

2024 Annual Report

Presented by Barry Gibbs, Chair



Vision

We are a major attraction in a community proud of its history, evoking Claresholm & District's past to educate present and future generations. Our visitors feel engaged, enlightened and inspired.

Indicators of Success

- Google Reviews: **4.6** Stars (41 reviews)
- Trip Advisor **4.5** stars (22 reviews), #1 attraction in Claresholm

Hard-working Board

Betty Hoare (secretary)	Earl Taylor (vice-chair)	Barry Gibbs (chair)
Tom Carey, Mich Forster, Margaret Lane, Kandice Meister, Val Ritzen, Cynthia Wannamaker		

- 10 Board meetings held in 2024, another planned for November 20th
- Keys to success:
 - Great people on the Board. Diverse perspectives!
 - All decisions made by consensus. Board members support all motions passed.
 - We have fun too! Board BBQ in August and another potluck supper at Christmas
- Approved an updated Board Decision-Making Policy

Progress on the 2024-2028 Museum Strategic Plan

Increase Funding for Staff Stability

- New full-time Collections and Visitor Experience Supervisor hired to address year-round staffing needs, in particular Collections management
- Extremely important development for the Museum!!!
- Support of Town Council and Town Administration is very much appreciated!!

Increase Community Involvement & Stakeholder Engagement

- Two planning and information exchange meetings held with Museum Board, Museum Staff and Friends of the Museum Board all in attendance
- Collaboration with the Porcupine Hills Custom Cruisers and the Lions on Father's Day Event
- Farmer's Market held on Museum grounds

Continued Modernization and Professionalization of Collection Management

- Plan approved Archival and Artifact Collections to be the primary staff focus in the off-season
- Collections assistant hired (within budget) for 2 months to assist with Collections work resulting from the Station basement water issue.

Analyze Facility Needs & Gain Necessary Funding

- New proposal developed for a Storage/Display building developed in conjunction with Town of Claresholm Staff including CAO, Director of Corporate Services and Director of Infrastructure.
- New Building Proposal presented to Town Council

Increase Self-revenue Generation & Diverse Funding

- Gate donations up significantly
- Gift shop sales up significantly
- Did not hire professional restoration contractors. Staff and volunteers cleaned up and moved all Station basement artifacts and secured them in Mackin Hall
- Developed and approved a new Museum Fundraising Policy
 - Review by and input from the CAO and Director of Corporate Services
- Created a new Fundraising Committee, which includes the Friends of the Museum treasurer

Enhance Visitor Experience with Improved Access

- Museum open 7 days/week May-August
- Both Station and Exhibit Hall open
- Open out of season for scheduled tours, bus tours and events, including Old Fashioned Christmas.