

Supervisor's Report, Collingwood Museum

Presented by: Melissa Shaw

November 21, 2024

Programming

a) 8th Annual Shipyard Social, September 7

Despite the cold weather, former shipyard workers, family members and friends joined staff for the annual Shipyard Social. The celebration commenced at Town Hall with the Hardhats on Hurontario March, drawing approximately 27 parade participants. The parade was led by Town Crier Ken Templeman and Piper Leigh Gallant. Keeping with tradition, approximately 47 former workers participated in the on-site group portrait. The remainder of the afternoon was spent inside the Museum with participants enjoying social connections, delicious snacks, and a special shipyard-themed photograph installation by George Czerny. In total, 155 individuals attended the Museum.

b) Great Northern Exhibition (GNE), September 20 - 22

Staff returned to the GNE with a booth featuring gift shop items (including books, toys, and clothing), a slideshow showcasing the fair's history, and our ever-popular button maker. The Museum participated in Friday's Education Day and welcomed five different school groups to the booth for a short presentation about the GNE's history. In total, 77 students visited the booth. Approximately 275 free Shipbuilder Activity Kits were distributed throughout the fair. The kits highlight Collingwood's shipbuilding history and include a wooden boat craft and a history passport with stickers. Staff engaged with 1,422 community members and processed over \$1,000 in merchandise sales over three days. The Museum was closed to the public on Saturday to accommodate staff's attendance at the fair.

c) Author Talk with Richard Thomas, October 22

On Tuesday, October 22 staff hosted an Author Talk at Side Launch Brewing Co. Featured speaker Richard Thomas shared the stories behind his latest book entitled *The Jewel of Georgian Bay: 50 Years of the Chi-Cheemaun*. Attendance was lower than expected, but everyone who participated was captivated by Richard's engaging presentation that included audio recordings of interviews with former shipbuilders, photographs, and video footage. Signed copies of Richard's book were available for purchase. Admission was by suggested donation of \$10 per person. The use of the taproom fulfills the Museum's current partnership agreement with Side Launch Brewing Co. for the use of archival photographs in brewery promotions.

d) Haunted Walking Tours with Dean Hollin, October 26, 30

Following last year's success, the Museum hosted two haunted walking tours with Dean Hollin as our guide. Each walk accommodated 40 participants and both tours sold out

within days of going live on Eventbrite. The walks consisted of a 2 km loop that began at the museum and explored the downtown.

e) September and October PA Day Programs

Our September PA Day Program, Harvest Time, focused on early farming in the Collingwood area. 14 of 16 spots were filled. After an artifact show-and-tell at the Museum, participants walked to the library to make two harvest-themed crafts. The program ended with a game on the Museum grounds. A private school from Stayner requested a catered Harvest Time program for 26 students in kindergarten to Grade 8 which was delivered in October.

The October PA Day Program, Ghost Ships, showcased shipwreck artifacts in the Museum’s collection. Participants heard stories of famous Georgian Bay shipwrecks and watched footage from dives at the local wrecks. Registration was full, with all 16 participants in attendance. Participants made one shipwreck-themed craft and a second ghost-themed craft. The morning ended with a game on the Museum grounds.

f) Museum Podcast: Stories from Another Day (SFAD)

Release Date (Season 4)	Episode	Total Plays (As of November 14, 2024)
09-03-2024	The Terminals	66
10-01-2024	The Sinking of The Asia	58
11-05-2024	An Officer, a Gentleman, and a Spy	36
Total Plays (Lifetime)		6,539
Total Spotify Followers		122

Promotion

a) Monthly e-newsletter

Museum members and subscribers continued to receive monthly updates about museum-related news items, events, and activities.

Month (2024)	Subscribers	Opens
September	581	49.5%
October	593	55.3%
November	596	55.7%

b) Facebook

Month (2024)	Reach	New Followers	Unfollows	Total Followers
August	74,798	21	0	2,894
September	32,011	25	3	2,916
October	15,230	18	7	2,927

The post with the highest reach in September and October was a sponsored post advertising Richard Thomas's speaking engagement at the Side Launch Brewing Co. on October 22. This post had a total reach of 10,510 and garnered 157 total reactions and shares.

Performance Measures

a) Museum Gallery Visitors

Month (2024)	Gallery Visits*	Donations	Avg Donation
August	764 (2023: 931)	\$2,532	\$3.31
September**	327 (2023: 584)	\$1,485	\$4.54
October	444 (2023: 280)	\$1,528	\$3.44

*Gallery visits do not include other building users (research, gift shop, programs, etc.)

** Gallery was open during the Art Crawl in 2023, attracting 122 visitors for that day

b) Gift Shop Sales

Month (2024)	Net Sales*	Items Sold
August	\$2,050.52 (2023: \$4,305.29)**	208 (2023: 275)
September	\$2,845.70 (2023: \$4,316.36)***	209 (2023: 250)
October	\$1,500.18 (2023: \$1,245.94)	175 (2023:153)

*Net Sales equals gross sales less refunds and discount

** \$1,743.44 net sales in GYST merchandise in August 2023 alone (52 items) many of which were sold at the Museum's Sidelaunch Days booth.

*** Sales at the Great Northern Exhibition booth were 50% less than 2023

c) Museum Memberships

The metrics below reflect active memberships in good standing at the time of reporting.

Date of Report (2024)	Individual	Family	Corporate	Life	Total
July 12	32	17	1	7	57
September 3	30	16	1	7	54
November 15	31	13	1	7	52