

Brockville Museum Strategic Plan

2026-2030



Brockville's history building Brockville's future

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This plan aims to articulate the goals and objectives of the Brockville Museum for the period of 2026-2030 by establishing priorities and objectives that will be used in the decision-making process of how resources, both human and financial, are allocated during this period.

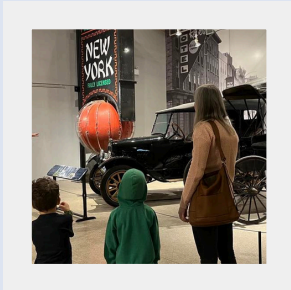
As a recipient of provincial funding through the Community Museum Operating Grant program, the Brockville Museum is required to have a current written Strategic Plan that guides short- and long-term operations and activities. This plan (2026-2030), replaces the museum's previous Strategic Plan 2020-2025 and meets this requirement.

This document is also available in plain text format.

About Us

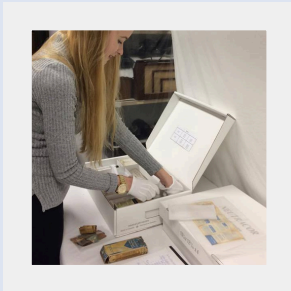
Stewards of Brockville's history since 1981

Operations



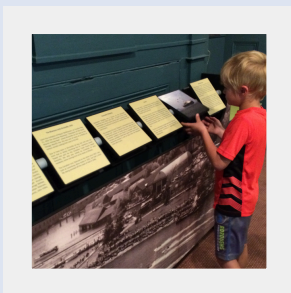
The Brockville Museum was established in 1981. It is owned and operated by the City of Brockville. Museum services are managed and delivered by three full-time staff: Museum Curator, Collections Coordinator, and Community Program Coordinator. A complement of 0.8FTE part time staff provide customer support and a dedicated team of volunteers provide additional support in nearly all areas of museum operations. The museum operates year-round, with varying hours, and has an annual operating budget of around \$450,000. See Appendix for more information on service levels.

Mission



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.

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)
- Meet or exceed provincial museum standards and best practices
- Actively participate in creating tomorrow's Brockville

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.

Planning Process

This plan was created as a result of a 12-month process that took place between January and December 2025. Museum staff, volunteers, stakeholders, and the general community were invited to participate in this process through a variety of initiatives. See Appendix for results and additional details.

Community Surveys

Museum staff used surveys to collect community input and feedback for the development of this Strategic Plan.

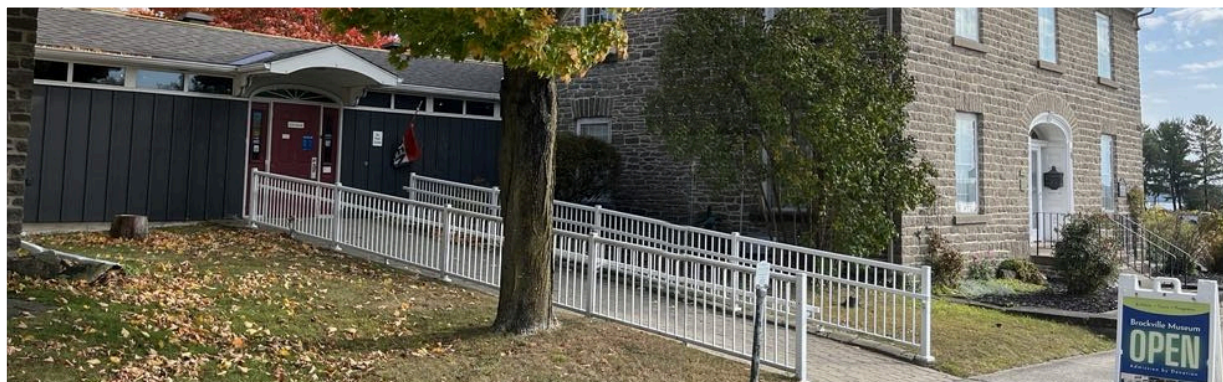
Between February and July 2025, three distinct surveys were circulated online to gather community feedback on museum services, priorities for the future, attitudes towards the integration of technology, and current and future collection and exhibition practices. In July and August 2025, an additional survey was conducted in-person at the museum soliciting feedback from visitors about museum exhibits. In September and October 2025, museum staff reviewed the results and feedback and drafted objectives and actions to guide museum activities through 2030. A final survey was circulated online in November 2025 to collect feedback on the drafted objectives.

SWOT

Museum staff conducted a scan of current and emerging trends and conditions to assess the museum's strengths and weaknesses, and potential future opportunities and threats. This analysis was used in conjunction with survey results to inform the development of this Strategic Plan.

Other Plans

Museum staff used complimentary existing plans and reports to inform this Strategic Plan. These included the museum's own Digital Plan (2025) and Accessibility Plan (2023), Municipal Accessibility Advisory Committee Museum Audit (2025), Canadian Conservation Institute Facility Assessment (2023), and Visitor Experience Analysis (2021), as well as the City of Brockville's Strategic Plan 2023-2026.



Assumptions

The following environmental conditions formed foundational principles for the development of this plan:

- Museum operations are in a period of transition as reporting structures and services are more fully integrated into “the City”. The final product of this transition is yet unknown.
- It is understood that the general expectation from Council is that service levels are maintained (rather than enhanced) for the foreseeable future.
- The museum will use the City’s Strategic Plan 2023-2026 to inform the museum’s plan, where possible, including recognition of the City’s Bicentennial in 2032.
- There is a municipal election in October 2026 that may change the makeup and priorities of Council.



A note on **Digital Feedback**: The museum’s existing audience and Brockville community skews older than provincial averages, impacting priorities and values and in turn the services the museum should provide. For example, community feedback indicated a reluctance to adopt digital tools, especially at the expense of more familiar museum functions. At the same time, provincial and federal funding programs are pushing the museum sector to integrate more digital technology. The Brockville Museum recognizes a need to balance these conflicting demands, especially in terms of resource management. This Strategic Plan suggests a maintenance of current digital service levels, with modest improvements to existing digital tools, while advocating that staff keep current on emerging digital trends.

Executive Summary

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

At the time of developing a vision for 2026-2030, the Brockville Museum is in a period of transition. The museum sector in Ontario has yet to fully recover from the 2020 Coronavirus pandemic and governments at all levels are facing steep economic and political challenges, not the least of which is the cost of living. The dissolution of the Museum Board of Management/Advisory Committee and of the Friends of the Brockville Museum in 2025 compound this sense of being in the throes of transition. Rather than set ambitious priorities for growth over the next five years, this plan aims to set objectives that will stabilize.

This plan focuses on objectives that will help define and articulate the museum's services and value, and its place in municipal operations. It aims to be responsive to the priorities identified by our community, rooted in the continued quality delivery of core museum services (to preserve and present).

Ultimately, our goal over the next five years is to increase visitation and participation while making a meaningful impact on our community's understanding of their place in Brockville's story. We hope to have a clearly defined operating and reporting structure and a plan for how to address the building's deficiencies, while we continue to deliver on the core museum functions our community expects, preserving and presenting our collection in accessible and engaging ways.

"Museums are city builders, they attract industry, talent, and tourism".
~ Gail Lord, address to Hamilton City Council, July 2025

Strategic Priorities - Summary

To integrate and draw attention to the Brockville Museum as an identifiable City asset and service provider that enhances civic pride, civic responsibility, and an understanding of municipal government.

1. Present: Increase Visitation and Participation

Museum visitation has been increasing steadily over the past decade (pandemic years aside), but still falls short of benchmarks for museums of similar size. Lack of visibility and awareness of the museum and its services continue to be the museum's main challenges. The museum's digital audience grows annually, and participation in programs by senior care facilities have recovered to pre-pandemic levels, but there is still opportunity to increase youth visitation and participation by locals in program offerings. Over the next five years, the museum will continue to leverage its unique assets and invest resources into initiatives that enhance visibility and awareness to drive visitation, participation, and engagement. Focus will continue to be placed on meaningful data-collection, evaluation, and tools for demonstrating impact.

2. Preserve: Be Good Stewards of our Community's History

Our community values our role as stewards of local history most. Over the last decade, the museum has met this expectation by frequently exceeding benchmarks for museums of similar size, particularly in terms of its early adoption of a public online collection database. However, the museum faces significant capacity challenges. A Canadian Conservation Institute (CCI) Facility Assessment in 2023 identified numerous building deficiencies with recommendations for improvements; as a result of the study, additional annual investments in Collections Care have been allocated and considerable progress has since been made, but some of the toughest challenges remain and will need to be tackled over the next five years. Also on the horizon is the City's 200th Anniversary Celebration in 2032; the community has made it clear that the museum should be a key player in marking this milestone. Continuing to demonstrate excellence in our ability to be good stewards of Brockville's history is a key strategic priority to maintaining and enhancing community support.

3. Transform: Define and Improve Internal Structures

Governance of the museum has changed considerably over the past four years: the museum has been more integrated into the City's reporting structure and the Board of Management/Advisory Committee was dissolved. Volunteer engagement and roles have also changed considerably in recent years: front desk duties shifted from volunteers to paid staff and the Friends of the Brockville Museum dissolved. These changes reflect modernization and post-pandemic challenges but also mean that the museum continues to navigate these changes and their implications, not all of which are yet known. Over the next five years, the museum will work to fully integrate its operations into the City, adopting modern policies and procedures consistent with the operation of a municipally-owned and operated museum.

1. Present: Increase Visitation and Participation

Key Performance Indicators

- number of visitors and trends over time
- number of programs offered/delivered
- number of repeat program participants
- conversion rate from pop-ups
- revenue earned from admissions and programs
- demographics of visitors
- availability of French language amenities
- number of videos produced and views
- number of social media followers
- number of newsletter subscribers
- website analytics - views, SEO ratings

Objectives

Actions

<p>1.1 Double visitation and maintain a proportional trend in admission revenue</p>	<p>1.1.1 Offer a dynamic schedule of new, temporary, and changing exhibits</p> <ul style="list-style-type: none"> • At least 1 temporary exhibit annually and 1 permanent exhibit bi-annually <p>1.1.2 Work to enrich the museum-going experience for families, children, and youth by incorporating more hands-on, experiential, and youth-focused activities into new and existing exhibits</p> <ul style="list-style-type: none"> • Goal that 15% of visitors are children and youth <p>1.1.3 Increase the museum’s profile and visibility in the community by popping-up at local business and events</p> <ul style="list-style-type: none"> • Develop initiatives to track conversion rates <ul style="list-style-type: none"> ◦ Goal of 5% of pop-up engagements convert into museum visitors or program participants <p>1.1.4 Work with Brockville Tourism and other tourism partners to enhance destination marketing and leverage marketing dollars</p> <p>1.1.5 Appeal to word-of-mouth marketing by delivering professional and surprising on-site experiences, opportunities for feedback and sharing, and focusing on the “finale” of the visitor experience</p> <p>1.1.6 Foster a welcoming, inclusive, and sustainable experience</p> <ul style="list-style-type: none"> • Gender neutral and accessible washrooms • Implement “smart” lighting • Continue to work on representation and inclusivity in storytelling, collections development, and the visitor experience to ensure multiple perspectives, that visitors and community members feel welcome, and that visitors and community members can see themselves in the museum • Update land acknowledgement and continue to put into practice decolonization learnings, methodologies, and tools <p>1.1.7 Enhance French-language service level (improve exhibit translation, consider French-language wayfinding signage and other expanded language services)</p> <ul style="list-style-type: none"> • Build on Brockville Tourism’s strategy to enhance capacity to welcome French speaking visitors to Brockville
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“I work at a local retirement residence here in Brockville. We have someone come from the museum each month to deliver a talk about the local history. Our residents love it. It works really well for us, as we are able to include residents who may not be able to get out to go to the museum in person. Also when we do plan an outing, we are limited by the number of people who can fit on our bus, this way anyone who would like to attend can do so.”

~ Survey respondent

Objectives

Actions

<p>1.2 Use programs and exhibits to enhance civic pride, civic responsibility, and an understanding of municipal government</p>	<p>1.2.1 Develop “civics” educational program for youth (and adults),</p> <ul style="list-style-type: none"> • Goal that 500 people participate in civics-based programs <p>1.2.2 Develop video series exploring the history and operations of different city buildings</p> <ul style="list-style-type: none"> • Goal of producing six videos, each exceeding 100 views <p>1.2.3 Continue to build seasonal “Community Walks” that explore the history of Brockville neighbourhoods and Brockville’s most unique stories</p> <ul style="list-style-type: none"> • Participation doubles over 2025 figures by year 2027 <p>1.2.4 Continue to integrate the interpretive message “Brockville’s citizenry exude commitment to the community” in exhibits and programs</p> <p>1.2.5 Continue to offer monthly "History Talks" that explore unique aspects of Brockville's past</p> <ul style="list-style-type: none"> • Maintain 2025 participation levels <p>1.2.6 Develop evaluation techniques for assessing impact of civics-focused programs</p> <p>1.2.7 Take a lead in updating the City’s Heritage Plaque program; enhance storytelling and focus on sense of, and pride of, place</p>
<p>1.3 Increase museum visibility and relevance by recognizing and engaging with virtual audiences and patrons</p>	<p>1.3.1 Continue to engage through Facebook, Instagram, and YouTube</p> <ul style="list-style-type: none"> • Prioritize the sharing of archival images • Enhance the development of video content • Monitor ethics around use of these platforms and be adaptable to seizing other virtual opportunities • Consistently increase reach/followers year over year <p>1.3.2 Ensure a modern and up-to-date website experience; ensure SEO optimization and adherence to accessibility standards</p> <p>1.3.3 Promote e-newsletter subscriptions; invest in paid service as subscription volume warrants</p> <ul style="list-style-type: none"> • Reach 800 subscribers by 2030



Digital Spotlight:

- continue to create and share videos
- continue to engage on social media
- maintain and improve website as required
- promote e-newsletter subscriptions



Accessibility Spotlight:

- improve accessibility of washrooms
- ensure digital content is accessible
- ensure exhibits meet accessibility standards

2. Preserve: Be Good Stewards of our Community's History

Key Performance Indicators

- number of objects available online
- website analytics - views
- number of photographic negatives digitized
- number of CCI recommendations addressed
- length of time to process donations

"In these trying times, the museum is more relevant than ever. We cannot forget the past."
 ~ Survey respondent

Objectives

Actions

<p>2.1 Continue to work on the Open Drawer Project, enhancing access to the collection and research services</p>	<p>2.1.1 Update collection database 2.1.2 Work towards in-person research capacity 2.1.3 Preserve and digitize photographic negative collection</p>
<p>2.2 Demonstrate excellence in collections care</p>	<p>2.2.1 Continue to work on addressing CCI Report recommendations • All recommendations are addressed by 2030 2.2.2 Complete conservation treatment on the Dailey display horse 2.2.3 Develop and implement "born-digital" collecting policy and procedure 2.2.4 Develop and implement a Digital Collection Preservation Policy 2.2.5 Shorten wait times around making an object donation</p>
<p>2.3 Take a lead in celebrating Brockville's Bicentennial (2032)</p>	<p>2.3.1 Provide expertise on past celebrations and current best practices 2.3.2 Support Council in identifying a legacy project</p>



Digital Spotlight:

- update online database to ensure user-friendly experience that meets museum needs
- digitization of photographic negative collection
- update policies to include digital content



Accessibility Spotlight:

- ensure online database meets accessibility standards
- consider accessibility standards when creating public research space

3. Transform: Define and Improve Internal Structures

Key Performance Indicators

- amount of progress made on addressing building challenges and security issues
- number and frequency of calls for emergency services
- new user fees are implemented successfully and consistently
- number of policies updated and approved
- number of members
- number of volunteers and volunteer hours
- staff comfort level integrating AI tools in every day tasks

Objectives

Actions

<p>3.1 Integrate and draw attention to the Brockville Museum as an identifiable City asset and service provider</p>	<p>3.1.1 Work with Council to develop a vision for the future of the museum – establish mutual understanding of service and growth expectations</p> <p>3.1.2 Continue to maintain the building, address backlog of maintenance and deficiencies</p> <p>3.1.3 Improve building flow and safety, secure non-public areas</p> <p>3.1.4 Conduct a “branding” exercise: develop a new museum logo and formalize a style guide</p> <p>3.1.5 Enhance staff competencies in municipal government operations/reporting and use municipal language and reporting styles wherever possible/appropriate</p> <p>3.1.6 Improve reporting structures, organization chart, and workflows; align job titles</p> <p>3.1.7 Review, simplify, and modernize user fee schedule in line with desired service levels; properly establish HST and annual CPI increases to all fees</p>
<p>3.2 Demonstrate excellence in museum management and customer service</p>	<p>3.2.1 Update all Community Museum Operating Grant program-related policies to ensure adherence to standards and alignment with applicable City policies and procedures</p> <p>3.2.2 Investigate opportunities to optimize point of sale to improve efficiencies and customer experience</p> <p>3.2.3 Develop membership program</p> <ul style="list-style-type: none"> • Reach 240 members by 2030 <p>3.2.4 Review gift shop offerings/create plan</p>

“We really appreciate visiting the beautiful Brockville Museum. Lots of history in such a wonderful heritage building. Wonderful staff that greeted us and explained a lot about the museum. Thanks!”
 ~ 2025 Museum Visitors from Quebec

Objectives

Actions

3.3 Staff are trained and skilled to respond to tomorrow's challenges and opportunities

3.3.1 Invest in staff competencies in the use of digital technologies and AI

- Focus on increasing proficiency of creating videos, creating accessible documents and content, and creating and editing website content
- Ensure staff are aware of emerging digital trends and informed on how they may be incorporated into museum practices in the future

3.3.2 Staff maintain curiosity of emerging trends by participating in webinars and attending conferences

3.3.3 Update volunteer program to reflect changing needs; recruit new volunteers to fill modernized positions and expectations



Digital Spotlight:

- ensure staff are familiar with digital tools
- adopt digital tools when appropriate



Accessibility Spotlight:

- ensure new and updated policies align with accessibility standards
- ensure all staff are trained in accessibility standards and tools and are able to produce accessible documents and digital content



"More and more museums are relying on having an online presence to reach a larger audience. Digital content can reach people who cannot reach the museum easily, and create an olive branch to those who may not feel welcomed in museums for a variety of reasons."

~ Survey respondent

Timelines

Annual work plans will be developed based on the objectives detailed in this Strategic Plan, taking into account progress and conditions present at the time. This chart provides a proposed timeline for implementing this plan, subject to change.



Focus on transitioning into City organizational structure and addressing gaps left by the dissolution of the Friends.

Develop civics content

Make plans for addressing remaining CCI Report recommendations.

Focus on building relationships with new Council, position the museum as a valuable City asset.

Make progress on CCI report recommendations and update Collection Management System.

Focus on accessibility and inclusivity, develop French content and plans for accessible improvement.

Focus on defining and promoting the museum through branding and style guides.

Focus on building towards 2032 - Brockville's Bicentennial Celebrations.

Assess progress and reevaluate community priorities.

Continue to curate and deliver exhibits, programs, and digital content consistent with the objectives of this plan and the interests of our community which contribute to increasing visitation and participation.

Continue to emphasize data collection and evaluation with a focus on impact and engagement.

Future Plans

Goals for Growth

This plan has presented objectives based on stabilizing operations and maintaining services levels based on 2025 conditions.

Should there be an opportunity for the museum to pursue growth and an increase to service levels during the lifespan of this document, staff have identified two key long-term priorities based on previous plans and feedback received during this planning process.



Museum Expansion: develop a plan for making progress on expanding the museum's size

Despite the construction of an addition in 1995, the need for more space was identified as early as 2002 and leased offsite warehouse space was acquired. In 2017, as space pressures and building deficiencies mounted, the museum's then Board of Management, passed a motion to seek the museum's relocation to a larger building. In 2021, Lord Cultural Resources completed a Feasibility Study on a relocated and expanded Brockville Museum, detailing costing for building and operating assuming a 2032 opening (for the city's bicentennial anniversary). In 2022, the Canadian Conservation Institute conducted a Facility Assessment, which identified deficiencies and recommendations regarding the care of the collection. In 2023, "Museum Expansion" made it into the City's Strategic Plan.

Despite limited progress or definitive plans for moving forward, when the Friends of the Brockville Museum dissolved at the end of 2025, they made a donation of over \$628,000 to the Museum Expansion Reserve Fund (Bylaw 025-2022). Those funds are available for taking steps towards this ambitious long-term goal.



Increase staffing levels by 1FTE to support clerical tasks and other demands on services

In November 2021, the museum's Community Engagement Officer position (0.7FTE) became vacant. Failed recruitment attempts led to the reassignment of that position's budget to the creation of a staffed front desk position (replacing a role previously covered by volunteers). Since then, the remaining museum staff have worked to cover gaps in services previously covered by the Community Engagement Officer position, but some services and activities remain reduced as a result of this change.

Creating a new entry-level 1FTE museum position would ease increasing pressures on the existing staff, and create new opportunities to grow the museum and better serve, and engage with, the community.

Appendix

Core Museum Services

The museum's service levels reflect adherence to provincial standards and sector best practices, as well as staffing and funding levels. They also take into account community feedback and demands for services.

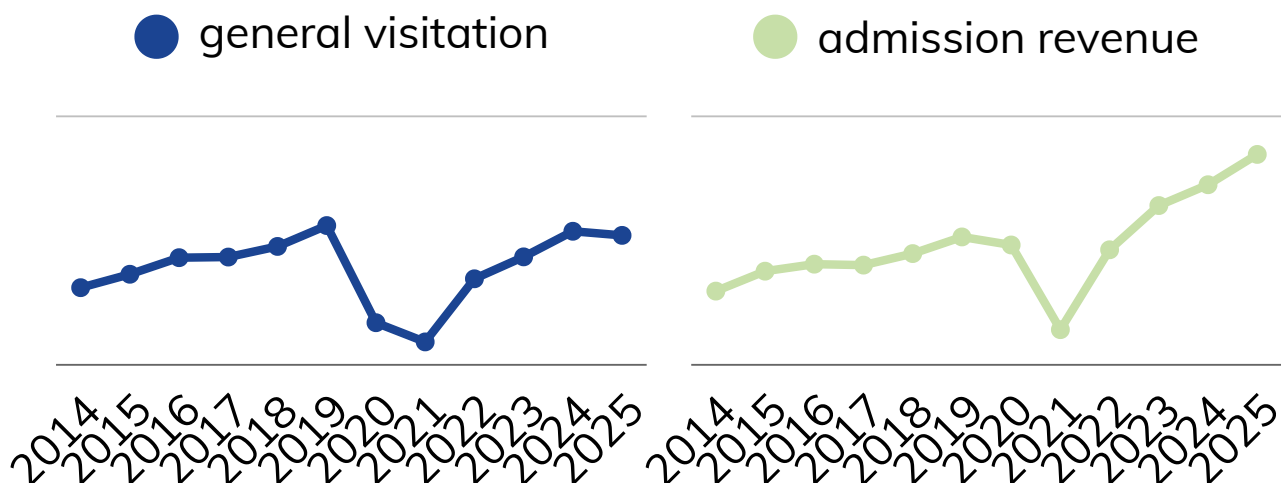
This plan has been developed based on maintaining these service levels.

The following reflect current service levels based on 2024-2025:

- Open about 1200 hours over 242 days, year-round; admission by donation
- 7 exhibit spaces: 5 long-term, 2 temporary (changed annually)
- Deliver about 120-150 paid educational/recreational programs annually to audiences of all ages, including school groups, tour groups, and inside area senior care facilities
- Actively collect objects, photos, and documents related to Brockville's past for the permanent collection: about 200-300 new items acquired annually
- Care for a catalogued collection of about 28,100 items (and growing)
- Offer research services, responding to 50-80 research requests annually
- Active on Facebook and Instagram, with content focused on sharing historical information (such as archival photos with descriptions): about 90 educational posts annually, with a year over year increase in followers of 8%-12%
- Produce on-demand virtual content, including videos (YouTube) and virtual exhibits: current library of about 140 videos and 12 virtual exhibits; catalogued collection also available online
- A significant tourism asset, with about 75% of summer season visitors identifying as visiting from out of town, including from overseas

Visitation Trends

Prior to the Coronavirus Pandemic in 2020, the Brockville Museum was experiencing an upward trend in visitation and successfully doubled admission between 2014 and 2019. The museum only started to recover in 2024 and is yet to reach 2019 figures. Fortunately, admission revenue has continued to climb. This plan aims to restore the pre-pandemic upward trend in visitation, doubling general admissions over the next five years.



Appendix

Community Survey Feedback

Community survey results indicated that:

- there is still much work to be done to alert residents to the existence of a museum in their community and to the services the museum provides;
- serving as a depository for objects of local historical significance remains the community's highest service priority;
 - there is support for appropriate deaccessioning
 - there is serious concern over the idea of a collecting moratorium
 - there is displeasure over the time it takes to donate an object to the museum
- those who receive programming from the museum inside area senior care facilities greatly value this service;
- continuing to produce regularly changing exhibits and engaging social media posts are of the highest priority for our community;
 - there is strong support for temporary art exhibits
 - there is a real hesitation towards the integration of technology into exhibits
 - there is a desire for more frequent changes to permanent exhibits/more frequent temporary exhibits
 - there is interest in placing a greater priority on making exhibits available in French
- our current audience uses, appreciates, and values digital content, but don't see it as more important than core museum services with which they are more familiar;
 - there is hesitation about the need for the museum to be current with digital technology, including AI and website optimization
- contributors see Brockville's Bicentennial (2032) as an important event that should be celebrated in a big way and with museum participation; and that
- there is interest in a new, larger museum building that can host more exhibits, programs, and community events.

"I like that the Museum services can travel outside the museum such as going to senior care facilities - it makes the museum accessible to those who may not otherwise be able to get to it."
~ Survey respondent

"Love the museum walks and talks. The building and displays are a treasure for the city. Thanks to all."
~ Survey respondent

"Many visitors to Brockville are francophone and would appreciate this effort at accessibility."
~ Survey respondent

Appendix

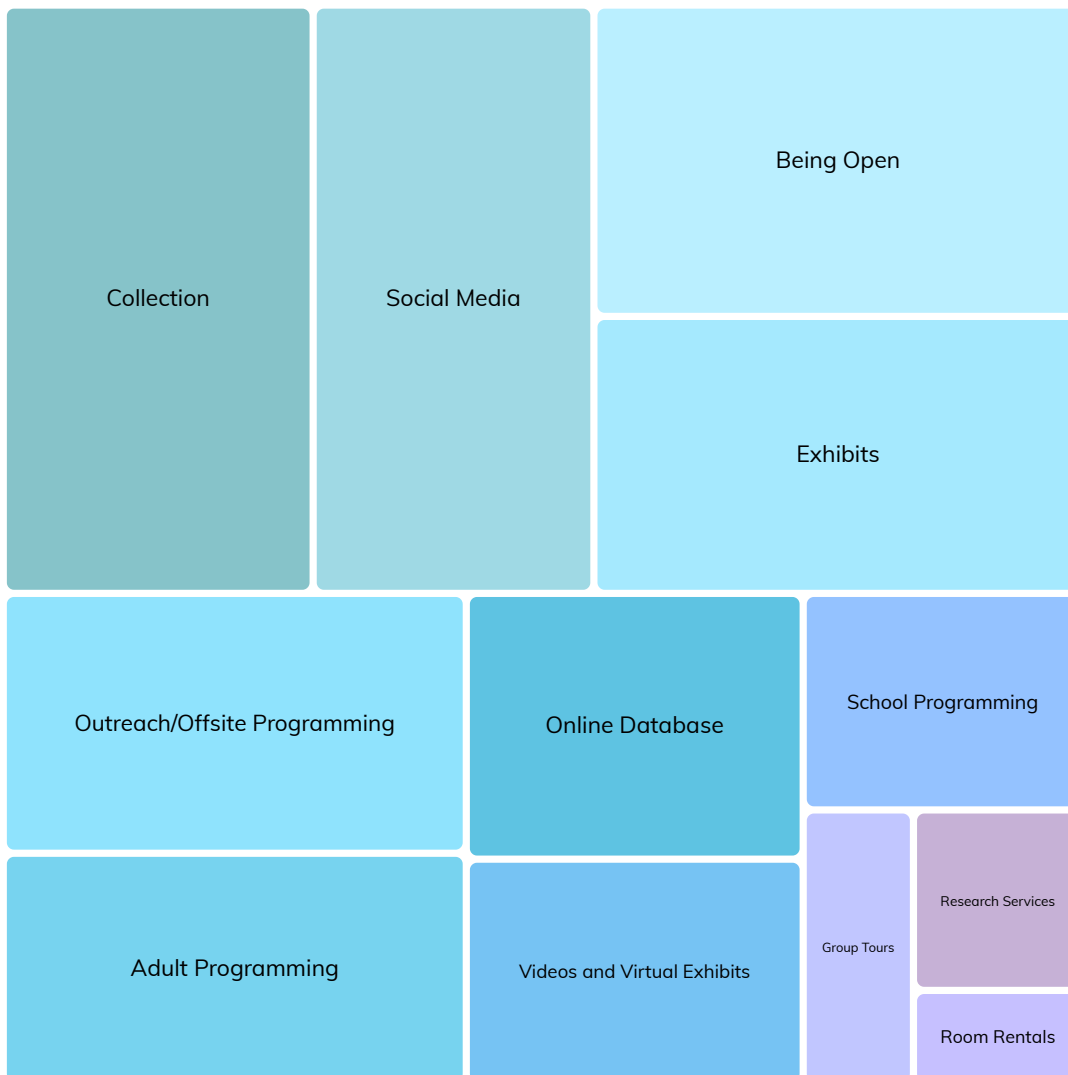
Community Survey Feedback (continued)

Priority Services:

“Serving as a depository for objects of local historical significant” (collection) rated as the most important to survey respondents of 12 museum services; history-based social media posts, just being open, and having changing and engaging exhibits rounded out the top four most important services according to survey respondents. Note that “programming” services were broken down to 3 different types of programming - adult, outreach, and school - solidly rounding out the middle of the list of services.

Providing room rental services, tour group services, and research services were rated as least important. Note that most survey respondents were “locals”, and generally weren’t the audiences who use these services.

Although survey respondent demographics may skew these results, they are helpful for understanding our local audience.



Appendix

SWOT

Strengths

- Increased bookings with senior residences
- Staffed front desk
- Professional and committed staff
- Always improving
- CCI Report provides clear actions; already made progress on some priorities
- Good at pivoting/demonstrated adaptability
- Use of online forms
- Social media/online content consistent and engaging
- Collection is accessible online (Open Drawer Project)
- Growing History Talk attendance
- Solid pest management program
- Clear messages and objectives
- Geographic location in the province
- Part of municipal network with relationships with police, fire, IT, DMO, etc

Weaknesses

- Location (just outside the tourist areas/remote and secluded)
- Limited FT staffing levels
- Budget constraints
- Unclear reporting structures/organizational challenges
- Lack of visibility
- Limitations and challenges of MINISIS collection database
- Physical plant: building deficiencies and lack of space
- Cost of offsite warehouse lease

Opportunities

- New residents to Brockville offer new audience
- Interests in high school coop placements
- Canadian tourism on the rise
- Further develop relationships with police, fire, and DMO
- Decolonization – new/different stories

Threats

- Estates – people downsizing/liquidating estates expecting to find home at museum
- Wave of recent museum closures reflecting shifting financial challenges/priorities
- Municipal election 2026 – unknown
- Incivility online; misinformation
- Climate change – more frequent and severe weather events that cause closures or threaten the collection
- US politics – weak tourism, weak economy, threat of world violence
- Loitering activities around the museum
- Economic instability impacting how people spend time and money (including making charitable donations and volunteering)
- Public perception of the role of museums – different generations have different ideas; difficult for museum to meet all expectations and maybe shouldn't

Appendix

Other Plans - City of Brockville Strategic Plan

Museum staff identified priorities and actions in the City of Brockville's 2023-2026 Strategic Plan that were relevant to the museum which could be incorporated into the museum's own Strategic Plan:

- 1.6 Develop Recreation Opportunities
 - 1.6.4: recreation amenities – health and wellness, education and enrichment
- 1.8 Prepare for City's Bicentennial 2032
- 3.2 Asset Replacement
 - 3.2.6 Museum Expansion

Additionally, staff identified that museum activities already support the following priorities:

- 1.7.1: develop and implement a plan to create a stronger cultural community
 - the museum is a place for cultural exchange, dialogue, and celebration
- 1.5.1: bolster tourism efforts through product development, promote Brockville region as a tourism destination throughout County
 - the museum is an active participant in the development and promotion of tourism products

Appendix

The Museum's Golden Circle

Early in the planning stages, staff reflected on Simon Sinek's Golden Circle principle (<https://simonsinek.com/golden-circle/>) to help shape a foundation, built on the museum's mission, for the development of this plan (and all museum operations).

Our Why:

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

We believe that:

- Exploring community history fosters connection and belonging, building civic pride
- The study of history through primary sources and interpretation develops cognitive skills (such as critical thinking) and empathy, building more resilient, informed, understanding, and empowered citizens
- Engaging with historical objects, and in dialogue with each other, promotes well-being, building a healthier and more connected community
- Showcasing Brockville's unique history to tourists promotes Brockville as a destination and as a great place to live, work, and do business, building a strong local economy
- Having a professional, passionate, and engaged staff is necessary to developing and delivering successful services

How we do what we do:

A passionate team of museum professionals work as part of the municipal government to engage with the Brockville community to collect, preserve, and share the stories of the objects and documents that reveal Brockville's unique, inspiring, and sometimes challenging past (and present) in keeping with provincial standards. We use this history as a tool to enhance civic pride, empathy, wellbeing, and cognitive skills. We use the theme of transformation and change to push our audiences beyond nostalgia and history for history's sake, to make connections between the past and present in meaningful, relevant, and timely ways.

What we do:

- Collect Brockville's past and present: grow, maintain, and make accessible an evolving collection of objects, documents, and photographs
- Share Brockville's unique past and present: through interpretive and educational programs, online content, exhibits, and research services

Contact us for further inquiries

This document is also available in plain text format.

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