

GUELPH MUSEUMS MANAGEMENT REPORT

May 2020

Mark your calendars

Museum closed due to COVID-19 since March 17, 2020. All events cancelled until September 5.

Community engagement								
Attendance	May-20	May-19	Variance		YTD 20	YTD 19	Variance	
Civic Museum		1403	-1403	↓	4258	9889	-5631	↓
McCrae House		598	-598	↓	54	900	-846	↓
Outreach		0	0	↓	268	310	-42	↓
Total	0	2001	-2001	↓	4580	11099	-6519	↓

Memberships	May-20	May-19	Variance		YE 19	Variance	
Family	289	324	-35	↓	305	-16	↓
Individual	40	44	-4	↓	39	1	↑
Total	329	368	-39	↓	344	-15	↓

Education Programs	May-20		2019	YTD 20		YTD 19
	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						
Games & Toys				1	22	
Guided Tour - Civic				3	42	
Guided Tour - McCrae						
John Galt & Instant City						
Local Government						
No Word for Art						
STEM Week						
Tombstone Tales						
Local Government						
Hop On/Hop Off Tour						
Total	0	0	12&516	8	128	31&1139

Parties & Meetings	May-20		2019	YTD 20		YTD 19
	Events	Guests	Variance	Programs	Guests	Variance
Rentals			3&46	23	984	27&492
Birthday Parties			6&102	10	214	35&680

Research Requests	May-20	May-19	Variance		YTD 20	YTD 19	Variance	
Email	4	175	-171	↓	407	895	-488	↓
Phone	0	12	-12	↓	42	76	-34	↓
In Person	0	5	-5	↓	14	35	-21	↓
Mail	0	2	-2	↓	2	4	-2	↓
Web Users	TBD	2384	TBD		4037	11061	-7024	↓
Total Researchers	4	2578	TBD		4718	12071	-7569	↓
Web Searches	TBD	2922	TBD	↓	4988	13796	-8808	↓

Social Media	May-20	May-19	Variance		YTD 20	YTD 19	Variance	
Twitter Followers	24	27	-3	↓	3989	3735	254	↑
Engagement	292	638	-346	↓	1390	1780	-390	↓
Facebook Page Likes	25	27	-2	↓	2102	1732	370	↑
Facebook Post Likes	1908	1310	598	↑	6000	5702	298	↑
Facebook Shares	252	146	106	↑	851	647	204	↑
Instagram Followers	30	0	30	↑	1520	0	1520	↑
Instagram Likes	61	0	61	↑	4094	0	4094	↑
Instagram Impressions	13	0	13	↑	10233	0	10233	↑

Fundraising

	May-20	May-20	Variance	↑	YTD	Annual	% Achieved
	Actuals	Target		↓			
Earned Revenue	-1226	12933	-14159	↓	17047	155200	11%
Grant Revenue	0	0	0		0	90000	0%
Fundraised Revenue	14588	3750	10838	↑	19633	45000	44%