



# COMMUNITY WATERFRONT HERITAGE CENTRE

2019 ANNUAL REPORT, OUR COVID PIVOT IN 2020

& OUR STRATEGIC WORK PLAN FOR 2021

PRESENTATION TO CITY OF OWEN SOUND COUNCIL – MARCH 15, 2021

# CWHC = COMMUNITY VOLUNTEERS

## 2020 Board

- Executive:

- Chair – Nicole Amos-Uotila
- Vice Chair – Jan Chamberlain
- Secretary – Janet Iles
- Treasurer – Holly Dunham

- Directors at Large:

- Director – Norm Playter
- Director – Kim Davis
- Director – Mary Lou Boddy
- Director – Linda Lemon
- Director – Nick Johnstone

# A LOOK AT OUR 2019 YEAR

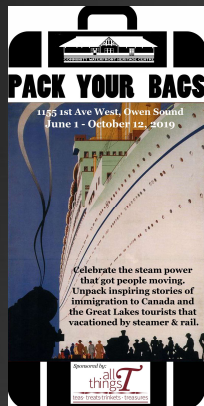
- We had a successful year in 2019 – with over 40 volunteers spending 996 hours at museum events and in the building greeting over 4,500 visitors from all over the world – many marked their place of origin on our wall map



- We had visitors from eight provinces across Canada and 17 countries from around the world, including Australia, Austria, Brazil, China, Czech Republic, Colombia, Cayman Islands, England, France, Germany, Guyana, Hong Kong, Italy, Malaysia, Netherlands, Scotland and the USA...

## 2019 EVENTS AND PROGRAMS

- We hosted educational events, including “Literacy Express” for the Early Years Program over four Saturdays; held a series of four “Tea on the Train” lectures, led guided tours during Doors Open and led Historic Harbour walking tours as well as a Chinese Heritage Association festival



- Member events included a Pack Your Bags exhibit opening, Stitchers and Hookers craft workshops and Volunteer Appreciation Events
- Outreach events took us to Summit Place Lodge, Kelso Retirement Residence, Lee Manor and saw us appear on Rogers TV on the “Voices of Grey” show



- We hosted Harbour Nights Concerts with the Coach Café; participated in the Hottest Yard Sale; led tours during Harbourfest and held a Christmas Café



## 2020 PLANNED THEN...COVID HIT!

- At the end of 2019 the Board of Directors determined to make a change, seek a fresh outlook and bring the museum forward to seek more community engagement
- Through hard work during the off season of winter/spring 2019-2020 plans were put in place to hire a Development Coordinator to put our best face forward toward community engagement and sustainable fundraising
- Early in the year, we were planning our 2020 exhibit and summer students
- We went as far as offering to hire someone as a Development Coordinator
- **then COVID hit!**
- due to pandemic uncertainty, we closed our doors for the 2020 season

## BUT, DESPITE COVID...WE CARRIED ON!

- Our planned 2020 exhibit – Celebrating a Century went ahead for Owen Sound's 100<sup>th</sup> anniversary



- Interesting and informative panels were already developed in preparation for the exhibit, so we went digital. Using local company KP9, our exhibit went virtual through Augmented Reality technology
- The panels linked to online storytelling, with YouTube videos telling our collective tale
- Panels also went to the Owen Sound & North Grey Union Public Library over the winter – where they are still available for viewing until Spring

# WE PAUSED FOR STRATEGIC PLANNING

- Since the beginning of the pandemic, we have brought on new board members
- With a facilitator, we have held three strategic planning meetings to:
  - look at our Strengths, Weaknesses, Threats and Opportunities in an internal SWOT analysis
  - review and revise our Vision and Mission statement and strategic aims as a modern-day museum
  - develop a Strategic Work Plan for 2021 to engage our community in our visionary future, build toward using more outreach technology and become more interactive with residents and visitors
- Our Strategic Work Plan 2021 will guide us while we validate our work with the community
- We applied for a Resilient Community Fund (RCF) grant for our outreach & recovery project
- We also expect to hire a Development Coordinator before the spring
- AND, we have applied to Summer Students to assist us to OPEN FOR THE 2021 SEASON!

# OUR REVISED VISION & MISSION

## OUR VISION:

*The CWHC enlivens community connections and experiences  
through sharing collective stories.*

## OUR MISSION:

*The CWHC honours the legacy of “The Waterfront” community hub  
by sharing stories, presenting fun and educational experiences  
and offering unique opportunities to explore the curiosity of area residents  
and connect the imagination of visitors to our collective history.*



# OUR STRATEGIC WORK PLAN 2021

- We built our plan for sharing with our community, partners, funders and sponsors, so it offers areas where individuals, groups and organizations can “plug in” to collaborate with **The Waterfront** on our projects and programs – including training and tours
- We identify areas where we may **RECRUIT, CONNECT, ENGAGE & ATTRACT** more volunteers, partners, collaborators and community engagement activators
- We set priorities and a timeline to do the work of our Vision and Mission
- We continue to find ways we may be able to further serve our community & the City
- We include the RCF project, which we will undertake if approved for funding
- We would love to work with the City of Owen Sound on our mutual “to do” list

# HOW CAN WE SERVE CITY & COMMUNITY NEEDS?

- We are grateful to the City of Owen Sound for continued funding in 2021
- We know our Lease is up for renewal and would like to negotiate its renewal
  - Is there opportunity to work with the City to occupy more space?
  - Is there a potential for discussion around our provision of services in tourism?
- We would like to talk about the Caboose – expected in the City's capital budget for 2022
  - Is there a way for the CWHC to collaborate with the City on its preservation and future care?
  - Could we talk about ways to fund the preservation of this important city-owned artifact?
- We anticipate being open with summer staff in place for the 2021 season
  - May we assist in the tourism information needs of the City?
  - May we collaborate again on outdoor events at the Harbour, if events are allowed?
  - May we link our community engagement to the City's outreach needs?

# CWHC + CITY = COMMUNITY

- We hope this presentation has shown how the Community Waterfront Heritage Centre continues to evolve and build the capacity of our volunteers, members, residents and visitors to persevere in these trying times.
- We look forward to working with the City of Owen Sound as we all collectively strive toward a better future for our community.
- Thank you for your attention today.

## QUESTIONS?

*Nicole Amos-Uotila, Chair - CWHC – [info@waterfrontheritage.ca](mailto:info@waterfrontheritage.ca)*