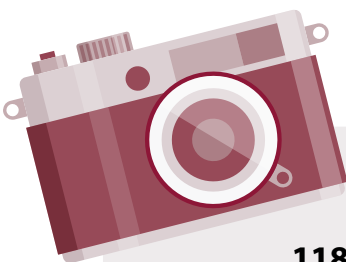


- **\$4,000,000** in capital grants from the Department of Canadian Heritage contributed to the Pickering Heritage and Community Centre (construction planned to start in 2021)
- **\$44,400** was announced in 2020, from the Rural Economic Development Fund for the rehabilitation, exhibit development and marketing of the Blacksmith Shop (planned for repairs in 2021, and to open in 2022).
- **\$150,000** was announced in 2020, from the Canada Cultural Investment Fund to lead a cultural tourism initiative in Durham Region, attracting regional tourists to Pickering, and partnering with other local cultural attractions and businesses. The cultural tourism initiative spans October 2020 – September 2022.
- **\$4,000** was funded from Central Counties Tourism to promote the 2020 Haunted Drive Thru tour and the Christmas Drive Thru tour.
- **\$39,263** in operating funds from the Ministry of Heritage, Tourism, Sport and Culture Industries through the Community Museum Operating Grant.
- **\$100,000** from the Department of Canadian heritage in Covid Relief funding (2020).
- **\$10,000** raised from the generous support of the museum community, visitors, staff, and volunteers toward the Combination Barn exhibit (opening 2021).



Collections

1184 collections records entered into the collections database in 2020. There are currently 8810 artifact records in the database.

8 donations were accessioned into the core collection

2 donations were accepted into the education collection

79 artifacts were deaccessioned from the core collection and transferred to our Education Collection for use in displays, demonstrations, and programming.

2020 Environics Reports

Data based on survey respondents (not all visitors)

Demographics

- Median age of household maintainer: 51 years
- 54.4% are couples with children at home
- 95.6% of visitors travelled within 40km
- 51.9 % are part of a visible minority (+10.4% vs 2018)

Social media

- 77.4% currently use Facebook
- 54.9% use Facebook daily
- 75.6% currently use Youtube
- 85.9% listen to the radio

Location

Pickering, ON	28.2%
Toronto, ON	16.9%
Whitby, ON	16.3%
Ajax, ON	11.0%
Oshawa, ON	8.5%
Clarington, ON	4.6%
Markham, ON	3.6%
Mississauga, ON	1.5%
Vaughan, ON	1.3%
Richmond Hill, ON	1.0%

Age of Household Maintainer

15 to 24	1.37%
25 to 34	13.94%
35 to 44	22.11%
45 to 54	22.27%
55 to 64	19.93%
65 to 74	11.99%
75 or Older	8.39%

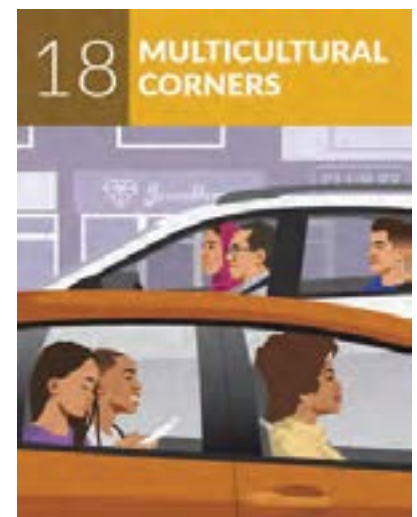
Top audience segments



05 FIRST-CLASS FAMILIES
Large, well-off suburban families



23 MID-CITY MELLOW
Older and mature city homeowners



18 MULTICULTURAL CORNERS
Diverse, upper-middle-income city families

2020 Capital Projects

Pickering's Combination Barn: opening in 2021

The Combination Barn underwent significant repairs in 2020, receiving a new concrete foundation, structural repairs, and new cladding. The building will also receive electrical and lighting upgrades in 2021 to complete the repairs. The barn was suffering from substantial structural deterioration. These repairs will preserve the life of this building for future generations. The Combination Barn is a unique heritage building that originated in Pickering Township. The barn dates to 1870 and is an excellent example of historic Ontario barn material culture.

In 2021, Pickering Museum Village will be launching a new hands-on permanent exhibit in the Combination Barn. Telling the story of how Pickering's farms moved from grain production to stock-breeding, the new barn exhibit will be a fun and educational centre for children, families and the community to explore Pickering's history in a hands-on way.

In 2020, the Museum team launched a fundraising campaign to raise funds to purchase a demonstration cow for the barn. The museum was successful in raising \$10,000 in donations toward the exhibit. Thank-you to the generous support of our community, visitors, volunteers, staff, and special thanks to Laura Drake for her contribution.



2020 Strategic Plan Additional Achievements

Preserve Artifacts, Knowledge and skills

- Inventory of the blacksmith shop artifacts completed.

Build strategic relationships and awareness to raise the profile of the museum

- Pickering Museum Village became an official partner of Central Counties Tourism in general and specifically for their Temperance & Temptation tour initiative.
- The museum team partnered with Pickering Public Library and Sustainability Pickering to launch Reflections on Water, a virtual community-based exhibit about Pickering's unique history with water.

Site Optimization

- Installed security cameras on the upper and lower site that operate year round.
- The gift shop was updated into a virtual platform and museum staff created pop-up retail in the village due to restrictions from the pandemic.

Develop Human Resources

- Volunteer Position descriptions were created and approved in 2020.
- A City of Pickering Volunteer committee, comprised of staff leads was established to implement the Volunteer policy and procedure.
- Hosted a student from the Centennial College Museum and Cultural Management Program. This 4-month internship was completed in collections management for course credit.

2020 Programs and Events

Pickering Museum Village's Programs and Events are made possible by a dynamic group of staff and volunteers that work together to create remarkable experiences for our visitors.

Education Programs

In 2020 on-site education programs were cancelled or unable to run due to Covid-19 restrictions. The museum adapted and offered:

- Early Settler in person guided small-group tour
- Holiday in person guided small-group tour
- Recess Play virtual program (grade 3)
- School Days virtual program (grade 3)
- Underground Railroad virtual program (grades 6 – 8)
- 1837 Rebellion virtual program (grades 7-8)
- Free virtual field trips (including 4 heritage buildings and 7 unique videos on simple machines).

2020 Public Programs

- Kids in the Village was offered again in 2020 on-site. A new virtual program was rolled out due to Covid-19.
- Family Culinary Saturdays was launched on site and a virtual program was also rolled out.
- Blacksmith Apprentice Workshop was launched in Fall, 2020.
- Bounty of the Harvest Workshops were launched in Fall, 2020.
- Wreath Making Workshops were launched and sold out in 2020. Additional wreath workshops were added due to demand.
- Virtual programs: Making Fruit Fritters, Rhubarb Relish, Marmalade Steamed Pudding, Rural Runway Fashion Show were offered in response to Covid-19 regulations.

2020 Events

- Drive-Thru Storytelling Tour was launched in July, 2020 in response to Covid-19 regulations and limited access to museum facilities.
- Haunted Ghost Drive Thru Tour was converted from a planned walking tour and was offered evenings, starting in July, 2020 and running until October 30th. This event sold out with the generous support of Central Counties Tourism.
- Christmas Drive-Thru Tour was converted from the museum's annual Christmas in the Village event. The 12 drive-thru dates sold out with the generous support of Central Counties Tourism.



The Year Ahead: 2021 Priorities

Preserve Artifacts, Knowledge and Skills

- Blacksmith Shop artifact inventory and move, in preparation for rehabilitation capital repairs, and exhibit update.
- Artifact move from administration building collections storage to Conservation Building artifact storage.
- The museum has applied for funding from the Virtual Museum of Canada to develop a website about blacksmithing, in partnership with Fleming College, Fanshawe Pioneer Village, Lang Pioneer Village, Grey Roots Museum & Archives, and Westfield Heritage Village. If the application for funding is successful the project will take place from 2021 – 2022.

Build strategic relationships and awareness to raise the profile of the museum

- Continue to build PMV's relationships with Durham Tourism and Central Counties Tourism
- Build on the advice of the Indigenous Steering Committee to continue to reach out and build relationships with Indigenous Communities.

Develop human resources

- In 2021, the museum will roll out a new volunteer handbook.
- The museum has applied for funding from the Department of Canadian Heritage to hire a Collections Technician to oversee the inventory and conservation of artifacts from the log barn, installation of shelves in the upper site warehouse, and artifact move from the log barn to the upper site warehouse. If the application for funding is successful, the project would take place in 2021.



2021 Capital Projects

Rehabilitation of the Greenwood Blacksmith Shop

In 2021, work will begin to repair the Greenwood Blacksmith Shop. The Greenwood Blacksmith Shop will receive structural repairs, select cladding replacement, window repairs, roof repair and paint. The building will also receive upgraded electrical and interior/exterior lighting. These repairs will preserve the life of this building for future generations. The Greenwood blacksmith shop is a unique heritage building that originated in Pickering Township, near to the current site of the museum. The Greenwood blacksmith shop dates to 1857 and is an excellent example of Pickering's rich material culture.

Due to the extent of these repairs, the Greenwood Blacksmith Shop will not be featured in museum programming or tours for 2021. The repair work is planned to be completed by the end of 2021, with the building re-launched in Spring 2022.

Through 2021 the museum team will be working on a new permanent exhibit in the building, making better uses of the spaces and rooms.

The Museum received \$44,400 from the Province of Ontario toward the exhibit development, and marketing for the Greenwood Blacksmith Shop project. The funding will allow the museum to install exhibit elements and to draw regional tourists to the new attraction.

Construction of the Pickering Heritage & Community Centre

In 2021, the Pickering Heritage & Community Centre is planned to begin construction on the upper site. This 40,000 square foot facility will feature a purpose-built program room, events hall, exhibit gallery, museum admissions, gift shop, library heritage resource room, and collections storage space.

The Museum received \$4,000,000 toward this project from the Government of Canada. Due to the extent of this construction project, once construction starts, the upper site will be closed to the public and staff.

During the term of construction, the museum plans to welcome guests via Gate 3, with limited parking inside the gate, and at the Greenwood Community Centre.

Get involved!

Volunteer

Make a difference at the Pickering Museum Village, whether you have a special talent or skill you would like to contribute, or you are just looking for a way to get involved in your community – we have the opportunities for you. Training is provided – and we make it fun!

Support

Support the museum by making a donation, , following our Facebook, Twitter, and YouTube channels and sharing our content, working with us, or partnering with us.

Participate

There are many ways to participate at the museum. Join us at the museum for a tea and talk, a drive thru tour or a guided tour. We hope to see you soon!



Contact us

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pickeringmuseumvillage.ca

   @PickeringMuse

2365 6th Concession Road, Greenwood, ON L0H 1H0

Located 15 minutes north of Pickering City Centre,
Between Brock Road and Westney Road, just off Highway #7.



City of
PICKERING

The City of Pickering gratefully acknowledges the financial support of the Ministry of Heritage, Sport, Tourism, and Cultural Industries of the Province of Ontario and the Government of Canada.

 **Pickering
Museum
Village**