



**SCUGOG SHORES  
MUSEUM**  
Village and Archives

**2025**

**ANNUAL  
REPORT**

# **SSMVA OVERVIEW**

Scugog Shores Museum Village and Archive is a vibrant historical museum that includes 11 restored buildings, heritage flowers and gardens with the goal to showcase vibrant stories that engage our community.

## **VISION**

Scugog Shores Museum Village and Archive aims to provide each resident and visitor with a better understanding of Scugog and rural Ontario history and our First Nation Heritage.

## **MISSION**

Our mission is to preserve, research, interpret and exhibit items that will serve to illustrate and promote the history of the Municipality and the Lake Scugog area.

# SPECIAL PROJECTS

- New Museum Sign
- Visitor Growth Plan
- Archive Re-Organization
- Department Restructure
- Native Plants and Birds Trail



## Visitor Growth Plan

SSMVA staff worked with Central Counties Tourism, local tourism operators, organization, and residents to develop a Tourism Growth Plan (2025-2028). Within this plan there are goals and actions placed to increase community connections, cultural engagement, and visitation to the Museum and the surrounding area. Steps have already been taken this past year to follow through on these goals.

## Archive Re-Organization

Our volunteers have been working hard at taking inventory of the archival material and re-organizing the photo collection. This information is valuable in creating a clear Finding Guide of what we hold in the archive.



## Native Plants and Bird Trails

Multiple bird houses have been placed around the Museum grounds with the hopes of encouraging a rich natural environment while supporting native birds and other wild life. Native plants such as Bee Balm and Black-eyed Susan have been planted around the wigwam in the Ojibwa Heritage Interpretive Lands to aid pollination.

# EVENTS AND PROGRAMS

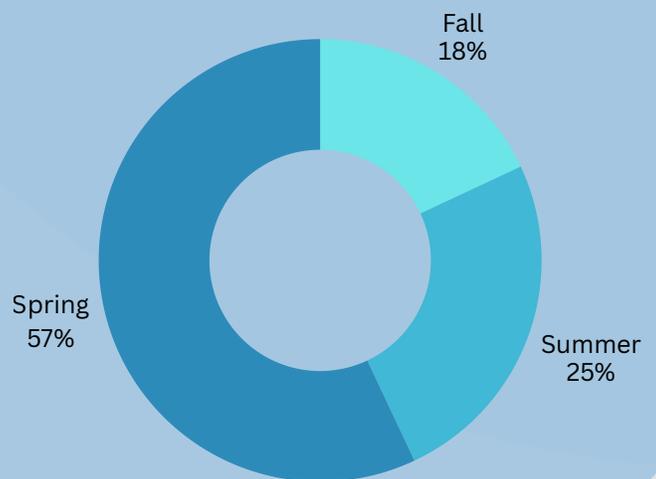
SSMVA held 13 events on the museum grounds from May to October. We also welcomed 17 school and organization groups through our year-round booked programs.

## Selected events:

- NEW Mother's Day Murder Mystery: Mum's The Word
- 55<sup>th</sup> Annual Canoe the Nonquon
- 4<sup>th</sup> Annual Northern Ramblers Car Show
- Summer workshop series: Leathercraft and Art in the Village
- Museum After Dark with the Paranormal Seekers
- NEW Guided Tours: Spooky Scugog
- 7th Annual Adventures at the Boo-seum



Events and Programs Attendance per season



**New this year:** SSMVA staff created speaker series events to compliment Theatre on the Ridge's summer shows. We also expanded these lectures to be included our outreach speaker series options!

The museum contributed a booth with information and activities during:

- Family Day at the Scugog Community Recreation Centre (February): 13% increase in booth interactions
- Purple Woods Maple Syrup Festival (March Break): 287.7% increase in booth interactions
- Canada Day at Palmer Park (July) : 104.4% increase in booth interactions



# AUDIENCES AND THE VILLAGE



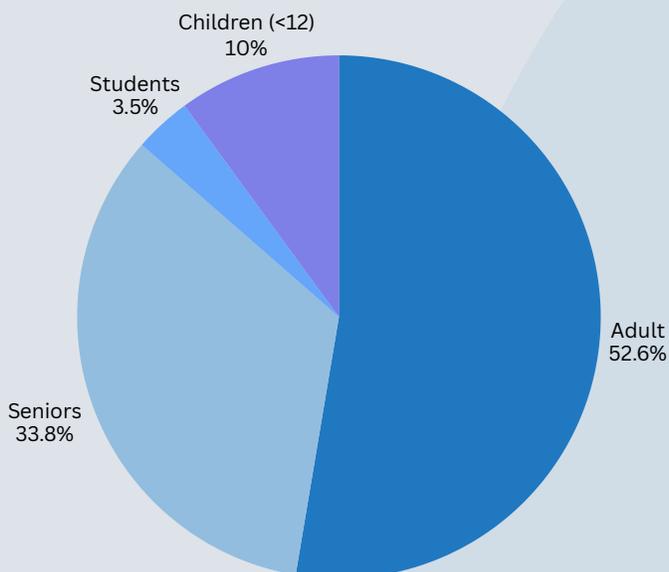
SSMVA was open for general admission from May 21 to August 31, 2025. General admission allows visitors to choose a guided or self-guided tour option of the village grounds, and is available Wednesdays to Sundays, 10:00 am to 4:00 pm.

Visitors experience audio tours or a personalized tour within our 11 heritage structures. This year, the Rodman Cabin was re-opened in July. Rodman Cabin moved from its previous home on our grounds to a new foundation, next to the Ojibway Heritage Interpretive Lands. It hosted ‘Miijim: Traditional Foods of the Lake of the Woods Anishinaabeg’ from May 24 to December 5.

Exterior signs are also a new addition to the site. These signs give contextual information about the heritage structures on site, and are a project we wish to continue each year until every building has a new sign.



Admission Visitor Demographics



# MARKETING OVERVIEW

Total Impressions



**262 407**

Total Engagements



**7 629**

Total New Followers



**434**

## Media Highlights in 2025

### Newsletter

As of this year the Museum has been sending out regular Newsletters which have featured event highlights as well as featured articles based on personal historic interests of the Museum Staff.

### Google Arts & Culture

Our site attracted 1,320 users over the year with 2,535 pages viewed. Including a new virtual exhibit titled *Mark Making* which tells the story of historic artists, such as Jimmie Frise and Gertrude Spurr-Cutts, who worked and lived in Scugog.

### Museum Minutes

With the help of summer staff the museum posted educational videos on Instagram and Facebook.

### Promotional Material

Scugog launched Lamar bus advertisements as well as Curbex signs that were seen around Durham.



Total Followers Breakdown

From 2024

Facebook	<b>2402</b>	↑ 4%
Instagram	<b>1301</b>	↑ 11%
BlueSky	<b>276</b>	↑ 364%
LinkedIn	<b>77</b>	↑ 108%

# OUR COLLECTIONS IN 2025

## BEFORE



In 2025, the museum received an amazing grant to help us with our collection space. The Government of Canada's Museum Assistance Program - Collections Management stream (MAP) aims to help institutions with storage projects, like that in our storage warehouse.

Built in 2019, this warehouse stores all collection material that is not on display in buildings around the site.

## AFTER



The funding received from MAP allowed us to reorganize, inventory, and purchase new materials to better house the collection. In 2025 10,847 artifacts and archival documents were inventoried and rehoused into safe, long-term storage locations. The funding also enabled us to buy a purpose-built art storage rack to safely and conveniently store the museum's artwork, including works by Jimmy Frise and Gertrude Spurr Cutts.

The museum received 23 donations this year. Highlights of our donations include a stained glass window from the Grace United Church (Scugog Island), which closed in June this year, and the Port Perry Star newspaper collection from the 1850s to 2002.



# FUNDING FOR THE MUSEUM

Scugog Shores Museum is supported by an operating and capital budget through the Township of Scugog. We also received funding from multiple sources throughout the year to support larger projects and initiatives at the museum.

- Government of Canada, Museum Assistance Program (Collection stream): \$44 600 for collection supplies and part time staffing
- Government of Canada, through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario): \$55 000 to develop a tourism growth plan and support off-season staff
- Canadian Museum Association, Young Canada Works program: \$15 400 for summer and fall seasonal support staff
- TD Friends of the Environment Foundation: \$14 000 to revitalize the Ojibway Heritage Interpretive Lands native plant section and programming
- Government of Ontario, Community Museum Operating Grant: \$19 000 for general operating costs
- Various individual donations and sponsorships to support programming, exhibition work, and artifact preservation





Thank you for  
another great  
year!



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