

To:	Warden Hicks and Members of Grey County Council
Committee Date:	February 11, 2020
Subject / Report No:	EDTC-CW-04-21
Title:	Grey Roots Children’s Gallery Sponsorship
Prepared by:	Jill Paterson, Manager of Museum & Archives Claudette Martin, Engagement Manager
Reviewed by:	Savanna Myers, Director of Economic Development, Tourism & Culture
Lower Tier(s) Affected:	All
Status:	Recommendation adopted by Committee as presented per Resolution CW42-21; Endorsed by County Council February 25, 2021 per Resolution CC24-21

Recommendation

1. **That Report EDTC-CW-04-21 regarding the Grey Roots Children’s Gallery Sponsorship be received for information; and**
2. **That the Children’s Gallery at Grey Roots be named Zooz’ Place for the sponsorship period of 2021 to 2025.**

Executive Summary

In November 2019, staff at Grey Roots Museum & Archives were approached by Fairmount Security Services to propose funding support for the development of a Children’s Gallery at the museum. The proposal was met with great excitement given the strategic direction staff were pursuing to enhance the experiences for children to better support families as a targeted audience demographic.

Fairmount Security Services generously offered the amount of \$20,000 over the course of five years, \$6,000 in the first year and \$3,500 per subsequent years. The project and sponsorship were put on hold in 2020 with the onset of the pandemic; however, staff and sponsor are eager to move forward in 2021 as plans for recovery begin to take shape.

Background and Discussion

The Grey Roots Strategic Plan 2016-2020 recommends the “provision of fun, engaging and memorable family experiences”. The Plan identifies families as a core constituency in Grey County and a market that could be more actively attracted to visit the museum.

In 2019, staff took a step back to review and re-assess successes and opportunities, investigating ways to create more accessible experiences and services. Children, parents, grandparents, guardians and caregivers were recognized as a priority audience. In addition to this, children’s services offered through childcare, camps and community programs were also identified as a market to leverage.

A Children’s Gallery attracts families and groups looking for engaging and educational activities, while making better use of Grey Roots’ main building facility. Thanks to the generous support of Fairmount Security Services, staff will have the resources necessary to implement minor renovations and make unique equipment purchases to better serve Grey County families.

The Children’s Gallery at Grey Roots Museum & Archives will house a playful, interactive learning space for children of varying ages to explore Grey County stories. Unique, child-focused, and relatable objects from the Museum collections will be paired with lively wall murals, hands-on items and expressive text in order to support the exploration of nature and history from a Grey County perspective.

Children (and caregivers) will engage in learning through quiet reading spaces, bustling building activities, art projects and games. The space will be animated by staff and special guests who will lead scheduled programs and activities.

For the duration of the agreement, the sponsorship of the Children’s Gallery will be recognized through select marketing benefits, on-site signage and through the naming of the gallery as ‘Zooz’ Place’. The name is in playful recognition of Fairmount Security Service’s trained security dog, Zooz.

Staff are keen to recognize this generous sponsorship and launch a dedicated, year-round Children’s Gallery at Grey Roots and are confident that the equipment and experience will have reach well beyond the five-year sponsorship agreement.

Legal and Legislated Requirements

In accordance with the Corporate Asset Naming Policy, County Council approval is required in the naming/renaming of Grey County assets, including, buildings and rooms or features therein. The naming of a County asset may be considered when, providing recognition of donations, sponsorships and joint ventures.

Financial and Resource Implications

The Fairmount Security Services agrees to make a cash contribution to Grey Roots Museum & Archives in the amount of \$20,000. The contributions will be made according to the following schedule. The Fairmount Security Services may add to or accelerate the completion of this pledge at the Sponsor's discretion:

Installments	Payment Amount	Due Date
Initial contribution	\$6,000	Upon signing of this Sponsorship Agreement (2021)
Four (4) subsequent contributions	\$3,500	Annually on anniversary of the Initial Contribution (2022, 2023, 2024 and 2025)
Total	\$20,000	

The sponsorship amounts will be received by Grey Roots Museum & Archives as revenue to a budget line specifically earmarked for the development and implementation of the Children's Gallery.

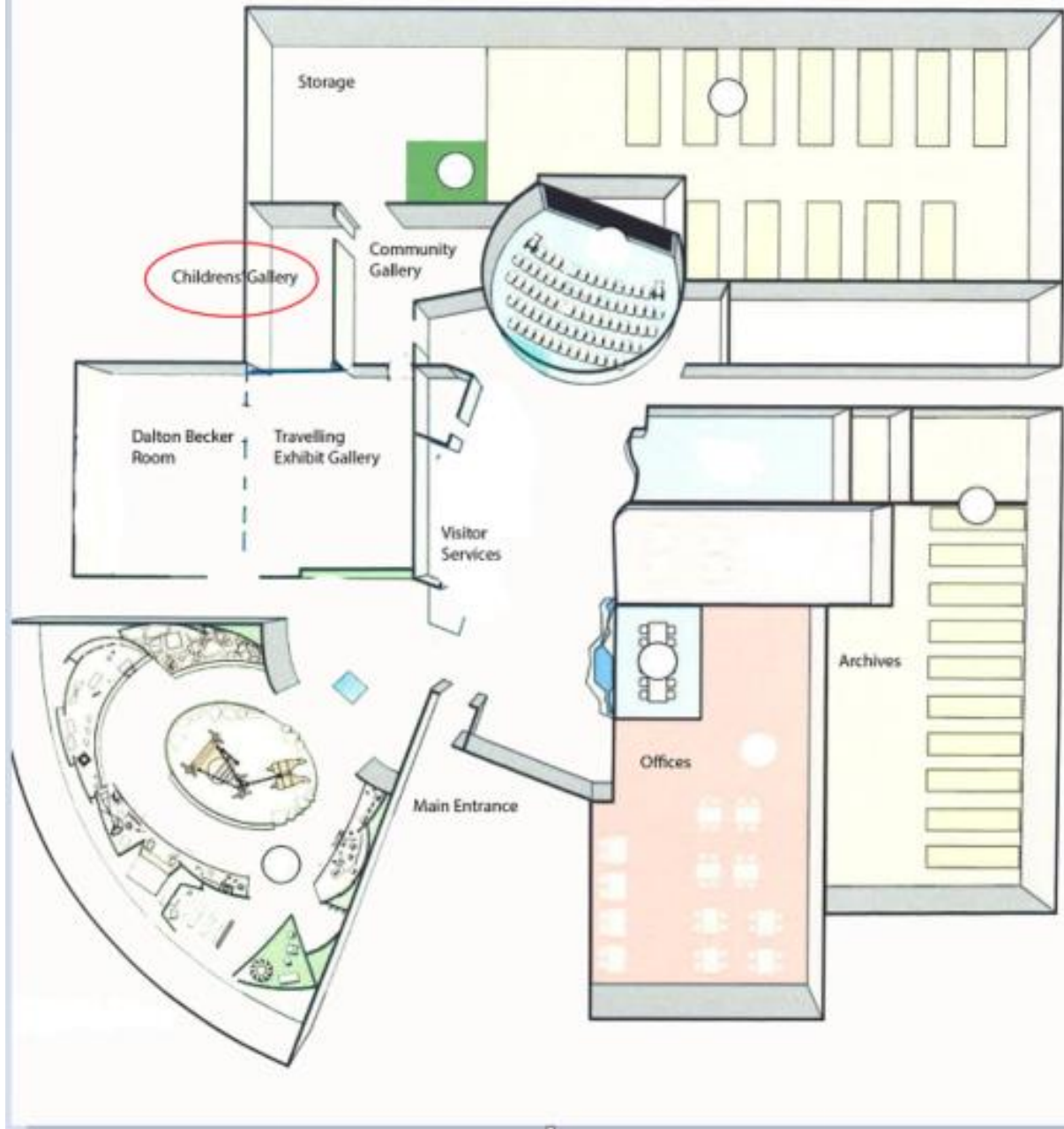
Relevant Consultation

- Internal – Grey Roots, Finance, Clerks, Communications
- External – Fairmount Security Services

Appendices and Attachments

[Corporate Asset Naming Policy](#)

Grey Roots Museum and Archives Facility Map



Children's Gallery Rendering

