



1. GENERAL STATEMENT

The Municipal Council of the Town of Whitchurch-Stouffville established the Whitchurch-Stouffville Museum (Museum) in 1971 and is committed to its continued operation. It is recognized that stable funding is critical to the Museum's success and that a diversity of funding sources is the ideal. The purpose of this policy is to provide guidelines to enable the Whitchurch-Stouffville Museum Advisory Committee (Committee) and staff to make decisions regarding the Museum's revenue generating activities in a proactive and effective manner to support the maintenance and enhancement of the Museum's core functions.

The Museum applies each year for a Community Museum Operating Grant through the Ontario Ministry of Tourism, Culture and Sport. This policy complies with the policy and operational guidelines of the grant program.

2. OBLIGATION OF PUBLIC SERVICE

The acquisition, conservation, exhibition and interpretation of artifacts is undertaken by the Museum for the benefit of the public at large. Public funding from municipal, provincial, federal and other not-for-profit agencies has supported these museum operations since 1971. The Museum is committed to supporting universal access by participating in municipal subsidy programs, providing discounts in accordance with the Community Policy, and waiving admission fees on specified days as approved by the Committee.

3. TYPES OF REVENUE SOURCES

The Museum will be financially supported by current municipal tax levies, provincial and federal as well as non-government agency grants where applicable, endowment income and appropriate revenue generating activities.

4. PRIORITY OF REVENUE GENERATION

The Museum's core functions are (a) to acquire and preserve a collection of artifacts [stewardship] and (b) to provide public access to these artifacts through exhibition, educational programming and publication activities [public service]. While the importance of generating revenue to support the Museum's core functions is recognized, revenue generation activities are not to reduce or jeopardize the Museum's ability to sustain its core functions.

5. CRITERIA FOR REVENUE GENERATING ACTIVITIES

All revenue generating activities undertaken by the Museum will

- comply with existing municipal, provincial and federal legislation;
- comply with the Ethical Guidelines as published by the Canadian Museum Association;
- complement the Museum's mandate and the specific theme of a Museum event/ program;
- not reduce or jeopardize the Museum's ability to fulfill its core obligations of stewardship and public service;
- complement or enhance the Museum's image within the community;
- complement the Museum's educational and not-for-profit status; and
- provide a reasonable expectation of an adequate return on investment.

6. TYPES OF REVENUE GENERATING ACTIVITIES

The staff of the Museum will seek diverse sources of funding, both public and private. The types of revenue generating activities that the Museum shall consider and/or undertake include but are not limited to the following:

- General Admission
- User Fees for Organized Programs and Services
- Membership Program
- Special Events
- Gift Shop / Retail Sales
- Filming and Photography Location
- Facilities Rental
- Development of Endowment Funds
- Solicitation of monetary and in-kind donations from individuals and businesses
- Sponsorships
- Partnerships
- Special Promotions

The Whitchurch-Stouffville Museum & Community Centre (WSM&CC), being a facility operated by the Town of Whitchurch-Stouffville, will not run raffles or lotteries requiring the issuance of a lottery licence under the Province of Ontario's Alcohol & Gaming Control Commission's Lottery Licensing Policy. Wherever appropriate, however, the Museum will encourage partnerships with organizations eligible to run such raffles or lotteries in order to raise capital, special project, or endowment funding.

The WSM&CC will not undertake revenue generating activities that would adversely affect the image and reputation of the Museum and/or the Town of Whitchurch-Stouffville.

The Museum will not convert its permanent collection of artifacts, or any part thereof, into currency in order to meet its ongoing financial obligations.

Fees charged by the Museum will be incorporated within and implemented through the Town's Fees and Charges By-law in accordance with the Ontario Municipal Act. These fees will be reviewed annually by staff and recommendations for their adjustment will be presented to the Committee for approval.

Whenever potential revenue-generating activities will significantly impact operating activities and/or incur costs not currently anticipated by the Museum's Five Year Capital Forecast, the Committee will be consulted prior to any formal acceptance being extended.

These potential revenue-generating fees include:

6.1 **General Admission**

The general admission fees for the Museum are included in the Town of Whitchurch-Stouffville Fees and Charges By-law. These fees will be reviewed annually by staff and recommendations for their adjustment will be presented to the Committee for approval.

6.2 **User Fees for Organized Programs and Services**

In recognition of the Museum's primary mandate of public education and the price sensitivity of certain types of programs, service fees are to be determined to ensure a minimum level of cost recovery, specifically labour costs directly related to program delivery, material/supply costs and, where possible, a portion of overhead/administration:

6.2.1 ***Education Program Fees:***

These fees are for on-site school programs, outreach programs and Edu-kit rentals.

6.2.2 ***Discount for Whitchurch-Stouffville Students:***

Recognizing that local residents financially support the Museum each year through the payment of property taxes, students attending Whitchurch-Stouffville schools will receive a discount of approximately 25% on all on-site and outreach education programs offered by the Museum.

6.2.3 ***Group Tours:***

6.2.4 ***Workshops, Lectures, Other Organized Programs (including seasonal camps):***

These types of organized programs provide value-added experiences for the participants. Registration fees for these types of programs will be set to cover all direct delivery costs and, where possible, a portion of overhead/administration costs.

6.2.5 ***Research Fees***

6.2.5.1 Individuals conducting research on site for personal use

6.2.5.2 Photocopying

6.2.5.3 Staff conducting research in response to a commercial request (i.e. lawyer, professional researcher for publication/ dramatization purposes, etcetera)

6.2.5.4 Staff conducting research in response to other requests (i.e. out-of-town amateur researchers and genealogists).

6.2.5.5 Reproduction of historic photographs for personal use

6.2.5.6 Reproduction of historic photographs for commercial purposes

6.3 **Membership Program**

The benefits of Museum membership are set out in the Whitchurch-Stouffville Museum Community Policy. Museum membership is a fee-for-service program that also encourages philanthropic giving to support the Museum's endowment, special project and/or capital fundraising initiatives.

6.4 **Special Events**

Since these types of events provide a value-added experience for the visitor, ticket prices will be set to recover direct delivery costs and will include general admission to the Museum,

6.5 **Fundraising Events**

The Museum organizes several annual fundraising events and, from time to time, targeted fundraising events to support specific capital and/or endowment campaigns.

6.5.1 ***Antique & Classic Car Show***

Net proceeds from the event will be contributed to the Museum's Car Show Reserve. These reserve funds are used to support capital projects at the Museum not related to building maintenance. The Committee will be consulted regarding the allocation of funds from the Car Show Reserve.

6.5.2 *Victorian Tea/ Candlelight Christmas Tour*

Proceeds from these events are returned to the Museum's operating revenue lines.

6.5.3 *Targeted Fundraising Events*

From time to time, the Museum will host special events to raise funds for a special project, capital project or endowment fundraising campaign. The allocation of the fundraising proceeds will be clearly communicated in all advertising, promotional materials, tickets and/or programs related to the event. Net proceeds will be deposited to a specific capital reserve, project budget line or endowment fund as established during the adoption of the annual operating budget.

6.6 Gift Shop / Retail Sales

In order to complement the visitor experience and generate revenue, the Museum will operate a Gift Shop. The Gift Shop will be operated effectively and efficiently in accordance with sound business practices, the Town's corporate policies and relevant legislation.

The Gift Shop will sell quality merchandise that

- reflects the WSM&CC's Vision, Values, and Mission statement;
- complements the Museum's programs;
- promotes area artists, artisans and authors; and
- stimulates an interest in history and heritage.

6.7 Filming and Photography Location

The WSM&CC's facilities may be rented to commercial companies for photography and filming or other such purposes. The conditions for such rentals are outlined on the attached "Commercial Filming Agreement Form" [Appendix 1].

Given that the fees charged for filming are based on film industry standards and/or what the market will bear, any profit realized, net of all additional labour and incidental costs incurred in order to accommodate the filming, will be allocated to the Museum's Endowment Fund or an upcoming capital project.

6.8 Facilities Rental

Within the WSM&CC, there are multiple spaces available for rental for weddings, meetings, reunions, celebrations of life and other community functions.

Museum staff manage the rentals of space in partnership with the Department of Leisure and Community Services and in accordance with the WSM&CC Rental Operations Manual.

6.9 Endowment Funds

The Whitchurch-Stouffville Museum has created two endowment funds. The principal of these funds will remain invested and stay forever intact with only the annual interest being available for use.

6.9.1 The Museum Endowment Fund (MEF) was created in 1994 [Municipal By-law # 94-60, Appendix 2]. Interest revenue earned on the investment of the MEF provides operating revenue to support exhibition, conservation, research and publication activities.

6.9.2 The Building Conservation Endowment Fund (BCE Fund) was established in 2001 [By-law #2001-139-FI, Appendix 3]. The interest generated by the investment of the BCE Fund supports the maintenance and conservation of the Museum's designated historic buildings.

Future endowment funds may be created in accordance with Town policy and applicable municipal, provincial and/or federal legislation.

6.10 Monetary and In-Kind Donations

The Museum encourages monetary donations from individuals, businesses and not-for-profit organizations in a variety of ways including but not restricted to:

- Personal visits or telephone contacts
- Direct Mail through membership communications or separate mailings
- Print media or approved Social Media postings

6.10.1 *Treatment of Monetary Donations*

Voluntary donations received by the Museum will be deposited according to the Donor's wishes as indicated through any written or verbal instruction given at the time of the donation. If not specified, the Curator will allocate the funds to either the MEF or the BCE Fund, a specific capital project or to operating revenue.

6.10.2 *In-Kind Donations*

In-kind donations of materials for programming supplies, equipment, furnishings, construction materials, product for fundraising initiatives such as gift shop stock or items for auction will be encouraged and accepted in accordance with the criteria for revenue generating activities as identified in Section 5, provided that the acceptance or solicitation of such donations does not reduce or jeopardize the Museum's ability to fulfill its core obligations of stewardship and public service. Income tax receipts for the fair market value of the donation may be issued.

6.10.3 *Recognition of Donations*

A donor recognition plan will be developed in consultation with the Committee for each capital, special project and endowment fund raising campaign.

6.11 Sponsorships

The WSM&CC welcomes businesses, service clubs and other organizations to become sponsors of Museum events, programs, services and preservation activities which will benefit the community and enable the Museum to increase its level of public service.

Sponsorship arrangements will be considered on a case-by-case basis by the Manager of Culture & Community Services (Manager) and/or Curator and will only be undertaken through the execution of a written agreement.

The Committee will be consulted prior to any Sponsorship Agreement being developed, executed and/or extended for sponsorships that:

- are over \$5,000, and
- will significantly impact operating activities and/or incur costs not currently anticipated by the Museum's Five Year Capital Forecast.

The Manager's approval will be required for these sponsorships.

The Curator may approve sponsorships that are under \$5,000.

6.11.1 *Conditions of Sponsorship*

Conditions of sponsorship have been developed and include parameters for sponsorship terms, recognition and termination. (See Appendix 4.)

6.12 Partnerships

The Museum will consider cooperative and partnership ventures for programming activities, exhibitions, promotion and marketing efforts, facility expansions, etcetera. Partnership arrangements and agreements will be considered on a case-by-case basis by the Manager or designate.

6.13 **Special Promotions**

Special promotions could include projects such as the publication and sale of books or calendars and/or licensing agreements. These types of opportunities be considered on a case-by-case basis by the Curator.

7. ROLES & RESPONSIBILITIES

The Committee will be consulted on the development of all capital and endowment fundraising strategies as well as the development of policies related to revenue generation activities.

All materials and correspondence produced for the purpose of fundraising will be subject to the approval of the Curator.

All Committee members, volunteers and staff members involved in fundraising will conduct themselves in accordance with the Imagine Canada's (formerly Canadian Centre for Philanthropy) Ethical Fundraising & Financial Accountability Code. In accordance with the Town's corporate policies and procedures, the Manager will prepare an annual budget for presentation to and approval by Town Council. The annual budget will be presented to the Committee for information and input.

The Curator will administer the budget. Financial transactions and reporting will be conducted in accordance with relevant corporate policy such as the Town of Whitchurch-Stouffville Administrative Procedures; Procurement By-law; and the Tender, RFP and RFQ Policy. Financial transaction and reporting will also be conducted in accordance with relevant provincial and federal legislation including the Ontario Municipal Act.

The Corporation of the Town of Whitchurch-Stouffville publishes its audited financial statement on an annual basis. The WSM&CC, a facility of the Town of Whitchurch-Stouffville, will provide its current budget and actual figures from the previous year, upon request.

8. POLICY REVIEW

The Committee will review this policy at least every 3 years, or as required.

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The Curator will conduct the review, in conjunction with the Policy Review subcommittee and other professional staff, as appropriate. The reviewed version will be submitted to the Committee for approval and then forwarded to Whitchurch-Stouffville Council for adoption.

Committee Approval: May 4, 2016
 July 6, 2011
 September 6, 2006

Council Adoption: ??, 2016
 September 20, 2011
 October 3, 2006

Next Scheduled Review: 2019

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APPENDIX 1

WHITCHURCH-STOUFFVILLE MUSEUM & COMMUNITY CENTRE
14732 WOODBINE AVENUE, GORMELY ONTARIO, L0H 1G0
T: 905-7272-8954 F: 905-727-1282

COMMERCIAL FILMING AGREEMENT

Organization: _____

Contact: _____

Telephone: _____

Category: Video _____ Still _____ Interior _____ Exterior _____

This agreement must be accompanied by "Schedule A", outlining locations, dates, hours and other details.

CONDITIONS:

All arrangements for filming/photography must be made in advance with the Curator or designate. I permit will be issued and must be onsite during rental hours. A shooting schedule must be provided before filming commences.

The Whitchurch-Stouffville Museum & Community Centre (WSM&CC) reserves the right to limit filming/photography activities at the facility.

The applicant will appoint a liaison person to work with facility staff before and during filming.

A WSM&CC staff person will be appointed to supervise filming. His/ her instructions regarding the care of the Museum collection must be followed at all times.

Any violation of the terms and conditions set out herein will result in immediate termination of this agreement.

Fee:

Please refer to the Town of Whitchurch-Stouffville User Fee By-law for current rates.

Deposit:

A certified cheque or money order must be provided as a deposit in advance of any set-up or filming/photography. For exterior shoots, the deposit required is \$200.00; for interior filming, the deposit is \$500.

Liability:

The applicant agrees to hold the Town of Whitchurch-Stouffville (Whitchurch-Stouffville Museum) harmless of any and from all liability and loss that the applicant may suffer or incur by reason of injury or death of any person, or damage to any property arising out of the use of property under this agreement.

The applicant shall provide proof of public liability insurance in an amount not less than \$5,000,000 per occurrence. The Town of Whitchurch-Stouffville (Whitchurch-Stouffville Museum) must be named as an additional insured.

The cost of damage incurred as a result of filming activities will be charged to the applicant.

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Care of Museum Collection:

The exterior and interior of the historic buildings on the Museum site are artifacts, held in public trust. It is the Museum's primary concern to preserve the condition and integrity of the artifacts in its collection. If at any time the Museum feels that the safety of the artifacts is jeopardized, this agreement will be cancelled immediately.

Smoking is not permitted inside any Museum building. Ash cans must be provided and cigarette butts and garbage cleaned up by the film staff/ applicant.

Use of building interiors does not include the use of Museum furnishings, artifacts and equipment. Such use must be arranged in advance with the Curator and must be detailed in the attached "Schedule A". All furnishings, artifacts and equipment belonging to the Whitchurch-Stouffville Museum may only be handled or rearranged by or under the supervision of Museum staff.

Building exteriors and interiors may not be altered or renovated, temporarily or permanently, without written approval from the Curator (See "Schedule A").

Film staff may not use the restored historic interiors for breaks, eating, etc. and may not sit on chairs, sofas, etc. in these areas.

Museum Operations:

This agreement covers filming activities in designated areas only. Filming activities and film staff must not interfere with the regular operation of the Museum and activities taking place at other locations within the Museum grounds.

Vehicles must be parked in areas approved by the Curator and must not block fire safety routes.

Other Services:

The applicant must provide generators.

By arrangement, meeting spaces may be made available for food services, make up and other preparations subject to the schedule of rental rates.

Liquor is not permitted on the premises.

Dated this _____ day of _____, 20_____

Signature of Applicant: _____

Position/Title: _____

Approved by: _____

Stephanie Foley, Curator
Whitchurch-Stouffville Museum & Community Centre
14732 Woodbine Avenue, Gormley, Ontario, L0H 1G0

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APPENDIX 2

THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE

BY-LAW NUMBER 94 - 60

A by-law to establish a reserve endowment fund.

WHEREAS the Whitchurch-Stouffville Museum Board is desirous to establish a reserve endowment fund for the preservation of our cultural heritage through exhibition, research/publication and conservation/preservation; and,

WHEREAS Council deems it desirable that a reserve endowment fund for this purpose be established as provided in Section 163, R.S.O., 1990, of the Municipal Act.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE ENACTS AS FOLLOWS:

1. That a reserve fund entitled the Whitchurch-Stouffville Museum Reserve Endowment Fund shall be authorized, established and maintained.
2. The Whitchurch-Stouffville Museum Board will initiate and ensure the evolution of the fund by planning its development and monitoring its growth. It is the intention of the Whitchurch-Stouffville Museum Board to increase the principle of the fund each year by an amount equal to inflationary factors for that year.
3. The principle funds raised by the Whitchurch-Stouffville Museum Board are to remain intact. The interest earned from this fund by November 30 of each year is to be utilized for the benefit of the Whitchurch-Stouffville Museum and will be incorporated into the Whitchurch-Stouffville Museum Budget in the following year.
4. The interest earned can be used the following manner by the Whitchurch-Stouffville Museum.
 - a) Exhibition: to support the exhibition programme, including in-house, contract, outreach, research and loan of artifact expenses.
 - b) Research/Publication: to support research and publication as part of the ongoing work of staff and volunteers.
 - c) Conservation/Preservation: to support the need for ongoing conservation/preservation of the collection and its documentation. The interest can be used for operating or capital expenditures in each of these areas.
5. That the reserve endowment fund provided for in Section 1 hereof may be kept in a consolidated account for reserve funds pursuant to Section 163, R.S.O., 1990 of the Municipal Act.
6. That the Auditor in his annual report shall report on the Activities and position of the Whitchurch-Stouffville Museum Reserve Endowment Fund.

READ a first and second time this 12th day of April, 1994.

READ a third time and passed this 12th day of April, 1994.


Fran Sainsbury, Mayor


Michele Skinner, Clerk

APPENDIX 3

THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE

BY-LAW NUMBER 2001-139-FI

A by-law to establish a reserve endowment fund.

WHEREAS the Whitchurch-Stouffville Museum has been granted a maximum of \$50,000 matching funds through the Ontario Heritage Challenge Fund program for the creation of a Building Conservation Endowment Fund; and

WHEREAS Council deems it desirable that a reserve endowment fund for this purpose be established as provided for in Section 163, R.S.O., 1990 of the Municipal Act.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE ENACTS AS FOLLOWS:

1. That a reserve fund entitled the Whitchurch-Stouffville Museum Building Conservation Endowment Fund shall be authorized, established and maintained.
2. The principle funds raised for the Building Conservation Fund are to remain intact. The interest earned from this fund is to be utilized for capital costs associated with conserving the Museum's historic buildings and/or reinvested into the fund as determined in consultation with the Whitchurch-Stouffville Museum Advisory Board through the Museum's annual budget development process.
3. All building work carried out with the interest earned must be undertaken in accordance with the following eight (8) guiding principles for conservation provided by the Ministry of Tourism, Culture and Recreation:
 - a). Respect for Documentary Evidence: Do not base restoration on conjecture. Conservation work should be based on historic documentation such as historic photographs, drawings and physical evidence.
 - b). Respect for the Original Location: Do not move buildings unless there is no other means to save them. Site is an integral component of the building. Change in site diminishes heritage value considerably.
 - c). Respect for Historic Material: Repair/conservé – rather than replace building materials and finishes, except where absolutely necessary. Minimal intervention maintains the historical content of the resource.
 - d). Respect for Original Fabric: Repair with like materials. Repair to return the resource to its prior condition, without altering its integrity.
 - e). Respect for the Building's History: Do not restore to one period at the expense of another period. Do not destroy later additions to a house solely to restore to a single time period.
 - f). Reversibility: Alterations should be able to be returned to original conditions. This conserves earlier building design and technique. (e.g.) When a new door opening is put into a stone wall, the original stones are numbered, removed and stored, allowing for future restoration.
 - g). Legibility: New work should be distinguished from old. Buildings should be recognized as products of their own time, and new additions should not blur.
 - h). Maintenance: With continuous care, future restoration will not be necessary. With regular upkeep, major conservation projects and their high costs can be avoided.

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APPENDIX 3 - continued

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4. That the reserve endowment fund provided for in Section 1 hereof may be kept in a consolidated account for reserve fund purposes pursuant to Section 163, R.S.O., 1990 of the Municipal Act.
5. That the Auditor in his/her annual report shall report on the activities and position of the Whitchurch-Stouffville Museum Building Conservation Endowment Fund.

READ a first and second time this 10th day of July, 2001

READ a third time and passed this 10th day of July, 2001


Wayne Emmerson, Mayor


Michele Kennedy, Clerk

APPENDIX 4

Whitchurch-Stouffville Museum & Community Centre
Conditions of Sponsorship

The Museum will only enter into agreements with sponsors whose products and services are in keeping with the criteria for revenue generating activities as identified in Section 5 of the WSM&CC's Finance & Revenue Generation Policy.

Where a Sponsorship Agreement limits the Museum's ability to enter into other sponsorships, the parameters of such an agreement shall clearly define the nature and extent of the exclusivity and the time frame over which the exclusivity is to be granted.

The nature of the recognition will be developed in consultation with the Committee and be specified in the Sponsorship Agreement.

Any use of the Museum's name, logo or images, its Friends and other affiliated organizations, collections (artifacts), services, publications and programs must be approved by the Curator and/or designate and be detailed in the Sponsorship Agreement.

No tax receipts will be issued to Sponsors for their contributions to the Museum.

Sponsors must have no expectation of having any influence on the Museum's policies and operating procedures.

Sponsorships cannot be made conditional on Museum performance outcomes.

Sponsorships do not imply endorsement of products by the Museum.

Sponsorship Termination

The Museum reserves the right to terminate an existing sponsorship should conditions arise during the period of the agreement that result in it conflicting with this Policy, or no longer supporting the best interests of the Museum.

Sponsor Recognition

Sponsors will be provided with a level of recognition commensurate with their contribution. Recognition will be in conjunction with, but not limited to, the programs, services or preservation activities which are supported by the sponsor.