

**Service: 1.1.3 Art Gallery & Museums**  
**Program: Cultural Services**

**HOW DOES THIS SERVICE CONTRIBUTE TO THE QUALITY OF LIFE IN THE CITY OF LONDON?**

*In relation to the desired population results in the City of London's Strategic Plan:  
 A Strong Economy, A Vibrant and Diverse Community, A Green and Growing City, A Reliable Infrastructure, A Caring Community*

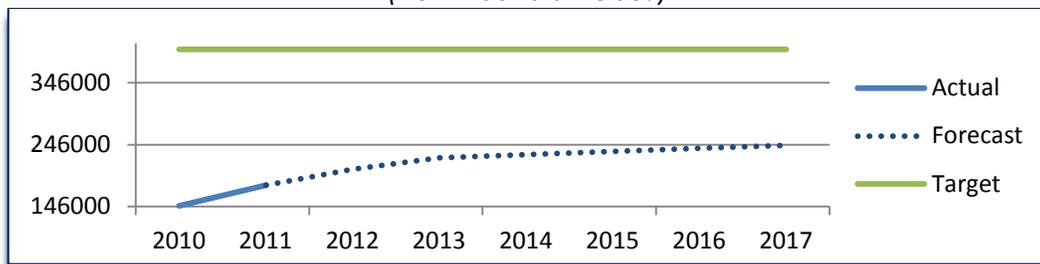
Museum London's contribution to the City's strategic plan as a strong cultural base is essential to a strong economy and a caring, vibrant, and diverse city. The museum fosters the community's interest in art and history by encouraging and supporting art and heritage initiatives. It sustains and expands the research, interpretation, exhibition of works of art and artifacts. Through its programs it educates the community about historical and contemporary art in London and Canada as well as the history of the city of London. It provides a comprehensive offering of exhibitions and programs for all ages and interests.

BASIC FACTS			
# Staff	Cost per Household	2012 Approved Gross Budget (\$000)	2012 Approved Net (Tax/Rate-Supported) Budget (\$000)
20.8	\$9.66	1,619	1,619
Name the main activities done to provide this service:		How much did we do? (statistics - optional)	Is this service provided by someone other than City staff? (Yes/No/%)
1. Exhibitions and Programs		26 exhibitions; 88,407 visitors; 16,166 school tours/programs and 7,989 public program participants	10%
2. Collection Management		5,200 works of art; 25,000 artifacts	No
3. Eldon House		6,883 visitors	No
4. Executive Administration			20%
5. Facility Maintenance			90%
6. Development			No

**TURNING THE CURVE**

Turning the curve is changing the direction of a trendline on a important measure of performance.

**Number of Citizens Engaged**  
 (How much did we do?)



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**THE STORY BEHIND THE CURVES**

- Museum London is a strong cultural facility with extensive art and material culture collections and excellent exhibition and programming staff. We make the most of the resources by providing a comprehensive offering of exhibition and programs to all ages. We “inspire human experience through art and culture”.
- We can increase our contribution to the City by reaching as many individuals and organizations as possible with our services.
- The service indicator above which is a combination of web-site contacts/organized program participants and general visitors to the Museum is one measure of our success and an indicator of what can be achieved with further funding and efforts.
- Our current strategic plan provides for continued actions aimed at increasing our online presence and engagement and improving overall visitor experience.

**STRATEGIES AND ACTION PLANS TO TURN THE CURVE**

*Briefly explain, the strategies and action plans you will undertake in the next 5 years to improve effort, efficiency, effectiveness and economy, including at least one no-cost/ low-cost strategy.*

***Who are your partners and what is their role?***

- Volunteer Committee to Museum London – operates the Gift Shop, Art Sales and Rental, and conducts special events raising money to support acquisitions of art and artifacts.
- Museum London Foundation – raises funds in support of Museum London.
- Museum London Underground – a volunteer group working to attract young professionals to the Museum.
- City of London – provides approximately 55% of operating funding; 100% funding for building refurbishing; and provides building; technology; risk management and other support services
- Community organizations such as University of Western Ontario; Fanshawe College; Thames Valley District School Board; London District Catholic School Board and TD Friends of the Environment involved in providing, participating and/or funding our public and educational programming.

***Action Plan***

- Continued implementation of new communications program and continued enhancement of the website which will provide greater on-line access to collections and programs. This will be accomplished with existing personnel.
- Liaison with the community to increase participation by youth, young professionals and new Canadians which will require the resources of a Community Engagement Officer. We are exploring grant opportunities to fund this position.
- Enhancement of visitor experience by ensuring that materials, exhibitions, etc. are easily accessed and understood by the general public which require the resources of an Interpretation Officer. We are exploring grant opportunities to fund this position.

**ACCOMPLISHMENTS AND STORIES**

*Accomplishments, successes, improvements to efficiencies, economy and effectiveness in the last 12 months and stories of people who have been positively impacted by your Service.*

- We continue to improve the quality of our exhibitions. For example we began the year with exhibitions celebrating two of London’s most prominent home-grown artists: *Greg Curnoe and Jack*

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*Chambers.* Our visitors wrote: “The best curated and installed exhibition of Chambers’ work I have experienced.” and “.....thoughtful world class exhibits”. The Chambers exhibition was critically acclaimed, garnering a 2011 Exhibition of the Year Award from the Ontario Association of Art Galleries.

- At Eldon House, in celebration of 50 years as a museum, there were retrospective tours, ghost stories, a photo contest, the launch of the *Eldon House Christmas Play* on DVD, and, of course, lots of tea.
- For the past two years, with the TD Friends of the Environment Foundation’s generous support, hundreds of students from “high needs” schools have learned about environmental issues through art at Museum London. One of the students wrote: “I think our knowledge will help the environment so we can show people the real importance of trees and why we need them. Remember we only have one earth, so we need to take care of it!” Museum London is committed to making its cultural resources accessible to a wide and diverse audience. Students with special needs and learning challenges often thrive in a museum environment where they can be positively engaged by important social issues, such as the environment, through art and art-making.
- In April, we hosted 70 people for conversation about the museum’s role in the community and our aspirations for the future. The feedback and suggestions generated at Envision helped us to identify the community’s perception of the Museum and to define our areas of focus moving forward. We heard that participants value the Museum as a community gathering place; that they look to us for interpretation and education; and that they want us to continually evolve, encompassing new forms of art and culture.
- To ensure we are continually providing effective, timely and engaging communication, we transitioned our quarterly newsletter, *at the Museum*, to a digital publication. This new format offers easy access to information about the museum and Eldon House through e-mail and our website, while also demonstrating our commitment to good environmental practice and fiscal responsibility.

**OTHER KEY SECONDARY MEASURES**

<i>Description of measure</i>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
General Attendance	97,839	101,661	95,729	88,407	105,000	107,000
Program Participation	15,064	21,429	21,562	24,144	26,000	27,000
Social Media Contact	30,000	30,000	30,000	68,178	75,353	91,000

**MEASURES UNDER DEVELOPMENT**

*What important performance measures have you identified for which you do not currently collect the data?*

- Visitor satisfaction survey responses