



COMMUNITY DEVELOPMENT & TOURISM COMMITTEE

AGENDA

Thursday, November 23, 2023 at 1:30 p.m.

W & M Edelbrock Centre, Dufferin Room, 30 Centre Street, Orangeville ON L9W 2X1

The meeting will be live streamed on YouTube at the following link:

<https://www.youtube.com/@DufferinOne/streams>

Land Acknowledgement Statement

We would like to begin by respectfully acknowledging that Dufferin County resides within the traditional territory and ancestral lands of the Tionontati (Petun), Attawandaron (Neutral), Haudenosaunee (Six Nations), and Anishinaabe peoples.

We also acknowledge that various municipalities within the County of Dufferin reside within the treaty lands named under the Haldimand Deed of 1784 and two of the Williams Treaties of 1818: Treaty 18: the Nottawasaga Purchase, and Treaty 19: The Ajetance Treaty.

These traditional territories upon which we live and learn, are steeped in rich Indigenous history and traditions. It is with this statement that we declare to honour and respect the past and present connection of Indigenous peoples with this land, its waterways and resources.

Roll Call

Declarations of Pecuniary Interest by Members

PUBLIC QUESTION PERIOD

Members of the public in attendance are able to ask a question. If you unable to attend and would like to submit a question, please contact us at info@dufferincounty.ca or 519-941-2816 x2500 prior to 4:30 p.m. on November 22, 2023.

REPORTS

1. COMMUNITY DEVELOPMENT & TOURISM – November 23, 2023 – ITEM #1
Museum Exhibition Policy Update

A report from the Acting Museum Services Manager, dated November 23, 2023, to recommend updating the Museum Exhibition Policy.

Recommendation:

THAT the report of the Acting Museum Services Manager, “Museum Exhibition Policy Update”, dated November 23, 2023, be received.

AND THAT the Museum of Dufferin Exhibition Policy be approved.

2. COMMUNITY DEVELOPMENT & TOURISM – November 23, 2023 – ITEM #2
Museum Deaccession Report

A report from the Acting Museum Services Manager, dated November 23, 2023, to provide a list of objects to consider for deaccession from the Museum’s permanent collection as per to the Museum’s Collections Management Policy.

Recommendation:

THAT the report of the Acting Museum Services Manager, “Museum Deaccession Report”, dated November 23, 2023, be received;

AND THAT the objects identified in the “Museum Deaccession Report” be deaccessioned in accordance with the Museum of Dufferin's Collections Management Policy.

3. COMMUNITY DEVELOPMENT & TOURISM – November 23, 2023 – ITEM #3
Dufferin County Tourism Tent at the 2023 International Plowing Match

A report from the Manager of Economic Development, dated November 23, 2023, to provide feedback on the Dufferin County Tourism tent at the International Plowing Match and Rural Expo.

Recommendation:

THAT the report of the Manager of Economic Development, "Dufferin County Tourism Tent at 2023 International Plowing Match", dated November 23, 2023, be received.

4. COMMUNITY DEVELOPMENT & TOURISM – November 23, 2023 – ITEM #4
Dufferin County Tourism Brand – Update

A report from the Manager of Economic Development, dated November 23, 2023, to provide feedback on the proposed Dufferin County Tourism rebrand.

Recommendation:

THAT the report of the Manager of Economic Development, "Dufferin County Tourism Brand - Update", dated November 23, 2023, be received;

AND THAT the continued rollout of the newly developed Dufferin County tourism brand be approved.

5. COMMUNITY DEVELOPMENT & TOURISM – November 23, 2023 – ITEM #5
Phase III Official Plan Amendment – Statutory Engagement Activities

A report from the Senior Planner, dated November 23, 2023, to provide an overview of the final steps in the Municipal Comprehensive Review process.

Recommendation:

THAT the report of the Senior Planner, "Phase III Official Plan Amendment - Statutory Engagement Plan", dated November 23, 2023, be received.

NOTICE OF MOTIONS

Next Meeting

Thursday, January 25, 2024

W & M Edelbrock Centre, Dufferin Room, 30 Centre Street, Orangeville ON



A community that grows together

Report To: Chair Horner & Members of the Community Development and
Tourism Committee

Meeting Date: November 23, 2023

Subject: Museum Exhibition Policy Update

From: Sarah Robinson, Acting Museum Services Manager

Recommendation

THAT the report of the Acting Museum Services Manager, "Museum Exhibition Policy Update", dated November 23, 2023, be received.

AND THAT the Museum of Dufferin Exhibition Policy be approved.

Executive Summary

As mentioned in the October 2023 "Museum Policy Updates Report", it is best practice to periodically review museum policies and guidelines. This report focuses on the Museum of Dufferin Exhibition Policy, which has been revised and updated. The last time this policy was updated was in July 2019, as part of the Museum of Dufferin Consolidated Policy document.

Background & Discussion

Exhibition policies are essential to ensuring community museums provide trustworthy, educational information and take care of artifacts. A well-planned exhibit not only ensures a safe and secure environment for both the objects and the visitors, but also excites and informs its audience.

As outlined by the Ministry of Tourism, Culture and Sport in the "Standards for Ontario Community Museums", museums must have an exhibition policy that states it will:

- ensure that the themes and number of exhibits are consistent with the museum's statement of purpose and the needs and interests of the communities it serves
- demonstrate a commitment to accuracy and fairness, inclusivity and respect in exhibit presentation
- demonstrate a commitment to ethical behaviour in exhibit presentation
- meet conservation standards in exhibit design, materials and use of artifacts
- meet municipal, provincial and federal legislative requirements that have an impact on exhibit presentation (for example, safety codes, copyright, disability legislation).

As such, the Museum of Dufferin Exhibition Policy includes the following revisions:

- a dedicated statement prioritizing decolonization and anti-oppression in the museum space
- specific guidelines for offsite loans for temporary exhibitions
- a new exhibition proposal process for “visiting artists” and community partnership exhibitions
- a focus on exhibition accessibility and inclusion by using resources such as *Standards and Guidelines for the Preparation of Public Texts* from the Canadian Museum of History and *The Smithsonian Guidelines for Accessible Exhibition Design*.

Financial, Staffing, Legal, or IT Considerations

As the Museum of Dufferin continues to improve its exhibition spaces, offering more hands-on interactive elements is a major focus and goal. A portion of the exhibition budget is earmarked for interactive enhancements in 2024. As we strive to offer meaningful education and up-to-date experiences into the future, it should be noted that the exhibition budget should reflect these goals. Provincial and federal grants are opportunities for the Museum to subsidize these costs.

In Support of Strategic Plan Priorities and Objectives

Governance - identify opportunities to improve governance and service delivery/
improve the County’s internal and external communication

Respectfully Submitted By:

Sarah Robinson
Acting Manager of Museum Services

Attachment: Museum of Dufferin Exhibition Policy

Reviewed by: Sonya Pritchard, Chief Administrative Officer



POLICY & PROCEDURE MANUAL

SECTION	Planning, Economic Development and Culture	POLICY NUMBER	10-03-04
SUB-SECTION	Museum & Archives	EFFECTIVE DATE	
SUBJECT	Exhibitions		
AUTHORITY	Community Development & Tourism Council		

Purpose

The Museum of Dufferin aspires to provide quality exhibitions and experiences that will reflect, educate and engage the Dufferin County community and beyond. Exhibitions will adhere to the museum's Mission, Vision, Values and Strategic Plan. The Museum of Dufferin is committed to presenting exhibits that provide a link between the community and its heritage. The Exhibition Policy provides standards from which museum staff must follow in curating exhibits for the public. It ensures the safety of visitors and staff, the integrity of exhibit content, and trust of the public.

Exhibition Content, Creation, and Procedure

1. The development, creation and installation of exhibitions is overseen by the Museum of Dufferin Curator, with assistance from the Curatorial Assistant. Archives staff will contribute research and archival materials, (including originals), if the display conditions allow. Education and programming staff may be consulted regarding exhibit engagement and hands-on interactives. Trained volunteers may occasionally assist with exhibition creation.
2. Using the Museum's collection and various resources, museum staff will ensure that each exhibit theme is relevant and effectively communicated to visitors.

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3. Exhibit themes are primarily determined by designated Museum staff. Consideration will be given to appropriate suggestions from the public within the scope of the Museum's Mandate.
4. The Museum of Dufferin continues to work towards prioritizing decolonization and anti-oppression in the museum space. The Museum will strive to feature yearly exhibitions and works-of-art that center and accurately represent the voices and perspectives of communities that have been historically and are contemporarily marginalized. Examples of these communities include, but are not limited to Black, Indigenous, and racialized communities, women, members of the 2SLGBTQIA+ community, and people with disabilities, while also recognizing the intersectionality of members within these communities. Exhibitions and collaborations will be outlined in yearly exhibition plans and strategic plans. The Curator will take a collaborative approach to exhibitions with culturally specific collections and themes, consulting with the relevant community/communities to ensure appropriate language and terminology is used and to promote accuracy, inclusivity, and education.
5. The Museum of Dufferin is committed to providing accuracy and objectivity in all its exhibits and interpretive material. Exhibits will be supported by research conducted from archival collections, reference books, oral interviews, and other pertinent sources. This research will then be edited into concise text panels that effectively communicate the research to museum visitors. Sources used for research will be documented during the writing process. The Curator will engage staff, volunteers, community groups, consultants, and other experts in exhibit research to ensure a true and accurate evaluation of the exhibit content, as needed. This research will then be edited into concise text panels that effectively communicate the research to museum visitors.
6. The Museum will comply with the Ontario Ministry of Heritage, Tourism, Sport, and Culture Industries' Exhibition Standards for community museums.
7. *The Standards and Guidelines for the Preparation of Public Texts* from the Canadian Museum of History and *The Smithsonian Guidelines for Accessible Exhibition Design* from the Smithsonian Accessibility Program will be used as a resource in all exhibit planning and execution. The Curator and Curatorial Assistant will also be trained in the latest AODA and Accessibility Standards, provided by the County of Dufferin.

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8. Depending on the exhibition theme, subject matter, and scope (budget and time constraints) consultants may be involved in exhibition planning and development as required.
9. The yearly exhibition schedule will comprise a mix of long-term (up to 5 years) and short-term (1 to 12 months) exhibits. Temporary exhibits (less than 1 month) may also be staged for specific events when space and resources allow. Exhibitions are based on themes, using the Museum and Archives collections and loaned-in items, where appropriate. All loaned-in artifacts must be approved by the Curator; the loan period may not exceed one year.
10. The Museum may have juried exhibitions or events with open "Call for Entries" throughout the year. When jurors are selected for these exhibitions or events, at least two of the three jurors must change each year that the exhibition or event runs.
11. A three-year exhibition schedule will be created, maintained, and updated by the Curator with assistance from the Museum Services Manager and Curatorial Assistant.
12. The Museum may initiate or take part in outreach/promotional exhibits at various offsite locations when resources allow. The following conditions will apply to such activities:
 - a) Only durable artifacts will be utilized in outreach/promotional exhibits. Objects that are made of fragile materials or are in poor condition may not be used in offsite locations.
 - b) Artifacts will be packed for transportation in such a way as to ensure their safety.
 - c) Artifacts may only be handled and installed by trained museum staff.
 - d) Artifacts will be exhibited only in areas and at times when security is assured (i.e., artifacts must be placed in lockable cases. Where lockable cases are not available, artifacts must be overseen by a trained museum staff at all times.)
 - e) Museum staff may refuse the offsite loan of any object in the MoD collection.
13. The Museum may host/rent travelling exhibitions based on resources. These travelling exhibitions will adhere to the Museum's mission, vision, values, and strategic plan.

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14. The Museum may create online virtual exhibitions to reach a broader audience.

Exhibition Evaluation

1. Exhibits will be evaluated by qualitative and quantitative methods. Examples of methods can include but are not limited to:
 - a) The recording of attendance numbers
 - b) Verbal feedback provided by visitors to museum staff
 - c) Published press reviews
 - d) Digital media engagement
 - e) Formal visitor surveys
2. The Curator will establish clearly defined objectives for each exhibit and will evaluate the exhibit against these objectives at the conclusion of the exhibition.
3. Exhibit evaluations will be used to inform future exhibit topics, exhibit curation, and exhibit design.

Exhibition Proposals/Visiting Artists

1. The Museum may host private collections or "visiting artist" installations. These exhibitions must complement the Mission, Values, Vision and Strategic Plan of the museum, and may not disrupt the normal activities or financial capabilities of the museum. Work from all media and styles will be considered, however, they cannot present a safety hazard to staff, artifacts, or visitors, or disrupt the integrity of other exhibitions.
2. Members of the public or visiting artists who wish to apply for a short-term or temporary exhibition within the museum must fill out an Exhibition Submission Form (Appendix A). The Museum Services Manager, Curator, and Curatorial Assistant will make the decision on the appropriateness of any/all proposed exhibitions. Submitters will be notified by the Curator if their work has been chosen for an exhibition.
3. The Curator, Museum Services Manager, or designate, has full authority governing the terms of the agreement, including time, content, promotion, interpretation, installation, and security. The Curatorial staff is responsible for the installation of the art/objects for any private collections or visiting artist materials.

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4. Artists are responsible for bringing their work ready to install (equipped with D-rings or wired to hang). The Museum is not responsible for installation hardware on artworks.
5. The Museum of Dufferin is not liable/responsible for lost, stolen or damaged artwork. A Certificate of Insurance can be provided upon request (allow 2 business weeks for delivery), which confirms that the artwork is in the care, custody, and control of the Museum of Dufferin/County of Dufferin.
6. The Museum of Dufferin is not responsible for maintaining structural components of objects or works of art (i.e. if pieces or materials detach from the main object, Museum of Dufferin staff will not conserve or repair the object).
7. The Museum of Dufferin reserves the right to reject and/or remove artwork, display pieces, or props from the exhibition should they pose a health and safety risk or are deemed to be harmful or derogatory to marginalized communities.
8. The use of organic matter in exhibitions is discouraged to prevent pest infestation.
Use of organic matter is subject to the approval of the Curator.
9. Exhibitors who wish to sell their artwork in the exhibition must provide an inventory list with the title, medium, dimensions, price, and photo of each artwork. Exhibitors must also submit an artist's statement or introductory text for the main panel of the exhibition.
10. Works that are not available for purchase must be clearly designated as "NFS" (Not For Sale). Once the exhibition has opened, sale prices cannot be changed unless the price posted was an error on the MoD's behalf. If an artist has sent the wrong prices on their price list, they will have to honour those prices once the exhibition has opened to the public.
11. The Museum of Dufferin receives 25% of any art sales for the duration of the exhibition. The Museum of Dufferin WILL charge HST on the 25% commission gained from the sale, BUT only on the pre-tax amount of the items. The Artist is required to communicate, in writing, with the Museum of Dufferin whether HST is applicable to their art sales.

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12. Any artwork sold must remain on exhibit throughout the designated exhibition period, unless otherwise arranged with the approval of the Curator.

Exhibition Proposal Content

Applicants must fill out an Exhibition Submission Form, which will require the following information:

1. An explanation of how the proposed exhibit complements, enhances, and fulfills the Museum of Dufferin's Mission, Vision, Values, and Strategic Plan.
2. Provide a list of the types of materials to be exhibited, i.e., photographs, illustrations, art or other visual graphics, documents, ephemera, three-dimensional objects. 5-10 samples (digital photographs) of the work to be exhibited must be included with the application.
3. Describe the theme, content, and duration of proposed exhibition and desired exhibition location (Silo Gallery or Lodge Gallery – no other space or fixtures within the Museum shall be provided to any exhibitor.)
4. List any type of visual or media equipment to be used in the exhibit. Note how equipment will be secured and maintained for the exhibit.
5. List the monetary value of the work to be exhibited.
6. List any opportunities for hands-on interactives or learning opportunities that could be included in the exhibit, as well as a proposal for at least one "MoD Masterclass" that could accompany the exhibition. The "MoD Masterclass" would be a workshop for members of the public that is led by the applicant. The workshop would complement the theme of the proposed exhibition (for example, a photographer might run a photography workshop).
7. The Museum of Dufferin will include a timeline within the Exhibition Submission Form which will include a list of tasks and deadlines to be met by the exhibitor, if their exhibit were to be approved.

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Exhibition Proposal Process

1. Once a proposal is submitted, the Curator and/or Museum Manager may contact the exhibitor with questions or clarifications regarding their proposal.
2. The Curator, Museum Manager, and Curatorial Assistant will meet twice a year (or as needed) to review submitted proposals.
3. The exhibitor will be notified of a decision through written communication (email) from the Curator. All decisions are final. Exhibitors should not contact Museum of Dufferin staff regarding proposals that have not been selected. Proposals that have not been selected for exhibition may not be re-submitted.
4. The selected exhibitor and the Curator of the Museum of Dufferin will meet and confirm the deadlines and details of the exhibition. The length of the exhibit will be determined by the selected exhibitor and the Curator, and must conform to the exhibition schedule of the Museum of Dufferin. Selected exhibitors must adhere to the agreed timeline; failure to do so will limit them from future opportunities exhibiting at the Museum of Dufferin. The Museum of Dufferin reserves the right to retract offers to artists to exhibit/cancel exhibition contracts at any time, without cause.
5. Exhibitors may submit proposals anytime during the year, via the Museum of Dufferin's website. To maintain a consistent exhibition calendar, exhibitors should submit proposals at least 1 – 3 years in advance of their desired exhibition date.
6. Artists and their representatives agree to act in a professional and respectful manner with Museum staff, volunteers, and visitors. Failure to abide by any of the rules or regulations or to act in a professional manner may result in the cancellation of an exhibition contract.

Exhibition Standards and Ethics

1. The Museum of Dufferin will not guarantee the display of any artifact or archival material in the collection at any given time. No artifacts in exhibit cases are put on permanent display.
2. Artifacts will be safely displayed to preserve their integrity and safekeeping in accordance with the Conservation Policy. No artifact and/or archival item will be

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displayed or prepared for exhibition in a manner that compromises the integrity of that item.

3. The Curator and Curatorial Assistant will ensure that public safety is maintained by placing potentially hazardous material in secure display cases and that adequate barriers will be incorporated whenever the potential for injury exists.
4. A rental agreement, event, or program must not compromise the integrity of an exhibit or any artifact on display. Where a large number of visitors are expected in an exhibition area, curatorial/collections staff must be consulted to determine potential threats to artifacts and display materials, including the historic buildings.
5. Artifacts on display may be replaced with other examples in artifact storage to refresh the exhibits for the visitor's enjoyment as well as for conservation purposes. Length of display will be determined by the Curator.
6. Objects on display will be handled according to industry best practices, established by the Guidelines and Standards for the Community Museums in Ontario and the Canadian Conservation Institute.
7. In the event that controversial themes or offensive materials are considered for display, the Curator will bring the matter to the Museum Services Manager and/or Director for their consideration. Ethical behaviour as outlined in the Canadian Museum Association Ethics Handbook for exhibit themes and presentation will be strictly followed.
8. Museum of Dufferin staff will follow the ethical guidelines of the Canadian Museum Association Code of Ethics and adhere to all relevant municipal, provincial, and federal legislation impacting the exhibition program including Firearms, Freedom of Information, Copyright, and Accessibility legislation.
9. All labels and graphic illustrations will have a professional appearance and must be reviewed by the Curator and/or Curatorial Assistant before being placed on exhibit. This includes any promotional materials, wayfinding signage, etc. displayed in the Main Gallery, Silo Gallery, Loyal Orange Lodge or Corn Flower Glass Gallery.

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10. All written material must be approved by the Curator before being placed on exhibition. All written material must be edited by at least one staff member (other than the Curator) before being placed on display.
11. Artifacts within an exhibit must be identified on labels in plain, simple language. The donor's name is not guaranteed to appear on the identifying label.
12. New donations to the Museum of Dufferin collection must be fully catalogued before they are put on exhibit.
13. Exhibitions will feature a variety of exhibit formats (i.e., text, photographs, maps, video, audio recordings, interactive displays), to address a variety of learning styles. Exhibits will utilize a variety of interpretation methods (visual, aural, tactile) wherever possible and as appropriate to ensure visitor education, engagement, and enjoyment.
14. Artifacts and exhibit cases may not be moved, removed, or adjusted without consulting the Curator, Curatorial Assistant or Archives staff (when curatorial staff are not available).
15. The Museum will ensure that the areas designated for exhibitions meet existing building health and safety codes and fire safety regulations.
16. The Museum will ensure that the appropriate copyright or license to reproduce has been secured before reproducing or displaying any copyrighted content. Any copyright associated with exhibit materials will be publicly acknowledged.
17. Apart from art displays where artwork is for sale, all contemporary exhibits and displays must be noncommercial and may not advertise commercial products or services. This excludes artifacts in the Museum of Dufferin's permanent collection, which may feature logos or advertisements for local businesses.
18. Replicas, reproductions, or items derived from the collections on display will be clearly marked as such.

Historic Buildings

1. The Museum of Dufferin houses three historic buildings. The content within the historic buildings will rotate as required. The historic buildings may be used as

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exhibition space for short-term and temporary exhibits; however, every effort should be made to preserve and respect the structures. Historic buildings inside the Museum of Dufferin will be considered as functioning artifacts. Before any alterations are made the Curator must be consulted, this includes adding nails, screws, etc.

Exhibition Preparation and Budget

1. The Museum will make all efforts to provide its employees with appropriate workspace, tools and supplies to perform their tasks effectively and safely.
2. An adequate budget will be allocated annually for the operation of exhibitions including: the development and construction of exhibitions, the development and construction of interactive materials within the exhibition, maintenance of the exhibition and interactives, evaluation, and the rental of appropriate travelling exhibits.
3. The Museum of Dufferin is committed to reducing waste and will reuse and/or recycle props, labels, and exhibit materials whenever possible. Every effort will be made to pass materials on to neighbouring museums or community organizations if they are no longer required by the museum.

Exhibition Records

1. An Exhibit Record will be created for each exhibition, including exhibit purpose/theme, artifact records, loaned materials, restrictions, photographs of the completed display, etc.

Exhibition Maintenance

1. Maintenance of the exhibits is the responsibility of the Curator, Curatorial Assistant, Visitor Services Coordinator and Facilities Staff. Issues related to the collection and artifacts should be brought to the attention of the Curator and/or Curatorial Assistant. The Visitor Services Coordinator is responsible for checking the exhibit spaces daily and reporting any issues. Daily cleaning (i.e. vacuuming, dusting the exhibit cases) within the exhibit areas is the responsibility of the Facilities Staff. Maintenance and cleaning of the artifacts is the responsibility of the Curator and Curatorial Assistant.

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Exhibition Accessibility

1. Exhibits will be designed to ensure that they are accessible to all individuals. The museum is committed to accessibility and will continue to identify, prevent and remove barriers to participation on an ongoing basis.
2. The Museum endeavours to meet the requirements of the Accessibility for Ontarians with Disabilities Act (AODA). Where the alteration of a historical building would compromise the historical integrity of that building, staff will strive to offer alternatives to visitors who request them (virtual tours, guidebooks, etc.).
3. Sufficient space will be provided for assistive devices, animals, support persons and other requirements, and staff will be trained wherever possible to assist visitors with accessibility needs.
4. Exhibit design will incorporate accessibility requirements, including hang heights, font sizes, and audio-visual materials.

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Appendix A: Exhibition Submission Form

Exhibition Submission Form

Please complete the following form and submit it to the Curator of the Museum of Dufferin.



Before completing and submitting this form, please read the Museum of Dufferin's Exhibition Policy.

Section 1: Contact Information

Name or Organization:

Address:

Contact Person(s):

Email Address:

Telephone:

Website:

Social Media:

Please include a short biography of yourself:

Exhibition Submission Form

Please complete the following form and submit it to the Curator of the Museum of Dufferin.



Provide a list of the types of materials to be exhibited, i.e., photographs, illustrations, art or other visual graphics, documents, ephemera, three-dimensional objects. 5-10 digital photographs of the work to be exhibited must be included with this application, uploaded to the provided Dropbox link.

Describe the theme, content, and duration of proposed exhibition and desired exhibition location (Silo Gallery or Lodge Gallery - no other space or fixtures within the Museum shall be provided to any exhibitor.)

List any type of visual or media equipment to be used in the exhibit. Note how equipment will be secured and maintained for the exhibit.

List the monetary value of the work to be exhibited: \$ _____

Exhibition Submission Form

Please complete the following form and submit it to the Curator of the Museum of Dufferin.



List any opportunities for hands-on interactives or learning opportunities that could be included in the exhibit, as well as a proposal for at least one “MoD Masterclass” that could accompany the exhibition. The “MoD Masterclass” would be a workshop for members of the public that is led by the applicant. The workshop would complement the theme of the proposed exhibition (for example, a photographer might run a photography workshop.)

Section 3: Terms and Conditions

I have read, understood, and agree to abide by and uphold the Exhibitions Policy of the Museum of Dufferin. I understand that I am to upload 5-10 digital photographs representing the work I wish to exhibit to the provided Dropbox link. In order for my application to be considered by the Curator, I must submit both the application and these photographs.

I understand that Exhibition Submission Forms are reviewed bi-annually, and I understand that I will be notified of a decision regarding my proposal via email from the Curator. I understand that all decisions are final.

Signature:

Date:

Exhibition Tasks and Timelines



MUSEUM OF
DUFFERIN

Checklist of Responsibilities and Tasks to be completed by the Exhibitor.

Proposal

- Review the Museum of Dufferin's Exhibition Policy.
- Complete the Exhibition Submission Form and submit it to the Curator.
- After approval, meet with the Curator to discuss planning, responsibilities, and due dates for the exhibition.

Design and Publicity

- Select and submit two (2) key digital images of artwork and one (1) digital image of the artist to the Curator. Images will be used for promotion of the exhibition, and should be submitted at least six (6) months prior to the opening of the exhibition. Images should be in .jpg format.
- The Curator will create an Exhibit Design package for the approval of the exhibitor, including design options for Social Media posts and fonts used in the exhibit, at least four (4) months prior to the exhibition opening.
- Write and submit an artist's statement that will be used as the introduction panel to the exhibition.
- Complete a map indicating where artwork should be hung within the gallery. (Map provided by the Museum of Dufferin) at least two (2) months prior to the exhibition opening.

Inventory Sheet

- An inventory sheet including an image of each artwork, title, medium, dimensions, date, and price of each artwork should be submitted at least two (2) months prior to the exhibition opening.
- Some pieces may be listed as "NFS" (Not For Sale), but the majority of the artwork must be for sale.
- Artwork labels and the introductory label will be produced in house at the Museum of Dufferin.

Exhibition Tasks and Timelines



Checklist of Responsibilities and Tasks to be completed by the Exhibitor.

Artwork Drop Off

- Artists are responsible for bringing their work ready to install (equipped with D-rings or wired to hang). The Museum is not responsible for installation hardware on artworks.
- The Drop Off date for artwork will be arranged with the Curator, approximately three (3) weeks prior to the exhibition opening. **Museum staff do not pick up artwork.**

Artwork Pick Up

- The Pick Up date for artwork will be arranged with the Curator, for the week immediately following the closure of the exhibition.
- Any artwork sold will be packed for the purchasers to pick up from the Museum directly.
- The artist must pick up their artwork; **museum staff do not drop off artwork.**



A community that grows together

Report To: Chair Horner & Members of the Community Development and
Tourism Committee

Meeting Date: November 23, 2023

Subject: Museum Deaccession Report

From: Sarah Robinson, Acting Museum Services Manager

Recommendation

THAT the report of the Acting Museum Services Manager, "Museum Deaccession Report", dated November 23, 2023, be received;

AND THAT the objects identified in the "Museum Deaccession Report" be deaccessioned in accordance with the Museum of Dufferin's Collections Management Policy.

Executive Summary

The purpose of this report is to provide the Committee with a list of objects to consider for deaccession from the Museum's permanent collection, according to the Museum's Collections Management Policy.

Background & Discussion

The process of "deaccessioning" is when a cultural-heritage institution permanently removes an object from its collection. This is a normal and standard process within museum collections management as it ensures objects are properly inventoried, have adequate provenance, sufficient documentation, and are cared for in a manner that ensures their longevity. The process of deaccessioning objects is a recognized industry best-practice, both on a national and international scale.

Today, it is the mandate of the Museum of Dufferin to collect objects that represent the history of Dufferin County specifically. The MoD follows Ministry of Tourism, Culture and Sport Museum Standards, Ontario Museum Association Standards, Canadian Museum Association Standards and Archives Association of Ontario Standards, all of which include professional guidelines for collecting.

Through the re-examination of its existing collection, the Museum will make space to include important narratives from Dufferin's history and culture for years to come. Most objects listed in this report have provenance that relate to the history of other regions outside of Dufferin and therefore are recommended for deaccession. There are also several items listed that are in hazardous or poor condition.

Deaccessioning is a collections management best-practice that ensures:

- Improved care of objects
- Reduced over-crowding and improved access to objects
- Removal of potentially hazardous object
- Retention of objects within the community

All deaccessioned objects will be removed from the Permanent Collection catalogues. An image and description of each object, as well as copies of original documentation, will be maintained.

The process for the deaccession of objects is:

1. Objects may be added to the Museum's Education Collection, where appropriate;
2. Objects may be offered to a museum, gallery or institution that shares the goal of exhibiting, interpreting, and preserving historical objects. These organizations will be notified via provincial and national listservs (ONMUSE-I and CANMUSE-I). Interested institutions will have approximately four weeks to collect their object(s);
3. Objects may be offered to other groups and the public by means of a public auction. Funds acquired through the sales of deaccessioned items must be directed towards exhibition and collections projects;
4. In some cases, repatriation may be applicable.

Note: Objects that have been identified as hazardous to people (ex. mould), pose a risk to other objects in the collection, or are deemed to be beyond repair, will be disposed of immediately.

Financial, Staffing, Legal, or IT Considerations

This work is part of the curatorial staff workload. Disposals will only be made to institutions that operate in the public trust ensuring a level of care for the artifacts in keeping with the County of Dufferin's expectations. All transportation costs will be borne by the accepting museums or galleries.

There are additional objects within the collection that will need to be deaccessioned in the coming years. The Committee can expect to see similar annual deaccession reports for the next several years. Annual deaccession reports will demonstrate that staff are conducting an inventory of the collection and managing it appropriately.

Terms

Accession: Recording the addition of a new object to a collection. Accessioning is the formal commitment to care for objects over the long-term.

Deaccession: The formal process of removing an object from the collection of an institution.

Disposal: The physical removal of the object from the institution.

In Support of Strategic Plan Priorities and Objectives





Governance - identify opportunities to improve governance and service delivery






Respectfully Submitted By:



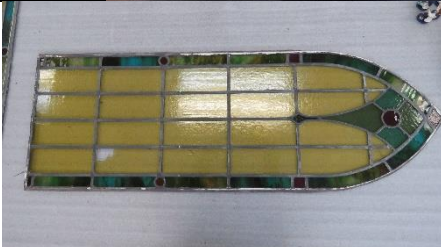


Sarah Robinson
Acting Manager of Museum Services






Attachment: Appendix A: Museum Deaccession Report, November 2023





Reviewed by: Sonya Pritchard, Chief Administrative Officer





	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
1	A211-037		Car (Station Wagon), Toronto, 1981	Not within collections mandate - provenance not related to Dufferin. Poor condition/hazardous due to animal infestation.	Remove from Permanent Collection. Recommend immediate disposal due to poor/hazardous condition.	Permanent - Artifacts
2	A96-395-1-1		Piano, Thorold, ca. 1855	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection Recommend transfer to The Thorold Museum.	Permanent - Artifacts
3	A94-039		Quilt, Morning Glory, Hillsburgh, 1950	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection Recommend transfer to Wellington County Museum and Archives.	Permanent - Artifacts
4	A94-156-1-1		Rake, Mono Mills, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent - Artifacts






	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
5	A94-157-1-1 A-B		(2) Badminton Rackets, Durham County, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection Recommend transfer to Oshawa Museum.	Permanent - Artifacts
6	A95-068-1-1		Skirt, Maria Wishart, Madoc, ca. 1890-1950	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection Recommend transfer to Hastings County Historical Society.	Permanent - Artifacts
7	A99-228-1-1		Windsor Chair, Tecumseth Hotel, Alliston, Date Unknown	Not within collections mandate – provenance not related to Dufferin.	Remove from Permanent Collection Recommend transfer to Museum of the Boyne.	Permanent – Artifacts
8	A96-193-1-1 A		Cane Seat Chair, Toronto, Date Unknown	Not within collections mandate – provenance not related to Dufferin	Remove from Permanent Collection Recommend transfer to City of Toronto Museums.	Permanent – Artifacts
9	A96-193-1-1 B		Cane Seat Chair, Toronto Date Unknown	Not within collections mandate – provenance not related to Dufferin	Remove from Permanent Collection Recommend transfer to City of Toronto Museums.	Permanent – Artifacts




	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
10	FF-0005		84 reproduction railings	<p>Reproduction items.</p> <p>This railing was put together when the Dufferin County Museum & Archives was being built, ca 1993-1994. This railing was created using copies of the original pieces from the Trinity United Church. The MoD retains 3 original pieces of the railing from Trinity United Church in its collection.</p> <p>These 84 railing pieces are copies and are not from the original Trinity United Church.</p>	<p>Remove from Permanent Collection.</p> <p>Recommend disposal.</p>	Permanent – Artifacts
11	A215-394 6		Window, Stained Glass, ca 1900	<p>Poor condition/hazardous materials.</p> <p>Duplicate of artifact already in collection. We will be keeping the other 5 windows in the collection that are in better condition.</p>	<p>Remove from Permanent Collection.</p> <p>Recommend immediate disposal due to poor/hazardous condition.</p>	Permanent – Artifacts
12	A215-394 7		Window, Stained Glass, ca 1900	<p>Poor condition/hazardous materials.</p> <p>Duplicate of artifact already in collection. We will be keeping the other 5 windows in the collection that are in better condition.</p>	<p>Remove from Permanent Collection.</p> <p>Recommend immediate disposal due to poor/hazardous condition.</p>	Permanent – Artifacts
13	A96-029-1-1		Table Runner, Alliston, Date Unknown	Not within collections mandate - provenance not related to Dufferin	<p>Remove from Permanent Collection.</p> <p>Recommend transfer to Museum on the Boyne.</p>	Permanent – Artifacts
14	A96-030-1-1		Table Runner, Alliston, Date Unknown	Not within collections mandate - provenance not related to Dufferin	<p>Remove from Permanent Collection.</p> <p>Recommend transfer to Museum on the Boyne.</p>	Permanent – Artifacts





	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
15	A96-031-1-1		Table Runner, Alliston, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Museum on the Boyne.	Permanent – Artifacts
16	A95-225-1-1 A-B		Miniature Camera and Case, Toyo Kobi Optical Company, Caledon, ca. 1940	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent – Artifacts
17	A95-225-1-1 B		Miniature Camera and Case, Toyo Kobi Optical Company, Caledon, ca. 1940	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent – Artifacts
18	A95-245-1-1 C		Camera, Caledon, ca. 1970	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent – Artifacts
19	A95-250-1-1		Movie Camera, Caledon, ca. 1960	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent – Artifacts





	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
20	A95-315-1-1 A-C		Movie Camera, Paillard-Bolex, Caledon, ca. 1930	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent – Artifacts
21	A95-295-1-1		Camera, Caledon, ca. 1940	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent – Artifacts
22	A95-381-1-1		Camera, Caledon, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent – Artifacts
23	DCMA.EDU-167		Rocking Chair, Children's, ca. 1900	Not within collections mandate - provenance not related to Dufferin	Remove from Education Collection. Recommend transfer to another museum's education collection.	Permanent – Education
24	A210-289 1		Celluloid dressing table set, Date Unknown	Item in poor condition/ hazardous due to deteriorating celluloid.	Remove from Permanent Collection. Recommend immediate disposal due to poor/hazardous condition.	Permanent – Artifacts





	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
25	A210-289 2		Celluloid dressing table set, Date Unknown	Item in poor condition/ hazardous due to deteriorating celluloid.	Remove from Permanent Collection. Recommend immediate disposal due to poor/hazardous condition.	Permanent – Artifacts
26	A210-289 3		Celluloid dressing table set, Date Unknown	Item in poor condition/ hazardous due to deteriorating celluloid.	Remove from Permanent Collection. Recommend immediate disposal due to poor/hazardous condition.	Permanent – Artifacts
27	A210-289 4		Celluloid dressing table set, Date Unknown	Item in poor condition/ hazardous due to deteriorating celluloid.	Remove from Permanent Collection. Recommend immediate disposal due to poor/hazardous condition.	Permanent – Artifacts
28	A212-026 A-D		Doll, Armand Marseilles, Fort William, ca. 1890	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Fort William Historic Park.	Permanent – Artifacts





	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
29	A212-157 A-C		Candleholder, Honor de Pencier, Toronto, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to City of Toronto Museums.	Permanent – Artifacts
30	A96-317		Cupboard, Inglewood, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent – Artifacts
31	A96-378 A		Tray, Waterloo, Unknown Date	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to City of Waterloo Museum.	Permanent – Artifacts
32	A98-122		Meccano Toy, Caledon Village, ca. 1940	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peel Art Gallery Museum and Archives.	Permanent – Artifacts
33	A205-105		Print, "The Highland Shepherd Boy", George Stinson & Co, Maple Valley, Unknown Date	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Simcoe County Museum.	Permanent – Artifacts





	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
34	A219-222		Wall Clock, Brookville, ca. 1830	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Halton Heritage Services.	Permanent – Artifacts
35	A95-382-1-1 A		Camera, Toronto, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to City of Toronto Museums.	Permanent – Artifacts
36	A95-382-1-1 B		Camera, Toronto, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to City of Toronto Museums.	Permanent – Artifacts





	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
37	A95-382-1-1 C		Camera, Toronto, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to City of Toronto Museums.	Permanent – Artifacts
38	A95-382-1-1 D		Stereoscope, Toronto, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to City of Toronto Museums.	Permanent – Artifacts
39	A95-382-1-1 E		Flash, Toronto, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to City of Toronto Museums.	Permanent – Artifacts
40	A95-126-1-1		Ladies Wristwatch, Norval, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Halton Heritage Services.	Permanent – Artifacts




	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
41	A95-290-1-1		Hammer, Lambton, ca. 1850	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Lambton Heritage Museum.	Permanent – Artifacts
42	A208-126-1		Quilt, Dresden Plate, Peterborough, ca. 1930	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
43	A208-126-2		Quilt, Peterborough, ca. 1930	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
44	A208-127		Clock, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts

	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
45	A208-129		Dresser Mirror, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
46	A208-130		Plate, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
47	A208-131		Lamp, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
48	A208-133		Bonbon Dish, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts

	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
49	A208-134 A-B		Chocolate Pot, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
50	A208-135 A-B		Chocolate Cup and Saucer, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
51	A206-136		Chocolate Cup and Saucer, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
52	A208-137		Paperweight, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts

	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
53	A208-138		Sugar and Creamer, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
54	A208-139		Bookends, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
55	A208-140		Powder Shaker, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
56	A208-141		Ring Dish, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts

	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
57	A208-142		Lidded Dish, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
58	A208-143		Dressing Table Set, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
59	A208-144		Corner Shelf, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
60	A208-145		Umbrella Stand, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts

	Catalogue Number	Image	Object Title	Reason for Deaccession	Staff Suggestion	Collection/Area
61	A208-147		Organ Stool, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
62	A208-148		Chair, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts
63	A208-146		Tobacco Box, Peterborough, Date Unknown	Not within collections mandate - provenance not related to Dufferin	Remove from Permanent Collection. Recommend transfer to Peterborough Museum and Archives.	Permanent – Artifacts



A community that grows together

Report To: Chair Horner and Members of the Community Development and Tourism Committee

Meeting Date: November 23, 2023

Subject: Dufferin County Tourism Tent at 2023 International Plowing Match and Rural Expo

From: Yaw Ennin, Manager Economic Development

Recommendation

THAT the report of the Manager of Economic Development, "Dufferin County Tourism Tent at 2023 International Plowing Match and Rural Expo (IPM)", dated November 23, 2023, be received.

Executive Summary

As part of the Memorandum of Understanding signed between the County and Ontario Plowmen's Association, the County was given the opportunity to promote its tourism assets at the 2023 International Plowing Match and Rural Expo (IPM). The promotional efforts were executed mainly through the Dufferin County Tourism Tent which was located within the event grounds. The Tourism Tent had two main objectives, to educate event attendees on things to see and do in Dufferin County and to gather quantitative and qualitative data on visitor experiences in Dufferin County.

These promotional efforts resulted in an estimated 6,000 visitors to the Tourism Tent, and over 1,100 responses to the tourism survey.

Background & Discussion

The prospect of promoting Dufferin County at the 2023 International Plowing Match and Rural Expo offered the unique opportunity to drive short and long-term spending in the local economy. To achieve this goal, it was determined that County would have to

allocate resources to significantly enhance the visibility of the County's assets to the event attendees, many of whom were anticipated to not be frequent visitors to the County. This increased visibility would then lead to economic benefits through heightened tourism spending, while the event itself would foster cultural exchange and provide networking opportunities with businesses, influencers, and the media. Additionally, the positive atmosphere generated by community involvement would contribute to a sense of pride and can stimulate long-term tourism development, positioning the community as an appealing destination for future visitors.

Most of the County's efforts on this front were concentrated in the Dufferin County Tourism Tent, which was strategically positioned in a high traffic area inside the IPM event grounds. The Tourism Tent had two main objectives:

1. Tourism Education: To educate event attendees on things to see and do in Dufferin County.
2. Data Gathering: To gather quantitative and qualitative data on visitor experiences in Dufferin County.

OBJECTIVE 1: TOURISM EDUCATION

Municipalities with collateral material were invited to share that information with staff, to hand out to the visitors. The County entered into a cost-sharing partnership with the Town of Orangeville to produce tote bags that featured the new County Tourism logo and the LoveOrangeville logo. These tote bags were filled with relevant education materials about the County's tourism assets, including County maps, the 2023 Explore Dufferin Guides, quilt books, County history books, and tourism stickers. A total of 3,160 tote bags were handed out to event attendees. Additionally, tourism brochures from the Township of Mulmur and the Dufferin Board of Trade were displayed and distributed. There were also external promotional efforts for the Tourism Tent that included live segments on Breakfast Television, as well as daily content on the County's social media channels.

As part of the effort to drive traffic inside the Tourism Tent, there were live music performances from local musical artists, the Campfire Poets and Ashley MacIsaac. Country 105, the leading radio station for local listeners, also broadcasted live from inside the tent during the entire event. The County also partnered with several local food and drink vendors to offer free tastings inside the tent. Participating vendors included Beyond the Gate, Shine Bakery, Mono Cliffs Inn, Lavender Blue, Ten of Tarts Bakery, and Mochaberry. In total, the Tourism Tent served over 4,700 beverages and 3,000 hors d'oeuvres during the event. These efforts resulted in an estimated 6,000 people visiting the Tourism Tent.

OBJECTIVE 2: DATA GATHERING

Another major objective of the Tourism Tent was to gather relevant quantitative and qualitative data on visitor experiences in Dufferin County. To achieve this objective, a team of tourism ambassadors was formed, including Councilors and staff from local municipalities. The job of the ambassadors was to engage visitors in conversations that helped identify their personal interests, while also soliciting responses to a 3-minute tourism survey. Following completion of the survey, ambassadors would then provide specific recommendations of things to see and do in Dufferin County. There were 1,124 responses to the survey over the course of the 5-day event, far exceeding internal targets. The survey revealed several insights including the following:

1. The median age of the respondents was 62 years.
2. 80% of respondents lived outside of the County.
3. 60% of respondents did not stay in Dufferin County during the event.
4. Most visitors who stayed in the County during the event stayed at the RV Park.
5. 53% of respondents engaged in retail activities during the event, with 26% of them reporting that they spent over \$120 within and outside the event.
6. 95% of respondents stated that they had a good or awesome experience in Dufferin County.
7. Orangeville was the leading destination among respondents who reported that they had already explored other attractions or activities in the County.
8. 83% of respondents stated that they were likely to visit other parts of the County for leisure in the future, with hiking being the top activity they would engage in.
9. 91% of respondents either liked or loved the new Dufferin County Tourism logo. 6% of respondents were neutral on the question, and 3% stated that they did not like the logo.

Overall, participating in the 2023 International Plowing Match and Rural Expo presented Dufferin County with a valuable opportunity to promote its tourism destinations and assets. With over 60,000 visitors reportedly attending the 2023 IPM, the Dufferin County Tourism Tent was able to enhance the County's visibility to a wide audience by showcasing local attractions, providing educational insights about the region's unique experiences, and encouraging the exploration of the County's wide array of offerings. This positive exposure for the region enabled connections with visitors that are expected to yield short and long-term economic benefits for the County.

Financial, Staffing, Legal, or IT Considerations

Funding for the Dufferin County Tourism Tent, including staff hours and stipends for the tourism ambassadors, was allocated as part of the total approved budget for the County to host the 2023 International Plowing Match and Rural Expo.

In Support of Strategic Plan Priorities and Objectives

Economy - advance County-wide economic development.

Governance - identify opportunities to improve governance and service delivery.

Equity – align programs, services and infrastructure with changing community needs.

Respectfully Submitted By:

Yaw Ennin
Manager of Economic Development

Reviewed by: Sonya Pritchard, Chief Administrative Officer



A community that grows together

Report To: Chair Horner and Members of the Community Development and Tourism Committee

Meeting Date: November 23, 2023

Subject: Dufferin County Tourism Brand - Update

From: Yaw Ennin, Manager Economic Development

Recommendation

THAT the report of the Manager of Economic Development, “Dufferin County Tourism Brand - Update”, dated November 23, 2023, be received;

AND THAT the continued rollout of the newly developed Dufferin County tourism brand be approved.

Executive Summary

The purpose of this report is to update Committee members on the rollout of the new Dufferin County tourism brand. Following direction from the Committee at its August meeting, County staff actioned to solicit feedback about the new brand at the 2023 International Plowing Match and Rural Expo (IPM).

The feedback received was overwhelmingly positive with 91% of survey respondents stating that they either liked or loved the new Dufferin County Tourism logo. 6% of respondents were neutral on the question, and 3% stated that they did not like the logo.

Background & Discussion

Soliciting feedback from visitors about a new regional tourism brand is crucial for gaining direct insights into their experiences and perceptions. This feedback allows tourism authorities to identify strengths and weaknesses, tailor marketing strategies, and enhance the overall visitor experience. Positive sentiments contribute to brand

loyalty, repeat visits, and positive word-of-mouth, while the analysis of sentiments enables proactive crisis management and benchmarking of performance over time. Engaging visitors in the feedback process fosters community involvement and ensures that the tourism brand aligns with the preferences and expectations of its target audience. Ultimately, this data-driven approach facilitates informed decision-making, leading to the ongoing success and sustainability of the regional tourism destination.

The Community Development and Tourism Committee was presented with the finalized brand logo at its August meeting. Following this presentation, staff were directed to solicit feedback from the local community and visitors at the 2023 International Plowing Match and Rural Expo. The 2023 IPM offered a unique opportunity to solicit feedback from a wide pool of residents and visitors; as such, staff actioned this direction by incorporating it into the County's larger effort to gather relevant quantitative and qualitative data on visitor experiences in Dufferin County. These efforts were mainly concentrated in the Dufferin County Tourism Tent at the IPM where event attendees were encouraged by tourism ambassadors to complete a 3-minute tourism survey. The survey revealed several insights about the event attendees including the following:

1. The median age of the respondents was 62 years.
2. 80% of respondents lived outside of the County.
3. 53% of respondents engaged in retail activities during the event, with 26% of them reporting that they spent over \$120 within and outside the event.
4. 83% of respondents stated that they were likely to visit other parts of the County for leisure in the future, with hiking being the top activity they would engage in.

It can be inferred from these responses that the Dufferin County Tourism Tent, and the 2023 IPM at large, had attracted an important cohort of visitors; those with an aptitude for exploration, along with ample time and disposable income to engage in leisure activities. This cohort of visitors are the primary target audience for the County's tourism efforts. As such, soliciting feedback from this group about the new Dufferin County tourism brand was an important exercise.

As part of the survey exercise, respondents were asked to observe a 4'x4' printout of the new brand logo, and asked the question, "What do you think of the new Dufferin County Tourism Logo?". The responses received were overwhelmingly positive. Out of the 1,096 responses to this question, 91% of respondents stated that they either liked or loved the new Dufferin County tourism logo. 6% of respondents were neutral on the question, and 3% stated that they did not like the logo. With these responses, the Economic Development Division is confident in moving forward to the next phase of the brand rollout, which is the creation of the new Dufferin County tourism website. The

tourism website will heavily feature the new brand and is envisioned to serve as a central hub that captures Dufferin County's most prominent tourism assets and experiences.

Financial, Staffing, Legal, or IT Considerations

Cost for the branding development and creation of the tourism website are funded through Central Counties Tourism at 100% and through an OMAFRA Rural Economic Development (RED) grant at 50% funding. Costs for the survey were funded as part of the total approved budget for the County to host the 2023 International Plowing Match and Rural Expo.

In Support of Strategic Plan Priorities and Objectives

Economy - advance County-wide economic development and workforce development.

Governance – Identify opportunities to improve governance and service delivery.

Equity – align programs, services and infrastructure with changing community needs.

Respectfully Submitted By:

Yaw Ennin
Manager of Economic Development

Reviewed by: Sonya Pritchard, Chief Administrative Officer



A community that grows together

Report To: Chair Horner and Members of the Community Development and
Tourism Committee

Meeting Date: November 23, 2023

**Subject: Phase III Official Plan Amendment – Statutory Engagement
Activities**

From: Silva Yousif, Senior Planner

Recommendation

**THAT the report of the Senior Planner, “Phase III Official Plan Amendment -
Statutory Engagement Plan”, dated November 23, 2023, be received.**

Executive Summary

The final phase of the Municipal Comprehensive Review (MCR) is close to completion with all work expected to be wrapped up in the first quarter of 2024. This report provides an overview of the final steps in the process, including statutory engagement requirements of Section 17, Subsections 15 to 22 of the Planning Act with regards to Phase III of the Official Plan Amendment (OPA) – Policy Framework.

Background & Discussion

The County MCR team is preparing for the adoption of Phase III OPA (OPA No. 4), the final piece of the MCR process. Phase III is focused on developing a policy framework to implement the County’s growth allocations (OPA No. 2), and land use schedules and maps (OPA No. 3). Public engagement activities, as described in Ontario Regulation 543/06 to ensure that the public is informed and engaged, are required. Staff are planning to host a virtual public open house session during the second week of February 2024. A special meeting of Council with a public meeting will occur in conjunction with the March 2024 Council meeting. These sessions will highlight key changes to the current Official Plan Policy related to evaluating and managing growth within the County and its municipalities.

Through the virtual public open house session, the team aims to collect significant feedback from the community, encourage discussions, and ensure that various viewpoints are considered when making decisions. It provides an opportunity for the community to unite and shape the County's future collectively.

Special Meeting of Council and Public Meeting:

A County MCR Special Meeting of Council will be held to provide input on wrapping up the MCR work and communicate next steps. A public notice will be communicated as specified in the Planning Act and O. Reg. 543/06, s. 3 (1). Followed by a regular council meeting as scheduled, where council will consider adopting OPA No. 4. Following adoption, staff will submit this last phase of the MCR work to the Province for approval.

To achieve broader awareness, staff will follow the County Community Engagement Framework that was approved by Council at the November meeting.

Financial, Staffing, Legal, or IT Considerations

The cost of the event has been accounted for within the operating budget.

In Support of Strategic Plan Priorities and Objectives

Good Governance - Identify opportunities to improve governance and service delivery

Equity - Align programs, services and infrastructure with changing community needs

Respectfully Submitted By:

Silva Yousif, PMP, RPP, MCIP
Senior Planner

Reviewed by: Sonya Pritchard, Chief Administrative Officer