

Vision



BURLINGTON MUSEUMS FOUNDATION

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JULY 2018



This aerial photo of the Joseph Brant expansion shows the footprint of the expansion area that will eventually sit below the original homestead when it is moved into position later this summer.

Photo by Skeyeking.com

MUSEUM EXPANSION IS UNDERWAY!

Now we need community help to raise final \$800,000

By John Doyle
Chair, The Burlington Museums Foundation



Our dream of a revitalized and greatly expanded Joseph Brant Museum is finally taking shape.

With construction well underway and an opening scheduled for July 2019, we still have much work to do in order to meet our community commitment of contributing \$2.5 million toward the \$11.4-million expansion project.

The balance of generous support is coming

from the federal, provincial and municipal governments.

Thanks to the generous support of so many to date, our 2018 fundraising target of \$800,000 will enable us to honour our full commitment to the project.

A great deal of that support has come from prominent families like the Smiths of Smith's Funeral Homes. Don and Wendy (See *The Value of Legacy inside*) are one of our Community Builders who will be featured in the new Burlington Builders Gallery, creating a permanent home for the stories of families who have helped make

Burlington the great city it is today. Thanks to the Smith, Lawrie and Ireland families and many others who have donated to our project! We will be highlighting other supporters in upcoming editions of Vision along with project updates as well as a peek at some featured blockbuster exhibits already in the planning stages.

As a Foundation, our goal is to raise funds but equally important is building friendships throughout the community. Many of those friends attended the recent Annual General Meeting of the Burlington Museums Foundation, which featured a panel

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PANEL DELIVERS INSIGHTS FOR ENGAGING MILLENNIALS



Like so many of our arts, heritage and cultural organizations, today's museums struggle to engage the future generation leaders known as millennials, a group defined as those born between 1980 and the year 2000.

As Burlington's Museums prepares to unveil the new Joseph Brant Museum in the summer of 2019, it's time to consider a strategy for engaging millennials to ensure the long-term sustainability and success of the new facility.

At the recent Burlington Museums Foundation Annual General Meeting, the Mayor's Millennial Advisory Committee delivered insights on how to achieve that goal.

The #1 goal – getting Millennials to come out in the first place.

"A study found that 35 percent of young adult museum visitors are more likely to want to explore the past through food. Hosting era-themed events with food is one way to bring young adults in the door of the museum," said one of the panelists

"Once in the door and millennials are at the museum, a new opportunity is created to provide them with an experience that makes them want to come back."

One of the challenges today is recognizing the competitive landscape. Museums are competing against food truck festivals,

sporting events and even Netflix. To be effective, museums will need to go on the offensive in utilizing digital communications across all social channels.

"Today, museums are competing with multiple other media that may be easier to access such as YouTube and Netflix. We are living in a society that is changing constantly, and this pace of change is not going to slow. The historical museum is important for those who are trying to find out what they want to do and who they are."

At the same time, said the panel, museums must realize they are a business, and that businesses must sell the product to its customers and make it interesting for them to keep coming to visit the museum. "We have to create a WOW experience, an experience they can't stop talking about."

When working with historical museums its also important to remember that the information or exhibition must have relevance. A museum is working with the past, but we are creating a museum for today and for future interest. The future of a museum can be adjusted in the tactics of the

Caption: Mayor Rick Goldring (second from left) is joined by members of the Mayor's Millennial Advisory Committee, from left: Darcy Oberding, Sille Mikkelsen-McGuire and committee chair Mark McGuire.

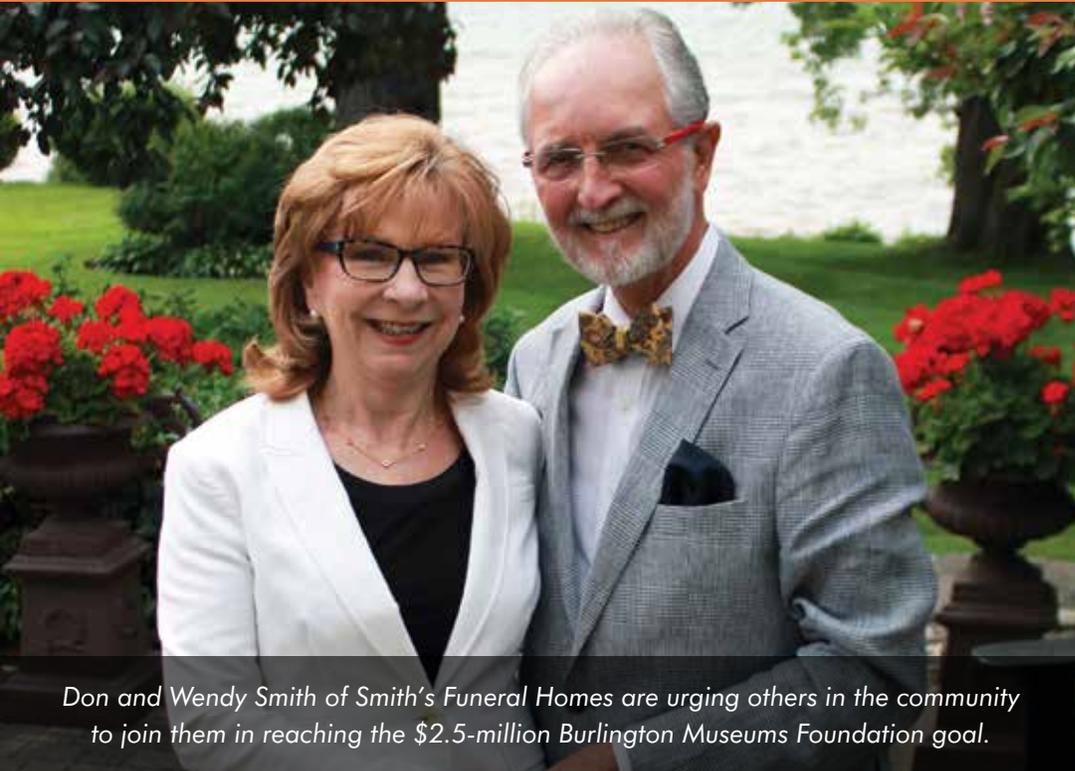
day to day, but the strategy of the museum is identified best by John Falk's Five Types of Museum Users:

1. **Explorers** – motivated by personal curiosity (e.g. browsers).
2. **Facilitators** – motivated by other people and their needs (e.g. a parent bringing a child).
3. **Experience-Seekers** – motivated by the desire to see and experience a place (e.g. tourists).
4. **Professional/Hobbyists** – motivated by specific knowledge-related goals (e.g. a scholar researching a specific topic).
5. **Rechargers** – motivated by a desire for a contemplative or restorative experience.

Barbara Teatero, Museums' Director, said she and the Foundation's Board were thankful to the panelists for their insights. "It will help us define better ways of attracting younger generations while still meeting the needs of those who already visit our museums."

The value of legacy

'This project will be good for the community, Ontario and Canada'



Don and Wendy Smith of Smith's Funeral Homes are urging others in the community to join them in reaching the \$2.5-million Burlington Museums Foundation goal.

Giving back to the community that has been home to their family business for three generations comes naturally for Don and Wendy Smith.

Two-time recipients of the Burlington Mayor's Community Service Award, the Smiths make a point of giving back both personally and corporately through their family-owned business, Smith's Funeral Homes, which has been serving the area for 80 years.

The Joseph Brant Museum expansion project was a perfect fit for their philanthropic goals, fulfilling their desire to create an historical legacy for future generations that will reflect the values of the community as well as the families whose hard work has made

Burlington one of Canada's best places to live.

"Wendy and I talked about what we could do to recognize the Smith family," says Don, adding that the couple agreed to become part of the Community Builders Initiative as one of the Burlington's founding families.

"Our donation to a sector of the museum to help make the project successful will not be about Wendy and myself. It will be in recognition of my great uncle and aunt, my father, mother, uncle, aunt, brother and the Williamson family from whom we purchased the business that had served families here as far back as 1877."

What is the COMMUNITY BUILDERS INITIATIVE?

This program enables individuals and families, like Don and Wendy Smith, to share their unique Burlington connection in a number of ways including:

EXHIBITIONS

Community Builders will have a storyboard featuring their family's story in the Burlington Builders Gallery. Additionally, there will be an opportunity for exhibit space in the multipurpose Lakefront Room within the expanded museum.

ORAL HISTORY

There will be an opportunity for your family's history to be captured in digital form where it can be viewed by visitors visiting the Burlington Builders Gallery.

VIRTUAL EXHIBITION

Community Builders will also be featured in an online exhibition created and shared publicly through the museum's website.

DONOR RECOGNITION WALL

Community Builders will be publicly acknowledged on the donor recognition wall in the museum's main corridor.

For more information, please contact John Doyle at the Burlington Museums Foundation - Chair@BurlingtonMuseumsFoundation.ca

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discussion with the Mayor’s Millennial Advisory Committee on how to engage younger generations so that they too can become friends of the museum.

This edition of Vision features comments from our panelists – like me, I’m sure you’ll find their comments insightful.

On behalf of the Burlington Museums Foundation Board of Directors, I want

to thank you for being a friend of the museums.

We know you will be thrilled to join us for the ribbon-cutting of our expanded Joseph Brant Museum which will become a treasured centerpiece on our community’s spectacular lakefront.

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BurlingtonMuseumsFoundation.ca

QUICK FACTS

- Total square footage of expanded site: 19,000 square feet
- Construction will take 18 months, depending on weather
- The total project amount is approved at \$11.4 million, which includes a contingency fund that allows for cost increases due to a winter construction period. Funding includes:
 - \$2.9 million from the City of Burlington
 - \$4.5 million from the Government of Canada
 - \$1.5 million from the Province of Ontario
 - \$2.5 million from the Burlington Museums Foundation

To join with us in this exciting project please welcome our representatives when they call, or visit our web site: burlingtonmuseumsfoundation.ca

The Burlington Museums Foundation is a registered charitable foundation that helps raise friends and patrons to support Burlington’s two museums – Joseph Brant Museum and Ireland House at Oakridge Farm.

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Don adds legacy is so important to the values of a community. “How many times did our teachers and others tell us, if you want to know where you’re going you have to know where you’ve come from. Through the museum, we can look at the past and recognize the sacrifices that helped make this community special. Then we can think about what we can do as individuals to help continue that legacy, today and into the future.”

Don and Wendy got excited about supporting the museum expansion after hearing about the vision for its future from Burlington Museums Foundation Chair John Doyle as well as Barbara Teatero, Museums’ Director. “It was their vision for making the museum not only an attraction for the people of Burlington but for people around the world that moved us to get involved.”

Don says the expansion will give the museum a proper facility that can showcase Burlington’s past, including the stories of families that helped build the community, while “attracting exhibits of national and international renown that will draw audiences from the rest of Canada and beyond”.



“This project will be good for our community, good for Ontario and good for Canada,” says Don Smith.

He and Wendy are urging their friends, neighbours and fellow business owners to support the project as the fundraising campaign strives to raise the final \$800,000 of the \$2.5 million commitment made by Burlington Museums Foundation toward the \$11.4-million expansion.

“This project is very worthwhile, and one that will make Burlington even greater.”

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