



THEMUSEUM, KITCHENER'S CULTURAL ASSET



# **YEAR LONG COLLABORATION WITH CITY**

- **Weekly meetings with City of Kitchener Staff / THEMUSEUM**
- **Monthly updates with Mayor and CAO**
- **Shared vision: Sustainable future for THEMUSEUM in a thriving downtown**
- **Direction of growth and renewal**
  - Increased day and evening foot traffic downtown
  - Accessible and affordable family attraction in heart of City and Region
  - Ensuring stage for arts groups, ethnic and social celebration
- **Development of 5 Models and Financial Analysis**

# OUR IMPACT

**As an anchor destination for downtown businesses, we serve a diverse, growing community.**

- **Since 2003**
  - More than 1.5 million visitors / foot traffic since opening
  - 100K annual visitors prior to COVID
  - 30% tourists and 70% local visitors
- **Annually Since 2020**
  - 66% of Regional visitors are from Kitchener
  - 90% of Members live in-Region visiting 3+ times a year
  - 6K students a year from in-region schools
    - 44% from Kitchener schools.
  - 60% of exhibitions feature local artists or significant collaborations with local organizations
- A place that awes, inspires & enlightens families, adults and tourists, bringing \$2.5M - \$3.5M dollars in economic benefits annually and much more during blockbuster exhibitions.

# INVESTMENT AND ROI

## Investment

- **3 year, \$300K operating grant for sustainability and growth**
  - Reviewed annually
  - City representation on THEMUSEUM Board of Directors

## ROI

- **Return of 100K attendance to downtown core.**
  - \$3M of annual tourist spending
  - A unique Family Attraction in the Heart of the Community
- **Sustained unique asset for City of Kitchener**
- **World-class exhibitions normally in larger cities**
  - Smart Community
  - Maintain and attract skilled labour
- **Council's legacy for arts & culture in a thriving community**

# **INTEGRAL PARTNER OF THE KITCHENER COMMUNITY**

- **Made in Kitchener - Staying unique**
- **“1 Million Ready” Culture Sector for Kitchener and Region**
- **A stage for our community’s diverse voices**
- **Catalyst for collaborations with arts and tech groups**
- **Accessibility programs for social services groups.**
- **12K free passes annually through KPL / Culture Programs**
- **Subsidized school buses for low-income schools.**
- **Day camps to assist with childcare.**
- **Teacher Memberships for professional development.**
- **Cultural stage for local artists and knowledge partners.**

# **STRATEGIC OPERATING INVESTMENT**

- **Strategic investment to diversify and increase revenue base to create long term sustainability.**
- **Ensure consistency in program offerings to maintain and grow audiences.**
- **Continuation of cultural service partnerships - barrier-free admissions strategies, NFP rental rates etc.**
- **Predictable Cash flow key to managing expenses in a sector subject to seasonal and autonomous fluctuations.**

# THEMUSEUM'S BOARD COMMITMENT

- **Ongoing revenue growth and expense management to achieve long term sustainability.**
- **Dynamic succession plan for Board of Directors**
  - Execute succession plan for our CEO
- **Replenishment of Restricted Funds**
  - Capital investment in new digital experiences
- **Continued role in revitalization of downtown core**
  - Support of local commercial operations
  - Increased day and evening foot traffic
  - Increased economic benefits beyond current \$3M per year.
- **Investment in acquiring non-municipal government support**
- **Continued advocacy for a Shared Resources Model benefiting all and saving thousands of dollars**



THANK YOU





# **APPENDIX A**

## **A CITY OF KITCHENER CREATED MUSEUM**

# VISIONARY ECONOMIC DEVELOPMENT INVESTMENT FOR DOWNTOWN

- Part of twenty-year plan launch by Council of the day
- Meant to create "education and knowledge creation cluster"
- City / THEMUSEUM partnered to reclaim shuttered Goudies
- THEMUSEUM has raised and invested \$15M+
  - Invested in capital improvements in City asset
  - Created a jewel for City, Region and Southwestern Ontario
  - Created jobs, attracted 1.5M+ guests – 500K from outside the Region
  - Increased economic benefits and national brand awareness
- This is Kitchener's Museum.



**APPENDIX B**  
**NOW AND INTO THE FUTURE**

# **CREATIVE TECHNOLOGIES AS A MEDIUM**

## **An Experiential Institution**

A platform for expression

A “third place” for community

Program development & knowledge-sharing

Addressing actionable resolutions from climate change to inequality

## **Underground Studio MakerSpace – It All Begins Here!**

Hands on STE(A)M learning establishes the pipeline for the education that leads to startups and skilled labour.

## **Digital Content Creation**

Leading the sector in building digital art facilities, resources, libraries while developing and disseminating digital content

# SW ONTARIO'S ONLY PERMANENT DIGITAL IMMERSIVE EXPERIENCE



Digital immersive experiences, created through partnerships with Indigenous creators and communities, post-secondary institutions, local tech companies and emerging content creators.



# DIGITAL RADIO CAFÉ ON KING



**New "channel" for Reach / Promotion  
Podcast Studio, Youth Camps, Content Creation,  
Live Connection, Integration of Multicultural Community.**

# THE HEART OF KITCHENER

Nexus of exhibitions, dialogues, films, and multicultural content ...



...enhanced by immersion, VR, AR, holograms, haptics, and responsive interactive technologies that create shared experiences