



THE MUSEUM

# STRATEGIC BOARD OF DIVERSE THINKERS

**President, Frank Boutzis** – Chief Financial Officer, KPMG Canada

**Vice President, Linda Fabi** – Community Leader, Retired Director of Education

**Secretary, John Durdan** – Partner, Gowling WLG

**Officer, Deborah MacLatchy** – President, WLU

**Officer, Fayaz Noormohamed** – Senior Director, Strategy & Implementation UW

**Mary D'Alton** – Executive Director, Cowan Foundation

**Jacqueline Hewson** – Vice President, BMO Private Wealth

**Pejman Salehi** – Executive Dean, Creative Industries Conestoga College

**Lishni Salgado** – Solution Extension Partner Program OpenText

**Paul Salvini** – Global Chief Technology Officer, DNEG

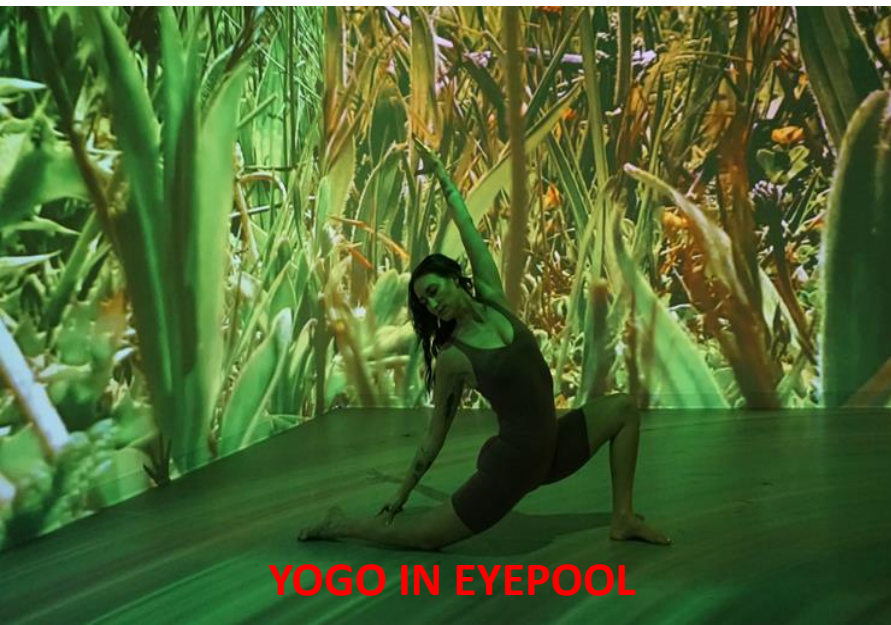


# ICONIC ARTS, ENTERTAINMENT & CULTURAL JEWEL

We are proud of the iconic arts and entertainment organization we have built, and the related social benefits we bring to the community.

Positive economic impact has been significant as we hosted our 1.5Mth guest in May.

We thank the Region of Waterloo for your support and simply wish to grow with the community as we all get *1 Million Ready*.



YOGO IN EYEPOOL



KMSB ORCHESTRA



# FLAWED FINANCIAL MODEL WE INHERITED

The Waterloo Regional Childrens Museum opened with a flawed financial model, and we have been saddled with underfunding ever since, having to earn almost 75% of our revenue each year.

It is the inverse of most museum financial models locally and across Canada and not sustainable.

While other arts groups have closed or experience declining attendance or subscriptions, that is not the case with THEMUSEUM.

Our attendance is growing back quickly to the 100K guests prior to COVID.



# \$1M FAMILY DONATION

I believed in this community and THEMUSEUM, allowing my parent's legacy to be shared here in the form of a \$1M family donation.

The unsustainable model has eroded our other restricted funds, and our Board has determined that we will not allow that to continue.

If a sustainable model cannot be found, the unique donation will be used for an orderly winddown ensuring we take care of our talented and dedicated team.

That would be a sad day for so many in Downtown Kitchener and the Region.





# BRIDGING SUPPORT TO A SUSTAINABLE MODEL

We are committed to finding a sustainable financial solution over the summer and have been approved for a one-time grant of \$300K from the City of Kitchener allowing us to protect the funds set aside for an orderly winddown.

A City of Kitchener condition of the grant:

*“That THEMUSEUM delegate at the Region of Waterloo, prior to July 1st, formally requesting support funding sharing 50% of the interim cost (i.e. \$150,000) with the City of Kitchener.”*



**11<sup>th</sup> BRUSHOFF – LOCAL ARTISTS**

# WE HAVE SERVED THE REGION WELL

**We believe we have been a good partner:**

- **1,500,000 guests.**
- **40% from out of town.**
- **10K students from Galt to St. Jacobs.**
- **Significant BIPOC/Pride programming.**
- **World-Class exhibitions.**
- **National Media.**
- **Putting the Region on a larger cultural map.**
- **Helping to attract doctors/skilled workers.**

**We have created lifetime memories through an offering of diverse voices, technology innovations and world-class programming.**

**However, we are working in a vacuum with no arts and culture plan in place.**





# DOWNTOWN AT A CROSSROAD

We don't believe we can cut our way to success and achieve the same impact for the community in terms of economic benefits for businesses and the social benefits for our very diverse audience.

There are two scenarios our community faces, one with THEMUSEUM and one without THEMUSEUM.

Since 2016, the Region has increased our grant one time, by \$63.00.

Region of Waterloo Funding History		
2016	\$385,000	
2017	\$395,000	-10000
2018	\$402,000	-7000
2019	\$408,000	-6000
2020	\$415,000	-7000
2021	\$419,000	-4000
2022	\$441,000	-22000
2023	\$470,000	-29000
2024	\$482,000	-12000
		-97000
* Based on Bank of Canada Inflation Rate		





# ONE EXAMPLE OF WHAT WE MIGHT ASPIRE TO

As Governor General David Johnson said, “it's something in the water”.

A KPMG Report supported us, working with a developer to create a greenfield mixed-use facility as a nexus for artists, exhibitions, a 500-seat theatre, Indigenous gallery, STEM programming, Family Experience and more on the park with patios and stages for festivals creating an architectural jewel and magnet for tourism and residents.

We believe we should all strive for the highest vision possible in this Region as we get 1 Million Ready. Imagine a vision of Gaukel Street transformed into a truly world-class. space...







THE MUSEUM



# A LEGACY FOR THE FUTURE

We are committed to work with the Region and City to develop a sustainable business model for all Key Cultural Institutions with an impactful purpose of drawing diverse audiences to the Region and Downtown Kitchener.

Thus, creating a quality of life for all while contributing to the attraction and retention of doctors and nurses, tech and other skilled workers.

We appreciate the Region's support and shared vision for the future not just for THEMUSEUM but for all residents of the Region.

THANK YOU.



A MUSEUM OF TRANSFORMATIVE  
CHANGES FOR ALL STAGES OF LIFE





# GIRAFFE

A HEIGHTENED EXPERIENCE

Canada 

Ontario 

**OCAF** **FMCO** ONTARIO CULTURAL ATTRactions FUND  
LE FONDS POUR LES MANIFESTATIONS  
CULTURELLES DE L'ONTARIO  
YEARS 25 ANNÉES

 ANNE INNIS DAGG  
FOUNDATION

**SKYJACK**  
simply reliable



**Javelin**

the  
Woman Who  
Loves  
Giraffes  
The story of ANNE INNIS DAGG

**BDO**

BMO  Private Wealth

 GOWLING WLG

**KPMG**





# GIRAFFE

A HEIGHTENED EXPERIENCE

**FAMILY  
OPENING**