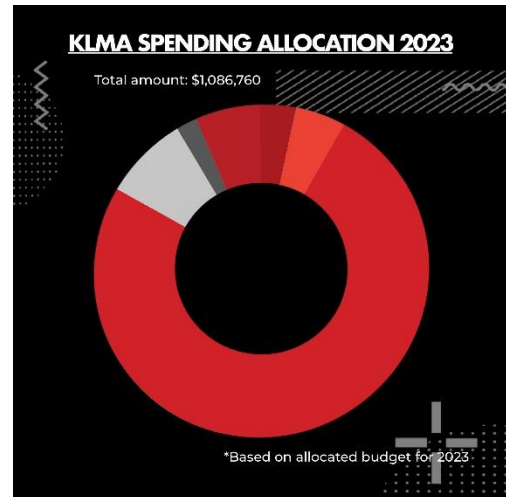


KAWARTHA LAKES
MUSEUM & ARCHIVES

2023 Budget Allocation Brief

The following budget has been approved by the Board of Directors of the Kawartha Lakes Museum & Archives. All figures are based on previous year amounts, relevant project expenses, approved and highly expected grant project funding and other anticipated revenues. Should any revenue line item differentiate during the course of the year, the associated expenses shall be similarly adjusted.

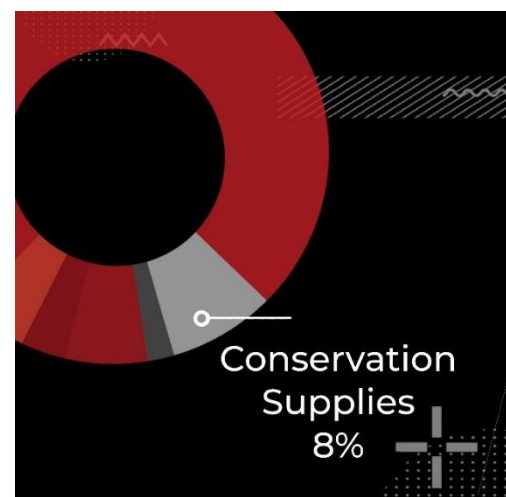
The Museum operates on a strictly cash basis and does not incur any debt, nor has a line of credit. This is to ensure a stable and healthy financial position at all times. The total approved budget is **\$1,086,760 for 2023.**

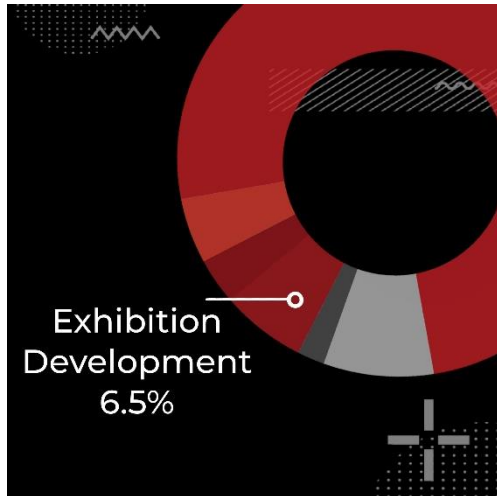


In reference to the request for staffing/payroll assistance in the amount of \$250,000 from the City of Kawartha Lakes, we have included that amount in this budget. This amount will go towards the payment of General Wages (see also reference note 15). It will secure positions such as Managing Director, Collections Manager, Archivist and Digital Content Curator to ensure the high level of skills required both in managing the museum operations, as well as our extensive collection. These positions also ensure our ability to oversee other project grants and provide educational and work placement opportunities. The total staffing/fee for

service budget including all expected grants for 2023 is **\$813,182.** The request from the city falls within this amount. The \$250,000 allows us the opportunity to generate additional employment payouts in the amount of \$563,182. Wages account for 75% of the 2023 budget.

Conservation supplies shall always be a large budget item for the museum, whether archival boxes and materials, shelving, display cases or appropriate mounts and mannequins. This year, a large portion of our conservation budget of **\$90,500** shall go towards more archival boxes as well as several new archival display cases and conservation mannequins to support our military collection and exhibit display. This year, the museum will focus on the local war effort and support through the WWII era.

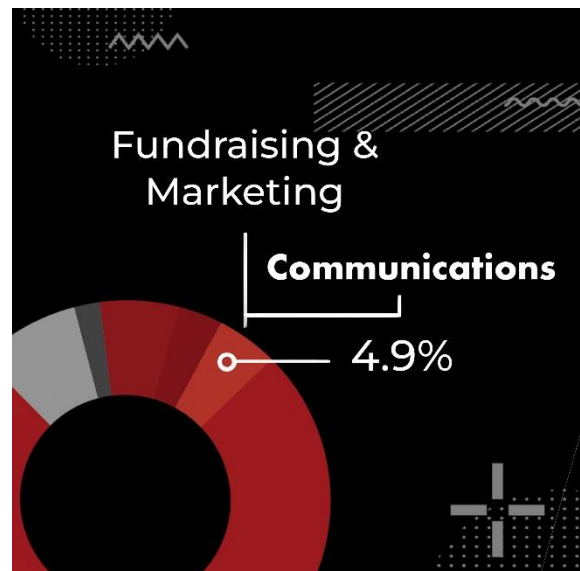




Exhibition development shall continue through 2023 with several new exhibits, both within the museum location and virtually. These projects include ***The Giants of Lindsay: J. D. and William Flavelle*** for Digital Museums Canada, as a natural extension of our recent in person exhibit that was so well received by our community. Two new large scale digitization projects through Canadian Heritage – Museum Assistance Program (Digital Access to Collections) that will encompass ***Our Past Through the Lindsay Daily Post***, and ***The Art of Collecting*** which features the art and object collections of Jean Laidlaw Shields and Margaret

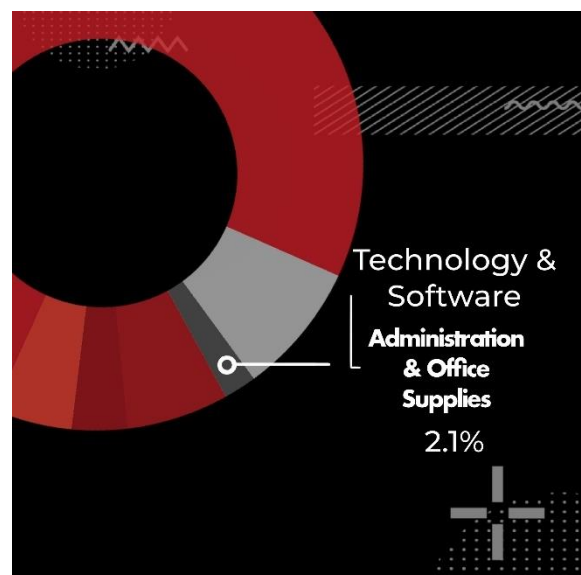
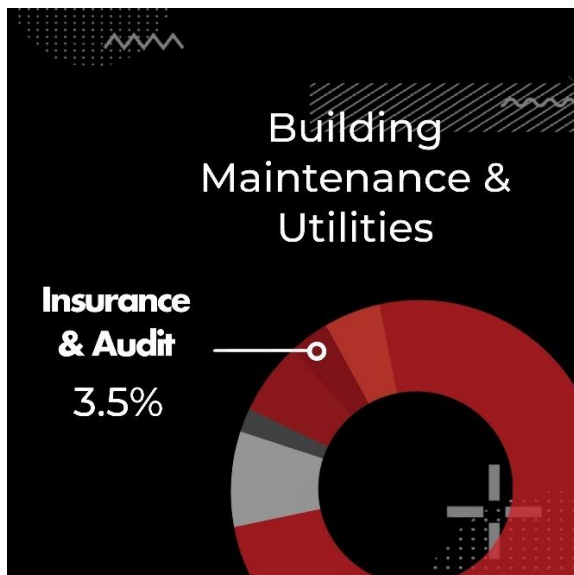
Laidlaw Woodrow. All three of these digital projects will be offered in both official languages. Other exhibit curation projects shall include a reimaging of ***A Mighty Fortress*** - the jail history, to include the settlement of the city block, and how that defined the creation of Victoria County. The third and final evolution of the ***Old Mill: 14-18 Kent St E*** exhibit to feature the Needler/Sadler milling years which was essentially the creation of the mill originally will complete the multi-year retrospective of this historic property. Finally, the launch of a new 2nd floor exhibit, ***Life, Death and Victorian Sentiment***, a deeper look at the mourning culture of Victorian era fancywork wreaths. Several other shoulder exhibits are in development, as well as continuing work towards the 2024-2025 exhibition schedules. Total project amounts for Exhibition Development amount to **\$70,014** of the total budget.

Fundraising is an ongoing necessary expense in any non-profit setting. We roughly budget 10% of the sponsorships and individual donor revenues towards ongoing fundraising. Marketing for the 2023 budget will be largely included in a variety of different project grants, either to support specific exhibit or project launches, in support of our tourism marketing or from our general revenues to support our ongoing general marketing year-round. Part of this budget will include a mail-walk/online survey campaign wherein a 6x9” double-sided mailer will be delivered to every single household in Kawartha Lakes to advertise the museum, it’s services, as well as to ask for community feedback on a number of topics. We take our commitment to providing an all-encompassing museum for our community members as a main priority, in addition to providing a tourist attraction to City visitors. The fundraising budget for 2023 totals



\$52,863 and encompasses hard copy ads, newspaper advertising, print publications such as Exploring Lindsay booklet and a variety of digital formats and platforms.

The balance of the categories encompasses the day-to-day operations of a public building and the ongoing legislated requirements of a non-profit organization. Expenses are largely the same year to year, accounting for inflation. This 2023 budget is distinguished in the addition of a couple of capital/infrastructure items including a new technology piece of hardware – specialized archival quality negative scanner – and the upgrade of our internet services to support our increased staff complement and capacity requirements. Building, Maintenance et al from the left-hand graph total **\$32,700** in the budget, while Technology, Software, Admin et al from the right-hand graph total **\$22,500**.



INCOME	2023 Budget Allocation	Reference Notes
<i>Donations</i>		
Donations at the Door/Online	3000	
Sponsorships	5000	
Individuals	5000	
Total Donations	13000	
<i>Memberships</i>		
Family	680	
Single	1000	
Total Memberships	1680	
<i>Fundraising</i>		
Trivia Nights	2400	
Speaker Series	2000	
Exhibit Donations/Sponsorships	15000	
Box Campaign	3000	
Other Fundraising	50000	
Total Fundraising	72400	
Admissions	5000	
Gift Shop Sales	5000	
Room Rental	1000	
Classroom Visits	1000	
Utilities Coverage	16000	
CKL Wage Contribution	250,000	
Collections Deferred Revenue	1000	
Misc. Revenue	0	
GST/HST Rebates	10,000	
Total Other Revenue Sources	289000	
Grant/Sponsorship Income		
2023 Grant Expectations		
YCW Heritage Internship Grant 2022	5850	*1
YCW Heritage Internship Grant 2023	34,410	*2
Canada Summer Jobs	64,500	*3

DMC Grant - Flavelle	15,000	*4
MAP Other Grants to be applied for in 2023 (Indigenous)	100,000	*5
MAP Exhibition Circulation Fund	15,000	*6
Tourism Relief Fund	15,000	*7
Ontario Trillium Foundation	8,700	*8
MAP Digital Access To Heritage - Art of Collecting	21,624	*9
MAP Digital Access To Heritage - Lindsay Post	119,710	*10
Lindsay Legacy CHEST Fund	70,000	
MAP Collections Management Fund - Military	50,000	*11
MAP Collections Management Fund - Cosh	50,000	*12
OTF Resilient Communities Grant - Round 4	88,200	*13
Total Grant Income	657,994	
Total Income	1,034,074	
EXPENSES		
<i>Administration</i>		
Printing and Copying	800	
Bank Charges	500	
Memberships - Professional Organizations	600	
Licenses/Subscriptions	6,000	*14
Administration	2,000	
Board Development	500	
Volunteer Support	500	
Office Supplies	2,000	
Insurance General	4,500	
Hydro/Water	16,000	
Accounting/Audit	10,000	
Bookkeeping	2,000	
Miscellaneous	500	
Building Maintenance	2,000	
Gift Shop Expenses	2,500	
Total Administration	50,400	

Staffing		
Wages	286,500	*15
Wages/Costs	60,000	*16
Staff Training	500	
Total Staffing	347,000	
Communications		
Internet	4,500	*17
Website Domain/Hosting	600	
Telephone	600	
Total Communications	5,700	
Curatorial/Collections		
Storage/Conservation Supplies	3,000	
Conservation/Restoration Fee for Service	1,000	
Acquisitions	1,000	
Exhibit Development	10,000	
Exhibit Marketing	500	
Exhibit Rentals	0	
Total Curatorial	15,500	
YCW Heritage Internship Grant 2022	5,850	
YCW Heritage Internship Grant 2023	34,410	
Canada Summer Jobs	64,500	
DMC Grant - Flavelle	15,000	
MAP Other (Indigenous)	100,000	
MAP Exhibition Circulation Fund	15,000	
Tourism Relief Fund	15,000	
Ontario Trillium Foundation	8,700	
MAP Digital Access To Heritage - Art of Collecting	21,624	
MAP Digital Access To Heritage - Lindsay Post	119,710	
Lindsay Legacy CHEST Fund	70,000	
MAP Collections Management Fund - Military	50,000	
MAP Collections Management Fund - Cosh	50,000	
OTF Resilient Communities Fund - Round 4	88,200	

Total Project Grant Expenses 2023	657,994	
<i>Fundraising</i>		
Fundraising	5,000	
Total Fundraising	5,000	
<i>Marketing</i>		
Explore Kawarthas Booklet	165	
Facebook/Social Media Ads	600	
General Marketing - Print Materials	1,000	
Marketing	1,765	*18
<i>Education Programs</i>		
Education Programming	300	
Research Expenses	100	
Total Education	400	
Total Expenses	1,083,759	
Income-Expenses		
	-49,685	*19
Cash Carry forward from 2022	<u>65,056.72</u>	
Surplus/Deficit	15,371.72	

Reference Notes *

1. balance 2 positions until Feb. 25 (\$10,080)
2. * 2 positions 22 weeks \$34,410
3. * 12 positions 8 weeks \$64,500
4. * 2 fee for service contracts \$9000
5. * 2 positions 1 year (\$49,000 and \$38,500)
6. * fee for service contract \$2000
7. * 1 position \$5000
8. * balance 1 position until Apr 16 - prepaid (\$18,600)
9. * 1 position 18 weeks \$12,600
10. * 2 positions 1 year (\$49,000 and \$35,000)
11. * 1 position 1 year \$40,000
12. * 1 position 1 year \$40,000
13. * 1 position 1 year \$54,250, 2 PT 8 hours per week/year \$15,872 combined
14. * upgrade of Past Perfect and other new software licenses
15. * Managing Director \$75,000-85,000, Collections Manager \$55,000-65,000, Archivist \$55,000-65,000, Digital Content Curator \$42,000, Front of House - Museum Interpreter \$29,500 (Range total \$256,500-286,500)
16. * MERCs on general wages (grant contracts have MERCs included)
17. * internet upgrade to accommodate capacity requirements
18. * heavy amounts of marketing within project budgets
19. * this amount is reflective of partial grant monies received in 2022, as well as planned spending from the 2022 surplus revenues