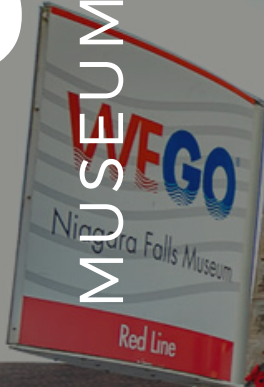


CULTURE

MUSEUMS, FARMERS' MARKET & CULTURE



NIAGARA FALLS
2020

MUSEUMS



Three Museums telling the unique history of the City of Niagara Falls. In 2020, the focus shifted to providing our services online and to telling the more diverse stories of our community. When the Museum reopened to the public, enhanced cleaning protocols became a priority and just one of the many ways our staff worked to ensure the health and safety of our visitors.

PROGRAMMING

It is hard to remember that at one point in 2020 we had visitors. We started off 2020 with our annual Family Day event but quickly shifted into online offerings for all ages.



678

Family Day attendees

344

Hours by transcriptions volunteers

93

New videos on our YouTube Channel

EXPLORING THE DIVERSITY OF NIAGARA FALLS

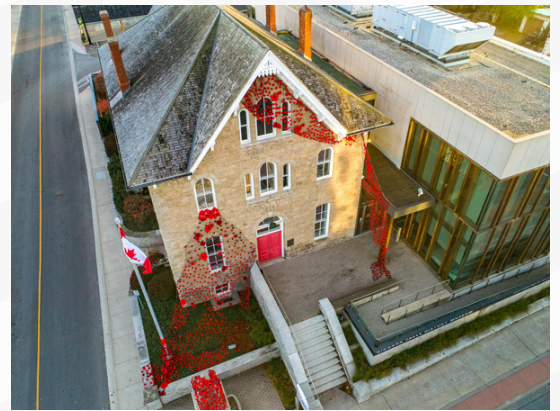
@ the Museum Thursday Night, along with other Museum programming, has attempted to showcase a more complete picture of our community by sharing diverse and inclusive stories. 2020 was a year when the digital platform really allowed us to continue in this approach. Our 4 Directions Speakers Series was hosted by Darcy Belanger and explored the lives of Indigenous leaders in our community. We continued our Coming Out Stories, hosted by Falynn Shaw, a vehicle for the LGBTQ2+ community to provide shared experiences. We also introduced our J4BL Book Club for a better understanding of Black perspectives in our society.



Contemporary Collecting by Museum staff at J4BL March - photography by Jason Haywood

THE POPPY PROJECT

This Remembrance Day, we commemorated those who protected our freedoms, with a little help from the global community, by coming together to create a beautiful art installation of poppies cascading over the Niagara Falls History Museum. The Poppy Project was a collaborative community art project by the Niagara Falls History Museum in conjunction with Stick'N Needles, a Niagara Falls stitching guild. We reached out to the public and asked them to knit and crochet poppies to be included in a large-scale art installation. The response was overwhelming, with over 11,000 poppy donations coming from every province in Canada, twenty-five different states in the United States, as well as Denmark and New Zealand. Heartfelt letters accompanied many of the poppies, dedicating them to family members who fought and died in the numerous wars that have affected our world. The poppies are displayed on both the exterior and the interior of the historic 1874 stone building. Local artists Joanne Ring and Emily Andrews were brought on board to help design the pieces. Thanks to Yarnspirations and Falcon Crane for being great corporate partners in this project.



4,900+

est. project hours donated

280+

Volunteers

11,000+

poppies created

667

hours for volunteers to affix poppies

THE MUSEUMS ONLINE

Very quickly the Museum team shifted all of our programming and offerings online. The content has seen our YouTube channel offerings grow exponentially. From short videos on various aspects of our history, to longer programmes that explore history, culture and the stories of our community, These are now available for the public on our website, social media and in our galleries.



EMPATHIC TRADITIONS

Working with our partners at Landscape of Nations 360, the Niagara Falls Museums launched our first virtual exhibition. Providing new insight and information on the Indigenous collection belonging to the Museums. Interesting videos and curation by Indigenous and non-Indigenous experts provide a clearer understanding of the history of our community.
www.empathictraditions.ca



THE MUSEUMS ONLINE

The digital content has provided an outstanding legacy for the Museums and City. New videos exploring many aspects of our past are now available for people to understand our shared stories and experiences.



28

NOT @ the Museum
virtual programmes
created

43

History @ Home
videos created

1,306,985

Social Media
Impressions

77,041

Engagements on Museums
Social Media Posts

93,249

Website Visitation

64

Web pages updated
or created

THE COLLECTION

In unprecedented year, the curatorial team put an emphasis on collecting items that can tell the story of 2020. We worked with schools to get the perspective of children during these trying times, We put out a public call for artefacts to tell this story and we also worked with local photographer Jason Haywood (images below) to capture the early stages of the pandemic.



EXHIBITIONS

The Museum hosted several exhibitions in the OPG Gallery, including "North is Freedom", "...And We Rise" and "World War Women".

The permanent galleries also had some updates, with QR codes added around the gallery to bring video content to our visitors. A

new space to discuss contemporary issues was added with displays addressing the Rainbow crosswalk added to Queen Street and the June 6th Justice 4 Black Lives Matter march.

in addition to these changes, the Black History displays in the galleries were dedicated to Wilma Morrison and the tireless work she put into bringing these stories to the forefront.



2020 FINANCIAL DONORS

Peter Cherwonogodzky
Kenneth Hubley
Lundy's Lane Historical Society

2020 DONORS TO THE COLLECTION

Guy Chevalier
Bette Gorden
Rebecca Levy
David Devine
Dianne Hollingsworth
Craig Handschuh
Bunnie Brandt
Dianne Munro
Andrew Barr
Emma Keltos
Shannon & Jimmy Richard
Claire Yeo
Museums of Mississauga

Owen Trickett
Randall Gamby
Ayo Adewumi
Tom Scott
Nancy Lisi
Sherman Zavitz
Gianluca Agostinelli
Victoria County Historical Society
Peter Beechey
Lt. Col. Bernard Nehring
Jody Triano
Christine Girardi
Donald Combe
Elize Johnson
Lincoln Museum

2020 CORPORATE SUPPORT

Falcon Crane
Yarnspirations
Coventry Transportation

2020 GRANT PROGRAMMES

Museum Assistance Programme (ECF) - Heritage Canada
Museum Assistance Programme (Indigenous) - Heritage Canada
Covid Relief Programme - Heritage Canada
Community Museum Operating Grant - Province of Ontario
Indigenous Placement - Niagara Regional Native Centre

\$191K+

In grant programme support from various levels of government (non-municipal)

FARMERS' MARKET



The emphasis was getting products from our vendors to the community in a safe and reliable way. This year the market was in a new location and had to start the season a little bit later, but it was a remarkable year as we saw more customers than in recent years.

ADAPTING TO CHANGE

With the development of the Exchange, the Market was planning on moving to MacBain Community Centre as its' temporary home. This change proved beneficial as Covid-19 required that we provide a more open space to ensure that it was safe for vendors and patrons to attend. The Market was shortened in its' new location. With an opening of June 6th and running until the end of November. **The Market had a 60% increase in traffic over last year.** Under very difficult conditions, the Market continued to be a space for our vendors to sell their products and for patrons to have a safe place to purchase items that our vendors make, bake and grow in Niagara.

28,660

Customers in 2020

7

New vendors

SPOTLIGHT ON OUR CREATORS

The Market this year received funding from the Province for the development of videos to promote local product and to provide social media content and support for our vendors. This will allow our vendors to be more visible in the community and showcase why buying local is important for all of us.





5

New videos created highlighting vendors

1

Online platform established for vendors to sell online



ENSURING SAFETY FOR ALL

Working closely with Niagara Region Public Health and our vendors, we established new rules and regulations for both vendors and customers. An expanded team of wonderful volunteers ensured that people were mindful of these protocols.

CREATING PARTNERSHIPS

The Market worked closely with several groups that provide valuable services in the community. Project Share was once again back at the Market quarterly to promote their programmes and to provide quality local produce to their clientele. The United Way was onsite selling masks and the Library once again was back and bigger. The Library continued their seed saver programme but also utilized the market for book distribution and we worked closely with them to create a digital database of historic Market photos.

720,606

Social Media
Impressions

45,500

Social Media
Engagements



CULTURE



Emphasis in 2020 was on reaching out to arts groups and artists and supporting them in any way possible. This included grants, events, online support and promotion of their activities.

SUPPORTING NIAGARA CULTURE

The Cultural Development Fund (NFCDF) did sustain some cuts due to Covid-19, however the Culture staff were dedicated to support local arts and artists however possible. Funds for activities that enhance our way of life in 2020 were supported and the team promoted local activities and events wherever possible.

5

NFCDF funds
awarded

\$35,187

total NFCDF funds
awarded

WALL OF FAME

Four new inductees were added to the Niagara Falls Arts & Culture Wall of Fame in 2020. A private ceremony took place at City Hall, with YourTV airing the event for those who could not attend.

We congratulate: (l-r) **Steve Burnside, John Law, Karlee Morse & Leona Skye Grandmond** for their inclusion this year.



EVENTS IN 2020

With construction ready to commence at the eXchange property and a need to socially distance, Culture staff worked with the Queen Street BIA to bring Night(s) of Art to Queen Street. We supported five artists and the BIA allowed several others to participate in the event. We worked with the Niagara Artists Centre to bring film downtown, with a great set up in front of City Hall for their Nomadic Cinema Film Series. Our annual art competition was moved online for the first time as well.

7

Local artists included in new O'Canada video

\$110K+

Grant asks for 2021 by local creators



PUBLIC ART COMMITTEE

The Public Art Advisory Task Force unveiled a new plaque recognizing the railway history of Niagara Falls at the Station on Bridge Street.



68

New connections by Culture staff with local creators

6

Online Studio tours created



THE EXCHANGE



Niagara Falls Exchange (NFX), speaks to the rich exchange of ideas and creativity that is anticipated to occur on site and between the arts and culture, food and farming communities of Niagara Falls.

THE EXCHANGE

The new Niagara Falls Cultural Hub & Market will become a vibrant centre of activity in the community by providing shared spaces where artists, musicians, food vendors and patrons, and local businesses can come together and create. Located in the historic Main and Ferry district, it will include a large culture and market hall, café, artist studios, creative workshop and public washrooms surrounded by two multi-functional civic plazas that interconnect the flanking streets. The Market Hall, which will house the regularly scheduled Farmers' Market, will be a space for other events that include music, theatre, lectures and other weekend markets.

THE EXCHANGE

NIAGARA FALLS



UPDATE

On August 11, 2020, City Council approved us moving forward on this exciting project. At that meeting they approved Garranto Bros. Ltd as the General Contractors and the name of this new facility - The Exchange. Where you can exchange ideas, goods and so much more. A place for the community to come together.

As of December 2020, the site had been converted to a construction site, with hoarding up around the property, the old Farmers' Market Building had been removed and some foundational work on the site had been completed.