



Report
to the
Community
2014

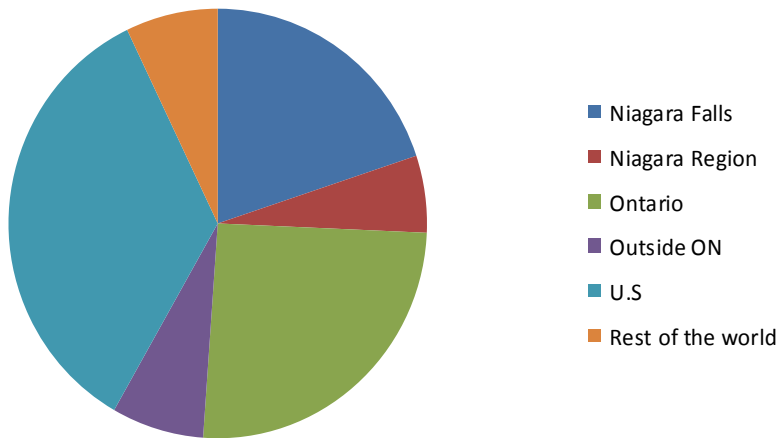




Vision
 We will be the centre for historical and cultural activities in Niagara Falls through community awareness, participation and engagement.

Mission
 The Niagara Falls Museums is a team of staff and volunteers who are resourceful and enthusiastic in telling the story and preserving the ongoing culture and history of Niagara Falls. We are dedicated to promoting pride of place and engaging the community.

Who visited us this year



Niagara Falls	20%
Niagara Region	6%
Ontario	25%
Outside ON	7%
U.S	35%
Rest of the world	7%

Participation

1009

Facebook followers

1414

Twitter followers

4

Post-secondary education internships

12%

of visitors are repeat visitors

1845

star gazers in the Starlab shows

86%

approval rating on Tripadvisor

42,275

Website visitors

11,345

Attended

one of our three
museums

519

E-newsletter
subscribers

1,000+

Attended the 200th
anniversary of
Lundy's Lane

1,104

Students attended
educational tours





A Centre of the Community

1800

Recorded Volunteer Hours

12

New community partnerships

8

Organizations represented at two Niagara Falls Heritage Roundtable meetings

200th Anniversary of Lundy's Lane

July 25, 2014

Along with our many partners, including the Lundy's Lane Historical Society, neXt Company Theatre and many others, the 200th was a wonderful day to remember. Over 300 people attended the opening of the Gateway, over 500 people attended the Commemorative Service and another 400 participated in the walk and performance on the battlefield.

Registrants from around North America attended. We had American registrants from: Massachusetts, New York, Maryland, Michigan, Florida, Virginia, North Carolina, Ohio, Pennsylvania and Georgia. Canadian participants were from: Ontario, Alberta, British Columbia, Saskatchewan and the Yukon



2014 Donors

Alexander, Jim
 Buchner, James
 Cherwonogrodzky, Peter
 Dent, Peter
 Erwin, Peggy
 Gallagher, Jay
 Gibbons, Paul
 Giggall, Ian
 Gillard, David
 Grodzinski, John
 Hammond, Matthew
 Howe, Brian
 Jackson, Margaret
 Kilpatrick, Cameron
 Kilpatrick, Christine
 Lundy, Roderick
 Martin, Patrick
 McGrath, Alf
 McNaughton, Meghan
 Nadrich, Roseanne
 Oatley, Eurgene
 O'Brien, Terry
 Porteus, Andrew
 Ryall, Greg
 Smagata, April
 Wiant, Richard
 Wood, Mairi

Event and Program Sponsors

Gales Gas Bars
 Lundy's Lane Business Improvement Area
 National Grocers
 Niagara College
 Niagara Falls Tourism
 Ontario Power Generation
 TVCogeco

Donors to the Collection

Bailey, George
 Ferro, Kathleen
 Halfyard, Robert
 Krar, Justis
 Nielsen, Stephanie
 Miller, Martha
 Phillips, Jessica
 Town of Lincoln's Jordan Historical Museum
 Valencourt, Kevin

Financial Support also provided by

City of Niagara Falls
 Government of Canada
 Province of Ontario



Niagara Falls

Night of Art - September 18

400+ visitors

9 musical performances

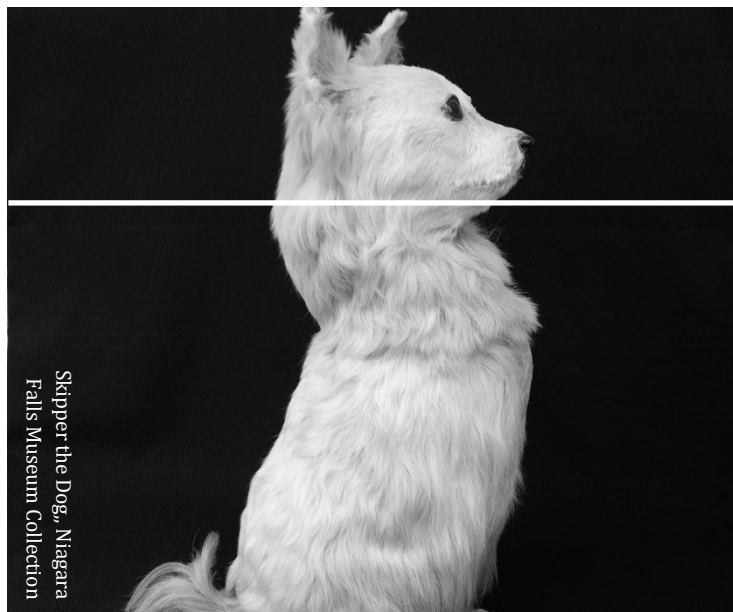
16 artist exhibits

5 live author readings

3 art installations

1 Interactive art exhibit

Preserving and Presenting Culture and Heritage in Niagara Falls



Skipper the Dog, Niagara Falls Museum Collection

New Acquisitions

274



Ontario Museums Association Award

for "No Vacancy:
Honeymoon
Suite or By-the-
Week, Motel
Culture in
Niagara"



Photo courtesy of Niagara This Week



2014 Event Listing

Every Thursday - @ the Museum Thursday Night

February 17 - Family Day

March 11 - 14 - March Break

June 1 - Willoughby Country Fair

July & August - Summer Sun Days at Battle Ground Hotel - crafts and activities for children

July 25 - 200th Anniversary of the Battle of Lundy's Lane

Weekends in October - Drummond Hill Cemetery Tours

November 15 - WWI Film Dramas Everyone Should See!

Programming and Services

Programmes offered to the community

96

Hours of accessible programmes on Thursday Nights. You could have learned to dance, watch a film, view the stars, heard a play or made something to take home.

192

Attendees to the Drummond Hill Cemetery Tours

168

270

Volunteer hours devoted to the Drummond Hill Cemetery Tours

@ the Museum Thursday Night

Every week from 5pm until 9pm, the Museum provides free access to the galleries. We also provide many unique programs during these nights. Some of the offerings provided this year include:

- | | |
|--|---|
| Regency Dance lessons | Magic at the Museum |
| Exhibition Openings | Canadian Songs and Songwriters |
| Family Crafts | "Science Fiction Humanized" Film Series |
| Our Solar System: Proof that fact is stranger than fiction | |
| "A Crucible of Fire" Book Launch | |
| Niagara Playwrights present Motel Culture | |
| Impersonating 1812 | Earth Rangers |
| Niagara Falls Night of Art | "The Money Game" Film Series |
| Community Yoga Series | Christmas in the Trenches |

Visitor contributions to the memory wall in "No Vacancy"

"August 1997, at my mom's family reunion the whole motel came together to watch the news about Princess Diana in the parking lot. (Ann)"

"The memories we bring back when we visit the past... Priceless." (Anon)

"May 1966, was supposed to go to the Finger Lakes on my honeymoon. Got as far as the Ambassador Motel on Stanley Ave. and stayed for the entire week. (Pete)"



Visitors ideas for the next Canadian currency design during our exhibition "In the Money" from the Currency Museum

More vital statistics

177 Research inquiries answered

Approx. **1000** buttons created by young visitors

186 Honeymoon letters read by staff for "No Vacancy"

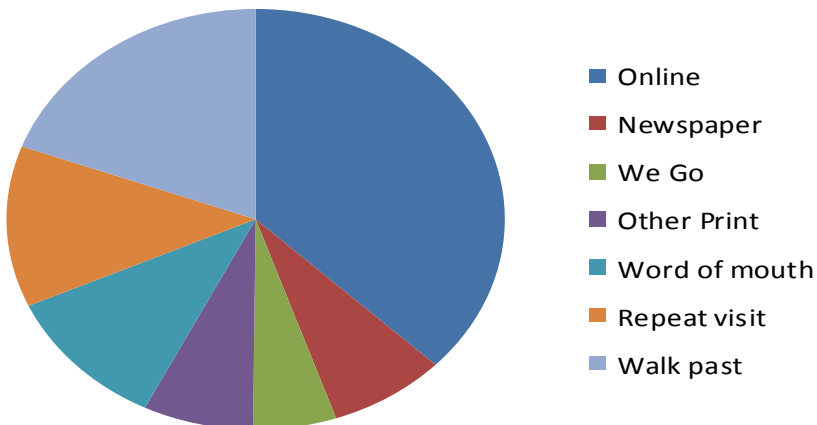
702 hours of training by one Curatorial Assistant while preparing for the Canadian National Cycling Championships

72 lunch time runs by staff

25 tourism sector displays at the Niagara Falls Tourism-organized Fire and Ice FAM tour hosted at the NFHM

1 grant application in partnership with Chiefswood Historic Site to develop First Nations Programming for Niagara students

How visitors found out about us



“...the students loved it. It was inexpensive, local and educational.”
School teacher after a visit with her class

“Thank you so much for the Cemetery walk on August 14, 2014. We were thoroughly entertained and loved learning more of the history of this area and its citizens.”

“I can't express enough what a great day that was. The planning was perfect and the crowd amazed me.” (Participant in 200th Anniversary of Lundy's Lane)

The screenshot shows the top of a news article on The Globe and Mail website. The page title is "Museum exhibit extols Niagara Falls's Motel Modernism" by Dave LeBlanc. The article is dated Thursday, July 31, 2014. The main text begins with "Oh, how I love motels. From their mom-and-pop wholesomeness, homey touches, steamy ice machines and sanitized 'seat belts' on toilets, all the way to rising above the constraints of their utilitarian plans with paint schemes and silly, mini-Vegas signage, there are so many layers to my love it's hard to make sense of it all. Yes, there is a little nostalgia involved. Growing up in the 1970s, my working-class family - when not travelling to New Brunswick to catch up with the LeBlanc clan and bunking in their basements - chose short car trips to places such as Wasaga Beach, Parry Sound or Niagara Falls. Those jaunts, of course, included a motel stay, and from the instant my parents took hold of that plastic key-fob, we kiddies knew the rules would be a little different: We'd be allowed to stay up later, count ice cream and other products of the Canada Food Guide, and make a meal."

“Hands on”

“First museum I was ever in that actually allowed, even encouraged, some hands on experience. The Canadian vignettes brought back many memories. The staff here was simply the greatest.”

Trip Advisor Review



Niagara Falls Museums Staff

Clark Bernat

Manager

Suzanne Moase

Curator

Ayodele Adewumi

Head of Customer Services

Sara Buyers

Assistant Curator

Christine Girardi

Assistant Curator

Maja Bannerman

Visitor Services Assistant

Deborah Legge

Visitor Services Assistant

Jonathan Milner

Visitor Services Assistant

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