

**Uxbridge Historical Centre
5-Year Strategic Plan
2019 to 2023**

Approved July 2019

Uxbridge Historical Centre

The Uxbridge Historical Centre (UHC) was established in 1972 by the Uxbridge-Scott Historical Society (USHS) to collect, preserve and display artifacts, documents and photographs related to the history of the Uxbridge area and the former townships of Uxbridge and Scott. Originally known as the Uxbridge-Scott Museum & Archives, the UHC consists of more than 6,000 artifacts and 10 buildings on a 5 acre site overlooking the beautiful Uxbridge Valley and Oak Ridges Moraine.

The life of the early settler comes alive at the UHC. Quaker pioneers first arrived in the area in the early 1800's. Millers, farmers, carpenters and others soon followed. Locally-made agricultural equipment, machinery, tools and vehicles, as well as pianos, organs and other musical instruments are just a few examples of the varied collection of artifacts. Other objects that convey the story of everyday life include a wealth of domestic and household artifacts, clothing and appliances.

The UHC offers exhibitions, programs, workshops and special events that allow visitors to discover, appreciate and understand the history and experiences of the Uxbridge community. Several buildings are also available for rent for special events, corporate meetings, or other activities. The museum site is regularly used by a wide range of community groups, organizations, and schools and serves as a community hub with a new dog park, summer camp activities and an active horseshoe club.

The Uxbridge Historical Centre operates an archives and is available to researchers by appointment. The collection database is available online at:
<http://uxbridge.pastperfectonline.com>

Mission Statement

The Uxbridge Historical Centre connects today's audiences with the rich heritage of Uxbridge Township through the collection, preservation, interpretation and display of artifacts, documents and photographs, and related programming that illustrate the history of the Uxbridge area and the former Townships of Uxbridge and Scott.

Vision

The Uxbridge Historical Centre is a heritage leader and important community resource, providing engaging exhibitions, workshops and other programs that explore and share the history of the Uxbridge area with diverse audiences.

Alignment with the Township of Uxbridge Strategic Plan 2019-2022

The Township of Uxbridge is a thriving, supportive and vibrant community that values the environment, its history and one another. Driven by a solid base of volunteers and visionary leaders, residents enjoy quality public services delivered in a sustainable manner. The Uxbridge Historical Centre's Strategic Plan 2019-2024 aligns with the Township's strategic priorities that promote safety and accessibility, ensure funds are used efficiently, and that the community is engaged.

Uxbridge Historical Centre Governance

The Uxbridge Historical Centre is governed by the elected Municipal Council of the Township of Uxbridge. Council approves the annual Operating and Capital Budgets for the Museum and through staff, monitors the budget to ensure public accountability. Council approves the written policies governing Museum operations and the Museum's mission and vision.

Council appoints a volunteer advisory body known as the Museum Advisory Committee (MAC) which performs assigned duties and provides advice and recommendations to Council. MAC is comprised of community volunteers, staff representatives and a member of Township Council.

The Museum employs a Manager/Curator and Curatorial Assistant. Students funded through various government employment programs are hired to assist the curators during the summer months.

Uxbridge-Scott Historical Society

The Uxbridge-Scott Historical Society (USHS), which established the Museum, is an independent organization and incorporated charity that plays a significant role in preserving and maintaining the Uxbridge Historical Centre buildings and collections. The USHS works in partnership with the Township, the owners of the buildings and collections, to raise funds that support museum operations, exhibitions and special projects. Volunteers from the Society assist with school programs, outreach, garden interpretation, workshops and other activities.

Methodology

In 2013 the Uxbridge Historical Centre's Museum Advisory Committee (MAC) formed a strategic plan sub-committee comprised of members of MAC, the Uxbridge-Scott Historical Society (USHS), and Township staff to produce a GOPST Goal, (Measurable) Objectives, Plans, Strategy and Tactics for 2013-2018. The sub-committee consulted with the Ontario Museum Association (OMA) and the Ministry of Tourism, Culture and Sport and worked from several examples of museum strategic plans. This five-year vision for the UHC identified strategic focus areas, goals and strategies. In spring 2019 members of MAC, the USHS, Township staff and a Council representative began the process of reviewing and updating the 2013-2018 vision for the UHC. The subcommittee was guided by faculty from Seneca College. The updated draft strategic plan was presented to the Museum Advisory Committee and approved at their meeting in July 2019.

Strategic Action Areas

1. Strengthen Financial Sustainability
2. Increase Usage and Awareness
3. Improve Access and Security
4. Collections Appropriately Housed and Buildings Preserved

Strategic Action Area # 1 - Strengthen Financial Sustainability

Action Steps:

Action	Responsibility	Timeline	Resources required
Publish annual museum revenue and operating budgets	UHC & Twp Staff	Annually	Township Audit
Enhance fundraising by creating additional or alternative annual fundraising events	UHC Staff USHS	Annually	Staff and Volunteer Time
Research grant opportunities to optimize alternative support	UHC Staff USHS MAC	Ongoing	Staff and Volunteer Time
Review/update user fees and facility rental fees	UHC & Twp Staff	2019/2021	Staff time
Evaluate effectiveness of current fundraising campaign(s)	UHC Staff USHS	Annually	Staff and Volunteer Time

UHC – Uxbridge Historical Centre USHS – Uxbridge-Scott Historical Society MAC – Museum Advisory Committee

Measurable Outcomes:

- Percentage annual revenue versus operating expenses (target 30% or higher)
- Fundraising revenues strengthened with new events
- Successful grant applications resulting in new funds and resource improvements
- Increased revenues through user fees

Strategic Action Area # 2 - Increase Usage and Awareness

Action Steps:

Action	Responsibility	Timeline	Resources required
Identify demographics of current museum visitors & analyze results	UHC Staff USHS	Annually	Staff and Volunteer Time
Marketing materials are consistent in use of museum logo/brand	UHC Staff USHS	Ongoing	Staff and Volunteer Time
Develop or bring in new exhibition annually to attract return visitors	UHC Staff USHS	Annually	Staff and Volunteer Time Exhibition fees
Conduct community survey to determine program interests	UHC Staff	2019	Staff and Volunteer Time
Design a new museum website	UHC & Twp Staff	2019	Staff time Web hosting fees

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Measurable Outcomes:

- Museum visitor statistics
- Recognizable museum brand consistent across all platforms
- Programming that interests and engages diverse audiences
- New exhibits annually attract visitors
- New, informative website with current information

Strategic Action Area# 3 - Improve Access and Security

Action Steps:

Action	Responsibility	Timeline	Resources required
Improve physical access by upgrading walkways and adding accessible parking areas	UHC & Twp Staff USHS MAC	2019-2021	Staff and Volunteer Time Capital funding Grants
Apply for foundation/federal funding support for access improvements	UHC & Twp Staff USHS	2019-2020	Staff and Volunteer Time
Improve safety by installing new exterior lighting and upgrading security	UHC & Twp Staff USHS MAC	2020-2022	Staff and Volunteer Time Capital funding
Expand access to collection by updating online database	UHC	Ongoing	Staff and Volunteer Time

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Measurable Outcomes:

- Museum site is physically accessible
- Museum visitors feel safe and secure
- Accessible parking areas located near facilities
- Artifacts listed in on-line database

Strategic Action Area# 4- Collections Appropriately Housed and Buildings Preserved

Action Steps:

Action	Responsibility	Timeline	Resources required
Review/update 5-year museum building maintenance & capital project schedule	UHC & Twp Staff USHS MAC	2023	Staff and Volunteer Time
Perform annual maintenance on buildings in accordance with plan	UHC & Twp Staff	Annually	Staff and Volunteer Time Maintenance Costs
Inventory & assess collection; condition report	UHS Staff	Ongoing	Staff and Volunteer Time
Reorganize collection storage to increase capacity & improve access	UHC Staff	2019-2023	Staff Time Conservation Supplies


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Measurable Outcomes:

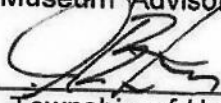
- Museum buildings preserved and maintained
- Maintenance schedule assists with budgeting
- Collection storage maximized
- Collection reviewed and updated

Uxbridge Historical Centre 5-Year Strategic Plan 2019 - 2023

Approved by:


Rick Hannah
Chair, Museum Advisory Committee

10 July 2019
Date Approved:


Mayor, Township of Uxbridge
Dave Boston

12 Aug 19
Date Approved: