



City of
Peterborough

TO: Members of the Museum & Archives Advisory Committee

FROM: Susan Neale, Museum Director

MEETING DATE: May 10, 2012

SUBJECT: Report MAAC12-008
Peterborough Museum & Archives: "In the Spotlight"

PURPOSE

A report to advise Committee that the Peterborough Museum & Archives (Museum) will make a presentation regarding programs and promotions, "In the Spotlight".

RECOMMENDATION

That the Museum & Archives Advisory Committee approve the recommendation outlined in Report MAAC12-008 dated May 10, 2012 of the Museum Director, as follows:

That the presentation by the Peterborough Museum & Archives be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budget or financial implications associated with the recommendation.

BACKGROUND

The presentation includes two components:

- (a) Programs: The Census Agglomeration for the City of Peterborough and area is classified as economically challenged. The average income in Peterborough is 7.4% below that of Ontario; the unemployment rate is 2.4% above the national rate. In direct response to this, the Museum is committed to removing financial barriers to participation in its activities. A recent partnership initiative is enabling the Museum to subsidize educational programming fees.
- (b) Promotions: The Museum is working towards creating and sustaining a positive image in the minds of all stakeholders. The goals are: to consistently communicate the value that the Museum represents to the whole Peterborough community; to convey the benefits of supporting the Museum and actively participating in its activities; to maximize value for dollars spent on advertising; and to create advertisements that have a meaningful impact on the viewer.

SUMMARY

The Peterborough Museum & Archives, a leader in local heritage programming, is committed to ensuring that no Peterborough resident is disadvantaged when it comes to participating in their heritage.

Submitted by,

Susan Neale, Museum Director

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