



City of
Peterborough

TO: Members of the Museum & Archives Advisory Committee

FROM: Susan Neale, Museum Director

MEETING DATE: November 14, 2013

SUBJECT: Report MAAC13-015
Peterborough Museum & Archives: “In the Spotlight”

PURPOSE

A report to advise Committee that the Programming Assistant, will make a presentation regarding the Museum’s visitor tracking procedures.

RECOMMENDATION

That the Museum & Archives Advisory Committee approve the recommendation outlined in Report MAAC13-015 dated November 14, 2013, of the Museum Director, as follows:

That the presentation by the Programming Assistant, Peterborough Museum & Archives (Museum), be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

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

BACKGROUND

The Museum has expanded its visitor-tracking procedures to capture details about each visit, details which will provide the Museum with a much better understanding of its patrons. While only a few months of data has been gathered, patterns and correlations which will help inform decision-making are already being drawn. The Greater Peterborough’s Vital Signs 2013 (Appendix A) provides a context for the Museum’s statistics.

SUMMARY

Peterborough Museum & Archives’ visitor statistics are important key performance indicators and a required component of external funding programs. The information gathered is used in evaluating Museum deliverables.

Submitted by,

Susan Neale, Museum Director

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Attachment:
Appendix A Greater Peterborough’s Vital Signs 2013