



City of
Peterborough

To: Members of the Arts, Culture, and Heritage Advisory Committee

From: Ken Doherty, Director of Community Services

Meeting Date: March 13, 2014

Subject: Report ACHAC14-016
Peterborough Museum and Archives On-line Sales Project

Purpose

A report to introduce a presentation by Staff from the Peterborough Museum and Archives (PMA), on the on-line gift shop project.

Recommendation

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC14-016, dated March 13, 2014 of Director of Community Services, as follows:

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

Budget and Financial Implications

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

Background

In 2012 the Peterborough Museum and Archives' website was moved in-house to be hosted on the City's servers. As part of this process, staff reviewed opportunities to enhance on-line visitor services. Recognizing that on-line sales is a growing trend in retail, the PMA has been working with Peterborough Technology Services to create an on-line gift shop for the museum. Through this new initiative the PMA is seeking to expand its revenue stream and broaden its public profile. Susan Neale, Director of the PMA will provide a presentation on the project.

Submitted by:

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Director of Community Services

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