THE CITY OF WINNIPEG

OPERATING PROGRAM AND/OR PROJECT

2018 GRANT APPLICATION FORM

Legal Name of Applicant	The Manitoba Museum
Mailing Address	190 Rupert Avenue
Applicant Contact Information	Name: Claudette Leclerc Phone: 204-988-0630 Email or Fax: leclerc@manitobamuseum.ca
Program and/or Project Name and Description (if the request is for general operating funding, please specify the budget line items for which funding is requested) ***If you require more space, please attach the details.***	The Capital Renewal Project will impact 42% of the Museum including the Orientation, Grasslands and Nonsuch Galleries, and will include the creation of a new Winnipeg Gallery with two areas: a mixed-media time line incorporating artifacts, specimens, and interactive digital media and; refresh the former Urban Gallery storefronts with real business and stories of real people. The Winnipeg Gallery will connect pre-1920 Winnipeg with the Winnipeg of 1920 to the Winnipeg of today and will show that Winnipeg has always been an important social and political gathering place for Winnipeg Indigenous people and newcomers to the city. Please see attached for detailed description.
Program/Project Timeline	Start Date: April 1, 2018 Completion Date: May 12, 2020
Program/Project Budget (if the request is for general operating funding, please provide the Applicant's proposed operating budget for the 2018 calendar year) ***If you require more space, please attach the details.***	Total cost of Bringing Our Stories Forward Capital Renewal Project: $19,000,000 Request $1M potential payment schedule: 2018/2019 - $300,000 2019/2020 - $300,000 2020/2021 - $400,000 Please see attached for detailed project expense information.
Amount Requested	$ 1,000,000.00
How many full time equivalent positions would this grant support in your organization?	
If you have received City of Winnipeg funding in the past please include the amount and year funding was received. If none, please indicate N/A	Operating, Museums Board: 2016-2017 - $55,000 2015-2016 - $55,000 2014-2015 - $52,250 2013-2014 - $52,250 2012-2013 - $55,400 2011-2012 - $51,000 2010-2011 - $50,000 2009-2010 - $50,000 2008-2009 - $43,000 Operating, Wpg Arts Council: 1999-2008 - $231,000

Please return the completed 2018 Grant Application Form on or prior to September 1, 2017, to:

City Clerk's Department
Administration Building
Main Floor - 510 Main Street
Winnipeg MB R3B 1B9

Fax: 311
E-mail: 311@winnipeg.ca

The undersigned hereby certifies that the information in this application is accurate, complete and endorsed by the board of the Applicant:

Per: _____
Name: Claudette Leclerc
Title: CEO & Executive Director
Date:
I have the authority to bind the Applicant.

PLEASE NOTE:

Following Council's adoption of the City's 2018 budget, only applicants who have been *approved* for funding will be notified in writing. Any approved grants will be subject to the applicant and the City entering into a grant agreement setting out the terms and conditions of such funding.

The Council adopted annual grants for 2017 are listed in the 2017 Operating and Capital Budget, Volume 2, Appendix 2 at
http://www.winnipeg.ca/finance/files/2017PreliminaryOperatingAndCapitalBudget_Volume2.pdf

2018 preliminary and adopted grants will be listed in the 2018 budget books on the City of Winnipeg's website at http://www.winnipeg.ca as available.

The City of Winnipeg Capital Project Funding
2018 Grant Application
Submission from the Manitoba Museum

SUMMARY

The Manitoba Museum is respectfully requesting $1,000,000 from the City of Winnipeg for renewal of four of nine Museum Galleries that will include the creation of a new Winnipeg Gallery. Every year the Museum welcomes over 300,000 visitors, generates $13.7 million in direct annual economic impact to Winnipeg and Manitoba and is a leading tourist attraction in the city. Community consultations indicated that the Museum could increase local visitorship by updating gallery spaces, stories, technology and improving visitor access. The $19 million *Bringing Our Stories Forward* Capital Renewal Project will see staged gallery renewal over the next three years with updated perspectives on Winnipeg and Manitoba history. The 2020 completion date will coincide with three landmark anniversaries: the Province of Manitoba's 150th, the Hudson's Bay Company's 350th, and the Manitoba Museum's 50th. It is also the lead-up to the 150th anniversary of the incorporation of Winnipeg as a city in 2023 for which we will have the new Winnipeg Gallery as a focal point for celebrating the City's rich history.

PROJECT DESCRIPTION

The *Bringing our Stories Forward* (BOSF) Capital Renewal Project is part of a longer-term, three-step project for renewal. Informed by an extensive community consultation process, the $160 million Capital Renewal Vision has been mapped out into three phases. The first phase was the Alloway Hall Expansion and Renewal Project ($5.3 million), which opened March 23, 2017, on time and on budget. The second phase is the $19 million BOSF Gallery Renewal Project. The third and final phase, currently in the conceptual stage, will see the construction of a stand-alone Science Centre, the creation of a Community Commons that will orient the Museum's entrance to Main Street, and expanded education, collections and conservation facilities. The Project will ensure the Museum's operating sustainability for the future with increased revenue through admissions and rentals. Upon completion of the three-step Capital Renewal Plan, the Museum will substantially increase its annual economic impact of $13.7 to an estimated $18.8 million.

There is a growing public understanding that museums must demonstrate relevancy to their communities, and not just be a repository for collections. Over the years the Museum has seen a greater visitor demand for new and different experiences, reinforced through ongoing stakeholder surveys. Since its opening in 1970, much has changed in what we know. The stories about Manitoba's Indigenous peoples, about recent waves of immigrants and about our coexistence with nature have all evolved. Our understanding of Winnipeg and Manitoba's place in the world is deeper and richer today, and this new knowledge needs to be updated and showcased.

The BOSF Capital Renewal Project will affect 42%, or 23,000 square feet, of the Museum's interior spaces including the Orientation, Grasslands and Nonsuch Galleries, and will include the creation of a new Winnipeg Gallery with two areas: *Winnipeg Introduction* will have a mixed-media timeline incorporating artifacts, specimens, and interactive digital media and; *Winnipeg Cityscape*, which will refresh the former Urban Gallery storefronts with real business and stories of real people. Taken together, the Winnipeg Gallery will connect pre-1920 Winnipeg with the Winnipeg of 1920 to the Winnipeg of today and will show that Winnipeg has always been an important social and political gathering place for Manitoba's diverse peoples.

Community engagement teams have been established to develop strategies to improve the visitor experience with a strong focus on Indigenous peoples, recent immigrants, the connection between people and nature. The Museum is committed to responding to the Treaty Relations Commissions Calls to Action and this renewal will provide a safe site for reconciliation where visitors can share historical and cultural information to improve relationships with the Indigenous community.

Many of the Museum's Galleries opened before the digital era, and prior to the Internet and smart phone. To engage younger generations, galleries must integrate contemporary technologies that enrich the direct, physical experience, while still placing authentic artifacts at the core of the experience. Interactive digital media and immersive multimedia will be employed to educate, enthrall and engage visitors of all ages. In addition to renewing and contemporizing the stories of Winnipeg and Manitoba, the BOSF Project will renew the four galleries with new cases, flooring, lighting, furniture/fixtures and a new passageway for improved visitor access. Remaining galleries will also receive new flooring, lighting and furniture/fixtures to ensure a consistent design throughout.

The Museum's strategic goals reflect an aggressive growth plan for the institution's future as a thriving, independent not-for-profit organization that addresses the needs of the community and advances key educational and heritage priorities Winnipeg and Manitoba. The *Bringing Our Stories Forward* Capital Renewal Project will ensure the Museum is well positioned to welcome millions of more visitors in the coming decades, while providing an enhanced attraction for hosting receptions in support of meetings and conventions to the City.

The Manitoba Museum has selected the Winnipeg-based company Bockstael Construction as the general contractor, with AldrichPears Associates (APA), based in Vancouver, as the project lead for the project. This contract Design-Build Team, lead by APA, will oversee the *Bringing Our Stories Forward* Capital Renewal Project. The Museum's Capital Renewal Planning Committee, lead by Jeoff Chipman, has strong representation from the private sector who have overseen major infrastructure and building projects in Manitoba.

Following is a more detailed description of the new Winnipeg Gallery (also please see attached information sheet) and shorter descriptions of renewal that the other three galleries will receive:

The Winnipeg Gallery:
At the confluence of the Red and Assiniboine Rivers, Winnipeg has always been an important social and political gathering place for Winnipeg's Indigenous people and immigration to Manitoba. The Winnipeg Gallery is made up of the **Winnipeg Introduction** space and **Winnipeg Cityscape** (currently the Urban Gallery of 1920. Together, these spaces will tell the story of Winnipeg from its origins to today. The theatrical and immersive experiences provide visitors of all learning styles with an opportunity to engage with the story of the urban centre. **The main theme of the gallery is to demonstrate that Winnipeg is a dynamic community that continues to evolve, influenced by the legacies of people and nature.**

Visitors enter the Winnipeg Gallery into a new, state-of-the-art **Winnipeg Introduction** space with a large panoramic screen. Visitors watch an artistic collage of historic images marking Winnipeg's milestones, giving visitors a sense of the city's story; its struggles, achievements and the diverse lives of those who lived there. In the mixed-media timeline, visitors explore exhibits featuring key stories in Winnipeg's history. Visitors may engage with artifacts, handle replicas or listen to oral histories. Each part of the timeline provides an activity for children. All communities experience change and Winnipeg is no different. At the city model interactive station, visitors manipulate maps of Winnipeg, observing changes and patterns across time. They can zoom in on a neighbourhood and examine how rivers' paths have changed. In the

Communities Showcase, visitors encounter the continuing story of Winnipeg and the residents of today. They hear the voices and perspectives of the local community, co-curated with the Museum.


Panoramic presentation of Winnipeg milestones (concept)


Winnipeg Introduction (concept)

Before entering the **Winnipeg Cityscape**, visitors receive a clear message that they are about to journey into a specific past: Winnipeg in 1920 – the current Urban Gallery. Crossing the threshold, visitors are immersed in the sights and sounds of the city at that time. Although the streetscape structures are the same, the gallery is transformed. It's now a fresh, animated space full of life, people and new experiences. In the storefronts, visitors see new building signage that reflects real businesses. A sense of movement pervades the Winnipeg Cityscape. In upper windows, visitors peek at people in silhouette going about their lives. Dappled light patterns of leaves, bird sounds and views of other wildlife create moments of surprise. Inside the buildings, visitors overhear conversations and exchanges. They encounter a variety of perspectives, and get a sense of the contrasts between the lives of rich and poor, between Anglo, immigrant, First Nations and Métis.


Winnipeg Cityscape 1920s



Winnipeg Cityscape 1920s

The Nonsuch Gallery:
The *Nonsuch* is the Manitoba Museum's most iconic artifact – both as a touchstone experience for visitors and a symbol of the creation of the nation-defining Hudson's Bay Company. The changes proposed to the Nonsuch Gallery will enhance visitors' understanding of the ship and underscore its relevance to Manitoba's story, and how it relates to early trade relationships and commerce as viewed from Indigenous and European perspectives.

The Orientation Gallery:
The Orientation Gallery introduces visitors to the Museum and the revitalized stories of the province's people and natural history. The Gallery is an open, welcoming space that provides a first impression of the Museum, and serves as a practical space for gathering groups and answering visitors' questions. It sets the tone for the rest of visitors' experiences, building anticipation for the galleries the will see and providing a sense of context.

The Grasslands Gallery:
The Grasslands Gallery highlights a deep and layered view of history, exploring human connections to land and water across thousands of years, with an eye to the future. The prairie is a defining landscape of Manitoba and the stage where many of the province's most important stories played out, from Indigenous trade to agriculture and modern wind turbines. The *Bringing Our Stories Forward* Project enables the Museum to include a greater selection of grasslands artifacts, interactive digital media, and present-day stories and perspectives to engage visitors.

BRINGING OUR STORIES FORWARD PROJECT TIMELINE

The *Bringing Our Stories Forward* Capital Renewal Project will renew 23,000 square feet, or 42% of the Museum's gallery spaces for ribbon-cutting ceremonies in:

- Nonsuch Gallery & Model Ship Gallery – March 2018
- Navigational passageway & Fur Trade Exhibit (Boreal Forest) – March 2018
- Winnipeg Gallery – March 2019
- Grasslands Gallery & Orientation Gallery – March 2020

2020 is a landmark year in Manitoba: our province marks its 150th anniversary, the Manitoba Museum celebrates its 50th anniversary and the Hudson's Bay Company commemorates its 250th anniversary. Looking to 2023, and the 150th anniversary of the incorporation of Winnipeg, we will have the new Winnipeg Gallery as a focal point for celebrating our city's rich history. Together, the Museum and Council could plan appropriate celebratory programming, starting with the opening of the Winnipeg Gallery in 2019 and other events/programming leading up to 2023. This could include a partnership with the City Archives.

BRINGING OUR STORIES FORWARD PROJECT FUNDING SOURCES (as of May 4, 2017)

Source		Amount	% of 19M
CONFIRMED			
Province of Manitoba[1]		$10 million	
Federal[2]		$ 2.5 million	
Private Sector[3]		$ 2.1 million	
Manitoba Museum operating budget		$ 2 million	
	Confirmed	$16.6 million	87.4%
PROPOSALS ISSUED			
Municipal[4]		$ 1 million	
Private Sector[5]		$ 1.4 million	
	Pending	$ 2.4 million	12.6%

[1]Awaiting reconfirmation.
[2]Canada Cultural Spaces Fund confirmation, October 7, 2016.
[3]Pledges and donations to date.
[4]Application pending for 2018 City budget.
[5]Anticipated donations based on $2.6 million in proposals = 50-60% return on request (industry standard calculation).

The City of Winnipeg Capital Project Funding
***Bringing Our Stories Forward* Capital Renewal Project**
Detailed Expense Budget 2017-2020

Exhibit Fabrication	Sq Ft	$/Sq Ft	Fabrication	
Orientation Gallery	3,500	$230	$805,000	
Grasslands	5,000	$230	$1,150,000	
Nonsuch Gallery	8,000	$55	$440,000	
Entry Hall	0	$230	$0	
Mezzanine	0	$230	$0	
Passageway	1,500	$85	$143,000	
Winnipeg Gallery	5,000	$230	$1,150,000	
SUBTOTAL	**23,000**		**$3,688,000**	**$3,688,000**

Special Features	Sq Ft.					
Exhibit Lighting	55,000 SF		$10 per SF		$562,600	
AV Hardware/Software		21%			$775,000	
Display Cases		21%			$775,000	
Base-building improvements						
Demolition	23,000 SF		$15 per SF		$285,000	
Flooring	44,000 SF		$25 per SF		$1,125,000	
FF&E	32,000 SF		$10 per SF		$372,600	
Wayfinding		1.0%			$36,900	
SUBTOTAL					**$3,932,100**	**$3,932,100**

Other						
Installation		12%				$915,000
Research, Design and Mgmt Fees		20%	of items to installation			$1,707,100
Concept			14%	of fee	$239,000	
Schematic Design			18%	of fee	$307,000	
Design Development			18%	of fee	$307,000	
Contract Documents			30%	of fee	$512,100	
Construction Administration			20%	of fee	$342,000	
Community and Stakeholder Consultation						$156,800
Prototypes, Testing and Evaluation		2%				$205,000
Transfer to Museum Endowment						$1,000,000
Project Program costs (new media)						$2,000,000
Contract Staff Costs	$75,000	3	people	1 year		$429,500
Staff Costs	$50,000	20	people	2 years		$2,000,000
Capital Campaign and Donor Recognition						$329,500
Lost Revenue due to Closure		4	months		$334,000	
Contingency		25%	of items to prototypes			$2,637,000
SUBTOTAL						**$11,379,900**

TOTAL PROJECT EXPENSES **$19,000,000**