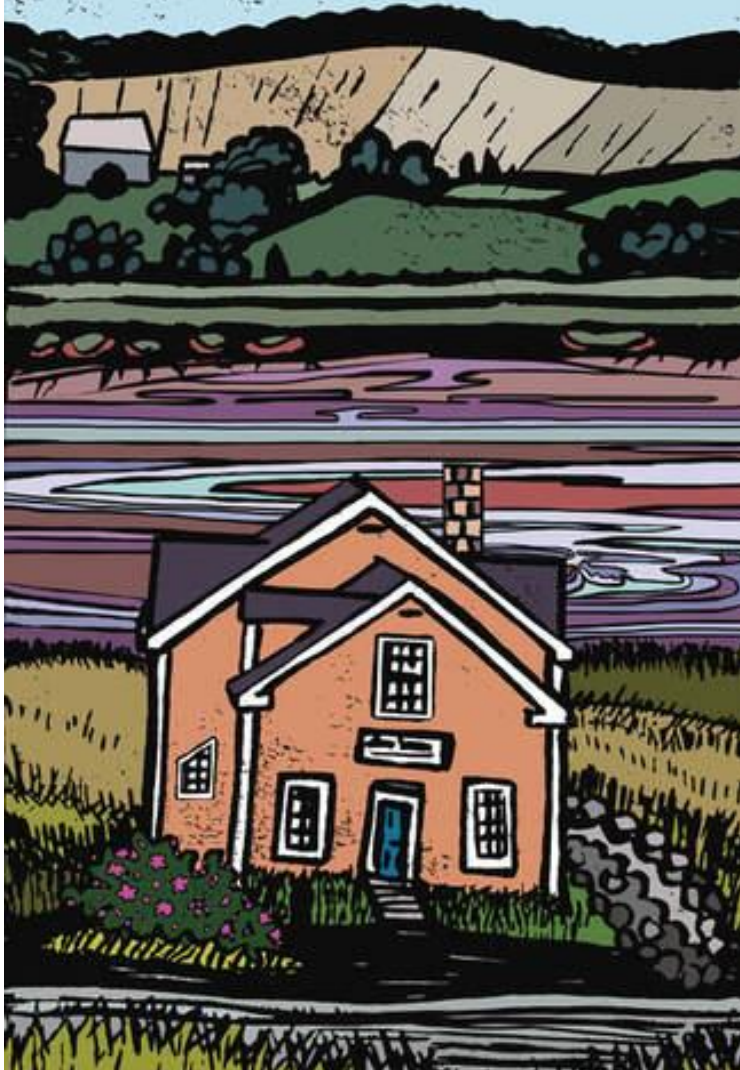


AVON RIVER HERITAGE CENTRE

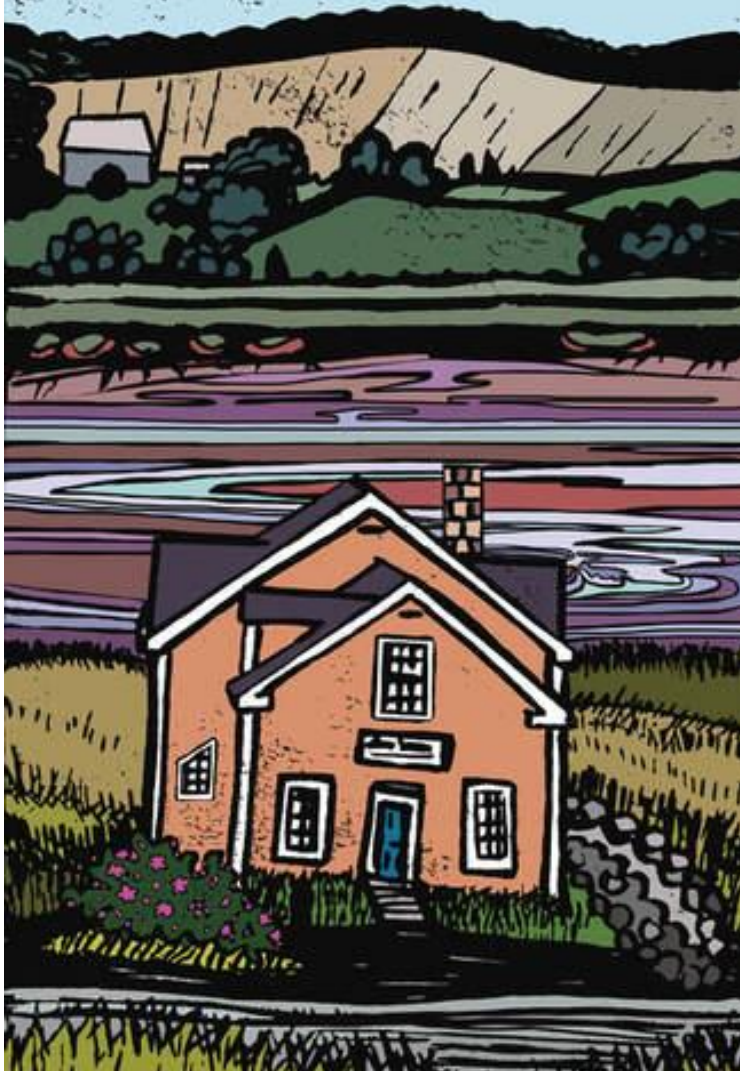


Presentation to WHRM Council

September 2024



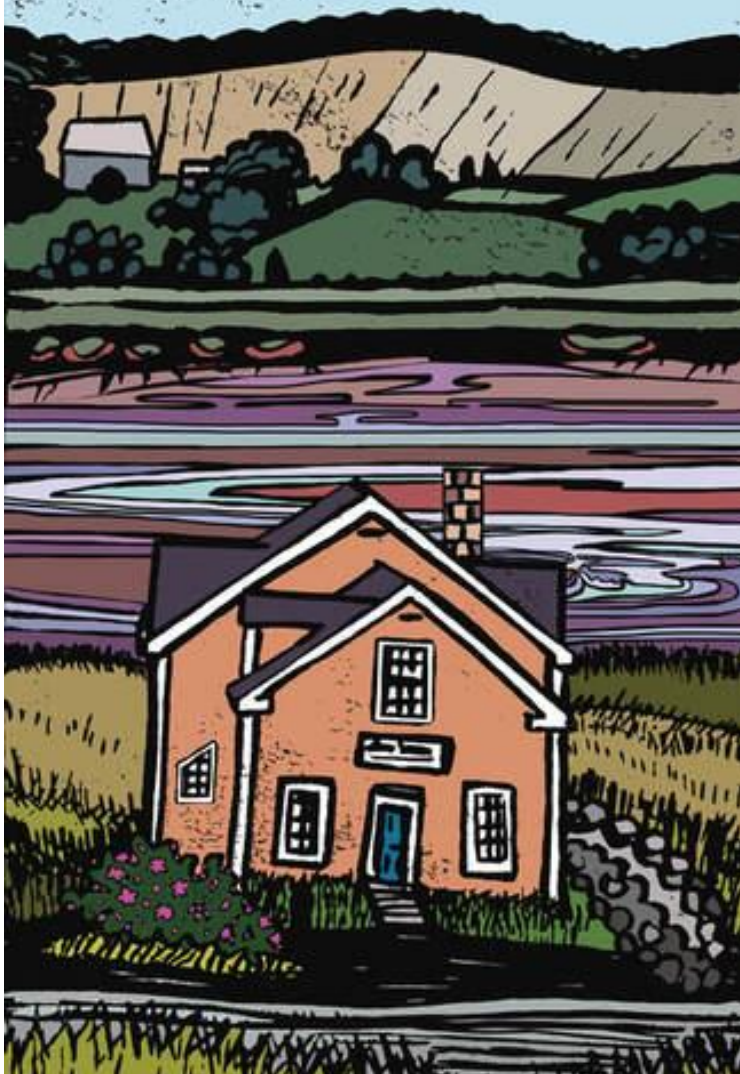
AVON RIVER HERITAGE CENTRE



Context



AVON RIVER HERITAGE CENTRE

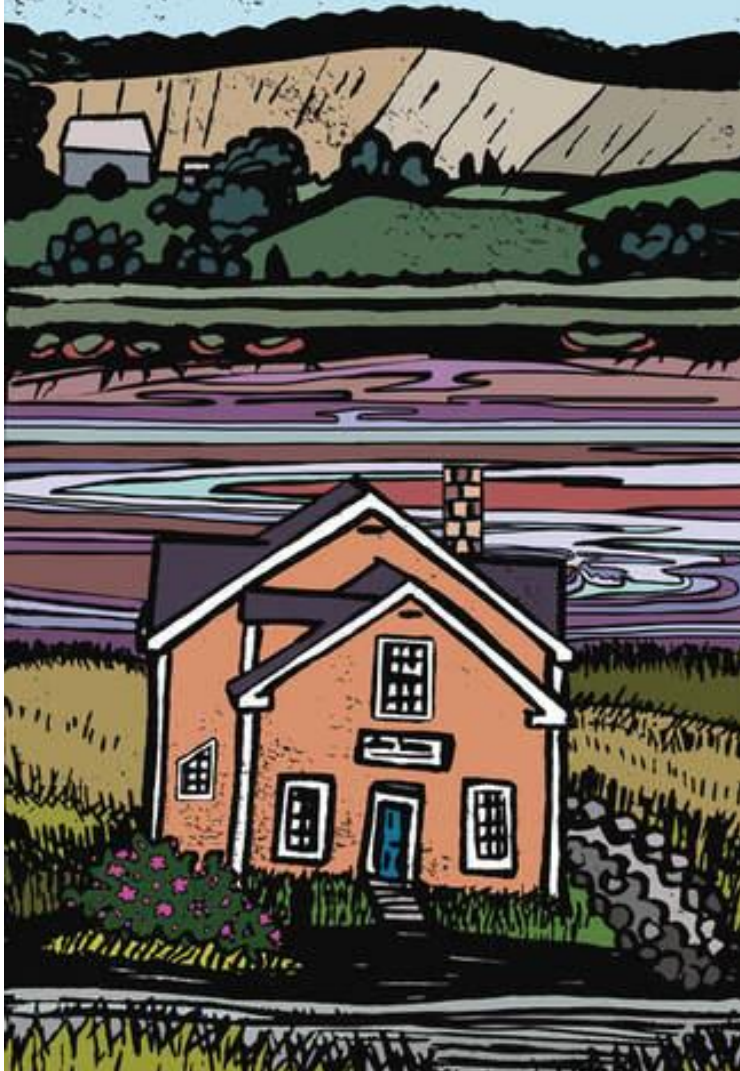


The Ask

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**'.

AVON RIVER HERITAGE CENTRE



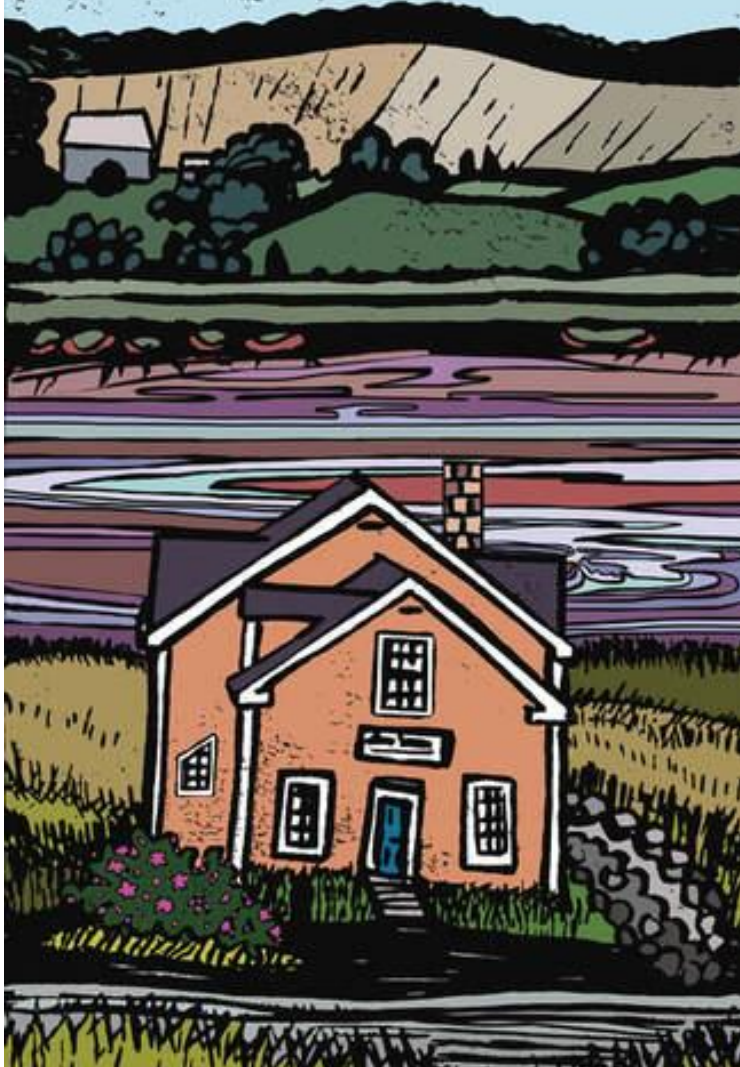
Who we are

Board of Directors

Working Board (Volunteers)



AVON RIVER HERITAGE CENTRE



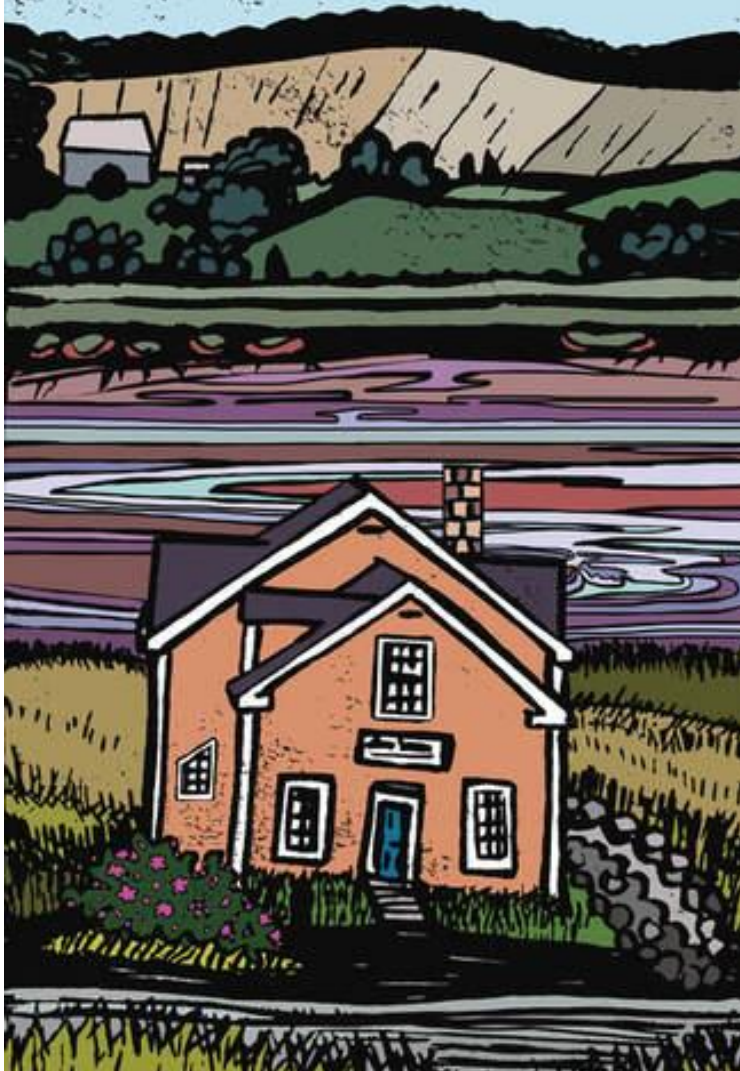
Who we are

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!)

AVON RIVER HERITAGE CENTRE



Museum (History)



AVON RIVER HERITAGE CENTRE



Art Gallery



AVON RIVER HERITAGE CENTRE



Planters Sea Chest Gift Shop



AVON RIVER HERITAGE CENTRE



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

AVON RIVER HERITAGE CENTRE

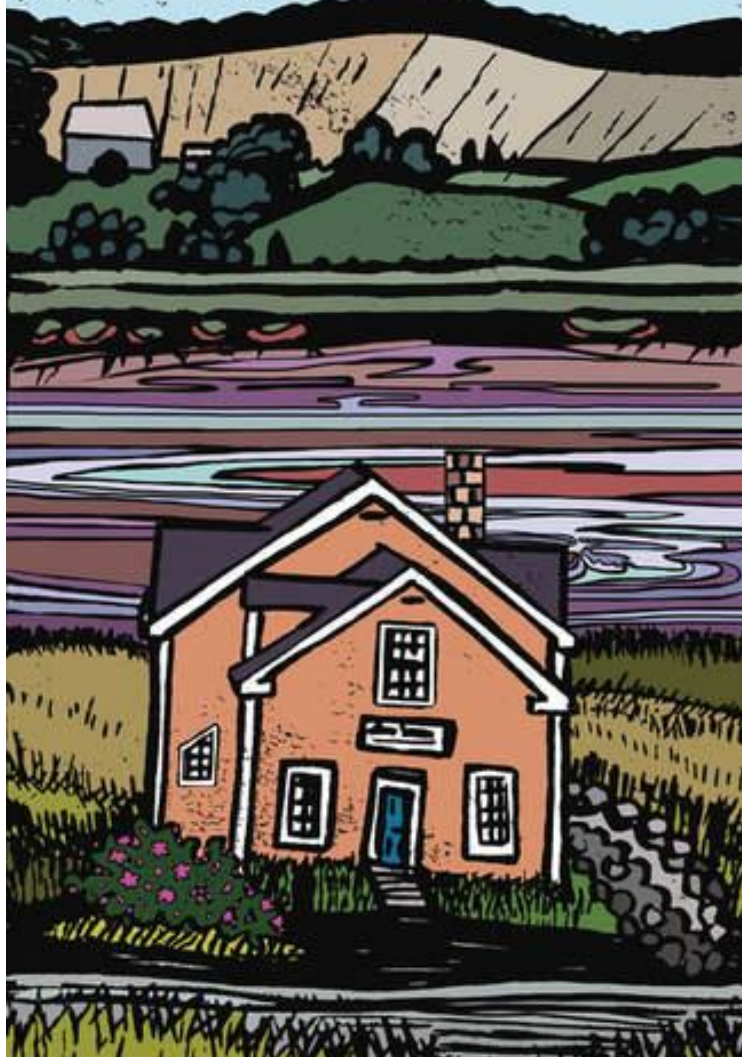


Please Join Us For A
Morning Coffee



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

AVON RIVER HERITAGE CENTRE



Events

The background of the poster features a paint palette with various colors and a paintbrush with blue paint on its bristles, resting on a light-colored surface.


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 is a vibrant yellow with illustrations of various flowers, including tulips and daisies, and a small bumblebee.

**HONEY
HARVEST
FESTIVAL**

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

**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

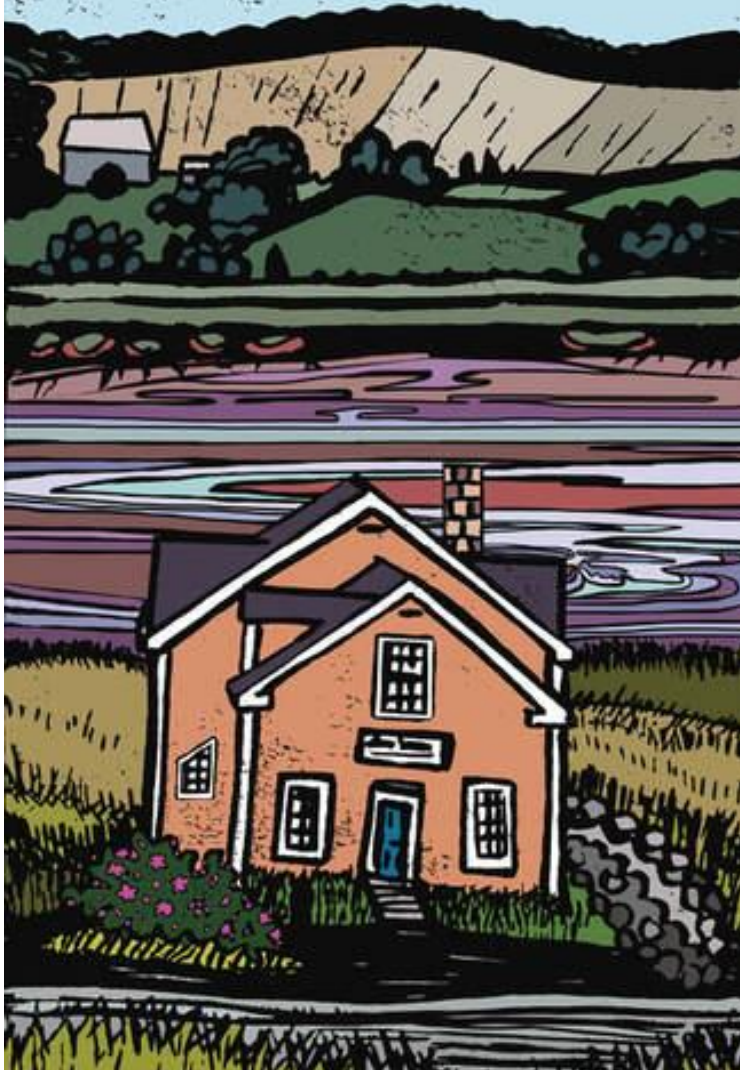
A stylized illustration of a pink acoustic guitar with a black heart shape on the body and a yellow pickguard. There are also small yellow and pink hearts floating around the guitar.The background of the poster is a dark blue night sky with colorful fireworks exploding.

AVONDALE WHARF DAY

August 3rd, 2024 + July 26th, 2025

Avon Spirit Shipyard, Newport Landing Waterfront Park

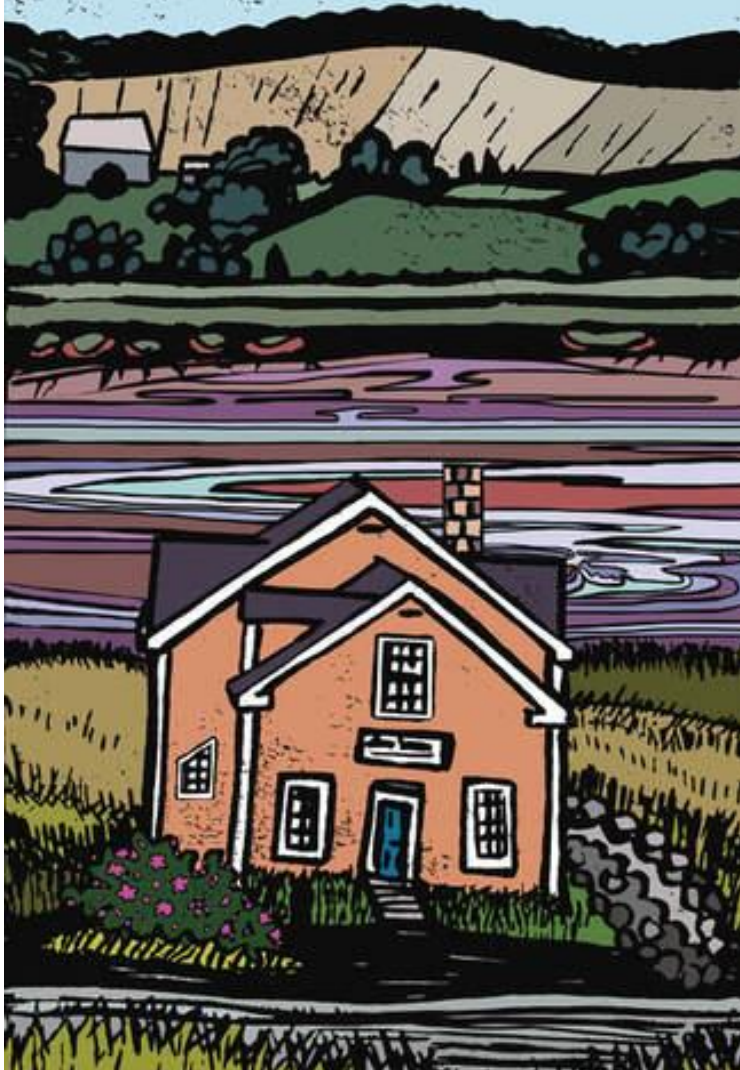
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Events



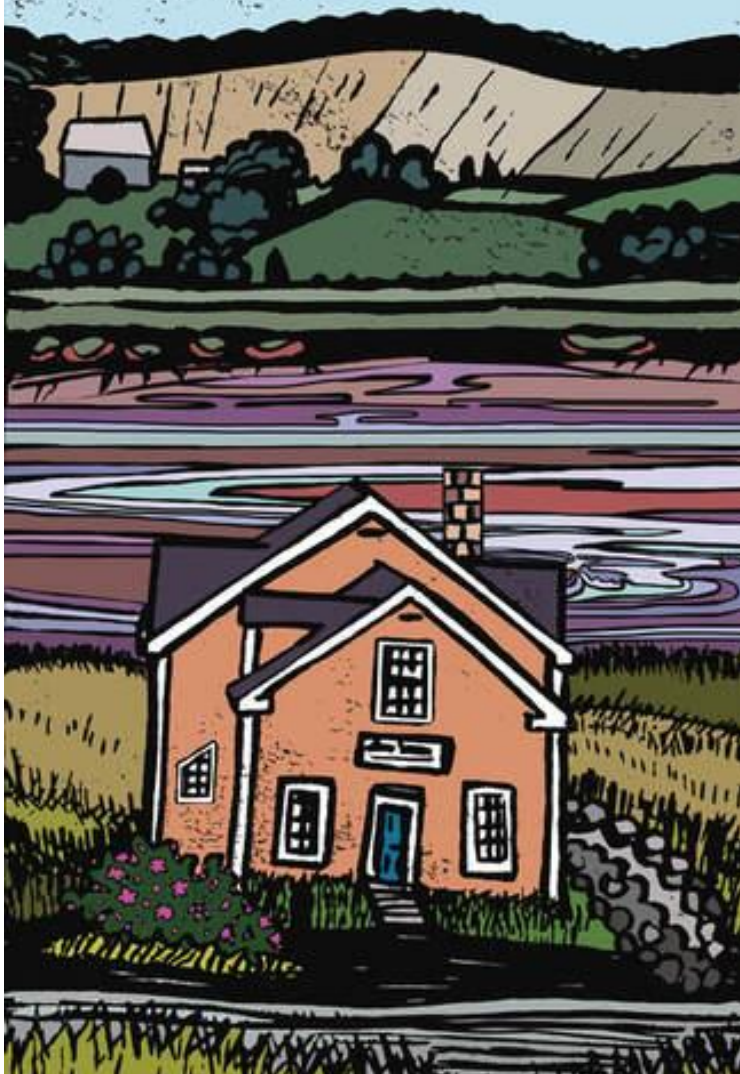
AVON RIVER HERITAGE CENTRE



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

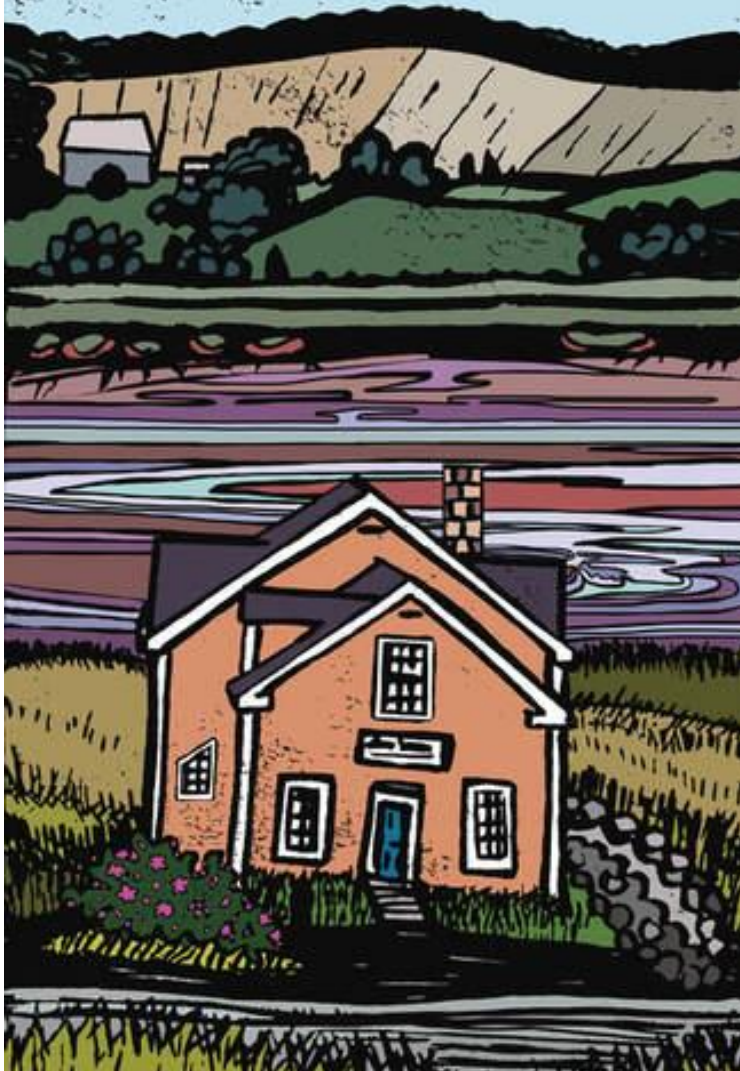
- Full-time seasonal employment
- Student employment

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

- 50% of visitors return for free programming/experiences

Community gathering space

AVON RIVER HERITAGE CENTRE

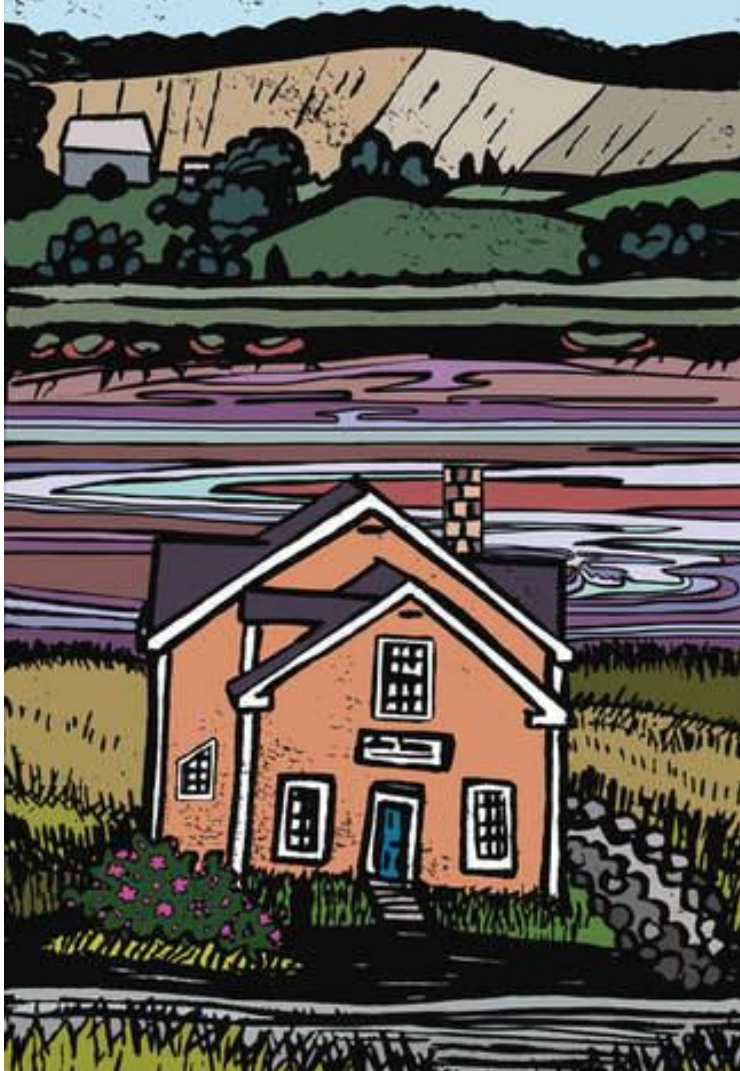


The numbers

Income Sources

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

AVON RIVER HERITAGE CENTRE

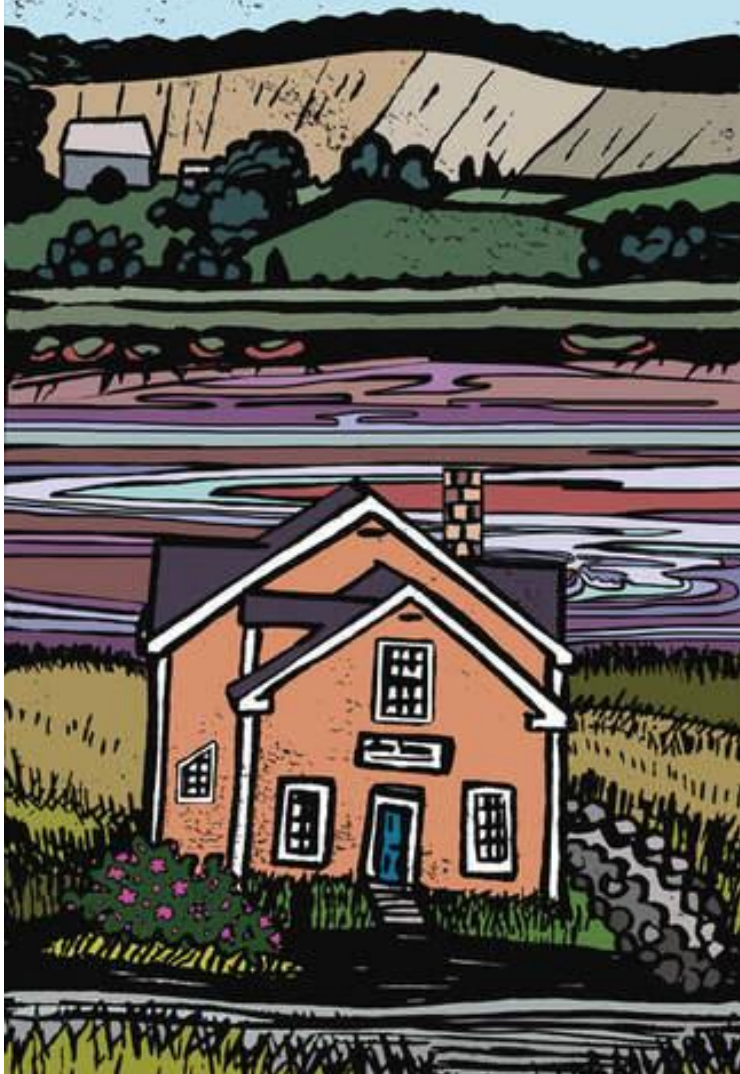


The numbers

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

AVON RIVER HERITAGE CENTRE



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.
