

2024

Annual Report



Brockville Museum

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Mission Statement, Statement of Purpose, and Vision

Mission Statement

The Brockville Museum preserves and utilizes an evolving collection of objects and stories representing Brockville's past and present to provide inspiring, inclusive, and collaborative experiences that enhance well-being and strengthen the community's social and human capital in the service of Brockville's future.

Statement of Purpose

The Brockville Museum demonstrates how the City of Brockville has developed from the earliest times to the present.

The museum has a responsibility to grow, mature and continue to evolve as a living, dynamic institution. In this respect its purpose is:

- To inform by means of museum exhibits, historical interpretive programs, research facilities, and publishing of written and visual materials.

To accept by gift or acquire by purchase those items, documents and artifacts which have been made, sold or pertain to Brockville and provide facilities for their preservation, storage and exhibition.

- To preserve the museum collection by proper conservation measures.
- To maintain on-going cultural and educational programs to serve children and adults of Brockville.
- To provide visitors with the resources to gain knowledge of Brockville's history and have an enriching and memorable experience.

Vision

To be consistently relevant (relate our place in local and international conversations), unique (as stewards of this community's irreplaceable material culture), and inspiring (sharing human stories of challenge and success)

- Visitors and residents of all ages and backgrounds feel welcome and inclined to actively support the museum
- Offer unique and professional products (programs and events), experiences (exhibits and programs), and services (research and collection care and access)
- Meet or exceed provincial museum standards and best practices
- Actively participate in creating tomorrow's Brockville

Curator's Summary

Prepared by Natalie Wood, Museum Curator

In so many ways, 2024 was a fresh start. The museum got a new website, visitation rebounded to within shooting distance of the pre-pandemic trajectory, the lobby was updated, and staff found their footing after years of persevering through transitions, setbacks, and false starts. Despite some challenges, 2024 was a good news year for the museum.

General visitation was just 4% lower in 2024 than the museum's record breaking 2019, while revenue from admission by donation was up by 41% over 2019. (Those numbers represent 24% more visitors and 13% more admission revenue than 2023). The shoulder season months of March, April, and October outperformed pre-pandemic visitation trends, which helped to off-set a modest July and August.

As part of an organization-wide initiative, the museum's website was completely redesigned in early 2024. Besides a more dynamic look (the previous design dated back to 2015), the updated site incorporates all the museum's virtual content (videos and virtual exhibits) that was previously available only on outside sites, accessible by links. This new site generated a 40% increase in museum website traffic over 2023. Another key feature of the new site is a newsletter sign-up form on every page; this increased newsletter subscriptions by 36%.

The museum lobby was updated in the fall, moving the reception desk behind the glass of the adjacent former giftshop-turned-volunteer workspace. This makeover included new workstations and cutting an opening in one of the glass panes. While the impetus for the redesign was a response to safety concerns, this objective was identified in a 2021 Visitor Experience Analysis that called for an enhanced transition space between the building's entrance and the front desk. The new lobby design provides space for groups to gather and get oriented before proceeding into the exhibits, while also enhancing the security of our front desk staff.

On the programming side, the museum more than doubled the number of programs it delivers inside area senior care facilities – already our largest program audience (those living in senior care facilities made up 75% of our program audience in 2024). The pandemic and staffing changes (on both the museum's side and the care facilities' side) had resulted in fewer clients as we first emerged from pandemic restrictions, but thanks to efforts reintroducing our services, we gained back old clients and found new ones in 2024.

Regarding the collection, 2024 marked the 10-year anniversary of the Open Drawer Project – the re-cataloguing of the entire collection and making it available online. To date, 22,454 objects, documents, and photos are accessible to the public through the museum's searchable online database thanks in large part to over 12,000 volunteer hours. As part of this project, staff have been reviewing collection storage and care needs, culminating with a Canadian Conservation Institute Facility Assessment in 2023. As a result of staff findings and assessment recommendations, the museum's operating budget received an incremental (and ongoing) boost of \$10,000 specifically for collections care in 2024. Funds were immediately put towards modern environmental monitoring equipment, archival quality storage materials, and new exhibit mounts. Funds were also used to cover additional part time staff hours to work on cataloguing a pandemic-generated backlog of recent acquisitions.

The greatest challenge of 2024 was the increased severity of the impact of loitering activities around the museum. While a noted problem dating back to 2019, it has escalated annually, culminating with several acts of vandalism to museum property in 2024. As a result, staff made operational and physical changes in 2024, including the removal of a lilac bush, the reorganization of the museum lobby, restricting washroom access, locking the rear/patio entrance, and discontinuing evening programming. The museum was supported by Human Resources, Facilities, Parks, and the Police in addressing these challenges.

Staff also came to terms with capacity limitations in 2024. While the museum and our visitors have greatly benefited from the creation of the part time Visitor Services Attendant position in 2022, the position came from the loss of a 25 hour per week position that looked after volunteers, events, and marketing. Full time staff have spent the last two years adjusting responsibilities, workplans, and procedures trying to cover the gaps and find efficiencies, but in 2024 realized there was a limit to what could be accomplished by the existing staffing levels. Although this means an adjustment to service levels, especially when compared to the pre-pandemic era, the realization of where the capacity limit lies has allowed staff to refocus and better prioritize workplans moving into 2025.

To this end, staff are looking forward to 2025, which promises to build on the successes of- and foundations built in- 2024. The museum is working closely with our team members in the new Brockville Tourism office and with our colleagues in the Kingston and Area Association of Museums to increase the museum's visibility to both tourist and residents. The museum will be piloting new programming that enhances recreational opportunities for locals as per the City's new Strategic Plan, while using human resource capacity efficiently. Stable funding dedicated to collection care is helping staff chart a path towards addressing many collection care concerns. Despite political and economic uncertainty triggered by changes in the United States government, the museum seems to have found its post-pandemic footings and is well poised to have a successful and meaningful 2025.

Reports

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Governance

Prepared by Natalie Wood, Museum Curator

The Brockville Museum is part of the City of Brockville's Cultural Services Department. A Council-appointed Museum Advisory Committee serves to provide community representation, feedback, and support. The Museum Advisory Committee reports to Council through General Committee.

In 2024 Museum Advisory Committee meetings were scheduled monthly on the second Tuesday of the month. A total of 11 meetings were held in 2024. All meetings were held virtually. Minutes were shared with Council's General Committee following their approval by the Museum Advisory Committee.

In 2024 the Museum Advisory Committee consisted of:

- Chair: Paul Naylor
- Members:
 - David Buck
 - Joan Watt
 - Hannah Cody
 - Deb Hamilton
- Council Representative: Katherine Hobbs

The Museum's 2023 Annual Report was received by Council's General Committee on April 16, 2024.

Some changes to the museum's governance structure are expected in 2025.

Finance

Prepared by Natalie Wood, Museum Curator

The Brockville Museum is part of the City of Brockville; as such, the museum's annual budget is directed and approved by Council. The Museum budget is presented as part of the Cultural Services budget. The City's contribution to the Museum's operating budget for 2023 was budgeted at \$410,938 (actual cost was \$370,171). Savings came mainly from lower part time staffing costs, lower part time benefit costs, and lower building burden contracted services costs.

Expenses¹:	
Staffing	\$348,103
Professional Development (& Professional Memberships)	\$1,398
Office Expenses	\$9,989
Building Burden and Facility Maintenance	\$55,752
Collections & Exhibits	\$15,771
Programming	\$1,454
Expense Total	\$432,468

Although the Brockville Museum is funded by the City of Brockville, the museum is responsible for raising about 15% of operating funds through grants and earned revenues (which is consistent with other municipally owned museums in Ontario). Sources of earned revenues include donations (including from the Friends of the Brockville Museum who contributed \$5,902 in 2024), admissions, rental fees, and programming). In 2024, the museum earned \$25,820 through these earned revenue streams, and \$34,474 through grants. Of note, donations, admission revenue, and program revenue for 2024 were up modestly from 2023, with admission revenue exceeding budgeted amount.

Revenue²:	
Municipal Funding (Tax Levy)	\$370,170
Grant: Community Museum Operating Grant (Annual Provincial Funding)	\$27,176
Cossitt Reserve Fund Transfer	\$2,000
Grant: Young Canada Works (student employment grant – Federal)	\$7,299
Program Revenue	\$7,126
Donations (including from the Friends)	\$8,872
Admissions	\$7,248
Room Rentals	\$1,497
Service Fees	\$1,078
Earned Revenue Total (not including grants)	\$25,821

A copy of the 2024 Brockville Museum's general ledger report can be found in the appendix of this document (current as of February 25, 2025).

¹ Based on actual spent amounts recorded as of February 24, 2025

² Based on actual recorded revenue amounts as of February 24, 2025

Collections

Prepared by Veronica Vareiro, Collection Coordinator

2024 was a significant year for work on the museum's collection, specifically in cataloguing large maps cabinets, organizing the former classroom-turned-storage room and expanding the inventory of collection supplies and materials for collection care. Amid these exciting developments, daily collection tasks continued, including the Open Drawer Project (the re-cataloguing of the museum's entire collection into an online searchable database) and the processing of new acquisitions.

In addition to eight volunteers, the museum's 2024 summer student worked on the Open Drawer Project, cataloguing archival pieces located in the large format map cabinets (approximately 800 items were catalogued and added to the database, with approximately 200 items were deemed as possible deaccessions). The museum's Visitor Services Attendants also contributed to the Open Drawer Project during slower periods on the front desk. To date, a total of 27,105 artifacts (3D and Archival) have been entered into the online database, a growth of 1,756 catalogued items since 2023. 13,460 catalogued items have images attached to their record, an increase of 748 items from 2023. To date 22,454 objects are accessible to the public online through the museum's searchable online database.

The Collection Committee met twice in 2024: in June and December; both meetings were held in-person. At the June meeting the Museum accepted approximately 48 objects into its permanent collection from 20 donors. In the December meeting the Museum accepted approximately 127 objects into its permanent collection (this includes a large collection of photographs) from 18 donors. Objects were a mix of some 3D but mostly documents and photographs. Notable acquisitions included: a restored Guardian Fire extinguisher; 38 circa 1930s photographs of Brockville depicting streets, buildings, and orchards; photographs of downtown Brockville during the 1990s; objects from the psychiatric hospital; Brownies badges and clothing; photographs of Dailey's shop; and objects from the solar eclipse viewing event in Brockville. 47 objects were declined for a variety of reasons, as per our Collection Policy; 7 pieces were referred for possible use for our education collection or research files. We also worked to process backlogged acquisitions from 2023.

With enhanced collection care funding incorporated into the museum's budget in 2024, efforts were directed to ordering all the necessary supplies and materials to start housing collections on the shelves in the new basement storage room. Supplies were also purchased to help with mount making for the updating of the People of Brockville exhibit. A new hanging storage system was also purchased and placed in the Textile room that will allow stable clothing to be hung from padded hangers.

One of our Visitor Services Attendants, that has experience with working with collections, was given a side project of cataloguing the backlog of recent acquisitions and setting up the new collection space in the former classroom. This project ran from September to mid-December, 7-14 hours per week. A new office and photography studio was also set up where the former first half of the costume room was located. She also named, lined and started placing objects on the new shelves. This new storage room has been given the storage location of "Classroom", and the shelves were given locations of units and shelf numbers. Wood skids covered with ethafoam sheeting were also added to the space and these will be used to hold larger pieces, such as James Smart Foundry Lawn mower.

The Open Drawer project reached its 10th year in 2024 and with that we also transitioned into its second phase. The second phase primary focuses on the archival boxes. In 2024 we started with two of the Visitor Services Attendants working on scanning pieces and adding them to the database as well as a secondary digital location. They are also going through the pieces and separating any possible deaccession-able items or those items that have issues with accession numbers as flagged during the cataloguing phase. Once Phase One is fully completed, volunteers will be trained in scanning and attaching images to the database.

Conservation

Prepared by Veronica Vareiro, Collection Coordinator

In 2024, minor preventative conservation treatments were performed throughout the year, such as the cleaning and dusting of artifacts, the removal of tape and other harmful substances from archival documents and encapsulating fragile photos and documents. Mounts were created for temporary and permanent exhibits.

As part of the summer student's project re-cataloguing the museum's large format map cabinets, the student was taught how to encapsulate archival documents: he created encapsulation pouches for all the large panoramic photographs, placed fragile maps into map folders and placed photographs into photo safe enclosures.

The quilts that were on exhibit in the upper gallery had cotton sleeves stitched to the back of the quilts for hanging. Mounts were created for pieces on display in the People of Brockville and pieces that were removed and placed back in storage were rehomed using proper storage techniques.

Two commercial dehumidifiers were purchased to replace the two dehumidifiers that stopped working in the 3D and classroom storage areas. Both dehumidifiers are connected directly to a drainage system for easy removal of water. The two locations are now displaying a consistent collection-safe relative humidity reading.

New dataloggers were installed in 9 locations throughout the museum. They were placed in the:

- 3D storage room (magnetic mount)
- Archives (magnetic mount)
- Carriage Hall (mounted case)
- Classroom storage room (magnetic mount)
- Upper Gallery space (mounted case)
- People of Brockville exhibit (mounted case)
- River Exhibit (Velcro mount)
- Textiles storage room (Velcro mount)
- Rail and Travel Truck exhibit (mounted case)

The data from the dataloggers are examined for any fluctuations that need to be addressed, and the files are saved for comparison throughout the year. At the end of the year the memory on the dataloggers is erased for a fresh start.

Research

Prepared by Jean Mather, Volunteer Researcher

The Brockville Museum responded to 57 requests for information in 2024. Most requests were handled by the museum's volunteer researcher under the supervision of the Collections Coordinator.

One of the most popular subjects concerns the history of older homes in the city and at least seven such requests were received in 2024. New owners are eager to learn when their homes were built, by whom, what alterations were made and who has occupied the homes over the years. We seldom have all the answers but are often able to fill in part of the picture, thanks mainly to old maps, directories and, occasionally, photos.

Other frequent requests are about family members or citizens who have long since passed away. John Jelly and Mabel Higgins were two for whom information was provided in 2024.

With our online database, individuals can now get answers for themselves to many questions which used to come to us as a research request. Histories for industries such as Smart's Foundry and the Canada Carriage Company are readily available online, along side related objects and photos.

In addition to the Museum archives and database, researchers utilize a large file of newspaper clippings and articles, as well as a library of books and pamphlets.

Sometimes requests arrive which prove difficult. One, concerning the existence of a lunch counter at the former Woolworth Store on King Street, was confirmed by museum staff but could not be substantiated with a single photo. Another, for which no explanation could be given, concerned a pocket watch with the name "Brockville" clearly printed on the face. A search of the jewellery stores in the city around the time when the watch was made gave no clue as to the story behind it.

The Brockville Museum welcomes inquiries from members of the public. A nominal fee applies to requests that take longer than fifteen minutes to complete but this is discussed in advance. A form is available on the website or visitors to the Museum can fill one out in person. We look forward to continuing to assist members of the public with their efforts to connect with Brockville's past in 2025.

Exhibitions

Prepared by Natalie Wood, Museum Curator

The museum's main temporary exhibit for 2024 was "Quilting Memories: a celebration of the stories hand-stitched into a selection of locally-made quilts, 1885-2007". The exhibit featured seven quilts from the museum's collection, and one borrowed from display at City Hall, all exhibited in the museum's Upper Gallery. The exhibit opened February 19th and was extended into 2025. 2.4% of 2024 visitors shared with our front desk staff that Quilting Memories was the reason for their visit.

The other significant exhibition project for 2024 was the refresh and update to the permanent exhibit, "People of Brockville". The exhibit originally opened in 2016. The refresh and update included the addition of more people, as well as more Brockville history, increased representation, a new layout, new objects, and an invitation to be part of history. Notably, a Cultural Consultant was hired to help ensure that language around early settlement, colonization, and slavery were appropriate. As before, all the new people panels were sponsored by members of the community. An exhibit preview for donors and museum volunteers was held on December 16, and the exhibit opened to the public during regular business hours on December 18.

Back again by popular demand, reproduced works by RH Lindsay were again installed outside on the museum's patio. This project initially launched in 2021; it has become an annual installation as it adds colour and interest to the rear patio area.

The Brockville Rifles approached the museum about hosting a display to mark the anniversary of D-Day. The museum provided space and two exhibit cases in the lobby for the display about Brockville's participation in D-Day for the month of June.

Following the Rifles' D-Day display, the museum installed a display showcasing Brockville's past connections to the summer Olympics (on occasion of the Paris Olympics taking place in July and August of this year). The display included several items from the museum's collection, but also a few items on loan from a local Equestrian Olympian, Gina Smith (who competed at the Atlanta Olympics in 1996).

A virtual version of "Brockville's Summer Olympic Connections" was also created and added to the museum's new website in 2024. As of the end of 2024, 11 virtual exhibits were available on the museum's new website. The virtual version of "Brockville Summer Olympic Connections" was accessed 152 times, while the museum's virtual exhibits page was accessed 971 times.

Exhibit	Description	Dates	Location	Type
Recent Acquisitions	Display of objects recently donated to the museum with information on the museum's collecting practices and "how to donate".	November 2023- May 2024	Lobby	Temporary
Quilting Memories	Display of "memory" quilts from the museum's collection.	February 19, 2024 – February 14, 2025	Upper Gallery	Temporary
Rifles D-Day Display	Display by the Brockville Rifles marking D-Day.	May 31- July 2	Lobby	Community

RH Lindsay: Outdoors	11 local landscapes by Lindsay, previously reproduced and enlarged, were again exhibited on the Museum's patio (for the 4 th summer season).	June – October	Patio	Temporary
Brockville's Summer Olympic Connections	Display showcasing Brockville's participation in past summer Olympic Games.	July 11 – October 18	Lobby	Temporary
Brockville's Summer Olympic Connections	Online version of the temporary lobby display.	Launched July 26	Online	Virtual
People of Brockville (Updated)	Update and refresh to the People of Brockville exhibit (originally opened in 2016); addition of new stories, updated language, dialogic questions, and interactive components.	Reopened December 16	Beecher House	Permanent

Exhibit Photos



Interpretation & Education

Prepared by Alice McMurtry, Community Program Coordinator

Types of Programs

Museum programs offered in 2024 remained largely consistent with what was offered in 2023. The aim of our museum programs is to encourage engagement with the stories and objects in the museum's collection. Programming supports the museum's mission and vision and adheres to the museum's key messages.

A synopsis of the programs and descriptions of each can be found in this report, classified under the following categories: Private Programs, Seniors' Programs, Youth Programs, Public Programs, and Value-Added Family Programs. For the purposes of the following statistics, the Public Program category has been further broken down into individual programs (ie History Talks and Walking Tours). There were 106 paid programs delivered in 2024, and 17 days of value-added programming offered.

2024 Program Participation:

- 75% Seniors' Programs
- 14% Public Programs
- 12% Private Programs
- 3% Youth Programs

2024 Net Program Revenue:

- 46% Seniors' Programs
- 26% Private Programs
- 16% Public Programs
- 9% Youth Programs

Private Group

Private programs can be booked by any organization or group. These programs are often specifically tailored to meet the needs of the booking organization, and they can be booked outside of the Museum's regular hours of operation. Private programs can provide a more general overview of Brockville's history to tourists, or they can be customized to suit a private group's particular interests. Private programs can include walking tours, self-guided tours, step-on bus tours, group lectures, and speaking engagements.

Incoming Tours

- 9 programs booked, 8 delivered
- Combined attendance: 207 people

Local community groups and businesses showed interest in booking self-guided museum group tours. The Community Program Coordinator welcomed groups from Lanark Leeds and Grenville Mental Health Services, Lanark Leeds and Grenville Support Services, Chartwell Wedgewood, and the Aquatarium.

The Museum offered several programs to visiting tour groups. St. Lawrence Cruise Lines booked two walking tours from Centeen Park to Blockhouse Island to the Railway Tunnel. These tours took place much later in the year than initially expected owing to the Kingston Causeway bridge collapse. The Tunnel closed after Thanksgiving, and therefore one of the booked groups could not visit the interior, which was a drawback.

Another tour group that visited the Museum was Great Day Tours Charter Bus service, based out of Ohio. They booked a self-guided tour and have booked another tour for 2025.

These programs are revenue-generating and are booked according to the Community Program Coordinator's availability.

Speaking Engagements

- 1 program booked
- Combined attendance: 70 people

Speaking engagements are available for groups to hear about local history. These engagements are generally 45 to 60 minutes in length. One speaking engagement was booked with the Leeds and Grenville Genealogical Society.

Seniors' Programs

Seniors' programs are recurring history talks delivered to retirement homes, nursing homes, adult day centres, and senior day programs. These talks are about 45 minutes in length and showcase the stories and objects in the museum's collection. Seniors' programs are designed to encourage the sharing of memories and stories among participants, with the Community Program Coordinator leading the discussion.

Seniors' programs were booked consistently throughout the year and attendance nearly reached pre-pandemic levels. Promotional emails were sent out early in the year to prospective retirement homes in Brockville and the surrounding region. The Community Program Coordinator delivered talks outside of Brockville to the Maple View Lodge in Athens and Fox Run by the River in Gananoque. Both homes are now repeat clients. Local new repeat clients include St. Lawrence Lodge, Chartwell Wedgewood, and the Royal Suites at the Royal Brock. Overall, there was a 66% increase in programs delivered, and a participation increase of 25% since 2023. Due to a death in her immediate family, the Community Program Coordinator put some programs on pause during the month of December.

In-person Seniors' Programs

- 78 in-person seniors' programs delivered
- Combined attendance: 825 people

Talks on a variety of historical subjects were presented in-person to various seniors' groups.

Virtual Seniors Talks

- 1 over the phone program booked
- Total attendance: 3 people

One virtual seniors' program was booked in 2024. The material for this type of program is presented using a phone-in system, and the narrative style of the program is adapted to suit that presentation style. This had been very popular during the pandemic years, but interest waned as in-person gatherings returned as an option.

Off-site Seniors' Programs

The museum has created a variety of pop-up exhibits and activity kits to bring museum information into retirement homes, unstaffed, including Mini-Muse Kits.

Mini-Muse Kits

- 1 mini-muse rental booked

Mini-Muse Kits were developed as a response to the pandemic to extend our program offerings into seniors' centres when lockdown restrictions were in place. These kits consist of a pop-up banner of information and images, a small display case of education artifacts, a small table, rack cards, and a Share Your Memories box for residents to share memories the exhibit may prompt.

There was one mini-muse rental booked in 2024. There have not been any other bookings for this program offering, mainly as a result of the return to in-person programming. As interest has waned, the Mini-Muse kits are being repurposed to serve as pop-ups and as in-museum displays.

Youth Programs

- 3 programs booked
- Combined attendance: 62 people

Youth programs are museum programs delivered to youth clubs, school groups, and homeschoolers. Youth programs are designed in accordance with the Ontario elementary and secondary school curricula to best meet the needs of Brockville's students and teachers. School programs focus on continuity and change through Brockville's history, encouraging students to build connections between Brockville's history and their own lived experiences.

School Groups

Ange-Gabriel Catholic Academy was the only school to book programs with us. The program Early Settler Games was booked twice.

Private Youth Groups

Occasionally, the Museum is booked by homeschool groups or other independent youth groups not affiliated with the UCDSB or CDSBEO. The Gloucester Embers (part of the larger Girl Guides organization) booked a full day of programming on a Saturday, which consisted of three separate education programs and a walking tour.

Public Programs

- 36 programs delivered
- Combined attendance: 443

Public programs are programs delivered by the museum that are open to the public at advertised times. They include presentations on historic topics and historic tours. Most such programs require a ticket purchase or pre-registration.

History Talks

- 12 programs delivered
- Combined attendance: 192 people

History Talks is a monthly program that occurs on the second Thursday of each month, presented by the Community Program Coordinator. Talks are 45 to 60 minutes in length and showcase the objects and stories in the museum's collection. These talks are designed to be informal lectures; participants are encouraged to ask questions and share stories. Twelve History Talks were held in 2024. After the discontinuation of Lecture Series in 2023 and building on feedback from 2023's guest speaker talk, staff decided to invite guest speakers for two months in 2024. Viktor Kaczkowski gave a talk entitled Ship-Spotting on the St. Lawrence River, which was sold out, and Michael Rikley-Lancaster from the Mississippi Valley Textile Museum showcased quilts from their collection (which was intended to dovetail with the museum's own quilt exhibit); this second talk did not generate as much interest as the first.

The following is a list of 2024 History Talk topics:

- January: 20th Century Folk Art in Brockville
- February: Brockville's Fraternal and Women's Associations
- March: Brockville Newspapers 1821 to 1917
- April: Our American Neighbours-Brockville's Relationship with the United States
- May: How Fires Have Shaped Brockville Streetscapes
- June: Ship Spotting on the River with Viktor Kaczkowski (guest speaker)
- July: Summer Sports in Brockville
- August: Brockville's Dairy Industry
- September: Mississippi Valley Textile Museum with Michael Rikley-Lancaster (guest speaker)
- October: Brockville Crimes and Criminals
- November: A History of Blitz Magazine
- December: A History of Brockville Photography Studios

Cemetery Tours

- 3 programs delivered
- Combined attendance: 19 people

Cemetery tours were piloted in 2023 with positive feedback. Cemetery tours of the Brockville cemeteries were offered again in September and October in 2024. The Community Program Coordinator took a holistic approach to content, touching on topics like urban development, health and sanitation, the process of remembering, and evolving concepts of spirituality. This departure from the more conventional "who's-who" cemetery tour was generally well-received by attendees. One tour was cancelled due to no sign-ups, and attendance fell dramatically from 2023 to 2024. Fulford Place held their Ghost Tours on the same evenings as the Cemetery tours, which may account for the drop in attendance. There is a plan in place to put Cemetery tours on hold for 2025 and focus on other program initiatives like a new Community Walks initiative.

Value-Added Family Programming

The museum has developed several value-added family programs that are included with admission by donation to the museum and designed to enhance the museum-going experience for families. These programs offer families unique ways to engage with museum exhibits at their leisure, building connections between exhibit content and visitors' lived experience.

These programs encourage participation by the entire family, sometimes with the assistance of a museum volunteer, as is the case with the museum touch tables, other times at their own pace, as is the case with the Discovery Kits.

Museum Touch Tables

- 8 programs delivered
- Combined attendance: 43 people (March Break)
- Combined attendance: 7 people (July & August)
- Combined attendance: 36 people (PA Days)

Museum touch tables are activity stations that enhance visitors' experience at the museum. This was a new initiative for 2023, which was enhanced in 2024. Touch Tables allow for visitors to engage with museum content in new ways and illuminate connections between visitors' lived experience and what the Brockville Museum exhibits. The touch tables place an emphasis on inspiring curiosity and learning through doing. This is a value-add offering and not a traditional museum program with expected levels of engagement; not every child will reach the same level of engagement, and that is acceptable.

There were several touch tables that were offered this year.

March Break

Our March Break program was the most successful. Touch tables were set up throughout the galleries, typically two or three running each day during March Break from 10:00 am until 12:00 pm. These were supervised by long-time museum volunteers who have previously acted as docents during various group tours.

Summer Touch Tables

An individual touch table was put out by our summer student each week during July and August. This did not successfully draw new or repeat visitors to the museum. These touch tables were isolated activities and felt incongruous with the day-to-day visitor experience. Modifications were made for a relaunch of touch tables after the summer ended.

PA Day Programs

Staff decided to bring a more targeted approach to touch tables during the latter half of 2024 in preparation for 2025. Touch tables were brought out on two PA Days in 2024. Since there were no volunteers available, a Visitor Services Attendant with a background in historical interpretation staffed these touch tables on both occasions. Attendance was higher on the first PA Day, and although there was a noted drop-off in attendance on the second PA Day, there was still a high degree of engagement from visitors. New self-serve touch table stations were also brought out, repurposing activities from the Discovery Kits. These were also met with a high degree of engagement.

Discovery Kits

- 73 families used the Discovery Kits in 2024.

New Discovery Kits were launched on Family Day in 2024. Funding for development was secured by the Friends of the Brockville Museum after they received the Ross W. McNeil Foundation grant. Discovery Kits enhance the museum-going experience for children visiting with their families by providing a variety of engaging activities that extend the interpretation of the exhibits. The Discovery Kit Program is entirely self-directed and included all new content for the enhancement in 2024.

There were three new kits that were developed in 2024:

- **“Play & Explore”** Suitcase (ages 6-10): the Suitcase promotes play-based exploration of the museum exhibits, with support of the adult visiting with them.
- **“Sensational Science”** Backpack (ages 7-12): the Backpack focuses on science, technology, engineering, the arts, and math (STEAM) through hands-on activities in the museum exhibit spaces. Designed for children 7-12 with the support of the adult visiting them.
- **“Mindful Museum Trail”** Messenger Bag (ages 12-17+): the Messenger Bag invites older youth visitors to relax and unwind by exploring new ideas in the museum’s exhibits. Create a soundscape, observe and draw museum artifacts, and more, all while taking a relaxed wander through the galleries.
- An auxiliary **Sensory Kit** was developed to enhance experiences for visitors who have sensory sensitivities.

The Discovery Kit program continues to be an exceptionally popular offering with museum visitors. Use of the kits increased by 56% between 2023 and 2024.

Virtual Programming

The museum initially developed virtual content as a response to pandemic lockdowns and restrictions, in order to bring the museum to people at home. This digital pivot was experienced across the sector and is redefining how museums serve their communities post-pandemic. Long after the return of in-person programming, there is a continued demand for virtual content from museums. Content creation for the Brockville Museum continued in 2024.

Online Videos

Since 2020, the museum has been creating on-demand videos on different topics related to Brockville’s history. Three series were filmed this year.

Stories from the Stones

Stories from the Stones came back for a fifth season in 2024 due to its ongoing popularity. This is a unique video series that explores the fascinating stories of some of the historic figures buried in the Brockville Cemeteries. The stories featured this year included:

- Joan Gilmour
- Lt. Col. Frederick Curry

- William Buell Sr.
- Lancelot de Carle

Feedback to this series continues to be positive and plans to continue this series have been made if enough stories can be developed.

Out of the Vault

Out of the Vault continued in 2024. This series gives viewers a glimpse into the storage facilities at the Museum and relates some unique histories. The focus for this year was “Amazing Ephemera”, looking at some paper artifacts from the collection and allowing viewers to see what we could learn from them.

Brockville Firsts

This is a four-video series that looked at some notable locations around Brockville that showcase some of the “firsts” for our community and the country. The videos were as follows:

- John Mercier McMullen House: first English language history of Canada.
- Brockville lighthouse: first nuclear lighthouse in Canada.
- City Hall: first incorporated town in Upper Canada.
- Park Street: first Stetson hat factory outside the United States.

Summary

Museum programming continued in 2024 with increased building back, a broader continuation of efforts that began in 2022. There has been a noted uptick in interest from community groups and seniors’ homes in the past year. A plan to restructure some other programs in 2025 will lead to continued renewal of the Museum’s program offerings.

106 programs were delivered to an audience of 1,540 people, bringing in a gross total of \$7,854.90.

Program Participation	2019	2020	2021	2022	2023	2024
Incoming/Private Groups	543	0	222 (off-site)	355	220	207
Youth	661 (140 off-site)	53 (28 virtual)	0	239	92	62
Senior (off-site)	742	155	218 (all virtual)	337 (131 virtual)	663 (2 virtual)	828 (1 virtual)
Public Programs	676	608	498 (248 virtual; 161 off-site)	197 (85 virtual)	287	443
Total	2,622	816	938	1,128	1,262	1,540

Physical Plant

Prepared by Natalie Wood, Museum Curator

The Brockville Museum's physical plant includes a c.1820s and c.1840s heritage stone house and a 1995 addition. Each portion of the building carries its own set of unique characteristics and needs with regards to maintenance.

2024 incidents and maintenance included:

- January: magnetic door holders were installed on two doors in public areas. Manual door stops had been used in the past, but these were flagged by a Fire Safety Inspection in 2023. The magnetic holders release the door in the event of an alarm.
- March: batteries on the fire alarm panel were replaced
- March: ceiling was reinstalled in the lobby outside the washrooms after having been removed in 2022 to address a leak.
- May: front steps on Beecher House were repaired, however, a couple of the steps were sloped in such a way as to allow water to pool on them; this was later repaired in the fall by drilling drainage holes.
- May: the rocks that had been used in the front gardens as a dry fit garden wall were removed by Parks; they had been identified as a tripping hazard. Their removal also facilitated easier grass cutting and weed removal.
- May: Carriage Hall A/C unit failed and was out of service for 2 weeks.
- June: front half of lobby roof was replaced to address the frequent leaking.
- June: The Weeping Nootka tree at the front entrance was removed as it had outgrown the space and was causing issues for the museum roof.
- June: the Carriage Hall A/C was repaired a couple of times.
- July: Flat roof A/C unit was removed and thoroughly cleaned and resealed to address an odor that had been present since the flat roof was replaced in 2022.
- August: the patio side of the lobby board and batten was repaired and painted.
- September: a leaking faucet in the staff kitchen was repaired.
- October: plumbing servicing the rear patio and men's washroom was reconfigured to provide a more user-friendly shut-off valve.
- November: the lilac bush on the river side of the building was removed to help limit loitering activities in this area.

The museum has a long history of water penetration issues. In 2024, heavy rains or snow/ice melt caused:

- A leak in the lobby where the 1995 addition meets Beecher House in both January and May; the roof was repaired in June, but there were still some minor leaks after that. Continued remediation took place through the end of the year to address the perennial leak.
- Moldy drywall was identified in the 1995 addition basement electrical room due to water seeping in behind the drywall. It was removed in December.

Since 2019 the museum has seen an increase in loitering activities around the museum, including the abandonment of large volumes of personal affects around the museum property, attempted use of

exterior electrical outlets (which have been turned off), and drug use. In 2024 we saw an escalation of these activities resulting in vandalism.

Loitering activity identified in 2024:

- February: Family Day Long Weekend an assortment of personal items were discarded on museum property, including a shopping cart, bicycle, and clothing.
- July: two separate acts of vandalism: graffiti on the exterior staircase and flowers in the patio garden violently torn out. Both incidents were caught on security cameras and police issued no trespass orders.
- July: large assortment of personal items discarded on the river side of the museum building
- October: exterior staircase on the river side of the building was used as a washroom and a number of items were discarded in the vicinity. Additional no trespassing signs were posted following this incident.

In part as a result of these activities, the lobby was reconfigured in fall 2024 to move the front desk staff behind a protective barrier and to close off access to the museum from the rear patio. Police did start doing more frequent patrols in the area.

The museum continued to benefit from the City's Pest Management Program first introduced in 2019. The pest management company regularly connects with the Collections Coordinator to discuss any pest issues related to the care of the collection. This has been a positive relationship.

Health & Safety

Prepared by Veronica Vareiro, Collection Coordinator (Joint Health & Safety Committee representative)

A JH&SC retraining course was completed in February for the Collections Coordinator who is the Joint Health and Safety representative for the museum.

Some of the Health and Safety projects completed in 2024 were:

- Replacing burnt out emergency exit sign light bulbs
- First Aid Kit inspection and restocking
- Fixing broken concrete steps and water pooling at staff entrance
- Fixing rock retaining wall in garden to prevent tripping hazards
- Cleaning up debris next to the museum walkway
- Removing water damaged section of wall in mechanical room
- Removing large lilac trees that obscured view of side doors

Community

Prepared by Natalie Wood, Museum Curator

2024 saw the earnest return of pre-pandemic visitation numbers, coming in just 4% shy of record-breaking 2019! It also saw the highest admission-by-donation revenue, bringing in 19% more revenue than in 2023, and 41% more revenue than in 2019.

Spring brought the strongest and most surprising visitation numbers: March and April were three times busier than usual. Visitation during these months were propped up by very successfully March Break Programming and the Solar Eclipse. However, even without the eclipse numbers, April was still the busiest on record. June also brought a surprising number of visitors.

The summer season, however, was below average, with July and August performing well below pre-pandemic trends (though still an increase over 2023).

October also outperformed visitation from the past decade, helping to offset the stagnant summer numbers.

Statistical Summary of Visitation and Museum Usage

# visitors	hours open	days open	# group tours	# room rentals	# website views
2150	1221	245	8 (207)	6	29,503

Hours of Operation

In 2024, the museum was open to the public for 245 days (the same as in 2023) totalling 1221 hours (10% fewer hours than 2023). The museum continued to work towards finding the most efficient hours, balancing visitor expectations and staffing budgets.

In 2024, the Museum's regular hours of operation (open to the public) were:

- January 2 – March 10: Wednesday-Friday 12pm-4pm
- March 11 – March 15 (March Break): Monday-Friday 10am-4pm
- March 16 – March 31: Wednesday-Friday 12pm-4pm
- April 1- May 17: Monday-Friday 12pm-4pm and Saturday, April 6 10am-4pm (for Solar Eclipse)
- May 18 – September 28: Monday-Saturday 10am-4pm
- September 30 – October 31: Monday-Friday 12pm-4pm and Saturdays 10am-4pm
- November 1 – 30: Monday-Friday 12pm-4pm
- December 1 – 20: Wednesday-Friday 12pm-4pm
- December 21-31: Closed for holiday break
- Closed all statutory holidays

Visitor Statistics

As has been done in the past, the museum collected visitor statistics that included place of residence, duration of visit, and daily admission donation totals. This data revealed the following trends:

- The average duration of a visit was 39 minutes

- The average admission donation was \$3.54³ per person
 - Although this represents a 4% decrease from 2023, the museum welcomed 23% more visitors, netting a 19% increase in admission revenue over 2023.

The origin of Summer Season⁴ (Victoria Day – Labour Day) visitors remained fairly consistent with 2023 data, with a slight increase coming from the GTA and Southwestern Ontario and fewer coming from other parts of Canada. There was a very slight increase coming from overseas.

Summer 2024 visitors visited from:

- | | |
|-------------------------|--------------------|
| • Brockville: 27% | • Quebec: 13% |
| • Ottawa & Area: 19% | • Other Canada: 7% |
| • Kingston & Area: 4% | • USA: 8% |
| • GTA & SW Ontario: 17% | • Overseas: 4% |

Room Rentals

There were six room rentals in 2024, including the annual Leeds and Grenville Labour Council Day of Mourning in April, the Friends of the Brockville Museum Annual General Meeting, a two-day training session by a local organization, and a holiday program for another local organization. This is comparable to 2023, but remains down dramatically since pre-pandemic. Room rentals have not been a priority for the museum due to the human resources required to manage them.

Volunteers

The museum’s activities are greatly supported by a team of about 20 active and dedicated volunteers. Volunteers contributed approximately 1000 hours in 2024.

In 2024 volunteer roles consisted of:

- Open Drawer Project: re-cataloguing the museum’s collection (and related tasks) using the online database
- Gardens: weeding and tidying the garden spaces around the museum
- Docent/Program Assistant: helping to animate activity stations and/or helping with group tours
- Governance: Museum Advisory Committee and Collection Committee
- Research: helping to answer research requests
- Cleaning: helping to dust display cases and public areas

Recruitment

A new volunteer position specifically geared at local high school students was created in fall 2024 to support PA Day and March Break programming. The position was widely circulated on social media and through the local high school guidance offices. Unfortunately, no students took advantage of the opportunity to line up their mandatory hours.

Staff discussed volunteer opportunities with a few interested parties, however, mutually beneficial roles could not be identified.

³ Not including donations made in US dollars

⁴ We only have data on origin of visitors during the summer season

Volunteer Recognition

Two volunteer recognition events were held in 2024:

- The museum partnered with the Brockville Arts Centre for a second year to hold a volunteer appreciation BBQ for all museum and Arts Centre volunteers; originally planned for the museum's patio, the event moved to the Arts Centre lobby due to rain. This is a great opportunity for the volunteers from the City's two cultural attractions to come together.
- The museum held its own volunteer appreciation even in December with a focus on marking the 10 year anniversary of the Open Drawer Project. Several volunteers were recognised for having served for 10 years on this project. The event was catered thanks to a contribution from the Friends of the Brockville Museum.

Community Outreach Activities

Museum Pop-Ups

- 12 pop-ups delivered
- Combined engagement: 198 people

The museum hosted pop-up displays at various locations in Brockville. These were hosted by our summer student during the months of July and August. One pop-up was held at the DBIA Shop the Street event, and the museum was open during the DBIA Ladies' Night event. An additional pop-up was held in November during Home Hardware Ladies' Night, hosted by the Community Program Coordinator. These pop-ups allowed people to engage with the Brockville Museum offsite and get a better sense of our offerings. The goal is to increase the museum's visibility in the community in a manner that advances the museum's mission. They included an information banner, museum objects, and brochures passersby could take home.

These pop-ups were held at the following locations:

- Medium Effort art supply store, 162 King Street West (1 date, 0 interactions)
- Metro, 237 King Street West (2 dates, 53 interactions)
- Rens Pets, 2089 Parkdale Ave E (1 date, 2 interactions)
- Starbucks, 2511 Parkedale Avenue E (1 date, 6 interactions)
- O'Mally Kourt Fudgery, 53 King Street West (1 date, 6 interactions)
- Home Hardware, 584 Stewart Boulevard (1 dates, 3 interactions)
- Pet Valu, 2539 Parkedale Avenue (1 date, 4 interactions)
- Salvation Army, 181 King Street West (1 date, 11 interactions)
- DBIA Shop the Street (1 date, 61 interactions)
- DBIA Ladies Night (1 date, 3 interactions)
- Home Hardware Ladies Night (1 date, 45 interactions)

In 2024 we shifted how we recorded "interactions" during pop-ups. Instead of recording number of passers by or simple pleasantries exchanged, the focus is now on "meaningful" interactions with participants. 'Meaningful', to this end, means a deeper connection was made, typically involving the exchange of information or the sharing of a story.

Media Outreach

The museum relies on the support of local media to help spread messages regarding programming, activities, and events. To this end, the museum is grateful for the relationships it has built with local media. The museum also utilizes its own media streams to communicate goings on with the community.

Television, Radio, and Online News Media

COGECO and MOVE 104.9 have been the focal points of our traditional media presence for many years, thanks to the ongoing support of both companies. In 2024 museum staff made several television appearances on Cogeco's FYI program and had weekly radio stints on Move 104.9's morning show to promote museum activities. Museum posts and press releases were also widely shared by the online news platform, HomeTownTV12.

Print Media

In total three press releases were distributed in 2024. These focused on promoting upcoming programs: Quilting Memories temporary exhibit opening, People of Brockville exhibit sponsorships sought, and Museum marks 10 years of the Open Drawer Project.

Press releases are distributed to a number of local media partners, including the print media: The Recorder & Times and the Fishwrapper (a local monthly focused on arts and culture). The Newcomers Club and the 55+ Association regularly share our press releases through their email newsletters.

eBlast Newsletter

The museum itself distributes a monthly email newsletter to over 234 subscribers (a 38 % increase over 2023). The new museum website, launched in April 2024, provides a newsletter sign-up option; 95% of new subscribers came from the new website.

Website

The museum got a redesigned website that went live in April 2024. This was part of a broader organization-wide initiative to update all City websites. The last time the website was redesigned was in 2015. The new design is more modern and dynamic, and allowed the museum to integrate virtual exhibit and video content.

Besides the new features, the museum's website continued to serve as a resource for the public at large. The website serves to provide the community with information on visiting and services offered. It aims to be a one-stop-shop to answer any questions a potential visitor or user may have, including a gateway to the museum's online database.

The total number of website visitors (entries to the site) for 2024 was 29,503 (a 40% increase over 2023).

Digital Museum Site

The museum originally created the Digital Museum Site in 2017 as a platform for hosting virtual exhibitions and showcasing our collection. It was separate from the Museum's website, which, until the update in April 2024, didn't have the functionality for adding photographic and video content; the Virtual Museum Site was hosted through the free site, "Wix". However, due to changes to what was included in a free subscription in 2023, the museum had not been able to add any new photographic content to the site (i.e. virtual exhibits). With the museum website update in 2024, we were able to integrate all our

Digital Museum Site content directly into our website, and discontinue the use of the Wix Site. The Wix-hosted, Digital Museum Site, served the museum well for many years, especially during the pandemic, but it is great to be able to pull that content in house and offer a one-stop-shop for our online audience directly from our website.

Social Media

The Brockville Museum maintains active social media accounts on Facebook and Instagram. We also have a YouTube Channel. These platforms serve as opportunities for audiences to engage with our content as much as they serve to promote the museum.

Facebook

Our Facebook Page continues to grow and serves as our primary social media platform. It is an effective tool for communicating museum information to interested parties, but it primarily serves as an educational resource where we share Brockville's history. We know our audience is most interested in seeing historical information, especially archival photos. To this end, our focus is on providing engaging and relevant content over advertising for museum events.

In 2024, we posted 90 times specifically about Brockville history, typically with an archival image attached to the post. These posts generate the most engagement.

Our audience on Facebook grew by 12.4% in 2024, bringing us up to 3,557 followers at the end of the year.

Our most popular posts on average continue to be our Throwback Thursday (#TBT) posts. They are popular because they deal with a historical topic that most of our audience can remember (i.e. photos from 1950-1980). These posts spark memories and conversations (which in turn generates a greater reach).

Facebook is also where we initially post all our video series. There were four new four-episode series in 2024 initially posted to Facebook, then added to YouTube and the museum's website.

In early 2024 we also ran a recurring series of mini-videos entitled "Have you met..." introducing our audience to some of the people in our People of Brockville exhibit. We received positive feedback from this series.

Later in 2024 we ran a series over several months: "Made in Brockville Mondays", where we featured an object made in Brockville. One of these posts had the seventh highest reach of all posts in the year. It proved to be a popular series.

In 2024, our top five posts averaged a reach of nearly 54.2K. Three of the top five posts of 2024 came in in the last quarter of the year. We continue to receive positive feedback expressing appreciation that (when possible) our posts tie into current events; this has always been a goal, but this feedback reinforces that this is a desired strategy.

Top Performing Facebook Posts of 2024:

	Reach	Likes & Reactions
#TBT aerial view of construction of the 401 at Brockville	128.5K	435
#TBT aerial view of development around the 401 in the years after construction (follow-up post one week after construction post)	44.9K	115
#TBT Railway Tunnel stabilization c1980 (coincide with Tunnel opening for the season)	36.4K	221
#TBT first Brockville Arena	31.3K	161
#TBT archival image of Blockhouse Island and Tunnel Bay (coincide with River of Lights kick-off)	29.8K	225

Instagram

2024 saw a renewed commitment to engaging on Instagram by posting more frequently. Posts continued to focus on the daily tasks of the Collections Coordinator (behind-the-scenes in collections care and exhibit preparation), but we also started co-posting more Facebook posts on Instagram. We posted 144 times in 2024 (1500% more posts than 2023), more than doubling our 2024 workplan goal of a minimum of 5 posts per month. We gained 62 new followers in 2024, bringing us up to 1,150.

The top performing content (exceeding a reach of 300) included: D-Day display (story), Olympic display (story), #TBT opening of the 1000 Islands Mall (post – also received most likes), mount making (reel), and “Have you met... Betty” (reel – part of a series of short videos highlighting some of the “People of Brockville”).

“X” (formerly known as Twitter)

We discontinued our use of Twitter after it became “X” and became embroiled in controversy in August 2023. As per our 2023 Annual Report, there will be no further reporting on the use this platform. The account was not utilized in 2024.

TikTok

Though a popular platform, the museum does not utilize TikTok as governments have expressed security concerns with this platform.

YouTube Channel

Our YouTube Channel continued to grow in 2024. We primarily use this platform as a depository for all video content, typically also linked to Facebook. We added 12 videos in 2024, bringing us up to 132 videos. Most of the new content consisted of new episodes of the series, Stories from the Stones (4), “Brockville Firsts” (4), and Out of the Vault (4). Our most popular 2024 video was an episode of Stories from the Stones about William Buell (116 views). We closed the year with 189 channel subscribers.

Human Resources

Prepared by Natalie Wood, Museum Curator

Staffing

Staffing remained consistent in 2024 with a year-round compliment of 3 core full time staff members supported by a team of part time Visitor Services Attendants. There was some turnover in the Visitor Services Attendant positions as a result of leaves, availability, and professional expectations of the position. The museum also hired a summer student in 2024.

The 2024 workplan had called for an increase in events and plans for volunteer recruitment, but early in the year it was realized that we lacked the staffing capacity to gear back up to these pre-pandemic offerings. In 2021 the museum lost the 25 hour/week part time Community Engagement Officer position as a result of a retirement and difficulty recruiting a replacement; the hours were then reallocated to create the Visitor Services Attendant position. The shift from volunteer to staff on the front desk has been invaluable and has increased our visitor experience capacity. However, the loss of 25 hours per week dedicated to events, media, and volunteers, has had an impact on operations, despite the redistribution of these responsibilities to the rest of the full time team. The team had to accept that there are different limitations to the services the museum can provide given its staffing levels.

2024 Staff Included:	
Curator	Natalie Wood
Community Program Coordinator	Alice McMurtry
Collections Coordinator	Veronica Vareiro
Visitor Services Attendants (PT)	Tina S. Patrick D. Kathy V. (until May) Rosa S. (until August) Rachel A. (until September, went on leave) Evan M. (started in June) Viktor K. (started in June) Jean O. (started in June) Michelle B. (returned in September after a leave)
Summer Student(s)	Oscar A.

The museum was successful in our application for a Young Canada Works summer student. Through this program, the Canadian Government, through the Canadian Museum Association, funds about three-quarters of the student salary. Student, Oscar, worked to re-catalogue the museum's large-format archival documents and supported pop-ups and exhibit activation programming.

Professional Development

Museum staff continued to take advantage of Professional Development opportunities where possible, including participating in a large number of online webinars on a variety of topics:

- Finding, Hiring, Retaining Student Positions - 2024 Best Practices, hosted by the Kingston Association of Museum
- Rainbow Registered Info Session, hosted by the Ontario Museum Association

- KAM Annual General Meeting Keynote Address by Tamara van Dyk, Site & Visitor Experience Manager, Bellevue House National Historic Site, Parks Canada
- Navigating 2SLGBTQI+ Diversity & Inclusion in the Tourism Industry
- Emergency and Disaster Planning for Ontario Museums, hosted by the Ontario Museum Association
- EDI Essentials 101: Everything You Thought You Knew and more
- Time Management for Interpreters, hosted by the National Association for Interpretation (paid, multi-week online course)
- Museum Digital Strategy and Transformation, hosted by the Ontario Museum Association (paid, multi-week online course)
- Addressing Burnout: Sustaining Wellness in Museum Work, hosted by the Ontario Museum Association
- CANVA Refresh – What’s New For You
- Trauma-Informed Museum Practices: A Foundational Approach hosted by the Ontario Museum Association
- Rethinking Experience Development in Canada’s Destinations, hosted by Destination Canada
- Allyship and confronting unconscious bias, presented by the National Centre for Truth and Reconciliation
- How do we address the barriers to reconciliation? presented by the National Centre for Truth and Reconciliation
- Creating Engaging Content, hosted by RTO9
- Cemetery Tours: Engaging Community Through Tales Tombstones Tell, hosted by the Texas Historical Commission
- What does Digital Preservation Good Practice mean to your institution? Hosted by the Archives Association of Ontario
- Future Chat: Diving into Museum Data; hosted by the American Alliance of Museums
- Kingston and Area Association of Museums, Art Galleries, and Historic Sites (KAM) Quarterly Meeting
- Fighting Fungi: Mould Control Solutions for Archives hosted by the Archives Association of British Columbia

Staff also attended two in-person workshops/seminars:

- Diversity Day 2024: Putting Equity, Diversity, and Inclusion Into Practice; hosted by the St. Lawrence-Rideau Immigration Partnership
- Brockville Tourism Symposium; hosted by Brockville Tourism

Appendix

- i. 2024 General Ledger
- ii. 2024 Goal Tracking
- iii. Chronology of Events (1970-2024)

2024 General Ledger⁵

CITY OF BROCKVILLE GL Department Report



GL5330

Date : Feb 24, 2025

Year : 2024
Period : 12

Budget : Budget Values

Description	CC1	Year To Date	Budget	Variance	% Used
MUSEUM					
770022 Museum-Ont Specific Grants		-27176	-27176	0	100
770031 Museum-Fees & Service Charges		-18697	-21000	-2303	89
770101 Museum-Wages & Benefits		-7299	-12000	-4701	61
770617 Museum-Cossitt Estate		-2000	-2000	0	100
770618 Museum-Programs		-7126	-8000	-874	89
	MUSEUM	-62297	-70176	-7879	89
770101 Museum-Wages & Benefits		348103	374199	26096	93
770115 Museum-HR Mgmt		1398	2000	602	70
770125 Museum-Office Expense		9989	12930	2941	77
770131 Museum-Building Burden		55752	67785	12033	82
770615 Museum-Curatorial		11440	18500	7060	62
770616 Museum-Exhibitions		4331	2000	-2331	217
770618 Museum-Programs		1454	3700	2246	39
	MUSEUM	432468	481114	48646	90
MUSEUM Total		370171	410938	40767	90

⁵ As available February 24, 2025.

2024 Goal Tracking

Goal	Spring Update (April 30)	Summer Update (August 31)	Year End (December 31)
Launch and promote Sponsorship “Menu” <ul style="list-style-type: none"> \$4,000 is raised for Programs and Collections 	<i>Program launch delayed awaiting policy adoption</i>	<i>Cancelled for 2024 due to policy adoption delay</i>	Launched December 3 for 2025
Develop two new temporary and update one permanent exhibit <ul style="list-style-type: none"> Temporary art exhibit: Quilting Memories Permanent exhibit update: People of Brockville 	<ul style="list-style-type: none"> Quilting Memories opened Feb 19 Panel sponsorship launched for 6 additions to People exhibit; 1 sponsored 	<ul style="list-style-type: none"> Hosted temporary display by the Brockville Rifles (June) Temporary display: Brockville’s Olympic Connections opened Jul 11 Virtual version of Brockville’s Olympic Connections went live Jul 12 Received sponsorship for remaining 5 People exhibit panels; research and planning underway 	<ul style="list-style-type: none"> Updated People of Brockville exhibit opened December 16
Publish three new online video series	<ul style="list-style-type: none"> “Out of the Vault” 4-episode series ran in Jan. Research & filming for “Brockville Firsts” to run in May. 	<ul style="list-style-type: none"> “Brockville Firsts” 4-episode series ran in May Research for “Stories from the Stones” to run in November 	<ul style="list-style-type: none"> “Stories from the Stones” 4-episode series ran in November
Launch a minimum of one new Discovery Pack backpack	<ul style="list-style-type: none"> 1 new kit launched Feb 19 New auxiliary sensory kit launched Feb 19 	<ul style="list-style-type: none"> 1 new kit launched Jul 2 1 new kit launched in Aug – total of 3 kits available (+ sensory kit) 	

Establish active Outreach Committee <ul style="list-style-type: none"> 4 volunteers recruited 		<ul style="list-style-type: none"> 1 existing volunteer added to outreach team 	
Exhibit Activations occur and see 20% increase in participation over 2023 levels <ul style="list-style-type: none"> March Break – daily (5) Summer – weekly (9) PA Days (4) 	<ul style="list-style-type: none"> 12 activations held over 5 days during March Break (43 participate) 	<ul style="list-style-type: none"> PA Day activation held May 31 (4 participate) Activations held weekly in Jul & Aug (18 activations over 9 days) (7 participate) 	<ul style="list-style-type: none"> PA Day activations held on October 25 (30 participate) and on November 22 (6 participate) Total 90 participants; 1% fewer than in 2023
Continue community pop-ups (9)		<ul style="list-style-type: none"> Weekly pop-ups in Jul & Aug (9) Popped up at DBIA events (1) in Jul (cancelled Aug due to weather) 	<ul style="list-style-type: none"> Popped up at Home Hardware Ladies Night (1)
New (re-imagined) after-hours event held		<i>This project has been cancelled due to limited staffing resources.</i>	
Talk & Tea is rebranded as History Talks and sees an increase in average attendance <ul style="list-style-type: none"> Average of 14 people attend History Talks each month 	Averaged 18 people Jan-Apr.	Averaged 16 people May-Aug	Averaged 15 people September-December
Cemetery Tours return <ul style="list-style-type: none"> A minimum of 5 tours are offered 35 people attend 			<ul style="list-style-type: none"> 4 tours offered; 19 people attend
Promote availability of History Talk offerings for senior residences and community organizations to increase participation <ul style="list-style-type: none"> Bookings increase by 10% 	<ul style="list-style-type: none"> 33 programs were delivered Jan to April (14 more than same period 2023) 4 new recurring client(s) 	<ul style="list-style-type: none"> 28 programs were delivered May-Aug (12 more than same period 2023) 	<ul style="list-style-type: none"> 20 programs were delivered Sept-Dec. Total: 81 programs delivered; a 66% increase in bookings over 2023

Celebrate 10 years of the Open Drawer Project <ul style="list-style-type: none"> Volunteer appreciation event held Community awareness (press coverage) Launch next phase of project 		<ul style="list-style-type: none"> Press release distributed in June marking anniversary Soft launch of next phase 	<ul style="list-style-type: none"> Volunteer appreciation event held in December, highlighting 10 years of the project and marking milestone anniversaries
Make progress on addressing CCI recommendations for improving collections care <ul style="list-style-type: none"> Create plan for addressing deteriorating negative collection Set-up former classroom space as additional permanent artifact storage 	<ul style="list-style-type: none"> New digital dataloggers installed in all storage and exhibit spaces (Jan) New shelving installed in former classroom (Mar) 	New Emergency Plan completed	<ul style="list-style-type: none"> Shelving in former classroom is organized and set-up for long term storage of artifacts; objects start being stored there Contacted negative digitization company; no capacity until 2026
Create plan for proceeding with deaccessioning project			
Promote room rentals <ul style="list-style-type: none"> \$1,500 raised through room rentals 	\$592.12 raised from 3 rentals	\$291.54 raised from 2 rentals	\$88 raised from 1 rental
Begin planning for 2025-2030 Strategic Plan <ul style="list-style-type: none"> Conduct community feedback survey 			Gathered feedback from Advisory Committee regarding the museum's positioning in the City's new Strategic Plan
Update 1 CMOG-required policy	Advisory Committee approved/updated 3 existing policies (Collections, Exhibitions, and Conservation)	New Emergency Plan completed	Collection, Exhibitions, and Conservation policies reformatted and approved by City Manager
Increase Facebook followers by 8% <i>2023 Year end baseline: 3,166</i>	4.6% increase	8.37% increase YTD	12.35% total increase <i>2024 Year end: 3,557</i>
Re-engage on Instagram: post a minimum of 5 times per month	<ul style="list-style-type: none"> 32 posts Jan-Apr (avg. 8 posts/month) Created or shared 25 stories Jan-Apr Collaborated with Brockville Tourism on 1 post (more planned) 	<ul style="list-style-type: none"> 61 posts May-Aug (avg. 15 posts/month) Created or shared 16 stories 	<ul style="list-style-type: none"> 52 posts Sept-Dec (avg. 13 posts/month)
Other	<ul style="list-style-type: none"> Launched new website (Apr) 		<ul style="list-style-type: none"> New front desk furniture and lobby layout, enhancing flow for visitors and security for staff

Chronology of Events

- 1970 Re-establishment of the Brockville & District Historical Society with the stated intent to establish a permanent museum.
- 1972 First summer museum set up by the Museum Committee of the Brockville & District Historical Society at the Catholic Centre, Court House Square.
- 1973 Second summer museum set up in the old yacht club building on Block House Island.
- 1974 Summer museum located at 24 Home Street attached to the oldest stone home in Brockville. Both properties slated for demolition, therefore, not considered as a permanent home.
- 1975 Negotiation by Museum Committee for a permanent building. Victoria School seems a strong possibility. Permanent collection placed in storage in this building.
- 1977 Victoria School sold to another bidder. Central Canada Coal Co. property (with Beecher House being the main building on this property) purchased by the City of Brockville for the purpose of establishing a museum. Historical Society contributes \$12,000 to purchase price. Brockville Museum Board of Management established under the Ontario Museum Act and By-laws 181-77 and 59-77 of the Corporation of the City of Brockville. First meeting held.
- 1978 Museum Board commissions feasibility study for the conversion of Beecher House into the Brockville Museum.
- 1980 Feasibility study for the conversion of Beecher House into the Brockville Museum completed. Summer museum established in Cameron's Mill, Sheridan Mews as Beecher House is still occupied by Central Canada Coal as tenants.
- 1981 Basic retrofitting of main floor of Beecher House for use as gallery space completed. Official Opening of the Brockville Museum on June 21st 1981. First full-time professional Director appointed. Brockville Museum Statement of Purpose developed.
- 1982 Sesquicentennial Celebration of Brockville's incorporation. Collection policy and procedure established. Repair and renovations to Museum building ongoing.
- 1983 Brockville Museum Master Plan completed under Community Development Program of the Federal Government. Archaeological dig in c1815 section of Beecher House. Name of the Museum enlarged to clarify unique mandate. The Brockville Museum, a Museum of Social History Exhibit policy established. Staff training policy established
- 1984 New position established - part-time Museum Assistant hired to develop extension and education programs. First permanent gallery for local history mounted. Documentary photograph project for collection.

- Research policy established.
Brockville Museum is open year round.
- 1985 Renovation to non-public space; small lab space, kitchen and new general office created.
Membership plan developed for the Museum.
Archives established as separate collection.
- 1986 Environmental control renovations completed.
Two heat pump systems installed, interior magnetic storm windows installed.
New Director appointed.
Education and Interpretation policy established.
Computer and new office equipment donated by the Historical Society.
- 1987 Museum membership established.
Interior decorating/upgrading temporary galleries.
Planning for renovation to permanent gallery.
- 1988 Drainage project and renovations to c1815 basement with the intent for it to be used as a programming area.
Planning for Brockville Railway Tunnel Historic Site to be administered by the Museum.
Museum Caboose open.
- 1989 New Director, Deb Emerton, hired October, 1989.
Historical Society donates buggy made by Canada Carriage Company.
Drainage project completed.
First Annual report compiled.
- 1990 Policies reviewed, Fundraising Policy prepared.
City Capital commitment over, now maintenance.
Canada World Youth at Museum.
Temporary exhibits continue.
Initiated Long Term Planning.
- 1991 Raffles/Yard Sales begin as Fundraiser.
New exhibit in permanent gallery.
Section 25 Grant - Photographer, Archivist, Oral History.
Painting exterior, 1840 section.
Director attends Planning Workshop.
- 1992 Video: Brockville, Where the "Past is Present".
- 1993 Roof and masonry repairs.
New Tunnel exhibit.
Friends of the Brockville Museum incorporated; emphasis to be on fundraising, two raffles, hamburger sales, Pennies for the Past held.
Storage at crisis level.
- 1994 Increased number of In-house programs.
Strategic Planning Committee proposes construction of an addition.
T.V. Show for Cable 10 "It's About Time" produced.

- 1995 New addition officially opened Saturday, October 21st.
Re-location of archival and 3-dimensional artifacts to new building.
- 1996 Significant growth in volunteer core with Volunteer Guild being formed.
Summer student producing Walking Tour pamphlet 'Around The Town'
"Friends" increasing their activity, including the administration of membership.
- 1997 Staffing now includes one full-time Director, a part-time Education Co-ordinator a part-time Administrative Assistant, and a part-time Volunteer/Special Events Co-ordinator.
Summer student designed Museum Web page with reference to Genealogical Society.
Children's short stories entitled "Emma's Journey Into Brockville's Past" written about historic Brockville.
- 1998 Change in staff designation from Volunteer/Special Events Co-ordinator and Education Co-ordinator to Museum Assistant.
Cemetery Tours held on Mondays each week during summer.
Summer student set up River history research and developed education program.
Policies reviewed and revised.
Storage areas re-organized.
- 1999 Museum participated in 'Job Connect Program' in co-operation with St. Lawrence College.
Student began entry of archival material on computer.
Two research students with 'Youth Services Canada' were stationed at the Brockville Museum.
Summer student completed seven oral histories of Canadian War Brides.
Exhibit Committee formed.
MAP Grant assisted with the expenses incurred on window restoration in Beecher House, made possible thanks to Algonquin College Heritage Restoration Program students.
Halloween Fright Night was the largest special event of the year bringing in 1500 people.
Cataloguing team has all artifacts catalogued to date.
- 2000 Museum hosts the Mayor's New Year's Levee with a record number of people in attendance.
Summer student designed a Brockville Museum Web Page for children and uses this theme in the design of a hands-on component for children visiting the museum.
Algonquin College students completed their restoration of Beecher House 1845 windows.
New shingled roof was put on the back section of Beecher House.
Four Queen's University students studied our education services.
Halloween Fright Night brought in 1200 people.
Retired Judge John Matheson spoke to over 100 Grade 5 students at Flag Day celebration.
- 2001 20th anniversary of the Brockville Museum; celebrations included the unveiling of the 'Briscoe Car' by the Brockville Industrial Heritage Foundation.
Pine floors in Beecher House were restored.
The recording of military plaques, monuments, cairns, etc. started.
The collection expanded significantly as a result of the closure of Fulford Home and changes to the Psychiatric Hospital and Public Utilities.
Museum Director was a guest speaker at the Ontario Museum Association annual conference.

- 2002 Storage areas are becoming increasingly cramped due to donations resulting from the closure of S.C.I. (Sanmina), the Recorder and Times moving to their new building and other numerous donations of artifacts and archival material,
The volunteer Garden Committee wins the 'Communities In Bloom' award for the best public building gardens.
The first 'Doors Open Ontario' was held resulting in over 3000 visits.
Almost new exhibit cases were donated by S.C.I.
Friends donate a sign, designed by Keith Heine of Heritage Signs, for the front lawn.
Two new furnaces installed in Beecher House.
Education Co-ordinator position became full time for 10 months.
Procter and Gamble completed gardening, carpentry work, painting, cleaning, etc. during 'The Day of Caring.'
Meetings held with Ontario Archivist, Tom Belton, to begin the work in City Hall on the records management/Archival Collection.
Ontario Museum Association workshop "Ministry of Culture Standards for Community Museums in Ontario" held.
- 2003 1871 Fire Pumper returned from Gravenhurst.
The restored Briscoe car was officially donated by the Industrial Heritage Foundation.
The Communities In Bloom again recognizes the museum for its gardens.
The museum joined with other groups to host the first Brock Days Festival.
Doors Open Ontario held for the second year; over 3,000 people attended.
The 1945 Brockville Fire truck and the horse-drawn carriage were put into off-site storage.
- 2004 Museum participates in the Downtown Santa Claus parade, Multicultural Festival, Brock Days and Doors Open Ontario.
First adult lecture series well received; guest speaker, Flora Macdonald drew a large crowd.
The Collection Committee received a large collection of R. H. Lindsay items, including a marriage certificate, photos, paintings, and decorative box.
Production of 'History of Brockville' book is underway by Dr. Glenn Lockwood and the History Book Committee.
The Friends of the Brockville Museum and the Brockville Community Foundation have made it possible for people to make bequests to the museum, including the donation of real estate, stocks and bonds, cash, life insurance policies, art, and other assets.
- 2005 Friends of the Brockville Museum sponsor another successful House and Garden Tour.
Museum participates in Santa Claus Parade, Multicultural Festival, Mayor's Walk, Brock Days and Doors Open Ontario.
Thanks to the Brockville Community Foundation, the new Gallery Theatre was opened.
Garden sprinkler system was made possible through donation made by of Procter and Gamble.
Artist Studio Guild Show and Sale brought 514 people to the museum.
Local fire department took the fire pumper to the 1000 Islands Mall for Fire Prevention Week
- 2006 25th Anniversary of the Brockville Museum marked by a large blue and gold banner mounted on the north wall.
A sub-committee of the Board of Management was formed to begin investigating the opportunities for physical growth.
- 2007 Digitizing of the collection begins.
The city's MIS department and volunteers assist with the purchase of new computers/software.

- Young Interpreters Program introduced with young students acting as guides during Doors Open Ontario, performing puppet plays, and helping with summer programming.
Steering committee to explore future physical expansion formed.
- 2008 Young Canada Works grant enables museum was hire a student to write fifteen oral histories and prepare them for publishing.
Leeds and Grenville Brain Injury Group volunteers to assist with the gardens.
“Christmas In Downtown Brockville” presented by the museum and the Brockville Farmers Market, the DBIA with most activities taking place at the museum including the indoor market which bought 758 people over three weekends.
The first ‘Family Day’ event was held and was very successful.
The military mural was officially unveiled during Doors Open on May 24th.
- 2009 A second oral history book “Brockville Voices Book II” was published. As a result the oral history committee was created to collection verbal stories of Brockville’s past.
Off-site storage moved to a new location.
Museum Educator position becomes year-round, full-time.
- 2010 Museum responds to potential loss of the museum’s parking lot as a result of proposed developments surrounding the Brockville Museum on Henry and Water Street. A parking lot report was sent to the Mayor, Council, CEO, Planning Department, Economic Development and the museum board.
An expansion study for the museum was prepared by museum consultant, Fiona Graham of Goldsmith Borgal and Company Ltd. The study was based on the needs assessment completed by staff and volunteer as well as a site visit. Three possible options for expansion of the Henry Street site were provided.
To celebrate the 150th anniversary of the railway tunnel, a banquet was held inside it on July 8. The food and beverages was representative of 1860 and participants encourage d to come in costume.
A new furnace was installed and part of the roof on the 1995 addition was replaced.
The McCormick shipping and the Ian Inniss photography collections were added to the museum’s archival collection. An enormous amount of work and considerable dollars were needed to sort, catalogue, store, and promote these significant collections.
- 2011 2011 marked the museum’s 30th Anniversary; a special booklet was designed for distribution to restaurants, hotels/motels, and museum visitors.
The lack of any development on the west side of Henry Street opposite the museum was of major concern. A steel fence surrounds a large pit which continues to be filled with green water. The developer, with the City Planner and the Fire Chief, visited the museum and made recommendations for changes to the entrance of the museum. The developer offered to pay for the work needed and is to be completed when construction begins on the condominium.
A technology committee was created to explore a new collection management system. A member of the City’s MIS department agreed to serve as an advisor to the committee.
With the acceptance of the ‘McCormick Collection’ a new group for ship fans, “Seaway Ship Enthusiasts” was created.
- 2012 Despite the lack of development on the west side of Henry Street, a sales office was erected in November and the sale of the proposed condominiums began. The large steel fence remains on the side of the street but more care has been taken in ensuring it does not intrude onto the roadway.

The museum worked with Save Ontario Shipwrecks to obtain a month of amnesty from the Ministry of Tourism, Culture and Sport for the acceptance of marine artifacts. Several new fund-raising initiatives proved to be profitable, entertaining and fun. These included the bus tour to Wolfe Island, the boat cruise to Cornwall, a book sale and a pizza night at Boston Pizza.

- 2013 After 27 years with the Brockville Museum, Bonnie Burke retired and Natalie Wood was hired as the new Curator/Director.
The “Wayfarer” condominium project slated for the west side of Henry Street was put on “long-term” hold in December and the future of the site unknown.
Thanks to museum volunteer Andrew Covert the museum’s collection of film was digitized. Some of the footage was turned into a two hour feature film, “Brockville’s Reel Heritage: Our City on Film 1920-1980”. The film debuted at the Brockville Arts Centre on November 2nd to a crowd of nearly 400. The film was then made available for sale on DVD.
The roof on Beech House (c.1840 portion) was replaced with shingles matching those on the 1995 addition.
- 2014 The museum finally acquired a collections management system, MINISIS to enabling the creation of online catalogue. MINISIS was paid for by Ontario Trillium Foundation Grant and significant contribution by the Friends of the Brockville Museum As a result the “Open Drawer” volunteer project was officially launched with over 5,000 three dimensional objects being entered into the new system during the first year
Museum Clerk/Typist, Cathy Bigalow retired from the museum after nearly thirty years. The job description is re-evaluated; Alison Dingleline becomes Administrative Assistant/Registrar
Sprinkler system in the garden was removed and the stone retaining wall at the front of Beecher House was re-pointed.
- 2015 The museum’s web page was redesigned, along with new rack cards and exterior signage all based on a newly-created standardized visual identity.
The “Brockville’s Criminal Past” historical walking tours were launched with much success.
The exterior board and batten sections of the 1995 addition received a new paint colour.
Office area was painted and the floors refinished
Administrative Assistant/Registrar position becomes full-time (effective 2016)
- 2016 35th Anniversary of the Brockville Museum; a special booklet was designed and distributed to promote the anniversary.
An “admission-by-donation” model was adopted which saw an increase in attendance and admission revenue.
Plastering, repairs, painting, and the installation of new exhibits resulted in the complete makeover of three exhibit spaces, now known as People of Brockville, Brockville’s Rail Story, and Brockville’s River Story.
The long-awaited Aquatarium opened in March.
- 2017 Launch of virtual museum website which includes virtual exhibits.
Brockville Museum is closed for four days due to high water levels.
After 10 years with the Brockville Museum, Interpretation and Public Program Coordinator, Amy Mackie leaves for a new opportunity.
In order to address on-going physical capacity issues, the Board of Management passes motion seeking relocation of the Brockville Museum by 2032 (200th anniversary of Brockville’s incorporation).

- Brockville Museum reduces its summer operating hours due to budgetary constraints- now closed on Sundays.
The Brockville Railway Tunnel opens from end to end (with engaging light show), significantly increasing Brockville's visibility as a tourist destination.
- 2018 Peggy Hause becomes new Interpretation and Public Program Coordinator.
Video surveillance system was installed in public areas of the museum to improve security.
New Social Media Plan developed and implemented; started Instagram account.
Developed new Collection Policy.
- 2019 "Travel Trunk: Unpacking Brockville's Cultural Stories" opens and goes on to win the Ontario Museum Association's Award of Excellence for Exhibitions.
Veronica Vareiro becomes new Administrative Assistant/Registrar.
New Strategic Plan developed.
- 2020 COVID-19 Pandemic closes the Museum and severely impacts operations; museum closed to the public March 16-July 21, staff furloughed April-July.
Acquisition of the New York Restaurant neon sign.
"Painting Picnic with Prudence Heward" art exhibition runs July 21-October 30.
Acquisition of photos and files from the Recorder & Times newspaper when their office permanently closes.
Development of virtual content and virtual programming in response to the COVID-19 pandemic.
"Haunting Histories" Guided Walks launched, a re-imagining of the former Ghost Walks.
Award of contract for the 2032 Feasibility Study for the relocation and expansion of the Brockville Museum.
- 2021 COVID-19 Pandemic continues to significantly impact museum operations; museum closed to the public January 1-February 22 and again April 1-August 2.
The completion and presentation of the 2032 Feasibility Study for the relocation and expansion of the Brockville Museum.
The museum's 40th anniversary is marked with the renovation of the museum's 1995 Carriage Hall space, including painting, the return of the on-loan Atlas automobile to the Canadian Automotive Museum, the move of the hearse to off-site storage, the installation of the New York Restaurant neon sign, and the display of the newly acquired Dailey Horse, along with a revamped "Made in Brockville" exhibition on the Carriage Hall main floor.
The installation of an outdoor art exhibit on the museum's patio.
Continued development of significant virtual content, including four video series.
The retirement of Community Engagement Officer, Viktor Kaczkowski, after serving in the role for 12 years.
Museum wins Chamber of Commerce Award for Tourism.
- 2022 COVID-19 Pandemic continues to impact museum operations; museum closed to the public through January.
The PT Community Engagement Officer position was eliminated to create a Visitor Services Attendant position (covered by multiple people on shifts). The Visitor Services Attendant position took over front desk duties, previously covered by volunteers.
After four years in the role, the Interpretation and Public Program Coordinator, Peggy Hause leaves for a new opportunity; Alice McMurtry becomes the new Interpretation & Public Program Coordinator.

The City hires a Cultural Services Manager, beginning the transition of the Brockville Museum into the newly created Cultural Services Department; the Museum Board of Management is subsequently turned into an Advisory Committee.

The Upper Gallery (Carriage Hall mezzanine) is renovated and turned into a space to display art. The flat roof in the lobby is replaced.

The lobby is painted.

CCI (Canadian Conservation Institute) conducts a Facility Assessment to identify collection needs. Mission Statement and Exhibit policy updated.

2023 In response to the recommendations by the Canadian Conservation Institute's Facility Assessment, Council agrees to move the collection stored at an offsite warehouse to a different, more suitable location. The 1945 Brockville Fire truck that had been stored in the former site since 2003 was returned to the Brockville Fire Department.

A new Volunteer Program is launched with specific and well-defined opportunities. The new program takes into account that the museum no longer has a dedicated volunteer coordinator.

The museum was the host site for the Mayor's New Year's Levee.

A new Cemetery Walking Tour is piloted.

2024 Website redesigned and updated, integrates digital content (virtual exhibits and videos) previously hosted elsewhere.

Annual Collections Care budget receives \$10,000 incremental boost in recognition of needs identified in the 2022 Canadian Conservation Institute Facility Assessment

Lobby redesigned, moving the front desk behind the glass; this provides a better transitional and gathering space for visitors and improves safety for staff.

Museum marks the 10th anniversary of the Open Drawer Project.