



JOSEPH BRANT
MUSEUM

New Directions

Joseph Brant Museum Fundraising Campaign



Our Vision

Just Imagine

Just imagine; the first blockbuster exhibition has opened at the newly renovated and dramatically expanded Joseph Brant Museum, located at the main cornerstone and gateway to Burlington's thriving lakeshore.

Spencer Smith Park, Discovery Landing, the Performing Arts Centre, Burlington Art Centre, Beachway Park and the many boutiques and restaurants are bustling with tourists, residents and children anxiously waiting to be the first to see and experience this internationally acclaimed major travelling exhibit...

Our Mission

"Our Mission is to inspire an appreciation of Burlington's past and its relevance to our present and future. We will do this through innovative sharing and collecting of Burlington's heritage and providing lifelong learning experiences."





Joseph Brant

The Man Behind the Image

JOSEPH BRANT would have been considered the most influential of the "white" image. The British probably found the Christian, English-speaking, and well-dressed man to be the most useful for the trade and Indian missions he sought. Despite recognizing the nobility and engaging power that such a man had, there was considerable doubt as to whether he was a man of letters and an advanced European mission.

Images of Joseph Brant, painted during his lifetime, reflect the doubts of his position and the various battles he had to maintain. Always aware of his image, Brant was careful to be depicted in various ways. In his younger years he was portrayed wearing a leathered tunic and with some feathers hanging from a white in his hair, signs that he was really an Iroquois. In the early years of his life, he was depicted as a young man, an image derived from military portraits, was to be seen while a Mohawk warrior was depicted over his shoulder.

In winter, these carefully-crafted images are like the ones who have long had the Mohawk and Iroquois warriors. For instance, it seems that the number of ways done was not as important as how to the representation of himself a different and distinct from the common British image. According to a tradition, in 1781 Brant, called "Yellow Jacket" (a name according to European view). When asked to go to a general with other Iroquois, he refused at the time, but later, when there was a fire, he was called to the aid of the general and provided shelter, food, and clothing of Iroquois before the British-Indian conflict. They agreed to the terms of Brant's protest, after the making of a treaty with the British.

After the death of the Iroquois, Brant had a reputation for a general. However, it was a general and not a general. However, it was a general and not a general.





Joseph Brant Legacy

Joseph Brant, Thayendanegea was a Mohawk warrior, leader of the Six Nations, a Christian missionary, a British military officer, Freemason and Burlington's first citizen.

Born in 1742 near Akron, Ohio, he was a protégé of Sir William Johnson, the powerful British Superintendent of Indian Affairs, who educated him in English language and customs.

Courageous Warrior

From the age of 13, Brant fought for the British and distinguished himself as a courageous warrior and able strategist. His contribution did not go unrewarded and in 1779 Brant received a Captain's commission.

Brant travelled to London to visit King George III, to ensure that his people would be promised their lands, and later granted reparations for their losses. It was for his loyalty that in 1798 he was granted the land at the head of Lake Ontario (later known as Wellington Square), where he built "Brant Mansion", his striking two-story Georgian style home.

Burlington's First Citizen

Joseph Brant died on November 2, 1807 and will go down in history as a leader of men in two cultures, who advocated for his people, had vision and in his later years chose to live in one of the most beautiful places he could find.

His home was sold in 1888, and turned into the Brant House Hotel resort, which was the beginning of Burlington becoming the "place to be" for summer visitors.

Now it is ours - our museum, our waterfront, our Burlington!

*Jos. Brant
Thayendanegea*







“The Joseph Brant Museum is in a strategic location in downtown Burlington. It is not only part of the western gateway of the waterfront, it is the cornerstone. An expanded Joseph Brant Museum would increase visitor activity to the museum and the waterfront as a whole.”

Karina Gould, MP
Burlington



Unique Experience

Burlington is known for its strong community leadership and business acumen. Our city is filled with energy and ambition with a thriving economy and an enviable quality of life.

Improving Our Lives

Ambitious and energetic people choose to live here because they are drawn to a community that has much to offer. The downtown waterfront already has landmarks that provide a rich and distinct experience - Joseph Brant Museum, Art Gallery of Burlington, Beachway Park, Waterfront Pier and the Performing Arts Centre, all of which will have a lasting impact on the quality of our lives for generations to come.

Creating a Unique Experience

One major City priority is the development of the important western gateway to our lakefront, Beachway Park and downtown core. From this key strategic location, the Joseph Brant Museum will transform itself to fulfill its new role as Burlington’s Community Museum and Heritage Centre; a year-round, fun, interactive, discovery experience... accessible to all.

Our new Museum will play a pivotal role in attracting thousands of visitors to the Burlington downtown waterfront, which will have a major impact on our future cultural and economical well being.







Stimulating Minds

One of the most powerful elements in creating a growing and healthy economy is the creative skills available within the workforce. Respected economist and author, Richard Florida, advises that we must increase the number of creative thinkers in our city by “growing them locally or enticing them globally”.

“Joseph Brant and his story are an important part of what our city has become today. The museum named in his honour is in dire need of additional space to display its vast collection of historical artifacts, so that it might better educate both residents of and visitors to Burlington on the history of our city and on an important figure in First Nations history.”

Rick Goldring, Mayor
City of Burlington

Creative Thinking = Economic Growth

He also believes that the workforce that is emerging as having the greatest impact on economic growth is the “creative class” - those who use their creative thinking to earn their living. They are highly educated, need few resources to generate wealth and eagerly look for arts, heritage, culture, boutiques, restaurants, festivals, and well designed leisure spaces to provide them with an intellectually stimulating lifestyle.

Burlington is fast becoming a “creative city”, a place that incubates creativity within our people and attracts other creative minds to live here. This creativity will elevate the quality of our lives and strengthen our economy.

Building Self-Esteem

Museums play an important role in the development of children’s creative thinking and self-esteem. Bright, creative children with higher self-esteem are more prepared for the creative challenges of our world, receive easier access to higher education, and are more likely to succeed.







New Thinking

What started as a challenge to bring our current facility up to government accessibility standards has resulted in extensive research on ways to add to the creative power of our children, our families and community.

“The Museum is a valuable tourism attraction that showcases and celebrates our city’s heritage. This expansion will enhance and extend the visitor’s experience at the museum increasing the economic benefits to the community. The additional space will permit the Museum to host larger local attractions to draw visitors from outside our region.”

Pam Belgrade, Executive Director
Tourism Burlington

Exciting & Interactive Learning

Local school boards are highly committed to our curriculum-driven heritage programs. They understand the power of exciting, interactive programming where students learn about the history and uniqueness of our community, gathering self-identity and pride of community.

In recent years, our Museum attendance has grown in leaps and bounds. Our educational programs, special events, in-house exhibitions and increased commitment to travelling shows have all helped to raise awareness in the community to unprecedented levels.

Economic Benefit

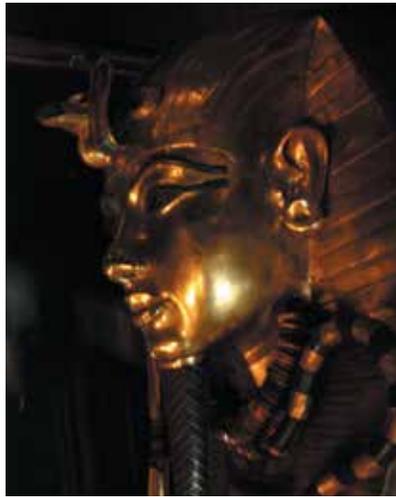
The financial benefit of the Museum to the local economy is impressive. In fact, research conducted by the Ontario Ministry of Tourism indicates that for every 15,000 visitors, we generate just over \$5 million to the local economy.*

With appropriate space and amenities that meet industry and museum standards, the Joseph Brant Museum will be able to offer increased educational programming, better showcase our own collections, host blockbuster exhibitions and attract more visitors!



* The Economic Impact of Museums of Burlington in Ontario in 2007. Ontario Ministry of Tourism’s TRIEM model. July 11, 2007.





Design Concept

The design concept by Chamberlain Architect Services Limited will produce a world-class signature facility that will provide quality spaces for gallery displays, interactive programming, archival storage and community outreach, in a park-like setting created by a green roof with pathways, plantings and terraces.

“As a member of the heritage community of Burlington, we believe the renovation and expansion of the Joseph Brant Museum will not only add to the development of the city’s waterfront, but more importantly provide an important educational tool to our Citizens with respect to our heritage and a tourism attraction to our visitors.”

Burlington Historical Society

Host Blockbuster Exhibits

The new facility will be built to National Museum Standards that will allow us to host national and international blockbuster exhibits from museums such as the Royal Ontario Museum and British Museum.

Showcase Our History

The increased exhibition space will provide an opportunity to present a comprehensive overview of the history of Burlington, highlighting our collection of over 25,000 historically significant treasures that have been locked away in storage.

Our new preparation and storage facilities will ensure that we preserve and protect our heritage for future generations to come. It will also allow us to accept new donations and provide centralized archival storage of artefacts held by local heritage groups and organizations such as the Rotary, Sound of Music and Teen Tour Band.





MUSEUM
PARKING

TOUR BUS PARKING

LAKE SHORE
ROAD

MAIN
ENTRANCE

GREEN
ROOF

EXISTING
MUSEUM

GRASSY
KNOLL

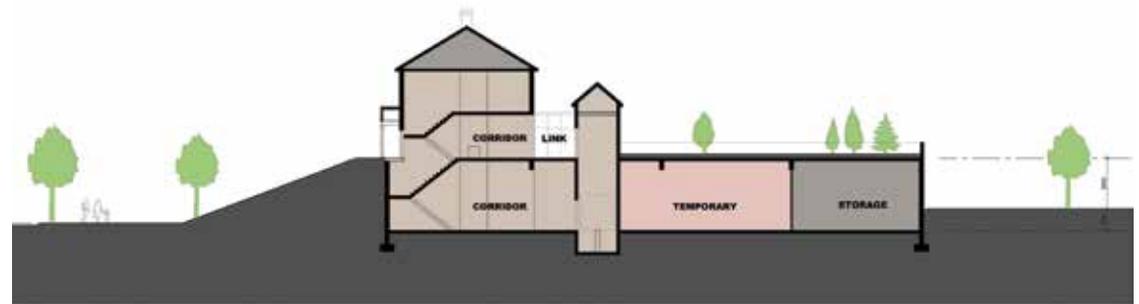
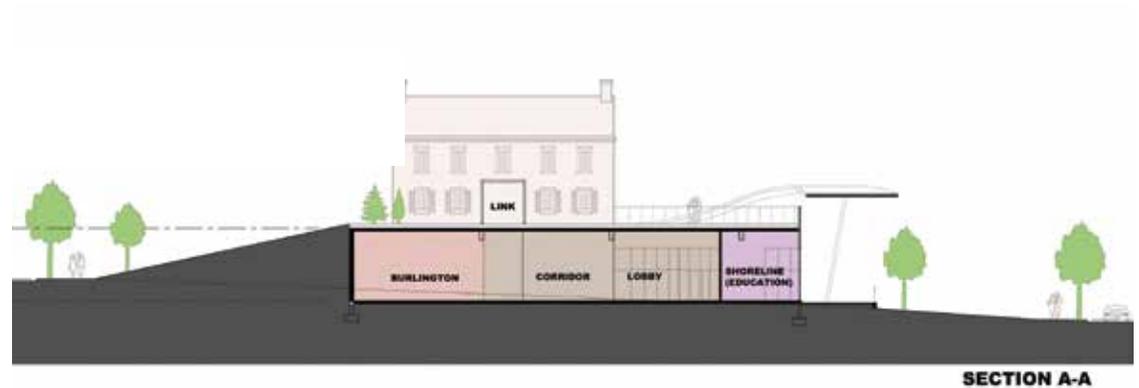
NORTH SHORE BLVD





Architectural Plans

The new design features a 14,000 square foot expansion that reflects the architectural integrity of the Brant House. All of the museographical display and public areas will be on one level with the entrance at street grade. This will provide barrier-free access and allow for continuity and flexibility of exhibitions. The current Brant House would be utilized for administrative and other non-public functions.



Campaign Planning 2017

Funding Requirements	\$ 10,400,000
Federal Government	\$ 4,500,000
Provincial Government	\$ 1,600,000
City of Burlington	\$ 2,100,000
BMF	\$ 2,200,000
Total	\$ 10,400,000

Foundation Goal 2017

Total Commitment	\$ 2,200,000
Funds Contributed	\$ 1,200,000
Donor Commitments	\$ 350,000
Total to Be Raised	\$ 650,000

Campaign Goal 2017-\$1,000,000...\$650K still to go!

NAMING OPPORTUNITIES

Entire Expansion	\$500,000
Burlington Gallery	\$150,000 <i>(Reserved)</i>
Temporary Exhibition Gallery	\$100,000
Costume Gallery	\$100,000
Visitor Entrance and Vestibule	\$75,000
Multi-Purpose Program Room	\$75,000
TOTAL	\$1,000,000

"The Burlington Chamber of Commerce believes that the Joseph Brant Museum expansion will help attract more visitors and residents to stay at our hotels and enjoy our restaurants, cafes, boutiques and other downtown businesses."

Keith Hoey, President
Burlington Chamber of Commerce



“The vision for Burlington’s Community Museum & Heritage Centre paints an interactive discovery experience for students, tourists and residents alike. A wonderful celebration of our city’s heritage, this centre would bring tremendous cultural, educational and economic benefits to our community.”

Eleanor McMahon, MPP
Burlington

The Opportunity

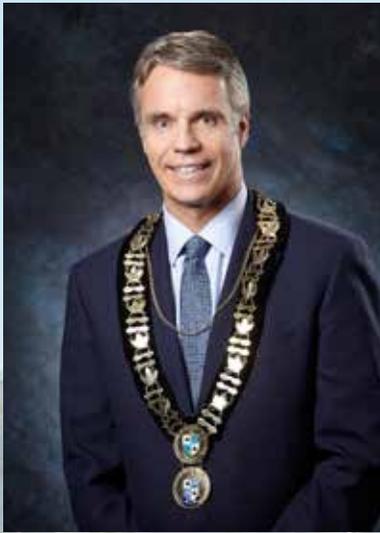
Community Campaign

Our budgeted cost to complete this project including design and architect fees, site preparation, construction and furnishings is \$10,419,000.

The City of Burlington has budgeted \$2,100,000 for construction and with the full support and commitment of Karina Gould MP and Eleanor McMahon MPP, we have secured a total of \$6,107,000 from senior levels of government through the Canada Cultural Spaces Program and the Province of Ontario.

The Burlington Museums Foundation has already contributed \$1,200,000 and it is now our responsibility to honour our full commitment to raise the remaining \$1,000,000 through our 2017 Fundraising campaign.





"The Joseph Brant Museum plays a vital role in the heritage fabric of our city. It reflects an historical cornerstone, literally and metaphorically, for Burlington's waterfront and downtown development.

The City of Burlington fully supports this expansion, and has committed \$2.1 million to the project. We are thrilled that with the financial support of the federal and provincial governments the Burlington Museums Foundation that we can move ahead with this transformation in time for Canada's Sesquicentennial."

Rick Goldring, Mayor
City of Burlington



"Expansion of the Joseph Brant Museum is long overdue in Burlington. It is fundamental to our cultural strategy."

Rick Craven, City/Regional Councillor -
Ward 1, City of Burlington



"I am writing to voice my support of this project and to request that it not be delayed from the 2009 timeline which Council approved. It would add greatly to Burlington culture and would be another reason that business and individuals would want to locate in our beautiful city."

Michael Schwenger, Chairman & CEO
Stresscrete Group



Community Support

The Board of Directors and Director of Museums are committed to making our dream a reality.

"We strongly believe that Culture and Heritage provide a community with identity and pride through an understanding and connection with the past. The concepts and plans developed by the Museum's Board and staff will unlock the real potential of this key strategic facility and location. This will contribute to the economic strength and viability of our downtown."

Dan Lawrie, President & CEO
Dan Lawrie Insurance Brokers

Unprecedented Donor Support

Early in 2007, the Museum hired a consultant to conduct a fundraising feasibility study that showed a staggering 94% of those interviewed would financially support the museum expansion.

We have letters of support from all levels of government including Mayor Rick Goldring, Karina Gould MP and Eleanor McMahon MPP; endorsements from our local tourism and heritage partners; and an architectural concept, strategic plan and City commitment of \$2,100,000!

Investment in Our Children's Future

The expansion and renovation to Joseph Brant Museum is the final stage in creating a new downtown experience - connecting art, heritage, culture, the environment and discovery. It is an investment in our children's future. Please join us as we head in "new directions" and help make our dream a reality.

For more information or to become a donor please visit burlingtonmuseumsfoundation.ca



