

Supervisor's Report, Collingwood Museum

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Programming

a) EarthFest, Sunday, April 27

Collingwood Museum staff and committee members participated in EarthFest, an Earth Day Fair held at the Leisure Time Club by the Collingwood Climate Action Team. Staff ran a table that featured information on the Collingwood Museum (memberships, newsletter sign-up, programs, upcoming events, etc.), and promoted the master plan engagement period. The button maker saw lots of activity with the special Earth Day buttons. In total, we had 112 community interactions which was slightly lower than previous years, which saw about 180 interactions.

Promotion

a) Monthly e-newsletter

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

Month (2025)	Subscribers	Opens
March	626	58%
April	627	64%
May	630	55%

b) Facebook

Month (2025)	Reach	New Followers	Unfollows	Total Followers
February	11,633	9	10	2,968
March	21,940	10	5	2,973
April	7,259	12	12	2,973

The organic post with the highest reach in March was a #FromTheArchives post featuring a photograph of Collingwood's harbour in April 1905. This post had a reach of 705 and 75 reactions and comments.

Performance Measures

a) Museum Gallery Visitors

Month	2025 Gallery Visits*	2024 Gallery Visits	2025 Donations	2025 Avg Donation
February	255***	363	\$463	\$1.82
March	311	397****	\$1,363	\$4.38
April	447	195	\$1350	\$3.00

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

**The many weather alerts and snow days may have impacted visitor numbers.

***Family Day in 2024 attracted 189 gallery visitors. 2025 attracted 52 with free admission. Inclement weather may have played a role in low attendance. Also, a free activity kit was not offered.

****The Easter weekend occurred in March 2024.

b) Gift Shop Sales

Month	2025 Net Sales*	2024 Net Sales*	2025 Items Sold	2024 Items Sold
January	\$398.52	\$1,133.08	29	101
February	\$627.59	\$1,193.21	53	97
March	\$1,145.69	\$877.72	84	100
April	\$855.69	\$834.27	89	135

*Net Sales equals gross sales, less refunds and discounts.