

REPORT FROM THE MUSEUM CURATOR

DESCRIPTION

Re: Trivia Night Fundraisers

RECOMMENDATION

THAT the report of the Museum Curator dated November 23, 2022, be received;

AND THAT Council recognize the museum's Trivia Nights on November 4th and December 2nd 2022 as "Municipally Significant Events"

BACKGROUND

Since the collapse of the Civic Centre and consequential loss of museum space in 2019, museum staff and the Elliot Lake Nuclear and Mining Museum Board have been intent on seeking new resources and funding opportunities to help rebuild what was lost. The idea to host Trivia Nights was borne from a hybrid need to acquire fundraising and the desire to provide accessible programming to the community. Our Trivia Night merges these two ideas by educating the public on local heritage, in an engaging and entertaining method, with all of the proceeds helping to fund the display requirements for the upcoming museum build.

The Trivia Night fundraiser was proposed during a working meeting of the Board to establish a new Museum Strategic Plan, where it is designated as a key action under our focus area of Education. The decision was made to have them licensed to encourage a mature crowd (occasionally overlooked in our museum programming which at the moment targets school age groups), and to add to the socialization aspect of the event. At the September 22, 2022, meeting of the museum Board, dates for the Trivia Nights were determined during our regular status update, and our Special Occasions Permit (SOP) to host the program on November 4, 2022, and December 2, 2022, was approved in early October.

ANALYSIS

Our first Trivia Night fundraiser, hosted November 4, 2022, at the Collins Hall was received positively by the public. Doors were open at 7:00 pm, our first category began at 8:00 pm, and the night concluded at 11:30 pm. Teams were allowed a maximum of 8 members and we had 9 teams register for a total of 61 participants.

Rounds were conducted by having the questions announced by myself, and participants marking their guesses on answer sheets provided. These sheets were collected at the end of each round and tabulated for the scoreboard. The subsequent round would begin with a review of the answers for the round previous, for a total of three question rounds.

An example trivia question from our November 4, 2022, event:

3



**What is the
current name
of this
building?**

Aside from myself, one staff was stationed at the door for check-in and general inquiries, and two others behind the bar—all staff present having their Smart Serve qualifications. In order to ensure we were operating to the best of our abilities, an anonymous survey was posted to our website and socials to gather feedback. We received 6 responses in total to this survey, all on November 7, 2022, which are attached post report. All feedback reflected positively on the event and any recommendations have been very much appreciated and taken under consideration for the December 2, 2022, event.

FINANCIAL IMPACT

Please find attached a breakdown of the event budget.

LINKS TO STRATEGIC PLAN

This project aligns with the City's Strategic Plan to Support the Arts and Culture Community through:

- Supporting a strategic, vibrant, relevant museum for the future.
- Cultivating in the citizens of Elliot Lake an appreciation of arts and culture through accessible programming, arts and cultural facilities and entertainment that is available to all citizens.

SUMMARY

The Elliot Lake Museum's Trivia Night fundraisers serve their dual purpose of providing accessible and entertaining programming to the community which we serve, and fundraising for the future of our museum. Trivia Night's offer the museum a way to engage with the public while we do not have a physical location, and to bring facts and heirlooms of Elliot Lake's heritage to an audience who, as some of the scoresheets reflect, was previously unaware.