GUELPH MUSEUMS MANAGEMENT REPORT

June, July, August 2020

Mark your calendars			
Thursday, September 24	7:00 PM	Military Lecture: Tim Cook	Online
Friday, September 25	7:00 PM	Fourth Friday: Tannis Slimmon	Civic
Sunday, October 4	2:00 PM	Harvest Tea	McCrae House

Community engagement - Museum closed due to COVID-19 from March 17 to July 21

Attendance	Jun-Aug-20	Jun-Aug-19	Variance		YTD 20	YTD 19	Variance	
Civic Museum	761	5892	-5131	↓	5019	15781	-10762	↓
McCrae House	487	1778	-1291	↓	541	2678	-2137	↓
Outreach	0	60	-60	↓	268	370	-102	↓
Total	1248	7730	-6482	↓	5828	18829	-13001	↓

Memberships	Jun-Aug-20	Jun-Aug-19	Variance		YE 19	Variance	
Family	290	315	-25	↓	305	-15	↓
Individual	40	48	-8	↓	39	1	↑
Total	330	363	-33	↓	344	-14	↓

	Jun-Aug-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							
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**	**9&423**	**8**	**128**	**40&1562**	↓

	Jun-Aug-20		2019		YTD 20	YTD 19	
Parties & Meetings	Events	Guests	Variance		Programs	Guests	Variance	
Rentals	0	0	**25&865**	↓	23	984	**52&1357**	↓
Birthday Parties	0	0	**14&272**	↓	10	214	**49&952**	↓

Research Requests	Jun-Aug-20	Jun-Aug-19	Variance		YTD 20	YTD 19	Variance	
Email	619	490	129	↑	1026	1385	-359	↓
Phone	27	38	-11	↓	69	114	-45	↓
In Person	1	17	-16	↓	15	52	-37	↓
Mail	2	1	1	↑	4	5	-1	↓
Web Users	6522	6929	-407	↓	10559	17990	-7431	↓
Total Researchers	7171	7475	-304	↓	11673	19546	-7873	↓
Web Searches	8041	7818	223	↑	13029	21614	-8585	↓

Social Media	Jun-Aug-20	Jun-Aug-19	Variance		YTD 20	YTD 19	Variance	
Twitter Followers	32	94	-62	↓	4021	3829	192	↑
Engagement	776	744	32	↑	2166	2524	-358	↓
Facebook Page Likes	40	98	-58	↓	2142	1830	312	↑
Facebook Post Likes	2238	3610	-1372	↓	8238	9312	-1074	↓
Facebook Shares	322	407	-85	↓	1183	1054	129	↑
Instagram Followers	148	695	-547	↓	1668	695	973	↑
Instagram Likes	1877	1473	404	↑	5971	1473	4498	↑

Fundraising

	Jun-Aug-20 Actuals	Jun-Aug-20 Target	Variance	↑ ↓	YTD Actual	Annual Target	% Achieved
Earned Revenue	6432	38800	-32368	↓	23481	155200	15%
Grant Revenue	149619	22500	127119	↑	149619	90000	166%
Fundraised Revenue	8782	11250	-2468	↓	28416	45000	63%