

## Report CCR-PCD-12-14

**To:** Chair Wright and Members of the Planning Community  
Development Committee

**From:** Lara Javalyn, Community Relations Coordinator

**Meeting Date:** July 22, 2014

**Subject:** Reciprocal Admission Agreement

**Status:** Recommendation adopted by Committee as presented per Resolution  
PCD85-14; Endorsed by County Council CC115-14 August 5, 2014;

### Recommendation(s)

**WHEREAS** each of Grey County, Bruce County, Huron County, Region of Waterloo, and Simcoe County is a municipality within the meaning of the Municipal Act, 2001, and as such owns and operates its respective Regional Museum to serve the public and its museum members;

**AND WHEREAS** a Reciprocal Admission Agreement will allow a member of one participating museum to present his/her valid membership card to another participating museum for free admittance on regular admission days;

**AND WHEREAS** a Reciprocal Admission Agreement between Bruce County operating the Bruce County Museum and Cultural Centre, and Grey County operating the Grey Roots Museum and Archives has proven successful from 2009 to present;

**AND WHEREAS** Huron County operating the Huron County Museum and Historic Gaol and the Region of Waterloo operating the Waterloo Region Museum, and Simcoe County operating the Simcoe County Museum have requested to participate in a Reciprocal Admission Agreement with Grey County and Bruce County;

**NOW THEREFORE BE IT RESOLVED THAT** Report CCR-PCD-12-14 be received;

**AND THAT** a Reciprocal Admission Agreement between Bruce County Museum and Cultural Centre, Waterloo Region Museum, Simcoe County Museum, Huron County Museum and Grey Roots Museum and Archives be endorsed;

**AND THAT the Warden and Clerk be authorized to execute the agreement.**

## Background

In October 2008, the Heritage Committee endorsed a Reciprocal Admission initiative with Bruce County Museum and Cultural Centre (BCM&CC). Effective January 2009, this initiative became an additional membership benefit and cross promotion of both museums' events and exhibits. Since the beginning of this agreement, hundreds of Bruce County Museum and Grey Roots members have utilized the Reciprocal Admission benefit and it has proven to be very popular.

Having a Reciprocal Admission Agreement between the eleven members of the Grey – Bruce – Dufferin Network has been explored in past years. Membership fees charged by each facility and the benefits of membership continue to range widely. However, other regional facilities similar in size to Grey Roots, such as Bruce County Museum, Huron County Museum, Waterloo Region Museum, and Simcoe County Museum have comparable or identical fees and benefits.

Due to the success of the Reciprocal Admissions Agreement with Grey Roots, in the past five years, Bruce County Museum has secured independently similar agreements with Waterloo Region Museum and Huron County Museum. The Reciprocal Admissions Agreement would encompass and clarify the agreements with these three facilities and add Simcoe County Museum.

To date, all facilities have reviewed and agreed in principle to the Reciprocal Admission Agreement. As in 2009, Adult, Senior, and Family memberships would receive free general admission to all facilities. Special events and program discounts at both facilities are not part of this agreement. Because definitions of Corporate and Group memberships still differ significantly at both facilities, they would continue to be excluded from this agreement.

## Financial / Staffing / Legal / Information Technology

### Considerations

There are no specific financial, staffing, legal or IT considerations related to this report. It is hoped that the Reciprocal Admission Agreement will increase attendance and community awareness of exhibit, event, and program offerings at all facilities.

## Link to Strategic Goals / Priorities

Goal 3 – securing our place as Ontario’s recreation jewel

3.1 Partner with sector representatives to support and enhance tourist experiences that strengthen Grey County as a preferred four- season destination.

3.3 Champion arts, culture, and heritage initiatives that promote and enhance Grey County’s rich creativity and history.

Goal 4 – making connections

4.7 Work cooperatively with our neighbours on issues of mutual interest, in support of advancing collective aspirations.

## Attachments

[Grey Huron Reciprocal Admission Agreement](#)  
[Grey Simcoe Reciprocal Admissions Agreement](#)  
[Grey Waterloo Reciprocal Admissions Agreement](#)  
[Grey Bruce Reciprocal Admissions Agreement](#)

Respectfully submitted by,

Lara Javalyn,  
Community Relations Coordinator

Director Sign Off: Sharon Vokes