its visitation and visitor experience: 2019 -70,000 visitors; 2018 - 90,000 visitors; 2017- 90,000 visitors; 2016 - 100,500 visitors; 2015 - 84,000 people; 2014 - 63,000; 2013 - 58,000; 2012 - 51,000 and 2011 - 42,000 visitors. Unfortunately, due to COVID the numbers plummeted to 700 in 2020 and 100 in 2021. Yet we have 1000s of people visiting our Museum via our website, Virtual Tour, audio tours and using our digitized collection. Now, online programming and access to information is even more important and prevalent.

Thoughtful, fun and strong uses of social media and heightened marketing and diligent work with partners have definitely made your community museum visible and relevant locally, nationally and around the world. The online programming and use of social media have given the Museum a national and even global presence. Staff works hard to partner via the Museum’s programs, collection management endeavours, exhibitions, marketing initiatives and operations to further expand the reach of the Museum. We have a phenomenal reputation throughout the community and among our colleague museums/galleries (local and national) for its reliably informative and often outright fun social media messaging and community engagement. The “friends’/’hits’ on our social media vehicles (Twitter/Facebook/Instagram) are excellent. In fact, the **BYTOWN MUSEUM** is being noted for its innovative social media messaging and new tours and children’s crafts online in response to the challenges caused by Covid-19.

Staff members are interviewed for newspaper articles and TV and radio programs, and write articles and/or are quoted in publications. We also give talks and lectures: community colleges, Ottawa library, Historical Society of Ottawa, local Clubs and Conferences; as well as serve on Boards and Committees.

In 2021, Mr. Vogl and Mr. Mattiussi wrote chapters for the “Monumental Memories” book to be published in 2022. Grant wrote an article for the CMA MUSE: “Museum Love in the Time of COVID.” Grant and Steve also made a presentation about our success and activities with social media, at the Canadian Museums Association’s conference in May 2021.

Ms. Etherington wrote an article on small museums in Canada for the Canadian Museums Association: https://museums.ca/uploaded/web/New_Website_docs/Amazing_Small_Museums_Across_Canada_REtheringt_on.pdf

BYTOWN MUSEUM collection images will be featured in upcoming books on New Edinburgh, the history of aviation in Ottawa (cover image), and additional entries in the ‘Monumental Memories,’ as well as numerous independent digital projects.



Grant Vogl did a vignette for the Ottawa Scottish Society. It will detail the history of Dr. Alexander Christie

Steve Mattiussi made a presentation at the Capital Heritage Professionals Network on October 26th.

Grant Vogl will present a lecture for Historical Society members highlighting “A Local Canvas:” May 2022.

Promotions

In 2021, Mr. Matthew Hertendy and then Ms. Aanuoluwa Ogundipe, Marketing and Communications Coordinator, continually create good social media messaging and updates the website and designs and distributes the regular e-Blast (e-newsletter), as well as flyers and brochures. They worked with the Manager of Revenue and Operations, Ms. Rebecca Webb and with the Visitor Experience Manager, Mr. Mattiussi and the Manager of Exhibitions and Collections, Mr. Vogl, to develop new marketing materials for online school tours, summer programming and Zoom-based Lectures, ‘Let Us Entertain You’ and the exhibitions. They worked with the team to design and develop the Bit-by-Bit video programming for online use, and a number of other videos, such as for the LUEY performers in the summer.

Media and social media publicity for the popular temporary and community gallery exhibitions, programming and special events was extensive in 2021. Working with our partners was a challenge in 2021 and again in 2022 with regard to marketing and promotion – but not impossible. Tourisme Outaouais, Downtown Rideau and Byward Market BIAs, Ottawa Markets, Ottawa Board of Trade, Ottawa Tourism, Ottawa Museums Network and Capital Heritage Connexion – all helped promote the Museum throughout 2021 and are again in 2022.

Membership

The Museum held an online ‘member campaign’ in 2021. The Museum also sends an e-newsletter (E-Blast) to inform all Museum Members, stakeholders and supporters of the activities and events of their community museum. To be honest, the museum needs new Museum Members and will launch a robust membership campaign in 2022 and 2023. In 2021, the Museum had 40 Museum Members: Lifetime, Renewed and New.

Please become a Member of your remarkable Community Museum that has served the community for 104 years as of 2021. Invite your family, friends and colleagues to become a Museum Member in 2021. [BYTOWN MUSEUM Membership](#) is a great gift for everyone.

As part of your annual membership application, please donate so we can continue to serve our special community of Ottawa. Again the priority projects needing donations are: Digitizing the collection for public access and the Youth Council – engaging young people in Ottawa history and heritage, as well as learning life skills for their future careers. We need \$1,000 sponsorships for our fantastic Zoom-based lectures and online programs (LUEY 2021 and curriculum-based school programs, for example). In 2021 and 2022, we continue to update the Museum’s Membership materials and campaign.

Volunteers

The Museum is very lucky to have astounding volunteers who help with everything, such as special events, cataloguing the period costumes, researching policies and helping with office tasks and museum cleaning, as well as volunteering for the Board and for the Youth Council. We have about 45 regular volunteers, who still wanted to volunteer for the Museum in 2021; however, in a reduced capacity as the Museum is physically closed and we have no in-person events. We really miss seeing and hugging our volunteers. We are always looking for new volunteers and will do a volunteer campaign in 2022 and 2023. Total volunteer hours were circa 2,000.

Be a volunteer and support your local community museum.



Board of Directors and Governance

BYTOWN MUSEUM is a federally registered charity, not-for-profit organization. It completed the new federal Corporation Act's compliance requirements in 2014, by realizing 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 regularly throughout the year and for special events and the Annual General Meeting. They serve on a number of Board committees. The Board and Management work hard on the Strategic Plan and staff has successfully accomplished most the goals recommended in it, as well as policy development and renewal. In 2021, Management updated the Strategic Plan focused on the Museum's sustainability. Due to COVID-19, the self-generated revenues were basically non-existent in 2020 and again in 2021. Sustainability is critical for the Museum until it can safely re-open and re-start its normal revenue streams. In 2022, the new Board and new Executive Director will review the updated Strategic Plan, fine-tune it for implementation over the next five years: sustainability, technology, in-person and virtual programs, community development.

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 21st century cultural asset in Ottawa.

To our young people in the community, please do not hesitate to volunteer at the museum and on the Board. To all of you, please donate to help us enhance youth programming and our digitization project and overall operations.

Summer Staff

In addition to an astonishing permanent professional staff, the Museum received summer student grants, which allowed us to hire marvellous summer students in 2021: Renee Hayward, Issy Sauv , Kaelee Vincent, Nick Paquin and Jaime MacInnis.

Thank you! You are great and make valuable contributions to the Museum's activities and services for the community and all of our visitors.

Contract Personnel

In 2021 and into 2022, Ms. Renee Hayward and Ms. Aanuoluwa Ogundipe are on contract as Programming Assistant and Coordinator of Marketing respectively.

We thank Ms. Wendi Mosher (Mosher Bookkeeping), Ms. Line Majeau, Mr. Tony Sistakis and Mr. Mal LoMonaco, who respectively provide the Museum with excellent contract bookkeeping, French translation, computer/IT and carpentry services.

Partnerships

Because of our wonderful partners, old and new friends, the Museum has increased capacity to serve our community with more museum services, enhanced programming in both official languages, innovative marketing and social media, as well as enhance human resources, technology and equipment in all aspects of the operation. Unfortunately in 2020, due to COVID, our work with our partners was truly restricted. However, I will list them because we cheered each other on during the global pandemic.



2021 Partners:

- Haunted Walks (great haunted tours of the Museum)
- Bean Around Town sponsors coffee for our Lumberjack Breakfast
- Down Rideau BIA sponsored Museum's Winterlude programming and Fireworks
- Marchés d'Ottawa Markets -cross-promotion
- Byward Market BIA (cross promotion and support for tourism enhancement)
- Aqua Taxi (sell their tickets and cross promotion)
- Ottawa Boat Cruises (sell their tickets and cross promotion)
- 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 and operating funding)
- Algonquin College, Applied Museums Studies Program (conservation work, exhibition research and interns and the Construction Program - a 3D model of the Museum's building)
- Capital Heritage Connexion (Heritage Day and cross promotion)
- Ottawa Museums Network (marketing and advocacy)
- Kichissippi Beer Co. produced a 100th Anniversary beer for the Museum and sponsored receptions.

Revenue Streams

The Museum has a robust Gift Shop and Cafe service. We always introduce new product lines for local people, school children and tourists. Unfortunately, the boutique and café closed in March of 2020 and will remain closed well into 2022. Once it is safe to re-open, we will re-stock the Gift Shop and offer coffee, ice cream and great souvenirs to all of our great visitors and regular fans.

The Museum offers facility rentals and is becoming a very popular meeting place, as a unique space for business meetings, training sessions and 'get-togethers.' In 2021, the Museum was again unable to rent spaces for meetings and workshops; nor sell tickets for the boat lines on the Ottawa River and Rideau Canal, nor rent space to Haunted Walks for their Haunted Walks program and guide training; nor deliver the CLICK! Program for the Department of Canadian Heritage (contract). However, we are planning for 2022 and 2023.

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.

THANK YOU!

We would like to thank all those who have contributed their time, expertise, efforts and financial support to help the **BYTOWN MUSEUM** excel over the past year.

DONATIONS

We thank all of our donors and Patrons, who consistently support the Museum. A number of the Museum's patrons and donors wish to remain anonymous and many people renewed their annual Museum Membership with an additional donation. A number of donations were received through "Canada Helps," via Eventbrite for the Zoom-based Lectures and Round Tables, and Untied Way (\$136.50). The Museum issued tax receipts to the amount of \$1,610.87. Membership renewals were for \$397.20.

The Museum's 2021-2022 SPONSORS are:

- CONRAD Litigation (\$1,000.00)
- Historical Society of Ottawa (\$500.00)
- Hybrid Construction Ltd. (\$5,000.00)



Because COVID-19 shut down our outdoor activities, sponsorships for the Fireworks Fundraising event were not feasible in 2021; and probably not in 2022. We are planning for 2023 and 2024.

Work on donations and sponsorships occurred in 2021. A lot more needs to take place in 2022 and 2023, in order to support the Museum's projects. We accept donations of all sizes: donation box at reception desk, with your Museum Membership renewal, as a sponsor for a program. For large donations, the Museum offers 'naming rights' to all galleries and to programs, such as the Virtual Tour, Let Us Entertain You, school tours, Zoom-based lectures, Bit-by-Bit Videos, and the premier viewing of Les Grand Feux, Casino Lac Leamy Sound of Light Fireworks (when we can offer it again).

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. In 2022 the Museum received \$200.00 via Donate-A-Car program.

The Museum is registered with CanadaHelps and donations arrive via this vehicle. It is listed on our website: <https://www.canadahelps.org/en/charities/the-bytown-museum/>

In 2021, the Museum received \$8,708.04 in donations, sponsorships and Membership renewals.

As all of you know, **BYTOWN MUSEUM** needs donations and sponsorships and Memberships in order to do critical initiatives, such as the digitization project, virtual programs, youth programming, an upgraded computer-IT system, and support for the exhibition and programming development and overall collections management.

The Board is focusing on fundraising in 2022 and 2023, to help with the Museum's sustainability during COVID and its aftermath effects on the Museum's revenue streams. And the Museum will launch a Museum Membership campaign to retain current members and attract new members.

GRANTS

Grants are critical for the Museum. 2021 – 2022 grants:

- City of Ottawa Operational Grant (\$322, 000.00) plus a 2% COVID Emergency increase in 2020 and 2021.
- Province of Ontario CMOG grant (\$26,317.00 - has not increased in well over 15 years)
- 2021: Province of Ontario offered the Museum an extraordinary CMOG grant for its 2021 digitization and virtual programming work (\$17,051.00)
- Federal Government - Young Canada Works (to hire summer students)
- Federal Government - Canada Summer Jobs (to hire summer students)
- Provincial Summer Experience Program (to hire summer students)
- Federal Government-Museum Assistance Program 2020 (\$66,976.00) and 2021 (\$66,976.00) (COVID emergency funding for community museums and their operations)
- City of Ottawa/OMN translation-conservation grant: \$6,666.00 (assist to translate website, marketing, programming and exhibition materials and the Annual Report, as well as critical conservation work).
- Community Foundation of Ottawa: Youth Council in 2016-2017; and Digitization project in 2017-2018 and 2018-2019; 2019-2020: \$10,000.00 (to photograph a number of special artefacts for collection management purposes); 2020: to help translate exhibition labels into Algonquin; (\$10,000 each funding year)
- Trillium Foundation Grant: \$18,000.00 to allow us to enhance our Communications position
- CEWS (Federal Government's Wage Subsidy Program): 2020: \$682,646.78 and 2021: \$ 42,412.33 to help retain permanent staff into 2022.

We continually research and apply for additional grants and funding to keep our critical positions and initiatives going; for example, the digitization project makes our museum relevant in the 21st century; and our staff is essential for all activities at and vibrancy of your community museum.



Operations

In 2021 management updated the comprehensive 'policy manual.' Circa 95% of the goals in the Strategic Plan have been achieved and an updated Plan was drafted that focuses on the Museum's sustainability, virtual programming technology, communications and community development.

In addition, financial management procedures are constantly reviewed. The Museum's Bookkeeper and the Board Treasurer worked with Senior Management to review financial statements and develop annual budgets. The Museum has a small reserve in the form of a GIC at Scotiabank. It can maintain operations for 5 months.

Another important component of operations entails professional development for staff. Staff attend webinars and workshops, e.g., Indigenous history and situation, project management, revenue generation, Provincial Labour Laws, Workplace Harassment, Federal Cannabis Law, grant writing, communications and website design.

The other side of the coin is that management teaches and mentors interns & students. Staff actively serve as guest lecturers at colleges and conferences; write articles; and facilitate knowledge transfer to colleagues about revenue generation, policy development, collections management and operations.

2022 will experience tremendous change - a new Executive Director, and new Visitor Experience and Revenue and Operations Managers.

Facility Management

Staff maintains the interior of the Museum: they clean and do minor maintenance/repairs. Parks Canada is responsible for the overall and specific maintenance of the building and site. Both the Museum Management and Parks Canada take Occupational Health and Safety seriously. The building and site are regularly inspected for trip hazards, regular fire alarm system, HVAC and elevator inspections. Please note that significant repairs need to happen in the building: floors, doors and windows and exterior and interior stone walls are in bad shape. The kitchen and washrooms need upgrades, as they have not been upgraded for 40 years.

Landlord and Tenant

The building and Rideau Canal site are owned by the Federal Government and maintained by Parks Canada. 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 programming along the Rideau Canal. The Parks Canada's 'License of Occupation' for the BYTOWN MUSEUM is a five-year agreement, currently to December of 2024. During the negotiation for the new Licence of Occupation, the Museum asked Parks Canada to reinvest those monies into the Commissariat Building. For the next negotiation, the Museum will ask Parks Canada to change many of the clauses, especially about the 8% of outdoor operations' revenues going to Parks Canada.

Parks Canada and the Museum work together to resolve a number of site issues. In 2020 and 2021 they include electricity to the Museum during construction work on Parliament Hill, cutting and replanting trees along the side of Parliament Hill throughout 2021, and access concerns; as well as technicians inspecting the building's systems.

To upgrade the building for contemporary museum use and as the UNESCO World Heritage Site, will require political will by Federal Government. The Minister of the Environment and Climate Change is in charge of Parks Canada, who has to address the heritage environment of national heritage site and parks across Canada. Museum Management and Parks Canada work to enhance services on site. In 2022 and 2023 we will re-focus on the success of extraordinary events at the Museum and on site, and the access issues to and safety of the site.



Forward Looking

I have written for ten years now about ‘looking forward’ and placing **MUSÉE BYTOWN MUSEUM** within the context of community issues and social and global events. They all inform the well-being of the Museum and what direction programs, exhibitions and museum quality services need to go.

Over 2020, 2021 and into 2022, the Museum has experienced dramatic changes because of COVID-19, Diversity and Inclusion demands for change, Truth and Reconciliation requirements for re-thinking how we tell the First Nations histories and how we truly partner with the Algonquin Peoples of Ottawa area to tell their stories and respect that the Museum is on the Traditional, Unceded Land of the Algonquin Peoples.

COVID and the 2022 convoy protest have closed the Museum physically. Apart from creating the obvious financial and visitation challenges for a registered charity, not-for-profit organization, these events and closure have challenged the Museum to completely re-think how to share its knowledge, collection, programs and communications with its community and with everyone interested in Ottawa and Canadian history and heritage. Evolving quickly to develop virtual programs, digitize the collection and be humorous and active on all social media platforms was thought-provoking. However, that was straightforward. The real and difficult challenge is about to come for the Museum and for all museums/galleries and not-for-profit organizations. How do we balance virtual programs/services with a return to re-opening and in-person programs/events? How do we balance working from home-based offices and back inside the Museum to work? What hybrid model can we create that will satisfy visitors who want to be in the Museum and those supporters who want to learn via Zoom lectures in the comfort of their own homes. What hybrid work model can we develop to respect professional staff and their new needs and still be able to manage an active Museum with in-person services and programs and exhibitions?

All of this rethinking will require updated policies and procedures, strategic thinking for the future of the Museum, as well a concrete support, resources and guidance from all three levels of government, the business community and tourism agencies, as well as partnership with colleague museums, charities and not-for-profit organizations.

2021 once again presented numerous and serious challenges for the Museum. Due to COVID-19 and its variants and government re-opening restrictions, the Museum remained physically closed. 2022 started with OMICRON variant and a mind boggling and devastating protest that crippled Ottawa and the country.

It demonstrated the need for leadership at all three levels of government, amongst cultural, business, health care and social leaders and amongst citizens-at-large.

Our beloved Ottawa, our amazing Canada and our remarkable Community Museum have been forever affected by the events and the pandemic of the past two years. The Museum will continue to adapt and creatively serve our amazing and resilient community of Ottawa. The Museum will continue to address the ever-important social issues of Diversity and Inclusion, Truth and Reconciliation, mental and community health, youth engagement, technology transformation, as well as political realities.



In Conclusion

Over the past ten years, I have been honoured to serve as Executive Director of your community museum, **MUSÉE BYTOWN MUSEUM**. It is truly a far reaching and proactive cultural organization in Ontario and in Canada. For me, it is an astounding experience to serve the community of Ottawa.

The Board of Directors, staff, volunteers, stakeholders and partners are working tirelessly to make your now '105 year old' Community Museum successful as a community centre for Ottawa's cultural diversity and active youth. It is a unique destination for tourists and a local place 'to hang out.' It offers stupendous exhibitions, collections access, programs and customer service, and now virtual programming in 2020 and 2021, and beyond. It is a UNESCO World Heritage Site and is awarded and noted in travel 'blogs' and articles. The City of Ottawa supports its community-level culture and the community certainly supports the Museum, as it works in its second century to serve our ever changing and diverse neighbourhoods and community people.

MUSÉE BYTOWN MUSEUM is a very distinct and constantly evolving museum. It is a community museum, yet acts big in Ottawa's cultural tourism and cultural heritage arena. It speaks of local history but in the context of National history and International affairs. 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 educational exhibitions. Your Community Museum provides leadership in the local, national and global cultural communities!

During COVID, the convoy protest of 2022 and whatever nature throws at us, we evolved our programming and services to be virtual; developed new programs, a Zoom Lecture Series with Ottawa's diverse communities, a Round Table of Women Leaders in Canada's cultural landscape and an informative Algonquin Leaders Round Table.

Please joyfully and enthusiastically support your incredible community museum:

BE A PRO-ACTIVE MUSEUM MEMBER

BE AN ACTIVE VOLUNTEER

BE A GENEROUS DONOR

BE A STRONG ADVOCATE FOR THE MUSEUM & FOR CULTURE

COME OFTEN & ENJOY YOUR COMMUNITY MUSEUM

Respectfully submitted by Robin Etherington, Executive Director

Treasurer's Summary Report

The 2021 fiscal year was another challenging year for the Museum: the ongoing COVID-19 pandemic and with it, the multiple mandated closures of businesses and museums by the Provincial Government. 2021 also marked the second year in a row that the Museum was closed to in-person activities. This meant another year of no visitors, no school tours, no Fireworks fundraising event and no ice cream and lemonade - staples for revenue generation.

However, despite these challenges, the Museum and its staff have once again met the challenges head on and defied expectations. Through dedication and resourcefulness, the Museum was able to finish the year with a surplus. Management again focused on grant writing and applying for the Canada Emergency Wage Subsidy Program (CEWS) and other COVID Emergency funding programs. It developed online programs and services, such as its online Zoom lectures, all of which have become increasingly popular.

Looking ahead to 2022, while it is still uncertain time, there are indications that the Museum might be able to welcome visitors through its doors once more. Revenues are forecasted to be slow though, and likely won't return to pre-pandemic levels until at least 2023. During this time, the Museum will focus on sustainability and revenue diversification, as most of the COVID Emergency funding will no longer be available, along with its usual mandate, in a safe environment for both visitors and staff.

This is my last year as Treasurer of the Board, and while I am sad to be leaving, I know that the Museum is in good hands and will continue to thrive.

Respectfully submitted by Chelsea Tao, Treasurer



MUSÉE BYTOWN MUSEUM in the Fall



BACK COVER

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