



2020 ANNUAL REPORT

ERMATINGER•CLERGUE NATIONAL HISTORIC SITE



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Ermatinger • Clergue
National Historic Site



Executive Summary

The first quarter of 2020 began with business as usual, however, as we all discovered, the way in which we offer services had to instantly pivot and be redefined, in order to reinvent the way in which we do business.

During the beginning of the pandemic, we took the opportunity to work on some much-needed collection management and digitization of artifacts. This work is ongoing and always in need of attention. We even posted our archival work on social media, to share the process, and to keep in touch with our community.

This soon evolved into a continual redesign of our services to be able to provide outreach as the pandemic continued. The creation of Virtual Tea's, Zoom Curriculum, and Curbside pickup became the norm. On-Site events were redesigned to adapt to public health regulations, resulting in our Bubble Bonfires out on the front lawn as well as our socially distanced "socials".

The Friends of ECNHS, our hosts of Fall Rendezvous each year, provided a full on-line Virtual Festival through Zoom, Facebook, Instagram and YouTube.

In 2019 we had record breaking visitation – on site, and the comparison of engagements is explained fully in this report. In comparison I have evaluated the 2020 engagements. The pandemic crisis made us look at alternative visits, and now as we move forward, we will continue to offer a combined reach. Year-end statistics now reflect Virtual attendance and outreach.

Financially, approval was provided by Canadian Heritage for receipt of the COVID Emergency Support Fund, Museums Assistance Program.

I would like to take this opportunity to thank everyone who assisted in the pivot of programming and adapting to the changes - Patrons, Staff, Friends, and new audiences. We really are in this together!

This report was compiled with the assistance of our Programmer, Ian Ganton.

Kathy Fisher, Curator
Bsc, Bsc, Associates Degree
Certificate in Museum Studies
AMCTO - MAP



Mandate

The Ermatinger•Clergue National Historic Site provides visitors and residents of Sault Ste. Marie with an opportunity to *experience* the history of our community through the preservation and historic interpretation of artifacts related to the Site; within the Ermatinger Old Stone House, the Clergue Blockhouse, the Heritage Discovery Centre, including the heritage gardens and grounds and through related festivals and events.

Governance

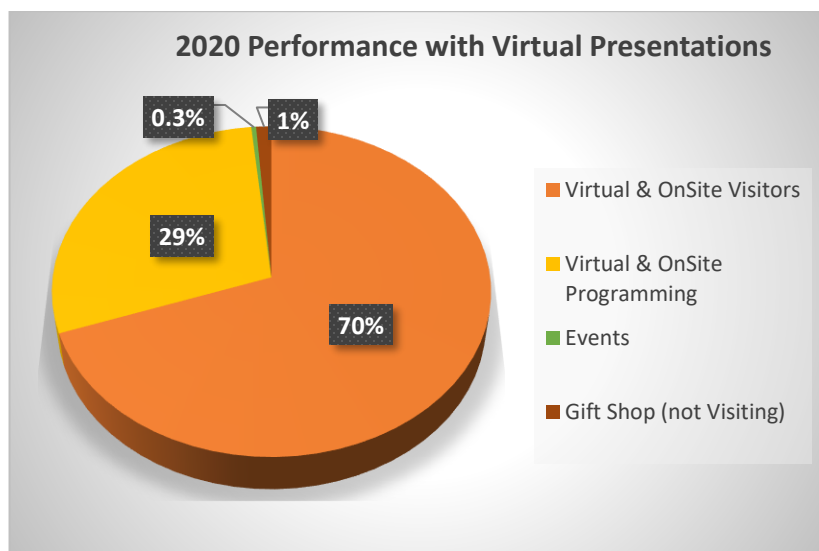
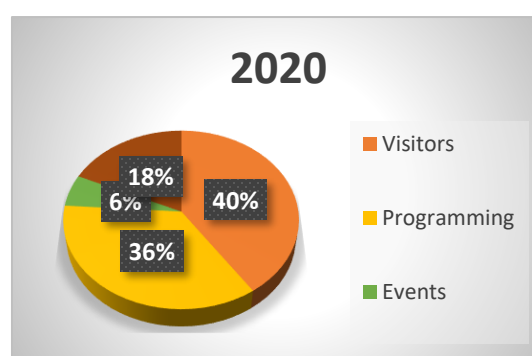
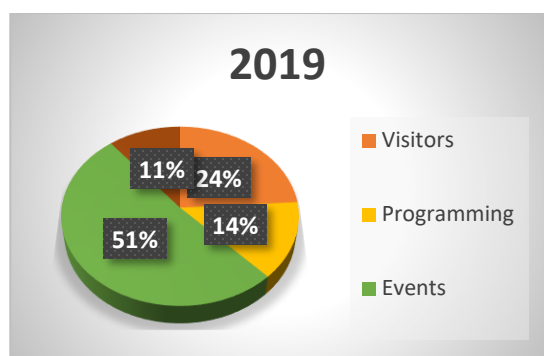
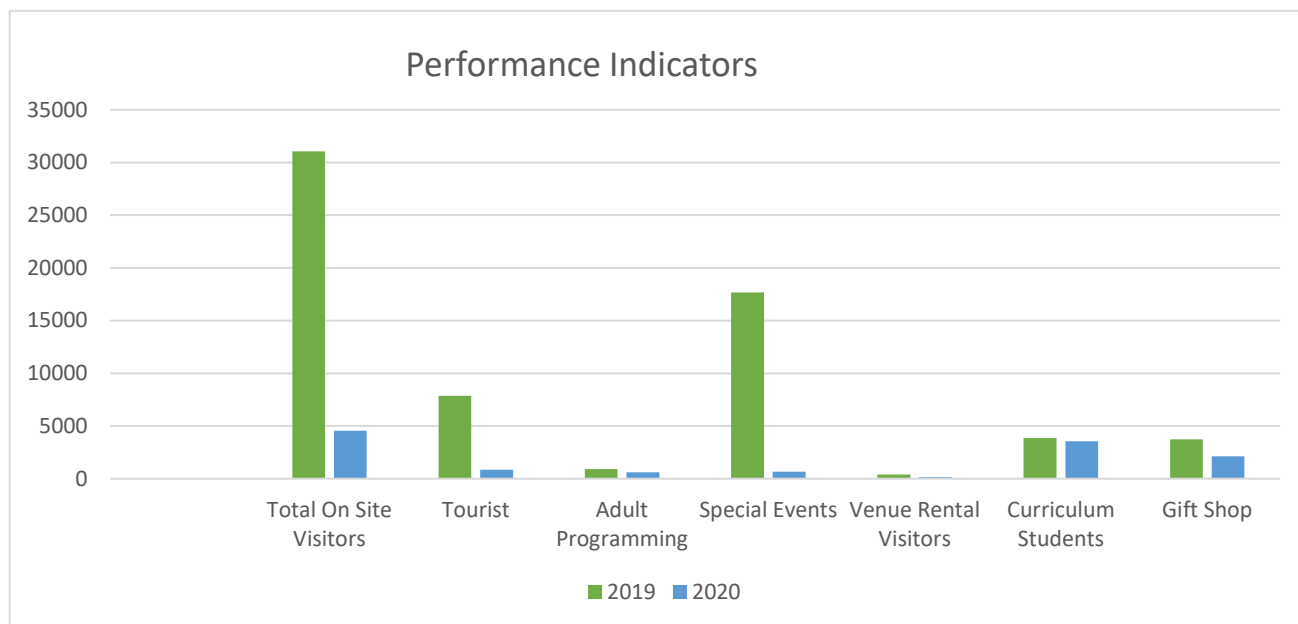
The Ermatinger•Clergue National Historic Site is owned and operated by the City of Sault Ste. Marie, under the management of the Historic Sites Board, an appointed Board of Council. The 2020 Board comprised of six Council-appointed citizens and one Council member.

The Historic Sites Board By-law mandates the responsibilities of the Board in overseeing the operations of the Ermatinger•Clergue National Historic Site. In 2018 and 2019, the Historic Sites Board reviewed and revised their strategic plan and governance policy to reflect the direction of the Ontario Museum Association, Ontario Cultural Plan, City of Sault Ste. Marie's corporate strategic plan, and the SSM Downtown Association plan.

The Historic Sites Board along with the Curator, ensure that the Ontario standards for Museums are met and are submitted to the Ministry of Heritage, Sport, Tourism, and Culture - Province of Ontario, each year.



Key Performance Indicators



2020 Key Performance Indicators	
4559	Total Visitation
117437	Social Media Engagements & Virtual Audiences
861	Tourists
600	Adult Programming
666	Special Events
46292	Total Adult & Students Virtual Programming
165	Venue Rental Visitors
46	Curriculum Students on Site
3510	Curriculum Students Virtual audience
2126	Non visiting museum - Gift Shop Visitors



Educational Programming

Curriculum Based

Q1 – On Site Tours ~ Q2, Q3, Q4 - Virtual

Program Name	Number of Programs	Number of Participants
Pioneer Living (Grade 3)	3	46
Fur Trade (Grade 7) **	16	2189
Yuletide (Grade 1 to 3)*	6	1321
Total:	25	3556

** Fur Trade Program is included in Fall Rendezvous – Virtual Festival 2020 & Culture Days 2020

*Yuletide – teachers packages picked up – Virtual presentations

Youth, Adult, & 55+

On site & Virtual

	NUMBER OF PROGRAMS	NUMBER OF PARTICIPANTS
Fridays by the Fire - Lunch & Learn	10	259
Family Day February 17th	1 day – 6 programs	218
Fall Rendezvous – stations for public education festival days	2 days – 10 programs Virtual Presentations	12418 Engagements & Views
Lilac & Lavender Packages – curbside	5 virtual teas = 51 packages	93
Strawberry Social – curbside packages	3 days	37
Strawberry Social – front lawn in person	8	118
Blueberry Breakfast – front lawn in person	5	93
Blueberry Social – front lawn in person	6	98
Backyard Bonfires – front lawn bubbles	8	72
Christmas Lunches – in person distanced	4	37
Christmas Dinners – in person distanced	4	38
Yuletide Tasty Treats – baking – curbside	1 day pick up – assorted pkgs	54
NOLA – Basket pick up curbside	3 days	82
Teas – in person distanced	2	23
Virtual Easter Egg Hunt	1 event – 12 postings	15106
Virtual Pumpkin Count	1 event – 12 postings	7554
Bus Tours – in person – Heritage presentations	2	31



Outreach Exposure

2020 had limited outreach exposure due to the pandemic. Staff and volunteers participated in and collaborated with partnered organizations, in the following opportunities:

- Seedy Saturday – Horticultural Society / Sault College - 345 people engaged at the booth
- Heritage Week – Mall Display at Station Mall - 168 people engaged at the booth
- Culture Days Ontario – Virtual Presentations – You Tube - 22511 people engaged in You Tube / Facebook

Partnership & Venue Use



- Friends of ECNHS – 11 meetings on site or Zoom, AGM (Zoom)
- Living History Algoma – SSM Oral Histories, Sault Stories, & Theatre in Motion
- Royal Newfoundland Regiment – Bulgar's Unit – Re-enacting group
- Algoma University Archives and Shingwauk Kinomage Gamig (Shingwauk University)
- Sault Ste. Marie Public Library – Volunteer Recognition gift certificates – Library Pass (in 2019 the free pass was borrowed for 52 visits)
- Tourism SSM, Future SSM, Algoma Country, Destination ON
 - 4Culture – Sault Ste. Marie Museum, Canadian Heritage Bushplane Museum, Art Gallery of Algoma
- Parks Canada Sault Canal and Fort St. Joseph
- Downtown Association
- Algoma Country Culinary Tourism
- Senior Services 55+ & Seniors Carpet Bowling programming (19 dates = 100 participants)
- North Shore Cultural Attractions Network
- Weddings booked on site – 1 in 2020 = 22 people
- Group annual meeting dinner – 1 in 2020 = 17 people
- Ontario Museum Association – Board of Directors, Program Committee Conference 2020, and projects such as: Diversity and Inclusion Symposium & Toolkit



Festivals and Events

Fridays by the Fire

Every Friday January through to mid-March, a lunch & learn program.

Seniors Carpet Bowling

Wednesday's & Fridays – January to mid- March – Theatre in HDC.

Easter Egg Hunt

Virtual Facebook – 12 posts

Lilac and Lavender

Victorian High Tea – Curbside special culinary packages & Zoom Tea's – 4 in June.

Strawberry Social

In July we were on the front lawn under tents to provide outdoor social distancing. We offered Curbside packages takeout to those who wanted take out.

Blueberry Festival

This August festival included: Blueberry Pancake breakfast and a Blueberry Social. The event was on the front lawn under our historic tents to provide outdoor social distancing. Curbside packages were available for takeout.

Fall Rendezvous

September's Annual [Fall Rendezvous](#) hosted by "Friends of" A four-day event. This year was presented Virtually. Two days of Zoom to the School Boards for curriculum programming, and then two days on Facebook / YouTube for public sessions.

Culture Days

For the month of October, we presented Virtually a number of presentations from Fall Rendezvous, and we released our new filmed version of [Moments in Algoma](#) a Group of Seven experience. This filmed version of our Theatre production, was funded by the Friend of ECNHS through their BCAH grant, for Fall Rendezvous. Other presentations were in partnership with many organizations in the SSM Hub. Facebook and YouTube were once again our platforms.

Pumpkin Count

October Virtual Facebook – 12 posts

Moonlight Magic

In partnership with the Downtown Association – Virtual promotion and Curbside available.

Yuletide Tasty Treats

In light of the fact that we could not offer our regular Christmas Teas, we took orders for our Ermatinger specialty homemade holiday baking & Signature Chocolates for curbside pick up.



Venue Rentals and Facility Use

The Heritage Discovery Centre provides the Ermatinger•Clergue National Historic Site with a unique opportunity to rent out the theatre and/or foyer.

During this pandemic year, we are able to book in small events and receptions, small conferences, weddings, showers, and annual meetings, all of which have been very well received in previous years.

The summer kitchen in the Ermatinger Old Stone House still is a popular venue for any occasion.

Venue use in 2020 included:

- 1 Wedding with dinner & Wedding Photo's
- 2 Dinners – private (small for social distancing)
- 1 Celebration of Life
- 1 Retirement
- Meetings:
 - ✓ Historic Sites Board
 - ✓ Friends of ECNHS
 - ✓ Living History Algoma
 - ✓ Algoma Country – Culinary Tourism



Gift Shop – The Post

In 2020, the Gift Shop within the Heritage Discovery Centre operated for the fourth year completely by Site staff and volunteers. Purchased merchandise for resale, and local artist's consignment items in combination comprised the inventory.

The challenges for 2020 were: pivoting to curbside, and the inability to perform e-commerce and on-line shopping.

Net Revenue 2020 (COVID lockdowns & curbside):	\$ 5802.57
Net Revenue 2019:	\$13,352.31
Net Revenue 2018:	\$ 10,028.95
Net revenue 2017:	\$ 9,860.00



Tourism Impacts due to COVID-19 Pandemic



The Ermatinger•Clergue National Historic Site as most Ontario museums, was substantially affected by the loss of Tourist.

The following Tourism partnerships were **CANCELLED**, and therefore, did not visit the Site in 2020:

- Cruise Ship passengers 2019 visitation was 2398 and provided admission revenue
- Road Scholar & Group Bus Tours 2019 visitation was 1071 and provided admissions & courses revenue
 - Road Scholars also purchased the Dinner Theatre package
- On Site Curriculum School Tours 40 to 70 classes with 23 approximate students in each class - courses revenue
- Special Events (Poutine, Moonlight) 2019 visitation was 18,000 which provided courses revenue
- Gift Shop Sales Statistics and net revenue reported on previous page
- Volunteer Assistance 48 volunteers over 5000 hours
- Staffing levels Reduction of Hours for Part Time staff

DAYS OPEN: - 180 minimum required for Museums Standards

Months	2019 - # of days open	2020 - # of days open
January	21	21
February	19	21
March	21	10
April	20	0
May	26	0
June	30	6
July	31	23
August	31	20
September	30	22
October	27	23
November	20	20
December	16	17
TOTALS	292	183

HOURS OPEN: – 1060 minimum required for Museum Standards

2019 REGULAR OPERATIONS we were open 2728 Hours

2020 PANDEMIC YEAR we were open 1664 Hours





Effects of COVID-19 pandemic on Tourism

Visitation at the Ermatinger Clergue N.H.S

General
Visitors

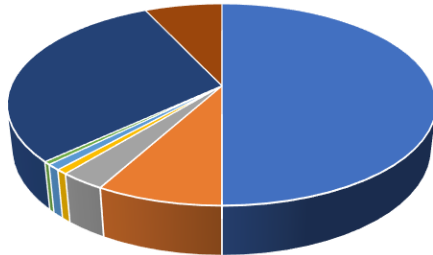
Events
& Festivals

Cruise
Ships

Bus
Tours

Virtual
Engagement

2019 Tourism



2020 Tourism

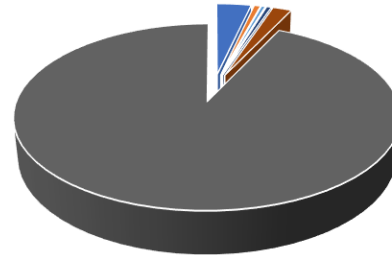


Exhibit Changes

PERIOD MUSEUM ROOMS

- Artifact changes within the period rooms
- Seasonal changes for events with appropriate decorations.

AUDIO TOURS

- In 2018 audio wands were purchased
- In 2019 first audio tour - English only was recorded for self guided tours
- 2020 the French version was translated, and ready for uploading.

VIRTUAL CONTENT (setting the stage)

- Virtual Egg Hunt
- Virtual Pumpkin Count
- Yuletide Traditions grade 1, 2, 3 curriculum
- Seasonal changes in all buildings - rooms & open spaces.



Volunteers

Volunteers who assist in activities, events, and programming are a mix of individuals from the following areas:

- Members of the Historic Sites Board
- Members of the Friends of Ermatinger•Clergue National Historic Site
- Adult and Youth Re-Enactors
- Museum studies student intern
- Adults & Seniors (55+) who individually want to assist in many capacities

The site is managed by a volunteer Board (Historic Sites Board) which is comprised of **7 members** contributing a total of **168 hours** for Board Meetings, and a grand total of approximately **324 hours for 2020** for other activities. Members for the Sault Ste. Marie Historic Sites Board are appointed by City Council every 2 years.

The Ermatinger•Clergue National Historic Site has **42 volunteers** who normally (2019) contribute **4666 hours** of volunteer assistance – not including the Board members. Many of the volunteers began to help in the planning years of 2010 & 2011, and then during the 200th Commemoration of the War of 1812, however, we are graced with some volunteers that have achieved over 30 years of service and bringing “History to Life”!

2020 Grand total - 48 volunteers donated - 768 hours of assistance

Staffing Levels

The Ermatinger•Clergue National Historic Site consists of 3 buildings and heritage gardens, operated year-round, since the 2015 opening of the Heritage Discovery Centre.

2020 Staff levels at the Ermatinger•Clergue National Historic Site were dramatically affected by COVID-19, as we were forced to layoff staff during closures, and bring back staff only as required.

Regular year-round staff:

- 1 Full Time Permanent Curator
- 1 Full Time Permanent (Heritage) Programmer Assistant
- 1 Part Time Garden / Grounds / House Keeper - seasonal
- 1 Part Time Cook
- 1 Part Time Administrative Assistant & Gift Shop Administrator

Students:

- 1 Young Canada Works Summer Student (Federally Funded) – Fall work term due to COVID-19
- 1 Provincial Summer Experience Program (Provincially Funded) – Fall work term due to COVID-19
- 1 Museum studies intern student – 1 month placement – Collections Management



Virtual Engagement

The total page **“LIKES”** on our Facebook:

2020 = 1199

2019 = 1018

2018 = 595

2017 = 203

The total **“FOLLOWERS”** on our Facebook:

2020 = 1225

2019 = 1008

2018 = 599

ZOOM – Virtual Learning Curriculum tours

September = 7504 students	Fall Rendezvous - Grades 6, 7, & 8	all school boards
December = 1321 students	Yuletide Traditions – Grades 1, 2, & 3	HSCDSB

Other Social Media

April – Facebook – Easter Egg hunt – 12 posts to count

May – YouTube video – [Welcome Back](#)

May – Facebook – May is Museum Month

June – Zoom – Lilac & Lavender Tea Kits sold curbside – Tea on Zoom

June – Facebook – re-opening & gift shop re-opening

July – Facebook – Strawberry Social event & assorted posts re: gardens and exhibits

August – Facebook – Blueberry Binge: festival with Heritage Block in Downtown

August – Facebook – Blueberry festival promotion at Ermatinger

September – Facebook – Culture Days and Fall Rendezvous promotion

September – Facebook – live streaming: [Fall Rendezvous](#) presentations and YouTube pre-recorded

October – Facebook – Pumpkin count – 12 posts to count

October – Facebook – Culture Days presentations – from YouTube pre-recorded at ECNHS

October – Facebook – Moments of Algoma – from YouTube recording [“A Group of Seven Experience”](#).

November – Facebook - Remembrance Day & Gift Shop posts

November – Facebook – Yuletide Tasty Treats – Christmas baking curbside orders

December – Facebook – Gift Shop promotion





Maintenance, Restoration, and Asset Management

During 2019, the Historic Sites Board approved a further study to be completed on the Site and Facilities to assess the conditions. This report, in conjunction with City of Sault Ste. Marie Asset Management review, was then further utilized to formulate priorities in the Maintenance and Restoration projects required to maintain the integrity of the buildings and grounds. The reports identified the following critical items, for which City Council approved funding towards these items. The Board received approval from their application to Rural Economic Development funds.

Due to the pandemic closures in 2020 and the COVID-19 restrictions, the construction projects were deferred to 2021 and will restore the following:

- Four chimneys on the Ermatinger Old Stone House: repointing and mortar fixes. Repointing of front steps and back basement stairs.
- Correct basement leakage: the exposed walls in the basement of the EOSH show, parging at grade level and efflorescence on walls from grade level to floor, – excavation, waterproofing, and drainage required.
- Repaint and putty windows and other wood trim elements (mutton bars & re-putty) on both the Ermatinger Old Stone House and the Clergue Blockhouse. Many windows look as if the putty and mutton bars are not supporting the glass. Wood framing is rotting and showing signs of punky wood. Front portico columns have wood rot and cedar shingle roofing requires replacing.

Collection Management

During the closure of the museum / site for the pandemic, we began a concentrated effort again to work on the collection. Work included an intern from the Museum Studies program to assist us. We digitized close to 200 artifacts, as well as completing condition reports on each of them. Archival work, filing, and sorting was a project in April by the Curator, and while working on the collection management, a few Facebook posts were completed to engage audiences about the process and our findings.

Summary

As per the Historic Sites Board by-law this report shall be submitted annually to City Council as well as with the application to Community Museums Operating Grant – Grants Ontario.

☞ THE END ☞

