



OMAH 2022-2025

Our future together





PHILIP JACKMAN

OMAH 2022: Our Future Together



Stephen Davids
President, OMAH
Board of Directors

This strategic plan was created by a group of stakeholders through a protracted self-reflexive exercise and adopted at a meeting of OMAH's board of directors on September 28, 2022. It should reveal a gentle evolution in our thinking about what our museum can be and should be for the diverse demographic of the community we serve.

For this strategic plan, we applied experience gained during the museum's forced closure under government orders during the pandemic. We added a focus on virtual and hybrid programming, which bring compelling elements of the museum, whether through or art or history, onto the digital screens of those who choose to engage this way. In this we gained a small lead on other museums, though there is much more we can still achieve.

Inspired programming, inclusive engagement and responsible stewardship are the essential priorities underpinning our strategic plan. These also inform the content of our annual operational plan, against which we will measure and execute.

"You are what you do, not what you say you'll do."

Carl Gustav Jung,
Artist, Writer, Psychiatrist



Ninette Gyorody
Executive Director of OMAH

The Orillia Museum of Art & History (OMAH) demonstrated its resiliency by overcoming the challenges that have presented in the post-pandemic world. This strategic plan will guide OMAH in further asserting itself as a leader in the arts, culture, and heritage in the City of Orillia and surrounding area. Key stakeholders participated in a process that enabled us to craft a new vision and mission along with our strategic goals and strategic change initiatives. Through the participative process, we found fresh perspectives and new ideas.

OMAH's mission and vision binds together each strategic goal and their outcomes in this plan. We believe this document will not only set a clear path for OMAH but will further propel the museum to increase its community engagement and refine its cultural leadership.



THE STORY OF OMAH

In 1999, a remarkable marriage took place in Orillia, one that created a unique local entity that has provided continued inspiration through the ensuing years for those dedicated to the arts, culture and home-grown history.

In that year, the Orillia Historical Society (incorporated June 16, 1953) and the Sir Sam Steele Art Gallery Foundation (incorporated March 11, 1991) merged to create the Orillia Museum of Art & History.

The Sir Sam Steele Memorial Building, the home of OMAH, was designed by Thomas Fuller and completed in 1894. This clock-tower building, made of red brick and limestone, served as a federal customs house and post office until bought by the City of Orillia in 1956.

Dedicated that year as the Sir Sam Steele Memorial Building, it served as a police station, courthouse, jail and office space for various organizations.

In 2004, the building underwent Phase One, a \$1.1 million renovation. In 2012–13, OMAH underwent Phase Two, a \$2.1 million renovation. As well as a grant of \$975,000 from the Canada Cultural Spaces Fund, matching funds were secured through the City of Orillia, the Ontario Trillium Foundation and community supporters.

The renovations enabled OMAH to increase its programming, create climate-controlled spaces, provide additional exhibition galleries and offer barrier-free access to all floors.

By enlarging the footprint of OMAH in the community, we have increased engagement and provided an emotional connection with our constituents.

We will continue to do so. OMAH provides an essential service to our community. We make culture and history matter.



PHOTOGRAPH © ORILLIA MUSEUM OF ART & HISTORY

OMAH 2021

BY THE NUMBERS

77 children participated in in-person summer camps

950 children attended virtual education programs



 **7,466**

Instagram reach

 **1,765**

Twitter followers

 **27,843**

YouTube views

 **101,858**

Facebook reach

76 community programs held

466 in-person attendees

1,115 virtual attendees



600 members

224 of them new

19,811

artefacts

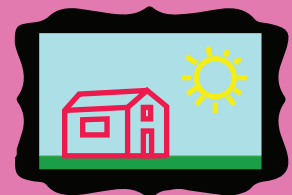


3,319 volunteer hours

11 exhibitions
in **4** galleries

\$48,165 in fundraising

\$62,867 in donations



OMAH VISION

EXPLORE

INSPIRE

CELEBRATE

OMAH MISSION

Provide inclusive space to engage the community, inspire creativity and celebrate culture by exploring art and history.

STRATEGIC PRIORITIES

1. Inspired Programming

2. Inclusive Engagement

3. Responsible Stewardship



INSPIRED PROGRAMMING

STRATEGIC GOAL

Design, develop and deliver in-person, virtual, and hybrid (arts and history) programs that engage with a diverse demographic by making connections with the community.

Strategic Change Initiatives

- Balance representation of art and history in programmes, collections, and exhibitions, in dynamic and contemporary ways that stimulates and engages all audiences
- Diversify and provide inclusive programming for OMAH stakeholders
- Increase OMAH's profile and appeal to stakeholders by providing equitable, inclusive, and accessible programs and exhibitions

Inclusive Engagement

STRATEGIC GOAL

Design, develop, and deliver programs that exemplify diversity, inclusivity and equity.

Strategic Change Initiatives

- Develop a digital strategy to expand accessibility for our diverse stakeholders
- Identify and address engagement gaps within the collection, exhibitions, and programming
- Enhance communications to reach a fuller, more inclusive demographic in our served community

Responsible Stewardship

STRATEGIC GOAL

Further develop a strong staff team working in partnership with OMAH volunteers to achieve our annual operating goals/targets.

Strategic Change Initiatives

- Develop a strategy to review staff roles and responsibilities and for succession planning
- Enhance meaningful opportunities for volunteers to optimize support for the museum
- Ensure appropriate human resources are in place to oversee and deliver effective programs and services

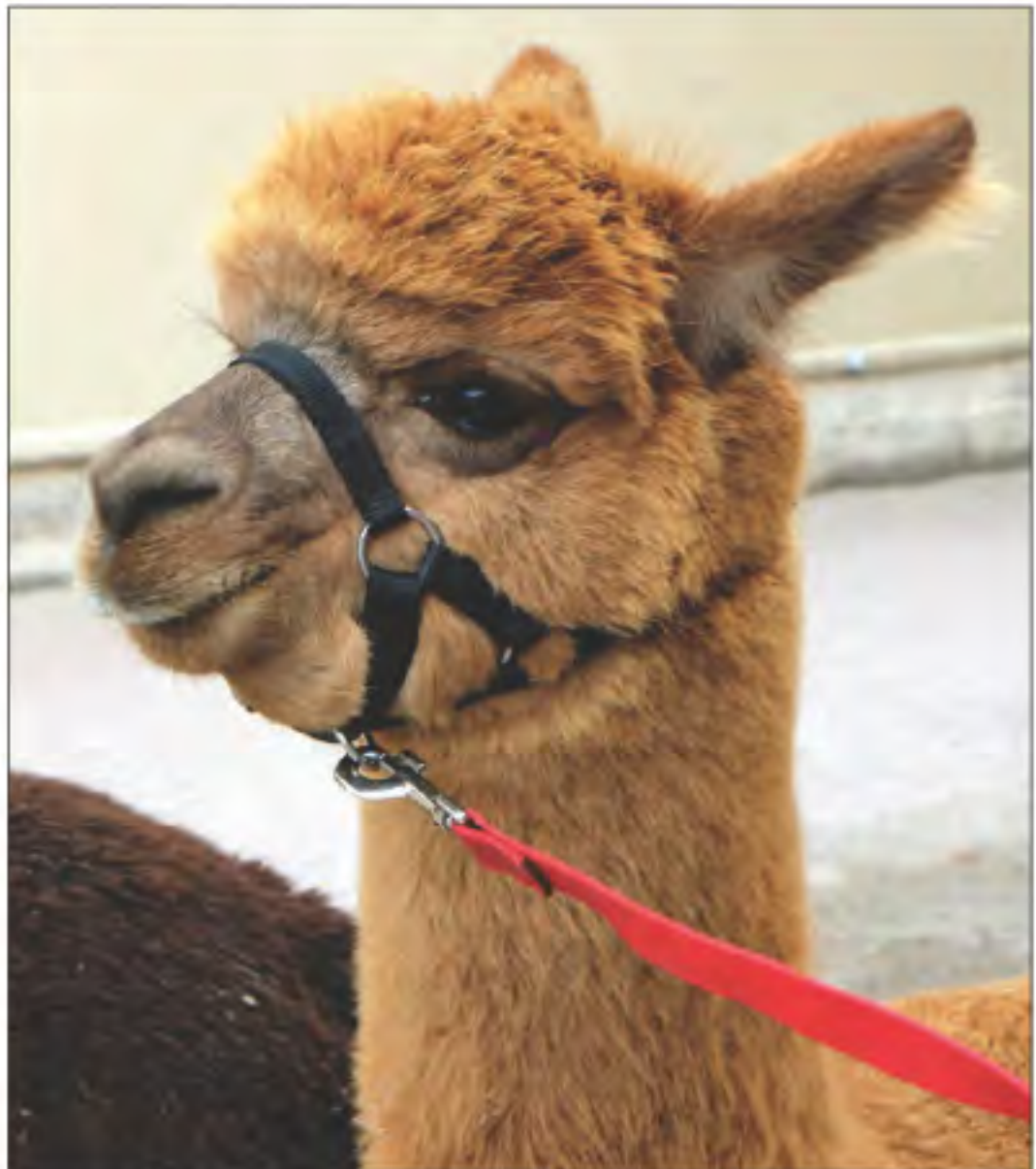
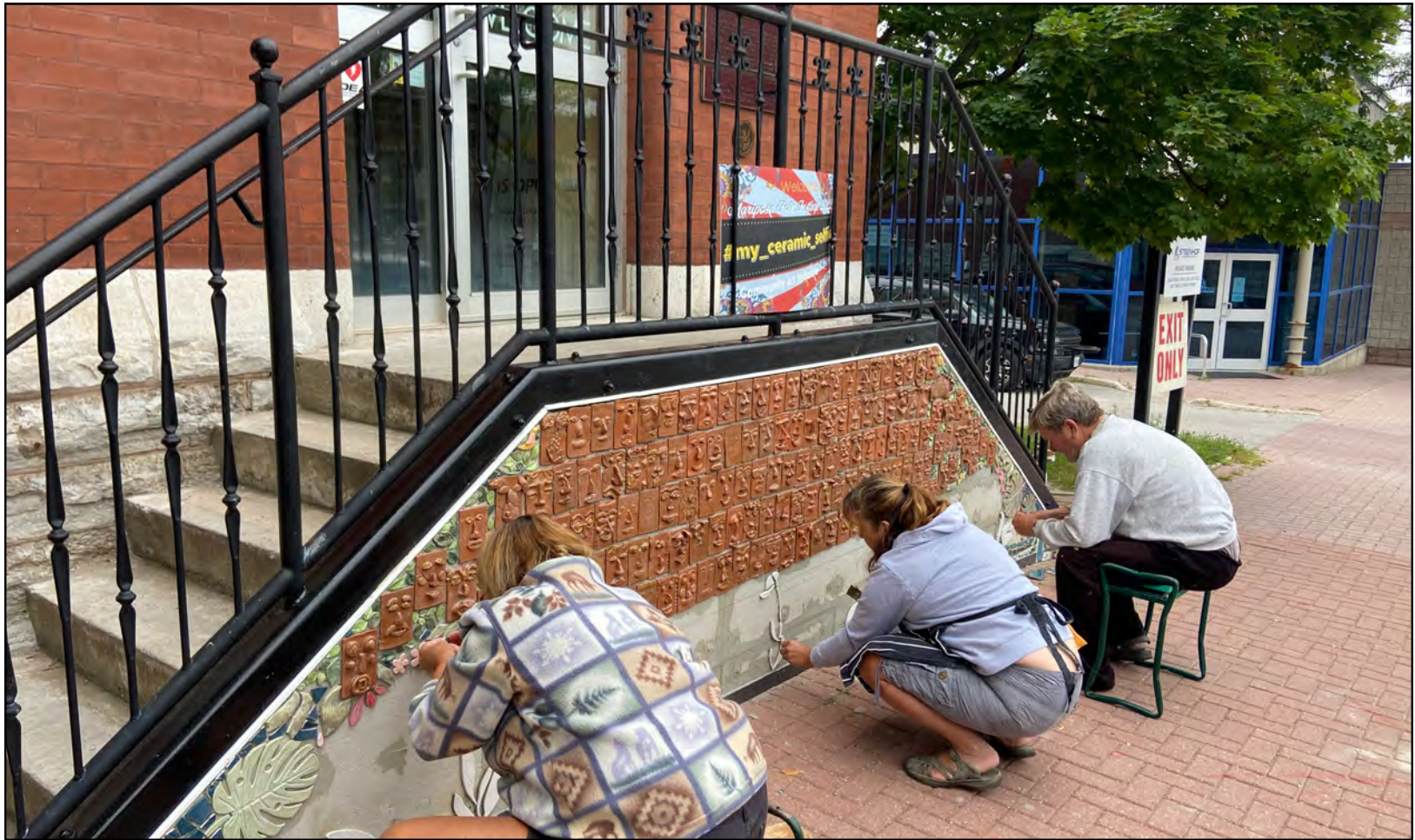
Responsible Stewardship

STRATEGIC GOAL

Promote best governance practices through regular policy updates, vibrant board and committee structures and regular stakeholder feedback.

Strategic Change Initiatives

- Build partnerships with persons, organizations, and entities to share tangible and intangible resources
- Engage stakeholders fully to accelerate the pace of fundraising to meet existing and future needs from a variety of sources
- Develop a resource plan to address short and long-term growth







PHOTOGRAPHS © ORILLIA MUSEUM OF ART & HISTORY

IN CONCLUSION

OMAH is an essential service to our community. Our job is to hold a mirror up to Orillia and area to stimulate and guide discussions around the arts, heritage, and culture and their importance to our wellbeing and to our future.

OMAH's strategic plan ensures that each successive year we continue to build upon our progress and set goals and targets that are aligned with our goals and initiatives.



Published 2022 by Orillia Museum of Art & History Press Design and
editing by Philip Jackman, Mikenna Richardson, Monica Szegvary

ACKNOWLEDGEMENTS

2022 OMAH BOARD OF DIRECTORS

Stephen Davids, Trish Crowe-Grande, Douglas Frost, Donald Philip, Ted Duncan, Scott Allington, Steph Dunn,
Janet Houston, Shannon Jackman, City of Orillia Council Representative Ted Emond

Ninette Gyorody, Executive Director

2022 STRATEGIC PLAN STEERING COMMITTEE - COMMUNITY STAKEHOLDERS

Catherine Allman, Fred Blair, Sheila Davis, Lise Kwekkeboom, Dave Osborne, Catherine Phillips, Paul Raymond

STAFF

Monica Szegvary, Operations Coordinator
Tanya Cunningham, Arts Programming Coordinator
Lindsay Earle, History Programming Coordinator
Mikenna Richardson, Museum Assistant



30 Peter Street South, Orillia, Ont. L3V 5A9
www.orilliamuseum.org 705 326 2159 visitors@orilliamuseum.org



INSPIRING CREATIVITY AND CELEBRATING HISTORY