



City of  
**Peterborough**

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**To:** **Members of the Museum & Archives Advisory Committee**

**From:** **Susan Neale, Museum Director**

**Meeting Date:** **May 14, 2015**

**Subject:** **Report MAAC15-007  
Peterborough Museum & Archives: Key Performance  
Indicators, 2014 Update**

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## **Purpose**

A report to present to Committee the Peterborough Museum & Archives' Key Performance Indicators, 2014 Update.

## **Recommendation**

That the Museum & Archives Advisory Committee approve the recommendation outlined in Report MAAC15-007 dated May 14, 2015, of the Museum Director, as follows:

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

## **Budget and Financial Implications**

The Peterborough Museum & Archives' Key Performance Indicators are required components of funding applications, including: the City of Peterborough annual operating budget; the Ontario Ministry of Tourism, Culture and Recreation Community Museum Operating Grant; and external grant applications (for example, the Museums Assistance Program).

## **Background**

In 2013, the Peterborough Museum & Archives (PMA) expanded its visitor-tracking procedures (Report MAAC13-015). The resultant better understanding of PMA patrons enables staff to develop Key Performance Indicators that reflect its 5-Year Plan (2012-2017) Accommodation Objectives (Report MAAC12-005).

Key Performance Indicators provide an objective tool for the review and assessment of PMA deliverables, specifically: (1) Visitor Experience; (2) Preservation of Collections; (3) Access to Collections; (4) Fleming College Partnership; and (5) Community Relations.

## **Summary**

Key Performance Indicators assist in the evaluation of Peterborough Museum & Archives deliverables and are a required component of funding applications.

Submitted by,

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Museum Director

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