

STRATEGIC PLAN



2026-2029



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WHO WE ARE



The Orillia Museum of Art & History (OMAH) is a key cultural institution in downtown Orillia, dedicated to preserving, presenting, and advancing the city's artistic and historical heritage. Currently located in the city owned Sir Sam Steele Memorial Building, OMAH functions as a vibrant community hub where art, history, education, and cultural exchange intersect. Formed in 1999 through the merger of the Sir Sam Steele Art Gallery and the Orillia Historical Society, OMAH brings together visual arts and local history under one inclusive and evolving institutional vision.

Rooted in the heritage of Orillia and area, OMAH features ever-changing exhibitions that blend artistic expression with historical discovery. With a permanent collection of more than 23,000 artefacts and works of art, the museum delivers a wide range of exhibits, educational programs, workshops, camps, and community events designed to engage diverse audiences across generations. Through this mix of exhibitions and programming, OMAH balances stewardship of heritage with contemporary, creative expression.

Today, OMAH is widely recognized as a cultural hub with growing relevance to community life, tourism, and downtown vitality. Orillia has changed since OMAH first opened its doors 26 years ago with population expansion that includes young families, multigenerational homes and newcomers to Orillia. As it responds to changing audience expectations, equity and inclusion commitments, and operational realities, the museum continues to position itself as a safe, inclusive place of learning, inspiration, and connection, one that reflects Orillia's past while actively shaping its cultural future.



Our Mission

Rooted in our collection and commitment to heritage stewardship, OMAH **engages people** of all ages through **authentic community driven art, history, and learning experiences.**

Our Vision

OMAH will be a sustainable, vibrant and inclusive cultural hub for Orillia and area, where **art, history, and culture** come together to **inspire connection, curiosity, and creativity.**



Our Core Values

GOOD GOVERNANCE & STEWARDSHIP

STRONG FISCAL MANAGEMENT

DIVERSITY, EQUITY, INCLUSION AND
ACCESSIBILITY

COMMUNITY PARTNER AND
COLLABORATOR



Our Structure and Strategic Plan Development Process

OMAH's organizational structure is guided by its members, with governance provided by the Board of Directors. The Board holds fiduciary and strategic responsibility for the organization, ensuring accountability, financial oversight, and alignment with OMAH's mission, vision, and values. The Board supports the Executive Director and staff, who work collaboratively with volunteers and committees to deliver programs, steward the collection, and advance organizational priorities in service of the community. Staffing assignments and roles may be adjusted as needed to support the objectives outlined in this strategic plan. Any changes will be implemented to ensure the museum can effectively meet its goals and respond to evolving community needs.



This strategic plan was developed using a combination of community input, internal perspectives, and sector best practices. Engagement activities were designed to ensure the strategy reflects both organizational realities and community needs/aspirations.

Between May and October 2025, input was gathered through an externally focused survey of members and the broader community, alongside an internally focused survey of staff and volunteers. In-market conversations were conducted through pop-up engagements to capture feedback from Orillia residents in informal, accessible settings. Four focus groups were held with key stakeholders to explore OMAH's role, priorities, and opportunities in greater depth. Two Board workshops were also held to support collective strategic visioning and alignment on future direction during the development process.

The engagement findings were complemented by a review of relevant best practices in the museum and art sector. Together, these inputs informed the development of OMAH's mission, vision, values, strategic goals, objectives, and performance measures.



2026-2029 Organizational Goals



GOAL 1: STRENGTHEN ORGANIZATIONAL CAPACITY AND FINANCIAL SUSTAINABILITY

PERFORMANCE MEASURES

- Long-term space stability secured
- Improved fundraising return on investment and donor retention
- Development of new revenue stream(s)
- Improved cost recovery rate for programs
- Improved utilization of space by day-of-week



OBJECTIVES

1. Secure long-term space stability & optimization
2. Align staffing structure with strategic and revenue priorities
3. Diversify and strengthen revenue streams to deliver our core purpose
4. Improve accessibility



2026-2029 Organizational Goals

GOAL 2:

STRENGTHEN OMAH'S VISIBILITY, RELEVANCE, AND AUDIENCE GROWTH THROUGH A CLEAR VALUE PROPOSITION AND ACTIVE ENGAGEMENT

OBJECTIVES

1. Enhance In-Gallery, Community and Digital Experiences to expand connection with a broader audience.
2. Strengthen current strategic partnerships while continuing to build meaningful partnerships with Indigenous communities, educational institutions and other underrepresented organizations.

PERFORMANCE MEASURES

- Increased in-person and digital engagement
- Improved SEO
- Increased collaborative partnerships
- Enhanced website for mobile and digital ease-of-use



Closing



While this strategic plan provides a clear framework and direction for the next phase of the museum’s growth, it is intended to remain a living document rather than a fixed roadmap.

The strategic plan will be reviewed on a regular cadence typically through quarterly check-ins and an annual comprehensive review. Leadership will propose updates as needed, and all changes will require board approval. All revisions will be documented and communicated to ensure the plan remains current, accountable, and aligned with organizational priorities.

Our Team

Board Members

Trish Crowe-Grande: Board Chair
Abby Sirisegaram-Cole: Vice Chair
Jessica Allen
Steph Dunn
Janet-Lynne Durnford
Daniel Greaves
Ronda Hales
Matthew Jenkins
Kyle Peacock
Dr. Donald Philip
Jo Ann Warren

Employees

Ninette Gyorody: Executive Director
Monica Szegvary: Operations Coordinator
Hannah Arndt: History Programming Coordinator
Vanessa Santala: Development Officer

Amber Stoneman: Co-op Student and Assistant Curator