



FORMAL REPORT

To: Mayor Strathdee and Members of Council

Prepared by: Amy Cubberley, Curator and Archivist

Date of Meeting: 23 April 2019

Subject: **COR 13-2019 May is Museum Month Proclamation**

PURPOSE

This report presents information to Council regarding proclaiming *May is Museum Month* in the Town of St. Marys. This report provides background information about *May is Museum Month* and how the community and its cultural assets will benefit from this proclamation.

RECOMMENDATION

THAT COR 13-2019 May is Museum Month Proclamation be received for information; and
THAT Council proclaim the month of May 2019 as Museum Month in the Town of St. Marys

BACKGROUND

The St. Marys Museum was established in the 1950s and has been participating in *May is Museum Month* since it was initiated by the Ontario Museum Association in 2000. *May is Museum Month* is a program of the Ontario Museum Association and celebrated by Ontario's 700+ museums, galleries, and heritage sites. This program also coincides with International Museum Day on May 18.

REPORT

May is Museum Month is an excellent opportunity to promote Ontario's many and varied heritage and cultural assets. Coinciding with the start of the tourism season, *May is Museum Month* is also an opportunity to encourage local residents to explore their local museums. With the Canadian Baseball Hall of Fame and Museum opening its newly renovated site on April 27, this is also an opportunity to encourage locals and tourists to visit the museum.

According to the Ontario Museum's 2014 Profile, Ontario's museums see more than 7.5 million visits by tourists annually. 55% of museum visits in Ontario are made by local residents. 92% of Ontarians agree that exposure to arts and culture is important to individual well-being.

With the support of Council's proclamation, the St. Marys Museum and Canadian Baseball Hall of Fame will work in collaboration with the Corporate Communications Department to promote *May is Museums Month* and encourage locals and tourists to visit both museums during the month of May.

FINANCIAL IMPLICATIONS

None

SUMMARY

May is Museum Month is a program of the Ontario Museum Association and celebrated by Ontario's 700+ museums, galleries, and heritage sites. Proclaiming that *May is Museum Month* is an opportunity

for Town Council to promote and raise the profile of both the St. Marys Museum and the Canadian Baseball Hall of Fame and Museum to locals as well as tourists during the month of May.

STRATEGIC PLAN

- ☒ This initiative is supported by the following priorities, outcomes, and tactics in the Plan.
 - Pillar #2 Communications and Marketing
 - Outcome: Establish St. Marys as an ideal setting for new business and tourism. Emphasize its quality of life as a means of encouraging residential growth.
 - Pillar #5 Economic Development
 - Outcome: Emphasize culture as a key economic driver for the community.

OTHERS CONSULTED

Ontario Museum Association
Canadian Baseball Hall of Fame and Museum
St. Marys Museum Advisory Committee
Huron Perth Middlesex Museum Network

ATTACHMENTS

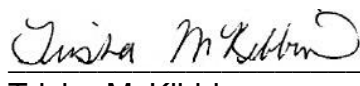
Letter of Support- St. Marys Museum Advisory Committee
Letter of Support- Canadian Baseball Hall of Fame and Museum
May is Museum Month Proclamation

REVIEWED BY

Recommended by the Department

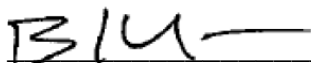


Amy Cubberley
Curator and Archivist



Trisha McKibbin
Director of Corporate Services

Recommended by the CAO



Brent Kittmer
CAO / Clerk