



City of
Peterborough

TO: Members of the Committee of the Whole

FROM: Ken Doherty, Director of Community Services

MEETING DATE: May 20, 2008

SUBJECT: Report CSACH08- 007
Peterborough Centennial Museum & Archives – Name Change

PURPOSE

A report to recommend the name of the “Peterborough Centennial Museum & Archives” be simplified to the “Peterborough Museum & Archives”.

RECOMMENDATION

That Council approves the recommendation outlined in Report CSACH08-007 dated May 20, 2008, of the Director of Community Services as follows:

That Council endorse the recommendation of the Museum & Archives Advisory Committee to adopt the name “Peterborough Museum & Archives”, to replace the name “Peterborough Centennial Museum & Archives”.

BUDGET AND FINANCIAL IMPLICATIONS

Currently, there are no financial implications.

In 2007, the Department of Canadian Heritage, through the Canadian Arts and Heritage Sustainability Program (CAHSP), approved \$26,800 of external funding in support of an image review and image rebuild for the Museum (2008 Capital Budget Reference 11.01).

Museum staff will gradually implement the changes, through the Museum's annual operating budget.

BACKGROUND

For the past several years, Peterborough Centennial Museum & Archives staff has been exploring ways to expand public service and programs, as well as ways to invigorate the Museum and Archives' image.

In 2004, the Peterborough Centennial Museum & Archives' received "The Expansion Feasibility Study" (www.pcma.ca). Two important components of this Study were (1) Market Research and Consultation; and (2) an Internal Review. In 2007, the "Marketing Initiative for the Balsillie Collection of Roy Studio Images: Feasibility Component" was completed. In follow-up discussions with federal museum advisors, staff was encouraged to seek funding in support of a re-branding initiative to improve the Museum's visibility and viability within the city and region, through consolidated, clear communication and signage. All three projects were supported through funding from community partners and the Department of Canadian Heritage.

Throughout the associated public consultations, the Peterborough community indicated that a minor modification of the Museum's name to the "Peterborough Museum & Archives" is desirable and appropriate. Omitting the word *Centennial* does not lose sight of the Museum's role in the Centennial celebration of Canada, but it does clarify the Museum's role in today's context. This role has been articulated in the Museum's Vision Statement (2004):

*Preserving and celebrating the collective memories of our community –
stories, images and traces of the people and the land.*

Accordingly, the Museum and Archives Advisory Committee (MAAC) passed the following motion, April 10, 2008:

"Given the public feedback during the Expansion Feasibility Study and the Branded initiative, it is recommended that the facility immediately adopt the name of 'Peterborough Museum and Archives' on all signage, advertising, and public communications. Be it further resolved that the museum and archives begin work on developing a new, more modern logo that befits its role as a 21st century leader in heritage preservation in the City."

The Peterborough Centennial Museum & Archives is one of many Canadian institutions, developed and named after 1967 Centennial celebrations, now striving towards a more current, unambiguous image. For examples, the RCMP Centennial Museum, the Peace River Centennial Museum & Archives, the Penetanguishene Centennial Museum and the Vancouver Centennial Museum are all in the process of modifying their names.

Documentary research was completed to ensure there are no legal ramifications to amending the Museum's name. Given that the Museum is not a distinct legal entity, but rather a facility, there is no legal process surrounding its name or logo. The Corporation of the City of Peterborough is the owner of the facility and therefore is the only legal name; the name by which the facility is actually known is a common or convenient name only.

Approval of the proposed name change at this time will allow staff to finalize orders for new highway signs and promotional material; and to complete the CAHSP project.

SUMMARY

The Peterborough Centennial Museum & Archives is a vibrant community museum, committed to providing quality service to the community, the region and beyond. Amending the name to the Peterborough Museum & Archives will more clearly communicate its mission and its directive, in particular to younger generations and to visitors to the community.

Submitted by,

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Attachments:

Appendix “A” PCMA Vision Statement, “Expansion Feasibility Study”

Appendix “B” Strategy # 1 Refresh PCMA's role in the community;
“Marketing Initiative for the Balsillie Collection of Roy Studio Images
Feasibility Component

Appendix “C” Project Description, Specific Conditions and Budget

1.0 INSTITUTIONAL CONTEXT

1.3 PCMA Vision Statement

A new Vision Statement for the Peterborough Centennial Museum and Archives was developed as part of the Expansion Feasibility Study and is presented below. The statement was developed in a Visioning Workshop with the PCMA's staff and tested throughout the Feasibility Study process. The purpose of the Vision Statement is to state in a summary format the essential vision of the institution to be realized in its future development.

Peterborough Community Museum and Archives
*Preserving and celebrating the collective memories of our community –
stories, images, and traces of the people and the land.*

The Vision Statement was first and foremost inspired by the Museum's official Mission Statement:

As an integral part of the collective memory of the community, the Peterborough Centennial Museum and Archives (PCMA) preserves, presents and promotes the heritage and culture of Peterborough and provides other significant heritage programs for the education and enjoyment of both visitors and residents alike.

The PCMA is an institution which is poised for transformation and development. This development will maintain the Museum's current values: its commitment to achieving professional standards in the preservation and interpretation of the Collection and Archives and to providing a public place of education and enjoyment. In its future vision, the Museum would be a resource to *many* communities and its facility would be a functional expression of this capacity.

To further reflect this new vision, the Museum has suggested a modification of its name, changing "Centennial" to "Community". In this change, the Museum does not lose sight of its role in the Centennial celebration of Canada, but rather re-interprets this role in today's context to mean the celebration of *community*.

1.4 Strategic Objectives

In the Visioning Workshop, the Museum staff drafted a set of strategic objectives that will put in practice its future vision of the Institution. The achievement of these objectives was projected for a three-year point following the opening of the new Museum building. The objectives define the actions required for the institutional development of the Museum.

The objectives are listed by letter classes A, B, C to reflect objectives respectively towards: (A) the Museum's level of public service; (B) development of the collection; and (C) institutional sustainability.

Strategy #1 – Refresh PCMA's role in the community.

The current situation has elements of a stalemate, with various parties holding fixed views about the Museum leading to a certain level of inertia in practices and attitudes that inhibit change. In particular, while PCMA keeps excellent records of its attendance, and has introduced some programming strategies to boost numbers (e.g., the film program at the Galaxy Theatre), adopting a more visitor-centred outlook to underpin program, exhibition and partnership development would strengthen PCMA's position. There is a need for a fresh view of PCMA and renewed energy towards a vision for PCMA and its place in the community, particularly as the City looks forward to a new capital project.

While the Museum has prepared a facilities plan for the expansion, there is not yet a framework or strategy for PCMA to relate more broadly to its existing and potential audiences. The following action plan is recommended:

Action Plan Recommendations

1. Conduct audience research of visitors (i.e., demographics, motivations, interests, visiting patterns, synergies, etc.) and apply the findings to a program and market development plan.
2. Prepare a five-year strategic plan, which includes community consultation and focus groups with key market segments of visitors and non-visitors to frame priorities, focus staff and financial resources, and present a stronger institution to the public, partners and civic leaders.
3. Establish audience development targets and performance indicators, and make a stronger connection between the approach and content of the experiences/ programs PCMA offers to audience development goals.

Strategy #2 – Make PCMA more visible to key market segments

While the quality of visitor experience is fundamental to attracting visitors, marketing is key to reaching those people who are inclined to visit. While the core of cultural tourists to the region will no doubt seek PCMA out, marketing and visibility are key to reaching the "accidental" tourist. The identity of PCMA needs to be freshened up, to attract attention.

Action Plan Recommendations

1. Improve directional road signage, especially on routes into the City
2. Develop a more dynamic logo /image for PCMA.
3. Redesign the main entrance sign for a much stronger impression and visibility.
4. Create marketing links with area attractions.
5. Collaborate with Parks Canada to locate signage that directs visitors to the respective sites.
6. Create a marketing exchange with museums in Durham and Toronto, areas from which the majority of domestic tourists are originating.
7. Create an incentive or Ambassadors Program with Peterborough residents to encourage visiting friends and families to visit PCMA, in partnership with other cultural institutions and related attractions.
8. Explore the opportunity to create visibility downtown, e.g., program in some way empty storefronts, outdoor interpretation, e.g., windows on the past, working in partnership with schools or other community groups.
9. Explore potential collaboration with Parks Canada.

ANNEX "A"

PROJECT DESCRIPTION, SPECIFIC CONDITIONS AND BUDGET

Description of the Recipient's Project

The Peterborough Centennial Museum and Archives (PCMA) is celebrating its 40th anniversary, and in 2007 will announce the design for an expanded facility. The PCMA will create a communication plan/branding strategy that clearly articulates the museum's plan for the future, increases its public profile, and improves its revenue-generating capacity.

Through contracting the services of a specialist consultant, the PCMA will work with staff and stakeholders to review its current operations and position in the community, determine the course that the museum needs to take, and how to best communicate that course. The new communication plan will inform the 40th anniversary celebration, launch plans for the expanded facility, and provide tools to assist in applying for private and public funding.

Description of activities proposed by the Recipient

The following activities will be undertaken as part of the Re-branding Project:

- Re-design of the Gallery's corporate logo and key messages
- Re-crafting of marketing format, messages and images for: local and national advertising campaigns, general brochures (in both official languages), stationery, newsletter, membership communications, publicity kit template, sponsorship brochure, website identity (partially bilingual), template for fundraising materials, and signage (interior and exterior, both bilingual)
- Review and update the format of marketing and communications materials such as: members' newsletter, brochures, sponsorship and donation "ask" materials, community communication tools, website and national communication tools.

Outputs include community and stakeholder consultations, research in to competitor branding, the creation of a new brand for the PCMA, and the translation of this brand into graphic rendering.

Expected Outcomes/Results and how they will be measured

The project's short-term outcomes include:

- The articulation of a PCMA corporate brand
- Graphic realization of the brand, and
- Guidelines for future design.

Long-term outcomes for the project will include:

- Increased audience with deeper connection to the museum
- A brand that reaches an increased number of potential visitors, and
- Incorporation of the brand into the corporate image and other marketing processes.

Project impact will be determined by increase in visitors and visitor-generated revenue. Visitor response will be tracked through surveys to gauge visitor satisfaction.

Specific conditions related to a Program

This Agreement must be returned to the Minister duly signed by the Recipient by September 21, 2007, failing which it shall be void and the Minister relieved of any obligations with respect to the Project.