

Description

This service package would provide funding to the Edmonton Heritage Council in 2013 for two elements of an Edmonton Museums Strategy: 1) To establish an Edmonton museums network for joint financial, marketing, branding, training and interpretive initiatives to strengthen Edmonton's existing museums, including finding efficiencies in the sector (\$100,000) and 2) To advance organizational, program and feasibility of site/building options for an Edmonton city museum (\$150,000), including working with the Alberta Aviation Museum Association and its vision to explore joint opportunities for complimentary museum use.

Justification

Currently, there is no comprehensive presentation of Edmonton's story for citizens and visitors to the city. Edmonton is interpreted in fragments at smaller specialized museums, through occasional programs and in a range of publications that do not create an enriched and focussed experience. The aim of these initiatives is to provide these experiences by establishing a city museum and Edmonton museums network, including working with the Alberta Aviation Museum on collaborative options for its vision and that of a city museum.

Not funding this service package will arrest momentum that has been created with the subsequent strategy work and community consultation (in relation to an Edmonton museums network, a city museum and the Alberta Aviation Museum) to create achievable results for a city museum and Edmonton museums network.

This service package reflects City Council's approval of the Art of Living Implementation Plan (Heritage Recommendations # 9 an overall museums policy and # 10 support development of city museum). City Council's priority on the arts and its vision of a recreation and arts city is immediately relevant to these vital strategic projects.

Service Level Impact

Funding of this service package will enhance services to citizens in both the short-term and long term. The creation of the Edmonton museums network will raise awareness, enhance public programs and pursue operational efficiencies of existing Edmonton museums. The city museum strategy will generate building options and also create a public program in 2013 on Edmonton's diverse history in collaboration with citizen organizations. The integration of the Alberta Aviation Museum in this work will help to ensure stability and sustainable solutions for that organization. In the long term, this work will lead to improved citizen engagement with their community, as well as improved understanding, appreciation and access to Edmonton's diverse heritage and history, measured in:

- Increased interest and visitorship to museums, as well as corresponding online resources
- New collaborative programming initiatives
- Improved interpretation at existing museums (through collaborative exhibit design)
- A greater range of research and interpretation programs reflecting Edmonton's diversity

Impact on Other Departments

Requests for support and funding by museum organizations for operating support and project funding will continue to come forward to City departments (e.g. Community Services), rather than through coordinated and collaborative initiatives related to a city museum and a museums network.

incremental (\$000)	2013				2014				2015			
	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs
New Budget Annualization	\$ 250 -	- -	250 -	- -	\$ (250) -	- -	(250) -	- -	\$ - -	- -	- -	- -
Total	\$ 250	-	250	-	\$ (250)	-	(250)	-	\$ -	-	-	-

