GUELPH MUSEUMS MANAGEMENT REPORT

January 2021

Mark your calendars			
Thursday, January 24	7:00 PM	Military Lecture: Mary Riter Hamilton	Online
Friday, January 25	7:00 PM	Fourth Friday: Nefe	Online
Wednesday, February 17	12 noon	History Bites: Lay of the Land	Online
Thursday, February 25	7:00 PM	Military Lecture: Occupation Beijing	Online

Community engagement - Museum closed due to COVID-19 from March 17 to July 21, December 24 to ?

Attendance	Nov-Dec 20	Nov-Dec 19	Variance		YTD 20	YTD 19	Variance	
Civic Museum	916	4888	-3972	↓	7090	24615	-17525	↓
McCrae House	747	1379	-632	↓	1608	4771	-3163	↓
Outreach/Online	5515	632	4883	↑	6593	1155	5438	↑
Total	7178	6899	279	↑	15291	30541	-15250	↓

Memberships	Nov-Dec 20	Nov-Dec 19	Variance		YE 19	Variance	
Family	238	305	-67	↓	305	-67	↓
Individual	32	39	-7	↓	39	-7	↓
Total	270	344	-74	↓	344	-74	↓

	Nov-Dec 20		2019		YTD 20		YTD 19	
Education Programs	Programs	Guests	Variance		Programs	Guests	Variance	
Arts and Culture Day								
Canada at War								
Create Your Own					4	64		
Downtown Walk								
Fibre to Fashion								
First World War	5	209			5	209		
Games & Toys					1	22		
Guided Tour - Civic					3	42		
Guided Tour - McCrae								
John Galt & Instant City								
Local Government								
No Word for Art								
Second World War	6	142			6	142		
STEM Week								
Tombstone Tales								
Local Government								
Hop On/Hop Off Tour								
Total	**11**	**351**	**43&2030**	↓	**19**	**479**	**49&4602**	↓

	Nov-Dec 20		2019		YTD 20		YTD 19	
Parties & Meetings	Events	Guests	Variance		Programs	Guests	Variance	
Rentals	0	0	**18&847**	↓	23	984	**91&2741**	↓
Birthday Parties	0	0	**6&125**	↓	10	214	**61&1172**	↓

Research Requests	Nov-Dec 20	Nov-Dec 19	Variance		YTD 20	YTD 19	Variance	
Email	351	550	-199	↓	1614	2370	-756	↓
Phone	29	35	-6	↓	119	170	-51	↓
In Person	15	24	-9	↓	54	99	-45	↓
Mail	2	0	2	↑	7	7	0	
Web Users	5957	3713	2244	↑	22146	22085	61	↑
Total Researchers	6354	4322	2032	↑	23940	24731	-791	↓
Web Searches	7508	4708	2800	↑	24353	26511	-2158	↓

Social Media	Nov-Dec 20	Nov-Dec 19	Variance		YTD 20	YTD 19	Variance	
Twitter Followers	31	32	-1	↓	4085	3880	205	↑
Engagement	321	483	-162	↓	2753	2925	-172	↓
Facebook Page Likes	157	72	85	↑	2231	1964	267	↑
Facebook Post Likes	3761	3027	734	↑	12830	11228	1602	↑
Facebook Shares	458	318	140	↑	1757	1261	496	↑
Instagram Followers	114	54	60	↑	1862	1129	733	↑
Instagram Likes	2489	759	1730	↑	9267	1941	7326	↑

Fundraising

	Nov-Dec 20 Actuals	Nov-Dec 20 Target	Variance	↑ / ↓	YTD Actual	Annual Target	% Achieved
Earned Revenue	9326	25867	-16541	↓	40776	155200	26%
Grant Revenue	0	15000	-15000	↓	149619	90000	166%
Fundraised Revenue	1575	7500	-5925	↓	31243	45000	69%