

Attendance

	YTD 2024	2023	2022
People through the door	5,885	5,418	3,858
Total Admission Revenue	\$11,045	\$10,598	\$6,162
Total Gift Shop Revenue	\$6,981	\$9,218	\$7,366
Total Rental Revenue	\$1,237	\$1,734	\$1,295

Outreach, Marketing and Social Media

- Increased Facebook followers to 1,572, an increase of 198
- Increased Instagram followers to 635, a total increase of 157
- Our New YouTube channel has 112 followers

2024 Exhibitions

Celebrating 125 Years: Curling in Parry Sound

<https://www.museumontowerhill.com/curling-in-parry-sound>

Reconnecting with the Forgotten

<https://www.museumontowerhill.com/about-1>

Tracing the Legacy: The Waubuno

<https://www.museumontowerhill.com/tracing-the-legacy-the-waubuno>

People of the Watershed: Photographs by John Macfie

<https://www.museumontowerhill.com/people-of-the-watershed>

2024 Special Events/Projects

Genealogy Club: Online!

This lecture series features presenters with a variety of expertise ranging from linguistics, conservation, and archival research. Meetings are held on the second Wednesday of the month.

School Visits

The Museum played host to three different school groups, teaching students in kindergarten up to grade four about our local history.

Brown Bag Lunch Lecture Series

Held once a week during lunch hour in August, our Collection's Assistant spoke about the legacy of the steamer ship Waubuno.

Yoga on the Deck

Sundays in August the Museum's refurbished deck played host to Balance on the Bay.

Staff Development

Late 2023 a Communications Intern was hired through an NOHFC grant. The Communication's Intern facilitated the Museum's social media accounts including the YouTube Channel. That contract was completed in October of 2024.

Our Collection's Assistant, a former NOHFC intern took on the roll of Acting Collection's Supervisor while the Collection's Supervisor was on maternity leave. The Collection's Supervisor has returned to work and the Collection's Assistant will be transitioning to a new roll within the Museum.

Through a Trillium Grant the Museum is able to create a new temporary Archivist position. The Archivist will spend the next year organizing the Museum's research materials into a research library accessible to the general public. The Collection's Assistant will be transitioning to Archivist in December.

Maintenance, Capital, and Special Project Expenses

- The Museum is currently undertaking a rebranding project. Discussions began late summer and the organization expects to unveil a new logo late in the spring of 2025.