City of Winnipeg Museums Board

Ensuring a vibrant community of heritage and culture

Executive Policy Committee Delegation
16 Jan 2013

Response to proposed 10% grant reduction to Member Museums

Your Museums Board
…now a robust seven+

VOLUNTEER CITIZEN MEMBERS

William Dowie, Chair

Ms J. Wakefield - accounting

Mr. L. Offrowich - law

Ms D. Rakowski - history

Mr. C. Robin - marketing

Ms M. Tisdale - heritage

Mr. G. Toth - entrepreneurship

WINNIPEG PUBLIC SERVICE

Ms J. Marques *Senior Clerk*

Mr. M. Lemoine *Deputy City Clerk*

Mr. W. Tiegs *Legal Services*

Ms E. Solis *Corporate Finance*

Contract - COORDINATOR

Matthew Komus –

museum professional; AMM

The Role of the Museum Board

To implement the City's

Heritage Preservation Policy

- Ensure the ongoing preservation and coordination of Winnipeg's museum resources and assets
- Audit the ongoing operations of the museums that receive grant funds and in-kind services from the City of Winnipeg

…show Council and the Citizens of Winnipeg what *value* they receive from their +/- million dollars

Just as Councilors represent their Wards, they still work *together* for the good of *all of Winnipeg*

Think of my Member Museums that way…
not a disparate lot of old buildings…

…collective, cooperative, consolidated

(this parallels Council's wish to reduce the number of grants - CWMB should be a block operations grant)

The civic faces of Museums















Museums supported thru existing Museums Board Operating Grants Model

- Dalnavert Museum
- Fire Fighters Museum
- Grants Old Mill
- Historical Museum of St. James-Assiniboia
- Manitoba Children's Museum
- Le Musée de Saint-Boniface Museum
- Oseredok Ukrainian Cultural and Educational Centre
- Ross House
- The Manitoba Museum
- Seven Oaks House Museum
- Transcona Historical Museum
- Western Canada Aviation Museum

Museums supported in-kind

(no grant dollars are recommended by Museums Board – marketing, training, and museology offered)

* Living Prairie Museum
* Winnipeg Police Museum

*** CMHR is not involved in this process**

Museums continue to evolve

Community Hubs





Innovative Engagement



Places of Legacy…

Honour

Real Positive Economic Impact

* Museums play an important role in the 'tourism attraction mix' for a community…
…and you can actually buy a ticket… maybe even free

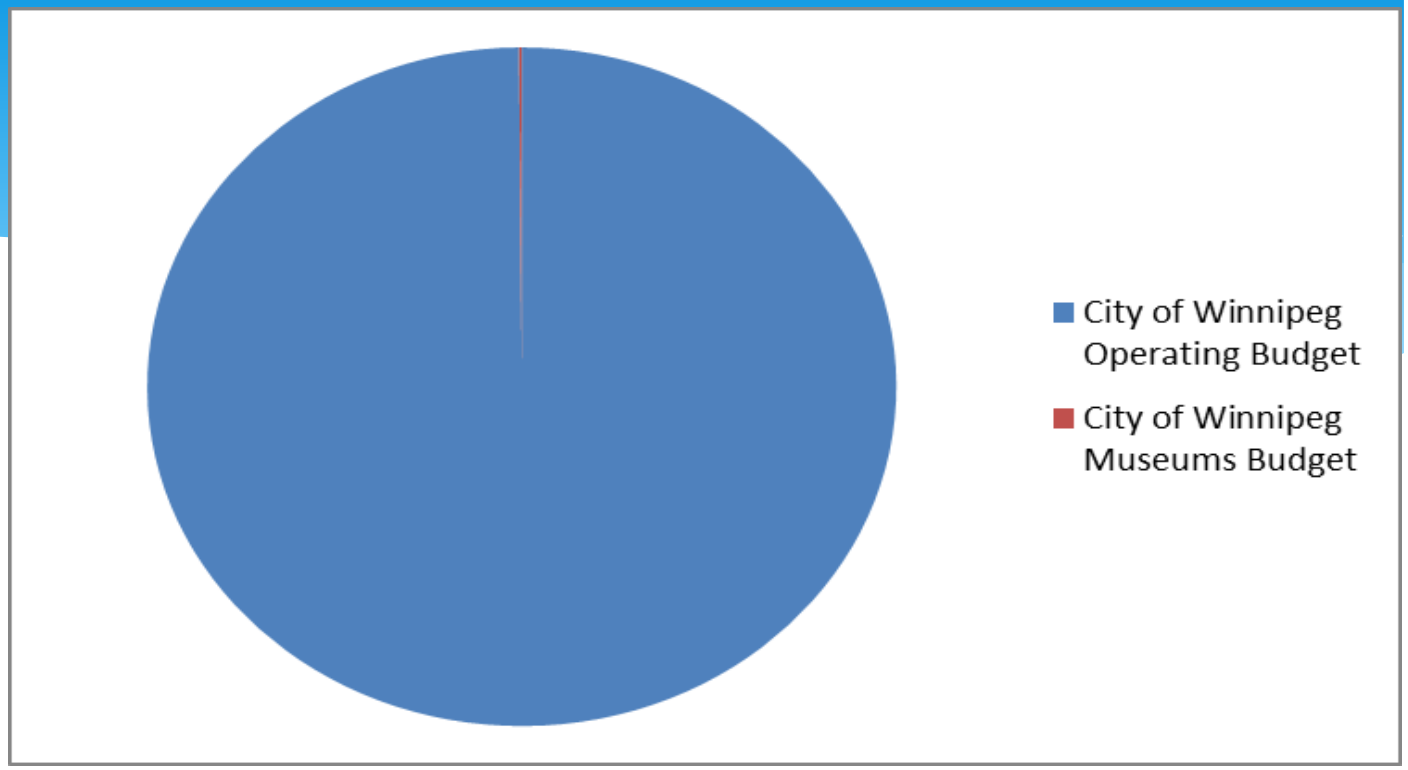
* Direct spending by museums has ripple effects across the city's construction, printing, restaurant, hotel, and business services sector

* The Manitoba Museum contributes **$13,700,000** to Winnipeg's economy in return it received only **$55,000** for operations 250x

http://blog.lib.umn.edu/umnext/news/2012/05/minnesota-museums-contribute-674-million-in-economic-impact-u-study-finds.php

Museum	Actual CWMB 2013	Finance Report 2013 - 2015
Dalnavert Museum	$30,000	$18,900
Manitoba Children's Museum	$122,400	$108,000
The Manitoba Museum	$60,000	$49,500
Oseredok Ukrainian Cultural and Educational Centre	$15,600	$13,500
Western Canada Aviation Museum	$56,100	$49,500
Le Musée de St. Boniface Museum	$457,750	$405,000
Transcona Historical Museum	$158,100	$139,500
Seven Oaks House Museum	$35,000	$25,404
Ross House	$31,500	$27,969
Historical Museum of St. James-Assiniboia	$83,390	$75,051
Grants Old Mill	$17,240	$15,516
Fire Fighters Museum	$0 (transfer)	$0
TOTAL	**$1,067,080**	**$927,840**

Issue of Scale:



The total difference:
Museums Board 2013 request and the City of Winnipeg's 2013-2015 Preliminary Budget is: **$139,240** **~ 0.015%** of the budget

very small amount in the total City operating budget…
however it has a very **large** effect to the individual Member Museums

Issue of Timing

* A loss of services to the public
  especially services geared to family and youth
* Reduction in hours of operation
* Elimination of staff positions / decrease in real income
* Summer employment / program cancellations
* Cancellation or postponement of new exhibitions

current and modern initiatives keeping public engaged could be lost…

Grouped Brand - Marketing ~ new web-portal ~ http://bitproject04.academic.rrc.ca/



Winnipeg Chamber of Commerce

- Member Museums could lend expertise and resources to celebrate their 140th Anniversary
- business history is part of Winnipeg and has not been explored
- Initial talk w Dave Angus



On March 8, 2013, The Winnipeg Chamber of Commerce turns 140 years old. We have a BOLD and colourful history.

Alliances and Partnerships
(finalized, or in the works + more)

Red River College
of Applied Arts, Science and Technology

Association of Manitoba Museums



University of Manitoba





Manitoba Master Gardener Association

There is an entire process well underway under the direction of CWMB…

* strategic visioning and planning process
  * all Councillors have been invited to participate;
  * due diligence - administration led by the Clerk's Office;
  * citizens of Winnipeg ideas – Speak-Up Winnipeg.com

* Member Museums have been actively engaged with CWMB since our June 2012 Symposium

Leadership & New Financial Models
IDEA: CWMB Financial CAUSE Program (museums stabilization fund)

St. Boniface Museum	450,000	405,000
Take Pride Winnipeg *	215,750	215,750
Take Pride Winnipeg - Graffiti Control*	20,000	20,000
Transcona Museum	155,000	139,500
Transit Community Events Support	27,000	28,800
True North:		
- Refund of Business Tax	250,000	258,300
- Refund of Entertainment Funding Tax **	5,800,000	6,168,000
Ukrainian Cultural and Education Centre	15,000	13,500
United Way Winnipeg - 'Peg' Community Indicators System	40,000	-
University of Manitoba - Dutch Elm Disease Research Program	5,000	-
University of Manitoba - Engineering Program Bursary/Scholarship	500	500
University of Manitoba - Research Sustainable Wastewater Treatment and Nutrient Recovery	30,000	30,000

What ‘Our Winnipeg’ *really* means…

To turn a recent phrase from Guy Maddin:

The very purpose of the Member Museums is to serve as “…our collective consciousness.” Literally.

Council has the responsibility, and duty, to see that this collective consciousness continues - for present and future Winnipeggers to enjoy and benefit from *all* our museums !

