

2025

Annual Report



Brockville Museum

Table of Contents

Mission Statement, Statement of Purpose, and Vision	3
Curator’s Summary	4
Reports.....	5
Governance	6
Finance	7
Collections.....	8
Conservation.....	10
Research.....	11
Exhibitions.....	12
Interpretation & Education	13
Physical Plant	19
Community.....	21
Human Resources.....	26
Appendix.....	28
2025 General Ledger.....	29
2025 Goal Tracking	30
Chronology.....	32

Mission Statement, Statement of Purpose, and Vision

Our “Why” (2025)

Brockville’s history is a powerful tool for building Brockville’s future.

Mission Statement (2022)

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 (1981)

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 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 (2020)

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

Land Acknowledgement (2019)

We acknowledge that the land on which we gather, exchange ideas, and share our past, present, and future is the traditional territory of the Anishinaabe, Haudenosaunee and Wendat people.

Curator's Summary

Prepared by Natalie Wood, Museum Curator

Bookended by the dissolution of the Museum Advisory Committee in February and of the Friends of the Brockville Museum in December, coupled with the development of a new 5-year plan, 2025 proved to be a transitional year for the Brockville Museum, with the outcome yet to be determined. But amidst these changes, day-to-day operations continued and post-pandemic recovery seemed to be solidifying with stable visitation numbers, increased revenue, and growing programming audiences. 2025 was also a good year for making improvements to how we care for the museum's collection.

General visitation was consistent with 2024 levels with a weaker-than-average spring tempering growth. Despite stagnant visitor numbers, revenue from admissions increased by 10% over 2024, and by roughly 28% (adjusted for inflation) over the museum's attendance record-breaking 2019; the museum's voluntary "admission by donation" model – in place since 2016 - once again demonstrating its strength.

After seeing promising growth in 2024, it was programming that experienced the most stabilizing pre-pandemic rebound in 2025. 146 programs were delivered and over \$10,000 was collected in revenue from programming (the first-time program revenue has exceeded this amount since 2019). Showing exceptional growth, half of the museum's staple program, History Talks, sold out, and we delivered a record number of programs inside area senior care facilities.

2025 also saw exciting improvements for collections care. In addition to the purchase of long-overdue essential tools like a professional light box and specialized collections vacuum, an employment grant, matched by funds from the Friends of the Brockville Museum, saw the temporary hiring of a Collections Assistant (Intern) who inventoried, reorganized, and re-catalogued the approximately 150 larger objects stored in the museum's leased offsite storage warehouse.

Work on the Open Drawer Project – the re-cataloguing of the entire collection and making it available online – continued, now in its eleventh year. In addition to staff, volunteers contributed over 500 hours towards this work. To date, 22,938 objects are accessible to the public online through the museum's searchable online database, which was accessed an average of over 2,000 times monthly in 2025!

A concern since 2020, loitering activities around the museum building continued to be one of our greatest challenges in 2025. From people sleeping at an emergency exit doorway for days at a time to staff having to place a 911 call to help an unresponsive individual on the museum's patio, loitering and other illegal activity around the museum has had negative impact on visitor, volunteer, and staff sense of safety.

The building itself also continued to be a challenge. In addition to the long-standing spatial constraints, HVAC inadequacies, and water issues, 2025 will be remembered for a massive yellow-jacket infestation that had to be treated repeatedly over months that resulted in the dead and dying creatures making their way into exhibit spaces in significantly large numbers.

While challenging, the transitions experienced this year bring exciting possibilities and opportunities that will be more fully explored in the year ahead and through the implementation of the new five-year plan.

Reports

1. Governance
2. Finance
3. Collections
4. Conservation
5. Research
6. Exhibitions
7. Interpretation and Education
 - Private Groups
 - Seniors Programming
 - Youth Programming
 - Public Programming
 - Value-Added Family Programming
 - Virtual Offerings
8. Physical Plant
9. Community
 - Hours of Operation
 - Visitor Statistics
 - Room Rentals
 - Volunteers
 - Community Outreach Activities
 - Media
 - Social Media
10. Human Resources

Governance

Prepared by Natalie Wood, Museum Curator

The Brockville Museum is part of the City of Brockville's Cultural Services Department. Governance of the museum is the responsibility of Council via the General Committee.

Changes were made to the museum's governance structure in 2025. Council conducted a review of the city's standing and advisory committees in late 2024, culminating with the decision to dissolve the Museum Advisory Committee in February 2025. The motion was accompanied by a direction to staff to maintain public engagement activities and prioritize efforts to incorporate community feedback into the decision-making process. Museum staff applied this directive during development of the Museum's 2026-2030 Strategic Plan, undertaken in 2025.

The Museum's 2024 Annual Report was received by Council's General Committee on March 18, 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 2025 was budgeted at \$441,860 (actual cost was \$386,506¹). Savings came mainly from lower benefit costs, lower building burden contracted services costs, and higher revenues from donations, grants, and programming.

Expenses ² :	
Staffing	\$383,754
Professional Development (& Professional Memberships)	\$1,997
Office Expenses	\$12,669
Building Burden and Facility Maintenance	\$54,686
Collections & Exhibits	\$16,823
Programming	\$1,804
Expense Total	\$471,733

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 over \$11,000 in 2025), admissions, rental fees, and programming. In 2025, the museum earned \$36,457 through these earned revenue streams, and \$48,770 through grants. Of note, donations, admission revenue, and program revenue for 2025 were up modestly from 2024, with admission and programming revenue both exceeding budgeted amounts.

Revenue ³ :	
Municipal Funding (Tax Levy)	\$386,506
Grant: Community Museum Operating Grant (Annual Provincial Funding)	\$27,176
Grant: Young Canada Works (student & intern employment grant – Federal)	\$21,594
Program Revenue	\$10,765
Donations (including from the Friends)	\$15,286
Admissions	\$7,986
Room Rentals	\$1,440
Service Fees	\$980
Earned Revenue Total (not including grants)	\$36,457

A copy of the 2025 Brockville Museum's general ledger report can be found in the appendix of this document (current as of January 19, 2026).

¹ Based on GL report as of January 19, 2026

² Based on actual spent amounts recorded as of January 19, 2026

³ Based on actual recorded revenue amounts as of January 19, 2026

Collections

Prepared by Veronica Vareiro, Collection Coordinator

2025 was a significant year for work on the museum's collection, specifically in cataloguing, inventorying and storing of objects at the offsite location. 2025 also saw the purchase of several overdue essential tools for collection care such as a specialized conservation vacuum and professional lighting box for collection photography. 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 2025 there were six volunteers working on the Open Drawer Project. As of December, there are approximately 30 archival boxes left to process and 1 ½ filing cabinets of documents still to catalogue and store in archival boxes. The museum's Visitor Services Attendants also contributed to the Open Drawer Project during slower periods on the front desk. Two of the Visitors Service Attendants have moved on to working on Phase 2 of the project: scanning the archival material onto the database as well as separating pieces that have accession number issues, large pieces that need to be photographed instead of scanned, possible deaccessions, and pieces that need to be rehoused. Once Phase One is fully completed, volunteers will be trained in scanning and attaching images to the database too.

The museum's 2025 summer student helped address the museum's new acquisitions cataloguing backlog. These were objects that are 3D as well as archival. Most of these pieces are stored in the new classroom collection storage area. Based on the summer student's end of term report, they catalogued approximately 400 objects, most of them being photographs. All have been input into the database, scanned or photographed and stored in their permanent location. The student's secondary project was to photograph objects in the 3D storage and add the images to the database. They were able to lower the number of objects that need photographs attached on the database from 13,000 objects to just below 12,000 objects. As their work progressed, the student was given a third task of creating new labels and a manuscript list of every box in the Archives. The new labels will assist in making the archival boxes uniformed in their information on the exterior of the box and the creation of a manuscript that is a detailed list of each archival box will help to make searching and numbering of subsequent archival boxes easier.

To date, a total of 28,051 artifacts (3D and Archival) has been entered into the online database, a growth of 946 catalogued items this year. 15,489 catalogued items have images attached to their record, an increase of 2,029 items from 2024. To date, 22,938 objects are accessible to the public online through the museum's searchable online database.

The Collection Committee met twice in 2025: in June and November; both meetings were held in-person. A total of about 243 objects (including photographs) from 36 different donors were accepted into the collection in 2025. 49 offers were declined for reasons detailed in our Collection Policy, most often due to a weak connection to Brockville's history. At the November meeting, 7 objects were deaccessioned from the collection.

Notable collection activities included: wrapping, moving and storing the large P.T Barnum poster to offsite and moving of the single-seat horse-drawn sleigh from offsite to "Made in Brockville" exhibit.

Notable acquisitions included: various Brockville schools' photographs of student and staff with names; Robert Wright paintings of Brockville; 1963 Brockville Rotary Event Poster; 3M objects that are made at the Brockville factory; membership badge for Brockville Aquatic Club; and a 1929 photo of Brockville CNR.

In 2025 the museum received a grant to hire a Collections Intern for five months (June-November). The Collections Intern position consisted of completing an inventory of all objects stored at the offsite storage facility. The inventory included cataloguing, object handling, safe storing, researching, condition reporting and photographing objects held at the offsite storage site. The project was broken into stages which involved a cataloging stage, followed by a planning stage for a reorganization (and optimization of space), an object moving stage, and a removal of debris stage. As a final task the Intern planned a deaccession proposal for the Collections Committee.

Currently at the off-site location there are 154 objects inventoried (does not include individual objects in Cossitt Collection Bins, which were previously inventoried). All items at offsite storage are now safely stored and documented. There are approximately three pallet sized sections of space currently free at the offsite storage location (more space available once deaccessioned objects are moved). The offsite storage space now has walking clearance for easy access to all objects. There are unit lists which serve as a safety measure for staff, as these lists indicate condition and hazard concerns when pulling items from storage. The intern documented their progress and information for staff use in a spreadsheet titled, "Offsite Inventory November 2025". This spreadsheet contains lists for: Main inventory, Cossitt Bins, Found in Collection, Display & Museum Items, Add to Database, Deaccession & Conservation, Disposed Items, Poor Condition Items, and Missing Items.

Throughout the internship, the intern also assisted in other collections care tasks such as packaging, photographing, archival scanning, and assisting in completing a small inventory of the museum's media collection.

[Pictured below: off site storage warehouse space after the reorganization.]



Conservation

Prepared by Veronica Vareiro, Collection Coordinator

In 2025, 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.

The paintings that were on exhibit in the Upper Gallery for the museum's temporary art exhibit, "Brockville's 20th Century Women Artists" were brought to Hang Ups Picture Framing where they added a wire or T-screw security mounts. Mounts were created for pieces on display in the Carriage Hall exhibit "Shopping in Brockville" and pieces that were removed were placed back in storage.

A specialized HEPA collections vacuum was purchased as well as a light box pop up studio for photographing objects. Other collection supplies and materials were purchased to support the daily care of the collections as well as support the work of the summer student and Intern.

Research

Prepared by Jean Mather, Volunteer Researcher

The Brockville Museum responded to 76 requests for information in 2025. Most requests were handled by the museum's volunteer researcher under the supervision of the Collections Coordinator.

The most common inquiry this year, with nine requests, came from new homeowners, eager to learn about previous occupants of their vintage homes and perhaps pin down a date when their dwelling was built. While previous owners are usually easy to find using directories going back to about 1900, it is often much more difficult to ascertain when the house was built, as records prior to 1900 are spotty.

One interesting request this year involved identifying the location of a cabin in a painting and another, the history of the brewing industry in Brockville. Others involved the dining room at the former Skyline/Royal Brock Hotel, the Mainwaring family and St. Alban's School, local picture framers, the Brockville flag, Revere House, a Chinese laundry, the Towne Haus Restaurant and even a request for a broad picture of life in Brockville in the 1830's. The 1851 Upper Canada Provincial Exhibition, held in Brockville, was of interest to one enquirer and we were able to pass on what we had about that rather historic event.

Most inquiries are answered using the museum's research files containing topically sorted clippings, publications, or the collection itself. Genealogical requests are forwarded to the Leeds and Grenville Branch of the Ontario Genealogical Society (also located at the museum). This year, we were able to reach out to other City departments, such as Engineering and Infrastructure, for assistance with a few particular research requests; they were able to assist by providing information regarding changed landscape features in Brockville and its timeline, on pieces in our collection that came from city-owned buildings, and on photographs depicting city street construction.

The Brockville Museum welcomes inquiries from members of the public year-round. A nominal fee applies to requests that take longer than fifteen minutes to complete but this is discussed in advance. An online request 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 2026.

Exhibitions

Prepared by Natalie Wood, Museum Curator

The museum’s main temporary exhibit for 2025 was “Brockville’s 20th Century Women Artists”. The exhibit featured works by Katrina Buell, Prudence Heward, Ruth Eliot, Marjorie Winslow, Joan Gilmour Gandier, and Noreen Mallory Hood. Several of the works were borrowed from the family of the artists and from the Health Care Museum at Kingston. The works were exhibited in the museum’s Upper Gallery. The exhibit opened March 10th and ran until November 28th. A virtual version of this exhibit was sponsored by an anonymous donor; the virtual version went live in early November and will remain available on the museum’s website long after the physical exhibit.

The other significant exhibition project for 2025 was the refresh and update to the permanent exhibit about iconic Brockville shops and restaurants. The exhibit originally opened in 2021 and was hastily put together to interpret the acquisition of the New York restaurant sign and Dailey horse. This refresh saw the topic approached with more purpose and responded to community feedback seeking the history of the Brockville Farmer’s Market and other specific businesses. The new display highlights some of Brockville’s most memorable shops and offers an opportunity for visitors to compare current shopping habits with those of the past. The exhibit opened December 3rd. This project was phase 1 of 2 of updates to our main exhibition gallery in the Carriage Hall. The project had to be divided into two phase to accommodate budget constraints. Phase 2, focused on “Made in Brockville”, will open in Spring 2026.

A small lobby display featuring Recorder and Times collection photos from the mid-20th Century of infrastructure projects was installed ahead of the summer season to coincide with current infrastructure projects taking place in the City (water tower updates and railway overpass replacement).

Exhibit	Description	Dates	Location	Type
Brockville’s 20th Century Women Artists	Display of works by K. Buell, P. Heward, R. Eliot, M. Winslow, J. Gilmour Gandier, and N. Mallory Hood	March 10 – November 28 2025	Upper Gallery	Temporary
R&T photos of mid-century Public Works projects	Display of photos c 1950s-1960s from the Recorder & Times collection spotlighting infrastructure projects		Lobby	Temporary
Brockville’s 20th Century Women Artists	Online version of the temporary art exhibition.	Launched November 2025	Online	Virtual
Brockville Businesses (Updated)	Update and refresh to businesses section of Made in Brockville exhibit; new display features objects and photos from some of Brockville’s most memorable shops.	Reopened December 3	Carriage Hall	Permanent

Interpretation & Education

Prepared by Alice McMurtry, Community Program Coordinator

Types of Programs

Museum programs offered in 2025 saw the introduction of a new program (Community Walks) and a general return to pre-pandemic numbers and interest. 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 (i.e. History Talks and Walking Tours). There were 146 paid programs delivered in 2025, and 10 days of value-added (no charge) programming offered.

2025 Programs Delivered	2025 Program Participation	2025 Net Program Revenue
68% Seniors' Programs	50% Seniors' Programs	42% Seniors' Programs
21% Public Programs	19% Public Programs	22% Public Programs
13% Private Programs	22% Private Programs	22% Private Programs
5% Youth Programs	10% Youth Programs	12% 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
- Combined attendance: 264 people

Local community groups and businesses showed interest in booking self-guided museum group tours. The Community Program Coordinator welcomed groups from the Chesterville Historical Society; Trillium Healthcare; the Brockville Newcomers Club; Bridlewood Retirement; and Fox Run by the River in Gananoque.

The Museum offered several programs to visiting tour groups. St. Lawrence Cruise Lines booked three walking tours from Centeen Park to Blockhouse Island to the Railway Tunnel.

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

Speaking Engagements

- 10 programs booked
- Combined attendance: 241 people

Speaking engagements are an adaptation of the standard public History Talk program that can be delivered either at the museum or at a venue of the booking party's choosing. Speaking engagements were promoted at public History Talks. Several local groups booked speaking engagements, including the Brockville Newcomers Club; Leeds and Grenville Genealogical Society; Brockville Photography Club, and other private groups.

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 30 to 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 surpassed pre-pandemic levels. The Community Program Coordinator continued to deliver talks outside of Brockville to the Maple View Lodge in Athens and Fox Run by the River in Gananoque. Scheduling for seniors' programs has become more consistent. Some seniors' residences, Bridlewood Retirement and Fox Run by the River in Gananoque, also booked self-guided tours of the museum.

In-person Seniors' Programs

- 96 in-person seniors' programs delivered
- Combined attendance: 1,153 people

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

Mini-Muse Rentals

- 3 mini-muse rentals booked

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 Rentals 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 were three mini-muse rentals booked during 2025 by Bridlewood Retirement. They are currently the only local retirement home that has expressed interest in this offering.

Youth Programs

- 8 programs booked
- Combined attendance: 231 people

Youth programs were booked throughout the year. These 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. Education programs can be booked by school groups or youth groups. In general, we received more inquiries in 2025 than in 2024 as youth organizations are rediscovering the Brockville Museum.

Education programs were booked by the following groups: Brockville Girl Guides; 3rd Osgoode Guides; St. Francis Xavier Catholic Elementary School; Kampus Kids; Brockville Gymnastics Academy; and Brockville Collegiate Institute.

Public Programs

- 30 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: 257 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 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 2025. Staff continued to invite guest speakers for two months out of twelve, which were successful. Attendance for History Talks has far surpassed previous numbers. A new annual VIP pass program was launched: passholders' attendance was guaranteed for all History Talks in the 2025 calendar year, and passholders received a personalized reminder one week before each scheduled talk. 7 people purchased VIP Annual Passes.

The following is a list of 2025 History Talk topics:

- January: Brockville's Winter Sports
- February: Brockville's Industries from the 1970s to the present
- March: Brockville Women and Their Stories
- April: Brockville Bands and Dance Halls
- May: Brockville's Millionaires
- June: guest speaker Viktor Kaczowski
- July: Brockville Souvenirs

- August: Brockville's Railway Industry
- September: Brockville Hospitals
- October: guest speaker-Fulford Place with Madelaine Cirka
- November: War on the Home Front
- December: A History of Automatic Electric

Community Walks

- 8 programs delivered
- Combined attendance: 66 people

Community Walks were piloted this year to modest success. Walks were delivered on the last Saturday of the month from April to November. There was a schedule of three walks that rotated through the year. While the two shoulder season months (April and November) saw modest attendance, Community Walks were attended predominantly by newcomers to Brockville who were eager to learn more about their new community.

Three walks were offered:

- Stories from the East End: a 2km loop exploring some of the stories of power and privilege, as well as stories of displacement and uncertainty, in one Brockville neighborhood.
- Hidden Histories of Blockhouse Island: a 1.5km loop around Blockhouse to explore some stories that are hidden in plain sight.
- Exploring the Brock Trail: a 2km linear trail exploring the development of Brockville's railroad industry.

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 & Discovery Kits

- 10 programs delivered
- Combined attendance: 91 people (March Break)
- Combined attendance: 32 people (PA Days)

Museum touch tables are activity stations that enhance visitors' experience at the museum. 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. Although touch tables started out with some modest success during early 2025, participation waned and they were retired after a decision was made to refocus attention on enhancing Discovery Kits.

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 in the afternoon. These Touch Tables were supervised by museum volunteers, some of whom previously acted as docents to the museum. The museum also participated in the Kingston Association of Museums “March of the Museums” program, and was a community partner for the Acquatarium’s Mermaid program during March Break.

PA Day Programs

Attendance and interest in Touch Tables waned over the course of the 2025 school year. Although January and April yielded some interest, there was no audience in May of 2025. At that point, it was decided that the Community Program Coordinator would refocus efforts on enhancing and developing the Discovery Kit program for the 2025-2026 school year. There was considerable interest in the Discovery Kit and Museum Scavenger Hunt program for the October 2025 PA Day. Many families who visited the museum had heard about the new Scavenger Hunt initiative on social media.

Discovery Kits

- 27 families and 75 people used the Discovery Kits in 2025.

Discovery Kits continued to be a popular offering into 2025. Although utilized less frequently than previous years, there was renewed interest in Discovery Kits after the launch of a complementary program, Museum Detective Scavenger Hunts. These Scavenger Hunts are aimed to appeal to families who are visiting the museum for the first time or have limited time for a visit to the museum but still want to engage meaningfully with exhibits.

Virtual Programing

The museum initially developed virtual content as a response to pandemic lockdowns and restrictions, 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 2025.

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 sixth season in 2025 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:

- George Eland
- Angeline Cowan
- The Kincaid monument
- Ezra Halladay

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 2025. This series gives viewers a glimpse into the storage facilities at the Museum and relates some unique histories. The focus for this year was “Collecting for the Future”, looking at some objects from more recent periods in Brockville’s history (1980s or later) to investigate what we can learn from these objects and why it is important that the museum preserves them.

Summary

Museum programming continued in 2025 with increased building back, a broader continuation of efforts that began in 2022. Private groups and community groups continued to engage with our programs. A plan to restructure some other programs in 2026 will lead to continued renewal of the Museum’s program offerings.

147 programs were delivered to an audience of 2,304 people, bringing in a gross total of \$10,765 in revenue.

Program Participation	2019	2020	2021	2022	2023	2024	2025
Incoming/Private Groups	543	0	222 (off-site)	355	220	207	505
Youth	661 (140 off-site)	53 (28 virtual)	0	239	92	62	231
Senior (off-site)	742	155	218 (all virtual)	337 (131 virtual)	663 (2 virtual)	828 (1 virtual)	1,153
Public Programs	676	608	498 (248 virtual; 161 off-site)	197 (85 virtual)	287	443	415
Total	2,622	816	938	1,128	1,262	1,540	2,304

Physical Plant

Prepared by Natalie Wood, Museum Curator

The Brockville Museum's physical plant includes a c1820s and c1840s 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.

2025 incidents and maintenance included:

- January: cellar door on Beecher House came loose in heavy winds tripping the alarm
- February: dangerous icicles built on the Beecher House roof; staff door had to be blocked off for safety and staff had to use main entrance
- April: cork board on outside bulletin board replaced
- May: new banners installed on Water St. side of building
- June: larger downspouts were installed on the exterior of the Carriage Hall and leaf guards on the lobby eavestroughs
- July: stucco wall on Water St. side of building pressured washed to remove algae
- August: severe yellow jacket infestation in walls of rear of Beecher House, required multiple treatments and lasted over a month, causing masses of dying/dead yellow jackets to make their way into exhibit galleries
- October: board and batten siding on front of the lobby was repaired and repainted
- December: the Upper Gallery walls were repaired and painted; and dangerous icicles built on the Beecher House roof again closing the staff entrance

The museum has a long history of water penetration issues. In 2025, heavy rains or snow/ice melt caused:

- Wastewater valve was closed for a day during heavy rains in March
- Water penetrated the electrical room during the thaw from an ice storm in late March, impacting the drywall in an area repaired in the fall (this contributed to the decision to install larger downspouts in the spring)

Since 2019 the museum has seen an increase in loitering activities around the museum, including the abandonment of large volumes of personal effects around the museum property, attempted use of exterior electrical outlets (which have been turned off), and drug use. We continued to encounter significant related challenges in 2025.

Loitering activities that resulted in calls to emergency services in 2025 included:

- March: police were called to respond to loitering activities in the Beecher House exterior stairwell (facing the parking lot)
- September: after seeing a significant improvement during much of the year, September brought a notable increase to loitering activity resulting in three separate calls to emergency services, including one call to 911 to report an unconscious individual in the patio's exterior stairwell.

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 Standard First Aid CPR C + AED retraining course was completed in January by the Collections Coordinator who is the Joint Health and Safety representative for the museum.

Some of the Health and Safety projects completed in 2025 were:

- Replacing burnt out emergency exit sign light bulbs
- Replacing sections of basement hallway and classroom tile flooring to prevent tripping on uneven and lifting tiles
- Removing water damaged section of wall in mechanical room and monitoring for new leaks
- Monitoring the large crack in upper gallery ceiling

Community

Prepared by Natalie Wood, Museum Curator

General visitation in 2025 was strong, but a weaker-than-usual spring kept visitation numbers from exceeding 2024 levels. February and May performed especially badly, hitting all-time lows (pandemic years aside), while June-November met or exceeded most previously recorded visitation numbers (June performed particularly well). Overall, visitation was down 3% from 2024 and 7% lower than record-breaking 2019; it was, however, up by 9% over 2018. While general visitation numbers stalled, revenue from admission donations continued to climb, bringing in 10% more revenue than in 2024, and 55% more revenue than in 2019 (equivalent to roughly 28% when adjusted for inflation).

Statistical Summary of Visitation and Museum Usage

# visitors	hours open	days open	# group tours	# room rentals	# website views
2076	1202	242	5	7	75,901

Hours of Operation

In 2025, the museum was open to the public for 242 days (three less days than in 2024) totalling 1202 hours (19 fewer hours than 2024). The museum continued to work towards finding the most efficient hours, balancing visitor expectations and staffing budgets.

In 2025, the Museum's regular hours of operation (open to the public) were:

- January 2 – March 9: Wednesday-Friday 12pm-4pm
- March 10 – March 14 (March Break): Monday-Friday 10am-4pm
- March 15 – May 31: Monday-Friday 12pm-4pm
- June 1 – October 11: Monday-Saturday 10am-4pm
 - Open Sunday, June 22 for Tall Ships Festival
- October 12 – November 30: Monday-Friday 12pm-4pm
- December 1 – 19: Wednesday-Friday 12pm-4pm
- December 21-31: Closed for holiday break
- Closed all statutory holidays

Visitor Statistics

The museum continued to collect 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 35 minutes
- The average admission donation was \$3.85⁴ per person

There were small shifts in the origin of Summer Season⁵ (Victoria Day – Labour Day) visitors, with a higher percentage of visitors being from Brockville and fewer visitors from other parts of Ontario and Canada. US and overseas visitation remained consistent with 2024 levels.

⁴ Not including donations made in US dollars

⁵ We only have data on origin of visitors during the summer season

Summer 2025 visitors visited from:

- Brockville: 32%
- Ottawa & Area: 17%
- Kingston & Area: 5%
- GTA & SW Ontario: 13%
- Quebec: 19%
- Other Canada: 2%
- USA: 9%
- Overseas: 4%

Room Rentals

There were seven room rentals in 2025, including the annual Leeds and Grenville Labour Council Day of Mourning in April, the Friends of the Brockville Museum Annual General Meeting, a training session by a local organization, a couple of meetings for another local organization, and a small private family gathering. This is comparable to 2024, 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 875 hours in 2025. Volunteer hours declined in 2025 due, in part, to the elimination of the volunteer Museum Advisory Committee.

In 2025 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
- Research: helping to answer research requests
- Cleaning: helping to dust display cases and public areas

Volunteer Recruitment

Limited efforts were put into recruitment in 2025 due to a lack of staffing resources, and by November 2025, all recruitment was suspended until the program could be redevelopment and needs reassessed. That said, two new volunteers joined the museum in 2025: a local youth volunteered on several PA Days and during March Break to support programming, and one of the museum's Visitor Services Attendants started volunteering on the Open Drawer Project during their days off.

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

Volunteer Recognition

A volunteer appreciation event was held in December to celebrate the year's accomplishments and contributions by volunteers. The event took the form of an informal pizza lunch. One of the museum's volunteers was recognized for marking 30 years of volunteer service to the museum with a certificate from the local Member of Provincial Parliament.

Community Outreach Activities

Museum Pop-Ups

- 4 pop-ups delivered
- Combined engagement: 149 people

The Community Program Coordinator worked with the summer student to develop a targeted approach to outreach opportunities to increase awareness of the Museum with Brockville's public. Capacity issues dictated how often the museum popped up at events during the summer. Pop-ups were held at the following events:

- July 12th: DBIA Shop the Street, 38 people reached.
- July 19th: Farmersville Exhibition, Athens, 47 people reached.
- August 16th: DBIA Shop the Street, 34 people reached.
- September 13th: 2025 Eastern Ontario Vintage Paper Show, 30 people reached.

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 104.9 MyFM have been the focal points of our traditional media presence for many years, thanks to the ongoing support of both companies. In 2025 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

The museum has experienced poor uptick in circulation of formal press releases in recent years, leading the museum to put more energy into social media posts over formal press releases. That said, one formal press release was distributed in 2025 to announce the opening of the temporary art exhibit – it was picked up the Recorder & Times (several weeks later) and did generate visitation.

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 distributes a monthly email newsletter to over 330 subscribers (2025 saw a 41 % increase in subscriptions over 2024 – the main method of subscribing is through the museum's website).

Website

After getting a redesigned website in April 2024, much work was put in in 2025 to take full advantage of new features like online forms and virtual exhibits.

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 user (“active users”) for 2025 was 39,403. 65% of users accessed the museum’s online collection database. This represents a notable increase in website traffic over 2024.

Social Media

The Brockville Museum maintains active social media accounts on Facebook and Instagram. The museum also has a YouTube Channel. These platforms serve as opportunities for audiences to engage with the museum’s 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 2025, we posted 164 times with 90 of those posts (55%) 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 8.5% in 2025, bringing us up to 3,858 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 three new series in 2025 initially posted to Facebook, then added to YouTube: Out of the Vault, Brockville’s Pets, and Stories from the Stones.

In 2025, our top five posts averaged a reach of nearly 39K. 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 2025:

	Views	Interactions
#TBT JB King Drill Boat Disaster (anniversary)	55.5K	448
#TBT History of Fulford Home (being turned into HART hub)	43.7K	427
#TBT History of British Home Children (British Home Child Day)	41.4K	328
#TBT Officers Training Centre (lead up to Remembrance Day)	30.8K	279
#TBT History of Fulford Fountain (currently being restored)	23.8K	315

Instagram

2025 saw a continued commitment to engaging on Instagram by posting more frequently. This was, however, mostly achieved by cross posting to Instagram and Facebook (rather than developing Instagram-specific content). When possible, unique posts continued to focus on the daily tasks of the Collections Coordinator and went behind-the-scenes in collections care and exhibit preparation. We also saw support from Brockville Tourism, who helped promote and share our offerings. We posted 138 times in 2025 (consistent with 2024). We gained 93 new followers in 2025, bringing us up to 1,243.

YouTube Channel

Our YouTube Channel continued to grow in 2025. We primarily use this platform as a depository for all video content, typically also linked to Facebook. We added 11 videos in 2025, bringing us up to 139 videos. Most of the new content consisted of new episodes of the series, *Out of the Vault* (4) and *Stories from the Stones* (4). Our most popular 2025 video was an episode of *Out of the Vault* about a Tide detergent box (made in Brockville) in our collection (136 views), which was shared not only on Facebook and YouTube, but also through our email newsletter. We closed the year with 217 channel subscribers.

Human Resources

Prepared by Natalie Wood, Museum Curator

Staffing

Staffing remained consistent in 2025 with a year-round compliment of 3 core full time staff members supported by a team of part time Visitor Services Attendants. Although ten people filled the role of Visitor Services Attendant, this position totals only 0.8FTE; due to the limited and varying hours of this position, this position does have high turnover and varies seasonally. The museum also hired a summer student and paid intern in 2025, both partially funded through the Young Canada Works program (Canadian Government); the Friends of the Brockville Museum supplemented the salary for the Intern.

2025 Staff Included:	
Curator	Natalie Wood
Community Program Coordinator	Alice McMurtry
Collections Coordinator	Veronica Vareiro
Visitor Services Attendants (0.8FTE)	Tina S. Evan M. Viktor K. Jean O. Michelle B. (until went on leave in March) Patrick D. (until September) James D. (starting in May) Katie V. (starting in May) Katie K. (between May and July) Rachel A. (returned in November after leave)
Summer Student	Ella M.
Intern	Tori B. (June-November)

Professional Development

In 2025, the Brockville Museum was a member of the Canadian Museum Association, Ontario Museum Association, and Kingston and Area Association of Museums. In addition to City sponsored cyber security and health & safety training, staff participated in a variety of Professional Development opportunities where possible, including participating in free webinars and modestly priced virtual workshops:

- Young Canada Works: How to Submit a Successful Funding Application, hosted by the Canadian Museum Association (Curator)
- Losing Ground: The Definitive Workforce Update, hosted by Tourism HR Canada (Curator)
- Inviting Our Littlest Learners: How to Create Space and Activities for Early Childhood Education in Your Museum Spaces, hosted by the Texas Historical Commission (Community Program Coordinator)
- Trends in Audience Spending & Participation, hosted by Business Arts (Curator)
- Museums, Social Media, and Hate - What Does the Ethical Use of Social Media in 2025 Look Like? Hosted by the BC Museum Association (Curator)
- Fuel Your Program with PETRO - Interpretive Skills Training, hosted by the Texas Historical Commission (Curator)
- Mastering Dew Point Management hosted by Conserv (Collections Coordinator)

- Digital Strategy for Ontario’s Museums, hosted by the Ontario Museum Association (Curator)
- London's 200th Anniversary (Again) with Mike Baker (Curator)
- Museum Digitization Policy and Plan Development, presented by the Ontario Museum Association (Curator and Collections Coordinator)
- Impact vs Output Measures for Non-Profits, hosted by Sask Culture (Curator and Community Program Coordinator)
- Insights into Travel, Tourism, and Cultural Participation, hosted by Business for the Arts (Curator)
- Strategic Planning in Collections Care, hosted by CAC-ACCR training (Collections Coordinator)
- How to Rock a Content Matrix and Feel Like a Pro, hosted by Don Enright, Interpretive Planner (Community Program Coordinator)
- CMA Insurance Program: Carefully Curated Coverage, hosted by the CMA (Curator)
- Interpretive Writing for Behavior Change, hosted by Don Enright (Community Program Coordinator)
- Crafting a Strategic Plan: Start your Tomorrow and Prepare for Transformation Today, hosted by the OMA (Curator)
- Benefits of short-form video, hosted by the Small Business Advisory Centre, Smiths Falls/Lanark County/Leeds Grenville (Curator)
- What even is Chat GPT, hosted by RTO 9 (Curator)
- Fundraising in the Canadian Museum Sector, hosted by the OMA (Curator)
- Insights on Attendance, Engagement, and Belonging, hosted by Business for the Arts (Curator)
- AI for Good: Opportunities and Policies for the Arts, presented by Business/Arts (Curator)
- “Kickstart Your RE-ORG Project”, presented by CCI (Collection Coordinator)
- Attracting & Retaining Volunteers, hosted by RTO 9 (Curator and Community Program Coordinator)
- Giving Trends & Insights, hosted by Business/Arts (Curator)

Staff also attended three in-person workshops/seminars:

- Presentation Skills Training, offered by the City for Supervisors and Managers (Curator)
- Diversity Day, hosted by The St. Lawrence-Rideau Immigration Partnership (Curator)
- Brockville Tourism Symposium, hosted by Brockville Tourism (Curator)

Staff also arranged networking, behind the scenes, and general professional development field trips to several area museums this year that proved insightful and productive for generating ideas and building helpful relationships with sector colleagues:

- Museum of Health Care at Kingston
- Upper Canada Village
- Ingenium Collection Care Facility and the Canadian Science and Technology Museum
- Pump House Steam Museum
- 1000 Islands History Museum
- Canadian Museum of History

Appendix

- i. 2025 General Ledger
- ii. 2025 Goal Tracking
- iii. Chronology (1970-2025)

2025 General Ledger⁶

CITY OF BROCKVILLE GL Department Report



GL5330

Page :

Date : Jan 19, 2026

Time :

Year : 2025
Period : 12

Budget : Actual Values

Description	CC1	Current	Year To Date	Budget	Variance
MUSEUM					
General					
Revenue					
770022 Museum-Ont Specific Grants		0	-27176	0	27176
770031 Museum-Fees & Service Charges		-2178	-25693	0	25693
770101 Museum-Wages & Benefits		-3757	-21594	0	21594
770618 Museum-Programs		-770	-10765	0	10765
		-6705	-85227	0	85227
	Revenue	-6705	-85227	0	85227
Expense					
770101 Museum-Wages & Benefits		27941	383754	0	-383754
770115 Museum-HR Mgmt		309	1997	0	-1997
770125 Museum-Office Expense		1572	12669	0	-12669
770131 Museum-Building Burden		8289	54686	0	-54686
770615 Museum-Curatorial		2164	12620	0	-12620
770616 Museum-Exhibitions		2666	4203	0	-4203
770618 Museum-Programs		406	1804	0	-1804
		43347	471733	0	-471733
	Expense	43347	471733	0	-471733
	General	36642	386506	0	-386506
MUSEUM Total		36642	386506	0	-386506

⁶ As available January 19, 2026.

2025 Goal Tracking

	Goal	Spring Update (April 30)	Summer Update (August 31)	Year End (December 31)
Administration	Reach 2019 (pre-pandemic) visitation levels	Welcomed 19% more visitors Jan-Apr than same period in 2019.	Summer visitation (May-Aug) was 17% lower than in 2019 resulting in 11% fewer visitors YTD compared to 2019	Fall visitation (September-Dec) was 9.6% higher than in 2019; Year-end total was 7% lower than 2019.
	Create new 5-year Strategic Plan	Community Feedback Survey circulated	Collection and Exhibition survey circulate; attended webinar	Objectives <u>drafted</u> ; Community Feedback Survey on draft objectives circulated; drafted plan created
	Launch Sponsorship Menu and raise \$2,000 from sponsorships	Updated sponsorship menu launched in December 2024 for 2025		\$1,000 raised
	Improve exterior signage: <ul style="list-style-type: none"> New <u>Water St. museum</u> sign New banners on Water St. side of museum Replace cork board on exterior bulletin board 	<ul style="list-style-type: none"> New banners ordered Exterior bulletin board cleaned and cork board replaced Met with <u>EC</u> Dev re: status of new sign 	Banners installed	
Programming	Create new promotional presentation about museum services; deliver at least 5 times		Created but not delivered	
	Deliver Touch Table Activity Stations during March Break and PA Days; see 10% increase in attendance on those dates	March Break saw a 60% increase in Touch Table participation, but 17% decrease in general museum attendance		
	Discovery Kits: create 1 new and update 1 existing	Collected feedback from VSAs	Updated DKs for October 20 th launch	Offered 3 new Scavenger Hunts for October 20 th

	Pilot "Community Walks": <ul style="list-style-type: none"> Offer 8 scheduled walks > 65 people attend Promote availability of private tours 	<ul style="list-style-type: none"> First CW delivered; 4 people attended Rack card promoting private tours circulated 	4 CW delivered; 38 people attended YTD (Apr-Aug)	3 more CW delivered for a total of 8 CW; 66 people attend CW (Apr-Nov)
	Update Cemetery Tour <ul style="list-style-type: none"> Offer 4 walks > 25 people attend 	<i>Upon further evaluation of 2024 attendance and other 2025 offerings, have cancelled public Cemetery Tours for 2025 to focus on Community Walks.</i>		
	History Talks: <ul style="list-style-type: none"> Increase attendance by 10% Maintain 2024 roster of senior facilities 	<ul style="list-style-type: none"> 26% increase in attendance (Jan-Apr) One new senior facility added 	62% increase in attendance (May-Aug)	91% increase in attendance (Sept-Dec)
	Pop-ups: <ul style="list-style-type: none"> Tall Ships Festival 2x Weekly in July & August Attend >3 DBIA events 	<i>Did not apply for a YCW student to focus on pop-ups as intended due to other capacity issues; this will affect ability to meet these goals</i>	<ul style="list-style-type: none"> Attended Farmersville Attended DBIA Shop the Street x 2 	Attended vintage postcard show
	Recruit >2 outreach volunteers	2 new volunteers recruited		<i>Suspended intakes; to relaunch in Spring 2026</i>
	Develop 3 new video series		<ul style="list-style-type: none"> Brockville Pets Out of Vault 	Stories from the Stones
Community	Increase Facebook followers by 8% <i>2024 year-end baseline: 3,557</i>	0.39% increase (3,571)	2.7% YTD increase (3,652)	8.46% total year-end increase (3,858)
	Instagram: aim for 2-3 posts/week	Avg. 2.22 posts/week	Avg. 2.5 posts/week	Avg. 2.6 posts/week
Exhibits	Exhibits: <ul style="list-style-type: none"> 1 permanent 2 <u>temporary</u> 1 virtual 	<ul style="list-style-type: none"> Temporary Art exhibit: Brockville's 20th Century Women Artists opened March 10 Temporary lobby display installed April 7 		<ul style="list-style-type: none"> Virtual version of Brockville's 20th Century Women Artists Brockville Businesses – Let's Go Shopping updated/reopened December 3
Collectio	Open Drawer Project: <ul style="list-style-type: none"> All accessioned object and document records available online 	<ul style="list-style-type: none"> Wrapping up last of phase 1 archival boxes Phase 2 scanning has begun 	<ul style="list-style-type: none"> Due to lower volunteer hours during summer and more difficult work, 	<ul style="list-style-type: none"> Have approximately 30 boxes left to complete phase one plus 2 filing cabinets.

	<ul style="list-style-type: none"> Shift focus from data entry to scanning 		<p>still wrapping up last of phase 1 archival boxes.</p> <ul style="list-style-type: none"> 2 people working on scanning photographs (phase 2). Completed about 11 boxes so far 	<ul style="list-style-type: none"> Have 2 people working on Phase 2; Completed about 25 boxes so far
	Complete an inventory of all objects stored offsite	Applied for and awarded a YCW intern to carryout this work	YCW intern hired and inventory 99% <u>completed</u> ; working on re-org	All objects inventoried and layout re-organized
	Create Digital Plan (CMOG requirement)	Digital Plan drafted	Digital Plan completed and submitted to CMOG	
	Create procedure for accepting born-digital items into the collection	Research undertaken	Document drafted.	
	Adopt new collection forms	Online offer of donation form created and "live"	Documents drafted.	
	Develop plan for addressing deteriorating photographic negative collection; apply for MAP funding	Research undertaken, scope narrowed, <u>following-up</u> with leads to provide quote	No response from leads. Identified the Eland collection as a potential pilot for completion "in house".	<i>Deferred to 2026</i>
Physical Plant	Security: <ul style="list-style-type: none"> Enhance key control system Enhance security camera coverage Reduce vegetation around museum to reduce hiding spots 	Additional security cameras approved in 2025 capital budget		Submitted request for landscaping in 2026 Capital budget
	Clean up workshop		Broken office chairs removed	
Other (not planned)				
	Develop MOU with Friends	Researched, drafted, and meeting held with Clerk's office and Friends	Draft presented and discussed; feedback collected	Friends chose to fold

Chronology

- 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.
- 2025 The Museum Advisory Committee is dissolved by Council.
YCW intern hired to inventory and re-catalogue the collection of large objects stored in the leased offsite storage space.
New larger downspouts and leaf guards are installed on the 1995 addition to mitigate water issues.
A new "Community Walk" walking tour program is piloted.
New Strategic Plan (2026-2030) drafted.
The Friends of the Brockville fold.