



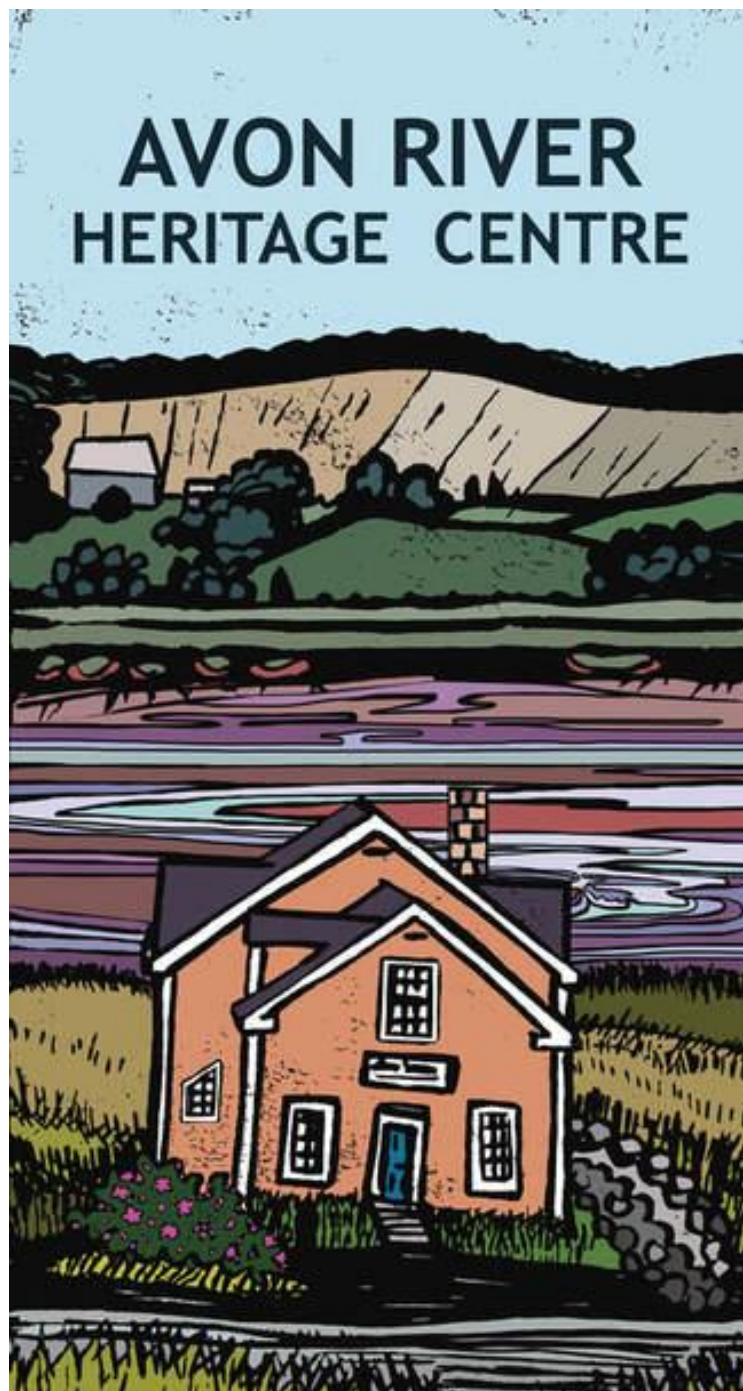
Committee of the Whole Excerpts
September 10, 2024

AVON RIVER HERITAGE SOCIETY FUNDING REQUEST EXCERPT

The Centre was looking to secure stable operational funding to strengthen the heritage and cultural offerings. The ask was for Council to provide an annual \$25,000 contribution to support the Avon River Heritage Centre located on Municipal property at the Avondale waterfront.

The recommended motion was that Committee of the Whole recommend that ...

COUNCIL PRO RATE THE AVON RIVER HERITAGE SOCIETY'S REQUEST FOR THE REMAINDER OF 2024-25 AND FUND THE REQUEST THROUGH THE OPERATING RESERVE AND FURTHER THE REQUEST BE INCLUDED AS A LINE ITEM FOR CONSIDERATION DURING THE 2025-26 BUDGET.

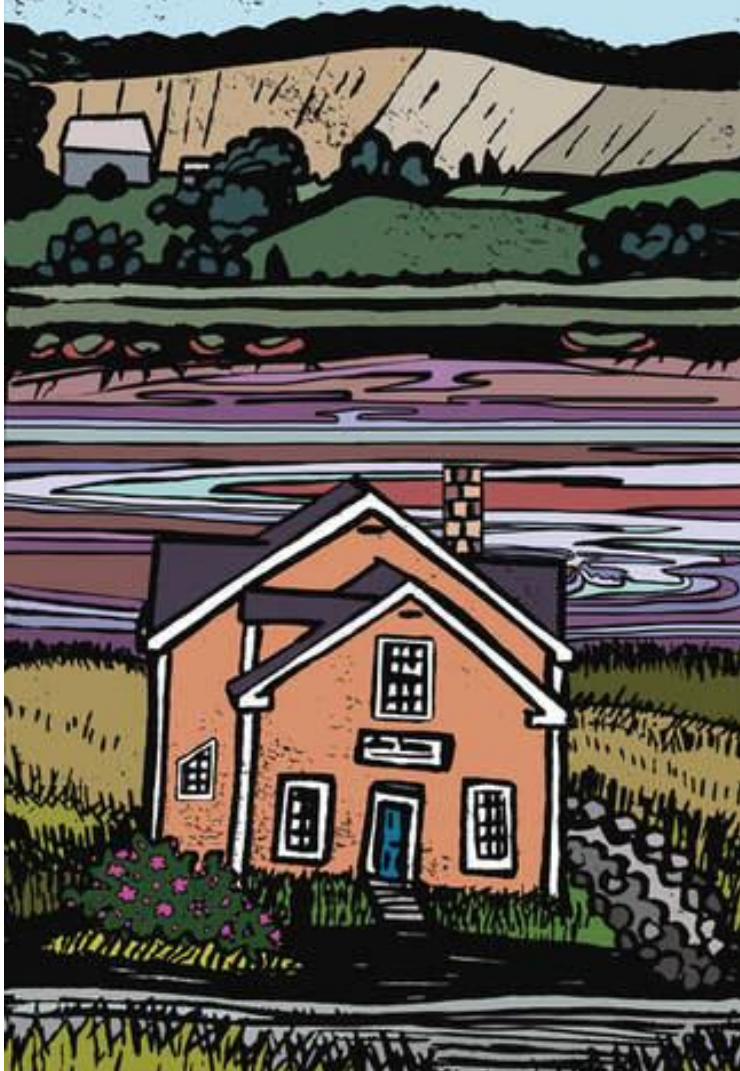


Presentation to WHRM Council

September 2024



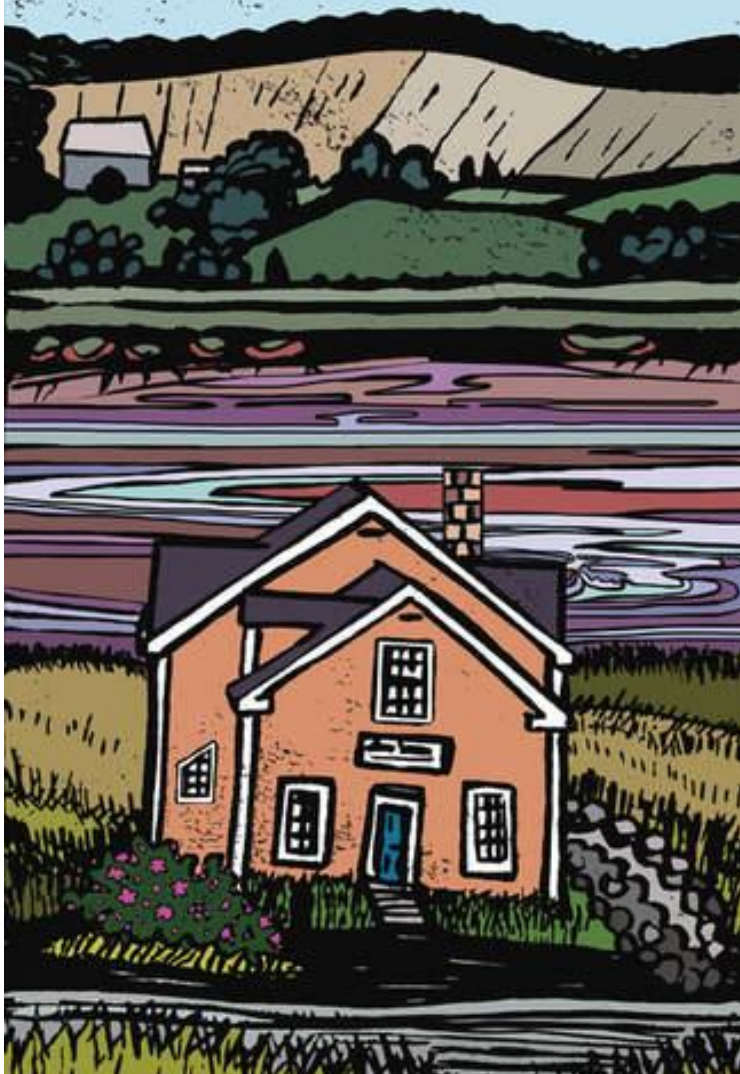
AVON RIVER HERITAGE CENTRE



Context



AVON RIVER HERITAGE CENTRE

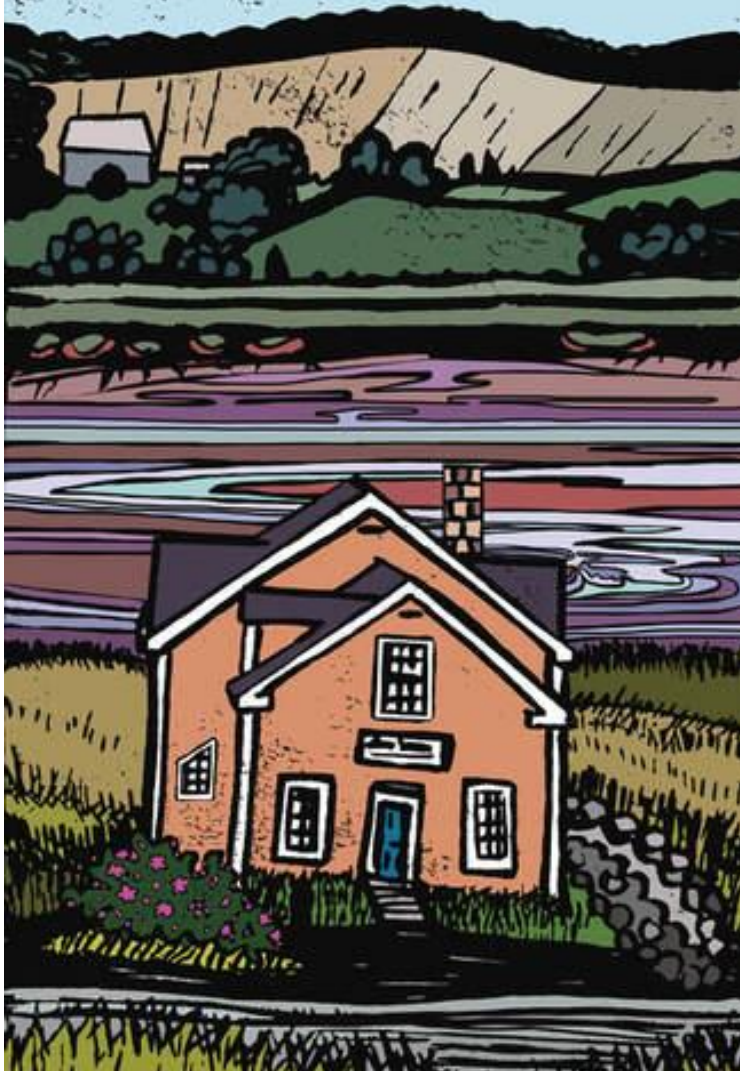


The Ask

We are looking for **stable operational funding** to strengthen our heritage and cultural offerings.

We are asking WHRM Council for an annual \$25,000 contribution to support the Avon River Heritage Centre – that is located on Municipal property at the Avondale waterfront.

AVON RIVER HERITAGE CENTRE



Future Capital Investment

This will be a future discussion. We appreciate the ongoing investment in the site to-date (boat launch, lighthouse, berm).

We have met with members of WHRM Staff, Community members, Provincial representatives and their consultants and discussions are ongoing to determine a path forward for future capital investment in the area – including the Belmont Road, New Town Road, Park Improvements, Berm, Boardwalk, Playground, Public Washrooms, etc.

We would like to work collaboratively with the Municipality to ensure this site continues to be a place where '**something inspiring awaits**'.

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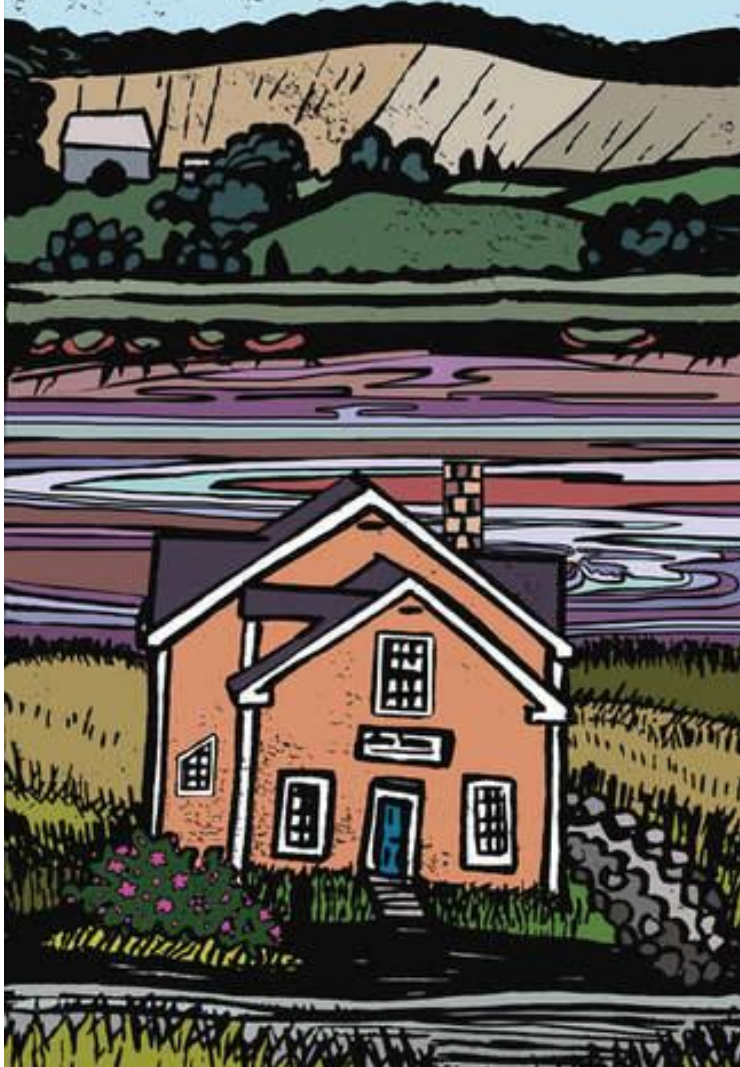
Who we are

Board of Directors

Working Board (Volunteers)



AVON RIVER HERITAGE CENTRE



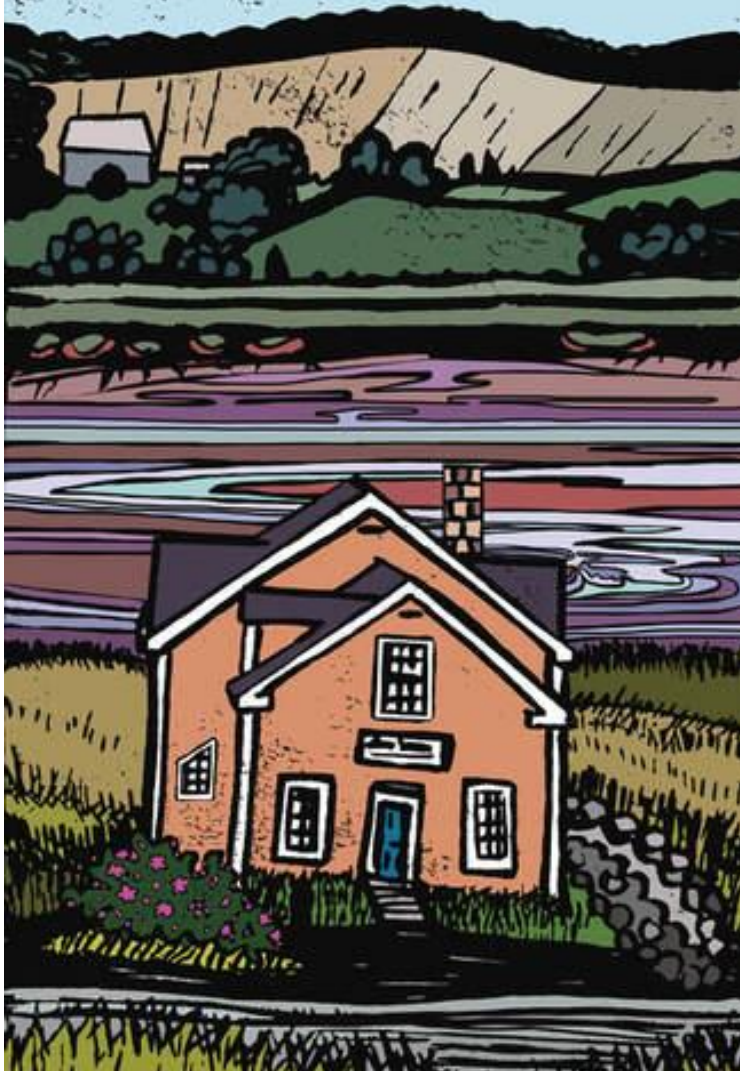
Who we are

Staff /Employment

- Tacha – living wage
 - Museum reporting and grant writing
 - Property management
 - Community relations
 - Rental management
 - Programming and event planning
 - Marketing and design
 - Café management
- Museum Curator (volunteer)
- Summer Students
 - Museum and Gift Shop
 - Visitor Experience and Tourism
 - Special Exhibits
- Challenge of relying on volunteer capacity



AVON RIVER HERITAGE CENTRE



What we do

Museum (History)

Art Gallery

Planters Sea Chest Gift Shop

Lydia and Sally Café

Events

Rentals (Weddings!)

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Museum (History)



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Art Gallery



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Planters Sea Chest Gift Shop



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Lydia and Sally Cafe



Seafood Chowder
LUNCHEON
Fundraiser for Museum & Shipyard

JULY 20TH, AUG 17TH, SEPT 21ST

Classic Nova Scotian seafood chowder with fresh haddock, scallops, shrimp and lobster, served with a tea biscuit, seasonal shortcake, coffee or tea. Dine in or Take Out \$20

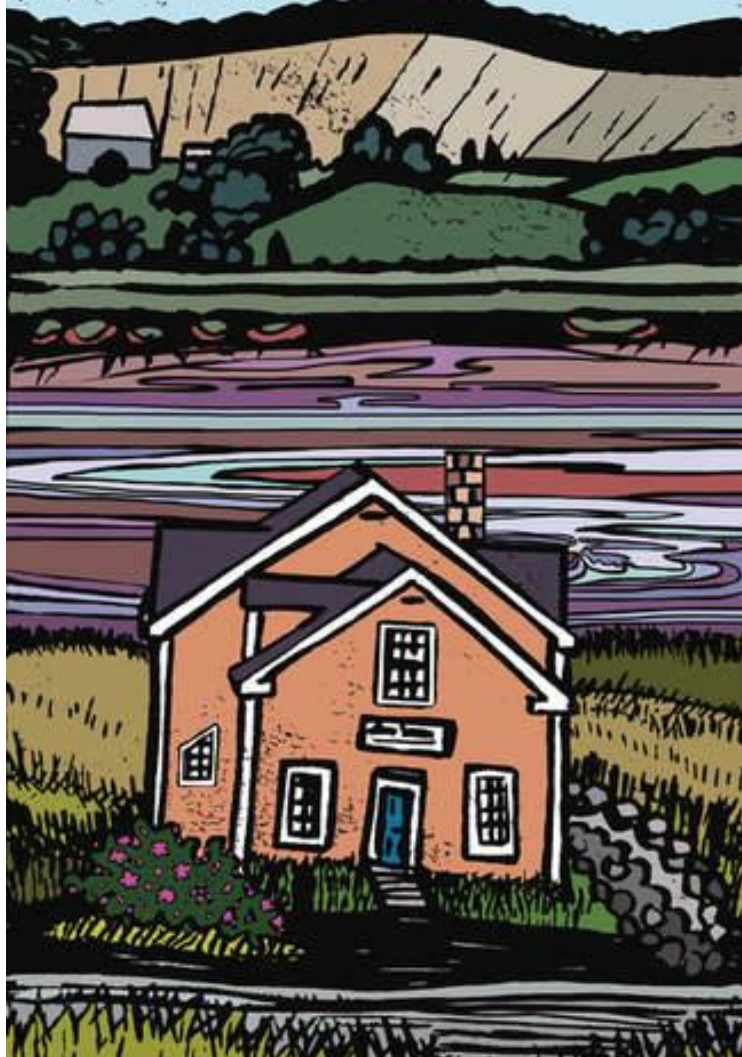
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Please Join Us For A
Morning Coffee



Tuesday -Friday (May - October)
7AM-10AM
Lydia & Sally Cafe
17 Belmont Rd, Avondale

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Events

The background of the poster features a paint palette with various colors and a paintbrush resting on it. The text is overlaid on this background.


AVON RIVER HERITAGE CENTRE'S
**GREAT LITTLE
ART SHOW**

**Open June-August
Wed-Sun, 10-5**

17 Belmont Road
Avondale/Newport Landing

**FEATURING THE WORK OF
27 LOCAL ARTISTS**

AVONRIVERHERITAGE.COM

The background of the poster features a honey jar with a wooden dipper, surrounded by yellow flowers and a bumblebee. The text is overlaid on this background.

**HONEY
HARVEST
FESTIVAL**

10AM-4PM
the last Saturday
of September
Avon Spirit Shipyard
Avondale, NS

The background of the poster features a pink guitar with a heart-shaped sound hole and several small hearts floating around it. The text is overlaid on this background.

**OPEN
STUDIO**

Hosted by
Liz Robinson, Cara
Sawka & Mort Lohnes

**Wednesdays
& Thursdays**

Arrive with a project, join in the
conversation and let the majestic
Avon River be your inspiration!

Avon River Heritage Centre
17 Belmont Road, Avondale
avonriverheritage.com

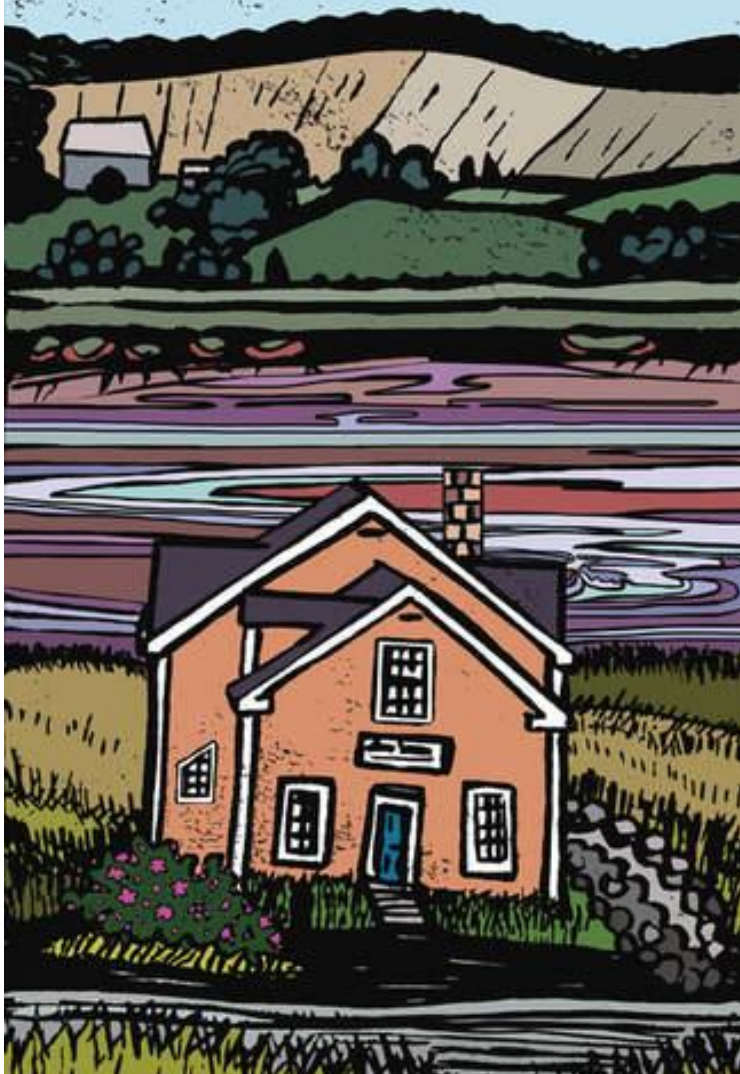
The background of the poster features a dark blue sky with colorful fireworks exploding. The text is overlaid on this background.

AVONDALE WHARF DAY

August 3rd, 2024 + July 26th, 2025

Avon Spirit Shipyard, Newport Landing Waterfront Park

AVON RIVER HERITAGE CENTRE



Events



Solstice Marker

Full Circle

JUNE 22 & 23, 10-4

Vendors

Symposium Beverage Service • Eleven Eleven Driftwood • In.form
Root Cellar Studios • Farm to Truck • Las Paletas de Juan • Nova Soapia
Rope & Vine Macramé • Kettle Bites Langos & Churros • Miz Bee Books
Vaugh's River Gardens • Lulubell Vintage • Shakti Clover Creations
Barefoot Daughter: botanical body care • Maybee Ferments
Sister Lotus • The Witching Post • Food Fantastique
PLUS Fresh Baked Goods + BBQ + Coffee



HOSTED BY THE AVON RIVER HERITAGE CENTRE
NEWPORT LANDING WATERFRONT PARK
AVONRIVERHERITAGE.COM

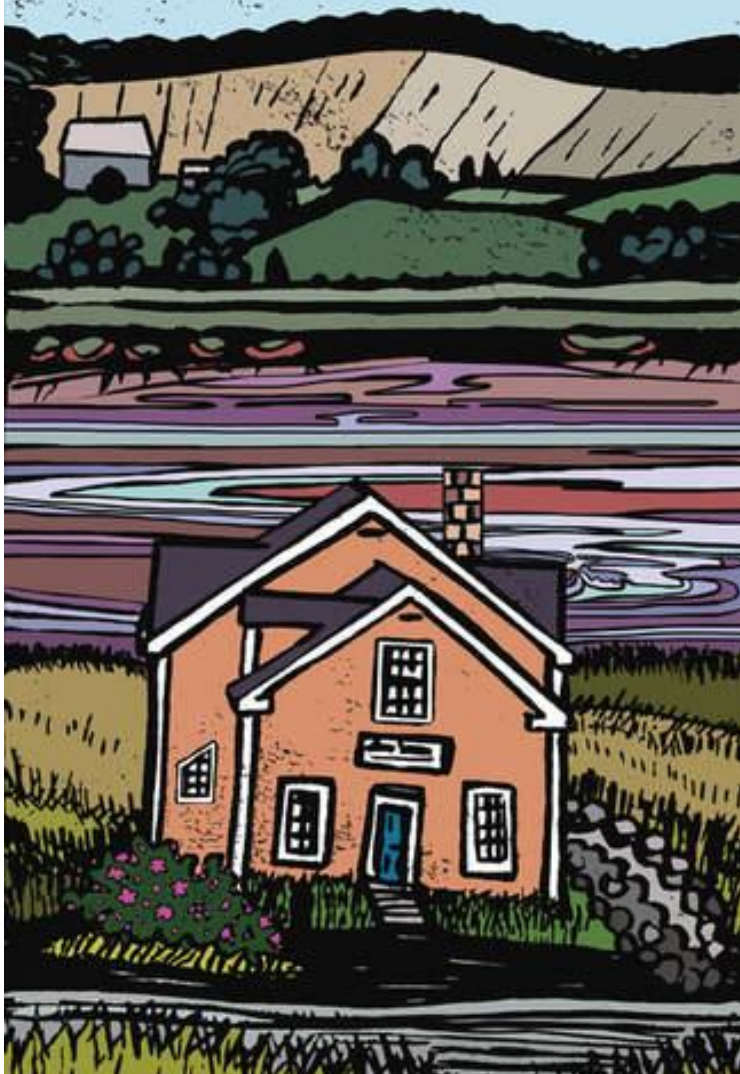
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Rentals



AVON RIVER HERITAGE CENTRE



What value do we offer?

Tourism and Economic Development

- 4,000+ visitors annually

Ecological and Cultural History and Promotion

Employment

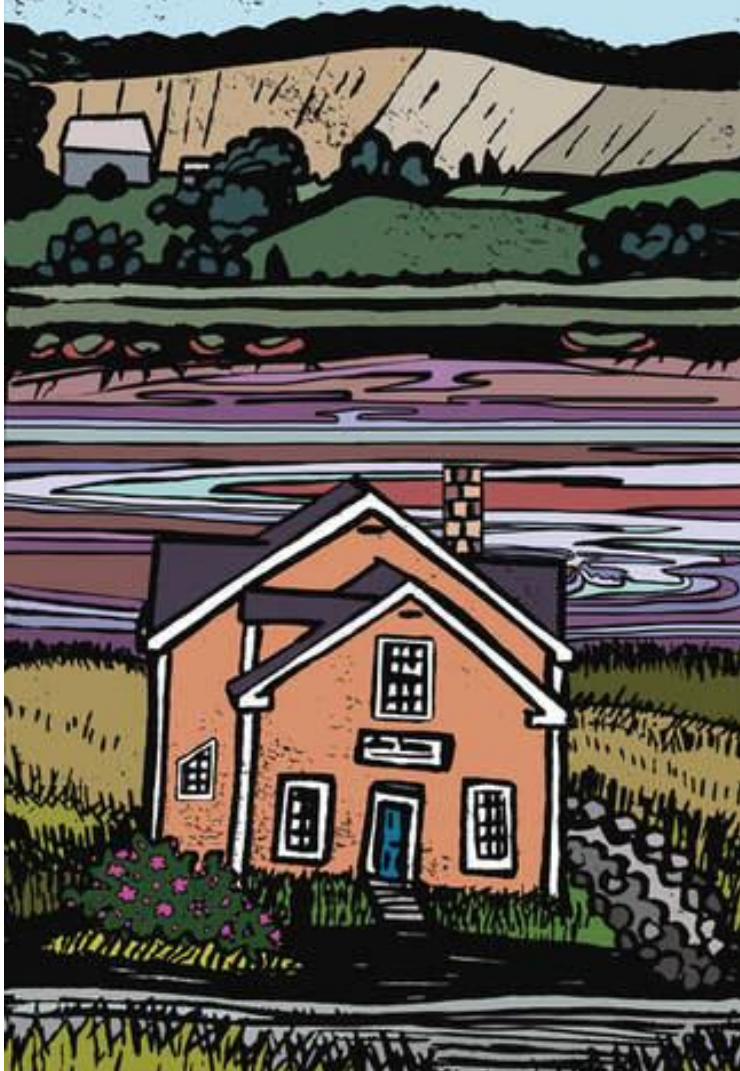
- Full-time seasonal employment
- Student employment

Experience (events, rentals, gallery, café, etc)

- 50% of visitors return for free programming/experiences

Community gathering space

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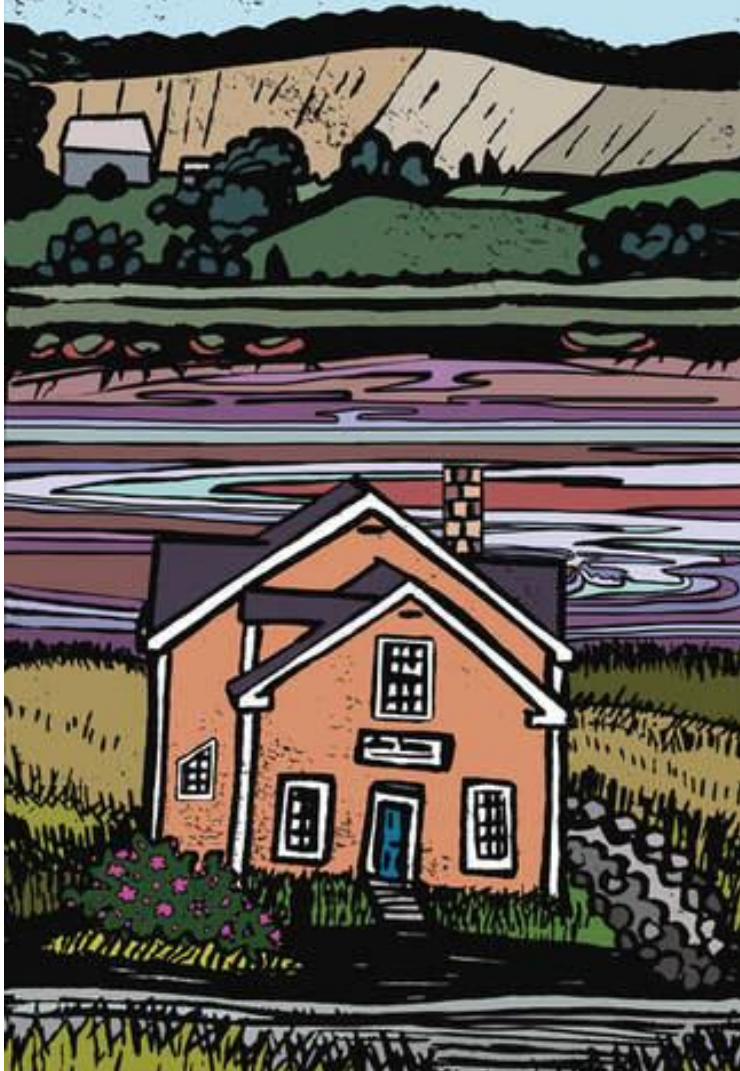


The numbers

Income Sources

- Grants
- Admissions (events)
- Bar Sales
- Donations
- Fundraising
- Retail
- Tea Room

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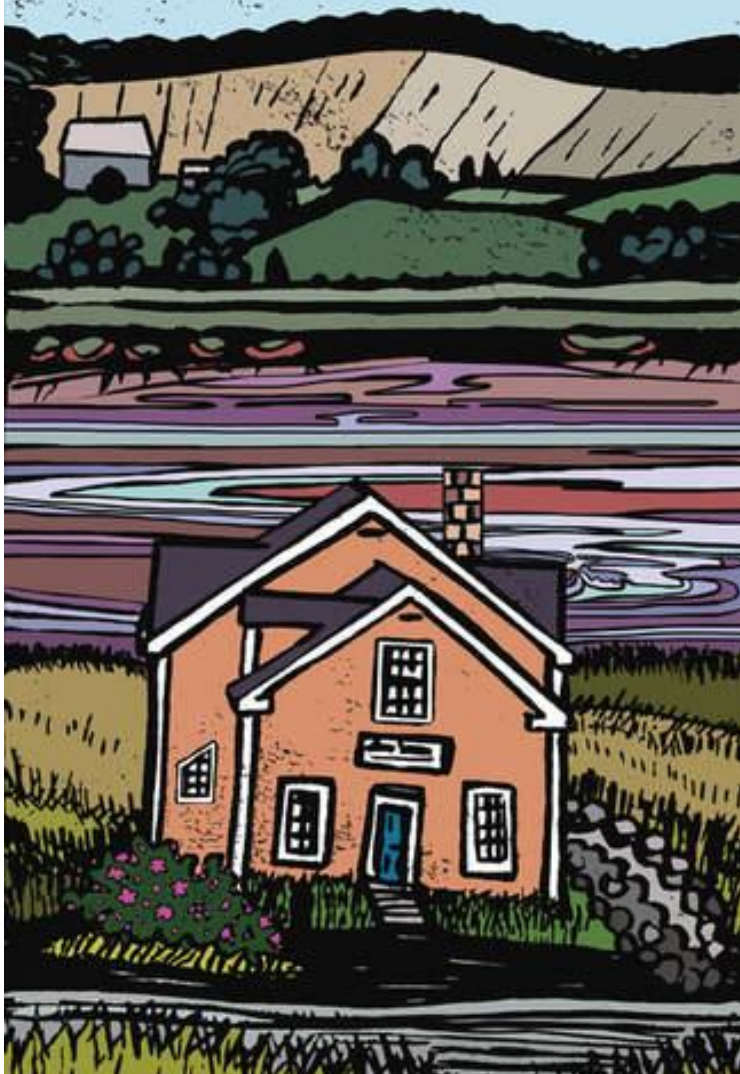


The numbers

Operating expenses

- Wages, benefits
 - Living wage for our primary employee
- Advertising
- Insurance
- Power, lighting
 - Want to offer programming deeper into the season with recent heat pump addition
- Water
- Sewer (pumping)
- Repairs and Maintenance
- Bookkeeping
- Custodial
- Casual Labour
- Supplies
- Equipment

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Why \$25,000?

For the last number of years costs have increased and we also want to retain quality Staff.

We have been using reserves to cover annual shortfalls, but this is not sustainable.

We hope to develop other revenue sources, but the public value of our facility does not lend to commercializing it and losing the spirit.

This amount will cover shortfalls and give us room to grow and strengthen our operation.

AVON RIVER HERITAGE CENTRE



Thank you for your support.
