



2020 to 2023 Business Plan

Service: Eldon House

\$0.00

Cost per day for the average rate payer (2020 to 2023)

0.04%

Percentage of the 2020 to 2023 City of London Net Property Tax Supported Budget

Who we are:

- Eldon House is a community museum dedicated to the preservation, presentation and interpretation of London Ontario's "oldest home", through the lens of four generations of the Harris Family.
- Eldon House has a commitment to acquiring, conserving, researching, interpreting, promoting and exhibiting material culture that best illustrates the history of Eldon House and London, the Harris family, and the people who worked in the house from the period of 1834 to 1959.
- The heritage resources of Eldon House are held in the public trust and aim to provide meaningful and enriching engagement, serving a diverse audience of visitors. As well as education and research, the Museum interprets and promotes local, regional and national history.

What we do:

- Eldon House is a distinct community heritage destination, committed to empowering our visitors and participants to: explore and preserve our local and Canadian history through the life and times of the Harris Family; escape to a unique oasis in downtown London; and engage in learning, fun and lived experiences. Eldon House works and partners with

local businesses, museums and not for profit organizations to enrich and strengthen offerings for community engagement.

Why we do it:

- **Traditional** - The *Ontario Heritage Act* provides the City of London with the ability to pass by-laws to designate properties of cultural heritage value or interest. Eldon House is listed on the City of London’s Inventory of Heritage Resources. Eldon House is also recognized as a valuable Historic Site provincially by the *Ontario Heritage Trust* and the *Ministry of Culture and Sport*. Due to the unique value of the collection and accompanying archive material, Eldon House is currently pursuing National Heritage Site Status.

The following table provides an overview of the budget for this services:

Budget Summary (\$000’s)	2020	2021	2022	2023	2020 to 2023 TOTAL
Gross Operating Expenditures	\$419	\$425	\$432	\$438	\$1,714
Other Revenues	-\$124	-\$126	-\$128	-\$130	-\$508
Net Tax Levy Supported Operating Budget	\$295	\$299	\$304	\$308	\$1,206
Total Capital Expenditures	\$0	\$0	\$0	\$0	\$0
Full-Time Equivalents (FTE’s)	4.5	4.5	4.5	4.5	N/A

Reflects 2020 - 2023 Council Approved Budget - January 12, 2021.

The following section provides an overview of the key activities the service plans to undertake from 2020 to 2023 to implement the Corporation’s 2019 to 2023 Strategic Plan, as well as an overview of the risks and challenges the service is anticipated to experience during this period:

Service Highlights 2020 to 2023

Nine metrics were put forward by Eldon House in alignment with the City of London’s Strategic Plan under the “Strengthening Our Community” priority. These metrics expand on Eldon House’s own commitment to:

- Preserving Our Valued Heritage Resources, focusing on the ongoing preservation and narratives associated with Eldon House, its artifacts, diaries and grounds. In order to fully utilize the heritage assets of the site, professional collections management and conservation of the artifacts in combination with regularly changing the narratives/stories are

continually a priority in order to preserve and protect the historical fabric of the collection and heritage buildings, as well as to increase visitor interest and cultural connectivity.

- Achieving Visitor Growth Through Diverse Experiences, connects with the importance to generate greater visitation to Eldon House and participation in its multitude of programs and events, with a particular emphasis in creating visitor experiences that align with the different interests of visitors by age, cultural background, education or other perspectives. This priority involves the use of more virtual and interactive experiences on and off site, as well as active efforts to engage with the key residential and business growth and infrastructure developments that are occurring in the Downtown area in order to generate new visitation, partnerships and to build on other opportunities that are available.
- Building Our Capabilities to Deliver – these enablers include increasing the staff and volunteer skills and levels in order to drive the multiple dimensions of the current operations and proposed Eldon House strategies. It also involves developing a culture of continuous improvement, innovation and creativity, flexibility and adaptability.

Risks and Challenges Anticipated in 2020 to 2023

Short-Term:

- The limited capacity to grow with the current staffing.
- Impact of COVID-19 on visitorship.
- The limitations of the current funding.
- Security of assets and staff/visitors in light of growing issues of vandalism and deviant behavior evidenced regularly on site.

Medium-Term:

- The depth of community awareness and understanding of what Eldon House is.
- Perception of the downtown core as being dangerous/unsavory due to issues of homelessness and drug use, thereby limiting usership of the museum.
- Keeping relevant in the changing visitor demographic.

The service directly supports the following components of the Corporation's 2019 to 2023 Strategic Plan:

Strengthening Our Community

Londoners have access to services and supports that promote wellbeing, health, and safety in their neighbourhoods and across the City.

Expected Result: Continue to invest in culture.

Strategy:

- Maintain the heritage resources of Eldon House to foster an appreciation of London's community and cultural heritage. (SOC-28)

Metric	2019	2020	2021	2022	2023
15 artifacts professionally conserved	3	3	3	3	3
10 key security risks mitigated year over year	2	2	2	2	2
100% of permanent display artifacts digitized	20	20	20	20	20
125 public programs/special events hosted	25	25	25	25	25
115,000 new, returning, and online visitors	21,000	22,000	23,000	24,000	25,000
5% increase in outreach programs	5%	5%	5%	5%	5%
25 corporate and community partners	3	4	5	6	7
500 staff hours conducting audience research	100	100	100	100	100
10% increase in volunteer participation	2%	2%	2%	2%	2%

Other reference information:

- [Eldon House Website](#)

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