




THE CANADIAN CANOE MUSEUM
LE MUSÉE CANADIEN DU CANOT

Inspiring Canada *- by canoe*



CASE FOR SUPPORT

A photograph of a wooden canoe on a calm lake. The canoe is in the foreground, with its bow pointing towards the center of the frame. The interior of the canoe is visible, showing wooden ribs and a woven seat. A white rope is tied to the bow. The lake is still, reflecting the sky and the distant shoreline. A thick layer of mist or fog hangs over the water, creating a soft, ethereal atmosphere. The sun is low on the horizon, casting a warm, golden glow across the scene. The background shows a line of trees on the far shore, partially obscured by the mist.

The Canadian Canoe Museum, located on the Traditional Territory of the Williams Treaties First Nations, in Peterborough, Ontario, stewards the world's largest collection of canoes, kayaks and paddled watercraft. More than 600 in number, the watercraft and their stories have a pivotal role to play in understanding our past – and our collective future.

As part of our responsibility for this cultural asset of national significance (Senate of Canada, 2013), we are building it a new home that aspires to be as innovative as the canoe itself.

A purpose-built facility on the water, with an array of indoor and outdoor spaces, will allow the Museum to deliver on its mission in ways that, right now, it can only imagine.

MUSEUM *on the move*

A new facility for the future will preserve a fundamental part of our past

Built upon the remarkable collection

of the late Kirk Wipper and reflecting more than 50 years of active collecting, the Museum's collection is the finest of its kind.

In sharp contrast to the calibre of the collection, the Museum is located in the former Outboard Marine Corporation buildings, a 1960s-era factory site with

a large gravel parking lot in a highly-concentrated commercial area. The Museum is continually pushing against the limitations of its location – one that has always been considered interim.

The new museum is vital to the care of this one-of-a-kind collection and the realization of all that it can inspire.



A Canoe House with nearby floating docks will accommodate on-water and outdoor education programming and events.

THE NEED

The new facility will ensure that a fundamental part of Canadian heritage is not lost.

The Museum has a national role to play but is limited by its lack of suitable space and inland location. The new museum and all that it encompasses and enables is foundational to the realization of a strong, sustainable national organization.



Fusionriver Photography

More than 550 watercraft are currently stored in space that is inaccessible to the public and inadequate for collections care.

The need for a new museum is rooted in three key areas:



Enhanced Artifact Care, Stewardship & Accessibility

The current location, in a building intended for factory use, presents unique challenges for a museum. Retrofitting the current facility to meet the needs of this nationally significant collection and the Museum's programming requirements is not possible.



Organizational Sustainability & Growth

Without the opportunity to increase attendance, grow programs and diversify revenue, the long-term strength and permanence of the organization are compromised. Currently, less than 20% of the Museum's collection is on display. The remainder is stored in a separate warehouse that is largely inaccessible to the public. Furthermore, the lack of a dedicated work area and accessible storage for the Museum's archival collections discourages its use by researchers and the public.



Programmatic Capacity

The Museum's award-winning educational and public programming has reached capacity due to lack of space. The current inland location of the Museum restricts on-water programming and only allows for the display of 20 percent of the collection, limiting the overall visitor experience.

OUR COLLECTION

606 WATERCRAFT

2,000+ square feet
of SMALL ARTIFACTS

200 linear feet of
ARCHIVAL COLLECTION

16,500 TITLES

450 RARE BOOKS



*"Show anyone a canoe and their response is almost unanimously **Canada!** The canoe talks about our origins, it talks about our development and it talks about our continuing commitment to protecting the environment and honouring our past."*

PETER MANSBRIDGE, Broadcaster and Canadian Canoe Museum National Council Member



OUR COMMITMENT

The new museum will care for the collection the way it deserves to be cared for. Our commitment begins with preservation and leads to outstanding opportunities for *connection* and *experience*.

MISSION

With our world-class collection as a catalyst, The Canadian Canoe Museum inspires connection, curiosity and new understanding.

VISION

Canadian heritage connecting all peoples to the land and to each other.



Fusionriver Photography

STEWARD

We believe that a world-class collection and cultural asset of national significance deserves the best possible home to provide the care it requires and to foster and support these skills and traditions for generations to come.

We will:

- Enhance care, stewardship and accessibility by housing 100% of the Museum's collection in a facility that meets Class "A" Museum Environment Control standards.
- Facilitate access to the entire collection on-site.
- Create an accessible Knowledge & Research Centre consisting of Archives Storage, a Library & Research Room, and a recording area to preserve oral histories, allowing researchers and students to benefit from these collections.
- Offer dedicated spaces and opportunities for artisans and builders-in-residence to share hands-on learning with students of all ages – preserving skills and perpetuating traditions.





“The Canadian Canoe Museum is a national and international treasure. A unique portal to our past, present and future, with a lifetime of inspiring and profound stories to share. Stories that remind us of our connections to each other and to Mother Earth.”

GEOFF GREEN, C.M., Founder and CEO, Students on Ice Foundation; Canadian Canoe Museum National Council Member



CONNECT

We believe we have a unique opportunity, with the canoe as our lens, to share Canadians' stories, aspiring to include and welcome diverse voices and perspectives from across the country.



We will:

- Honour the cultural histories and stories within the collection by engaging with and learning from First Nations, Métis and Inuit communities.
- Be guided by the Calls to Action from the 2015 Truth and Reconciliation Commission of Canada.
- Provide opportunities for all visitors to find their place at the Museum and connect with the collection in their own unique way.
- Ensure voices and languages from Indigenous communities are seen and heard through the Museum and exhibits (as part of the Indigenous Languages Program supported by TD Ready Commitment).
- Feature temporary and travelling exhibits that will broaden the visitor experience.





“At this time in Canada, we are beginning a process for Truth and Reconciliation. Together, we need to learn, understand and acknowledge our shared history. We can’t do that without first knowing and understanding the impact of the canoe in Canada’s story, from those very early times when the first visitors came to our shores. The Canadian Canoe Museum provides us with an opportunity to learn, to feel, to smell, and to see the canoe in its diversity and endurance.”

VICTORIA GRANT, Teme-Augama Anishnabai Qway, Chair, Community Foundations of Canada;
Canadian Canoe Museum Chair and National Council Member

EXPERIENCE

We believe that the best way to learn is by doing – encouraging hands-on discovery for a deeper understanding.

We will:

- Expand experiential learning opportunities in the Museum, outside the Museum, on the water and virtually.
- Provide dedicated spaces that encourage and facilitate hands-on learning.
- Inspire adventure, spiritual connection, personal reflection and discovery.
- Ensure the Museum is accessible and inclusive to all by meeting or exceeding the standards set by the Canadian Standard Association’s “Accessible Design for the Built Environment” and the Accessibility for Ontarians with Disabilities Act.
- Create indoor and outdoor multipurpose gathering spaces to support community events, celebrations, event rentals and programs.





"One of my passions is building skin-on-frame boats, and I am so fortunate to be able to do that at The Canadian Canoe Museum. As I build, I get to share my passion, while passing on skills and knowledge to the next generation."

RUSS PARKER, Canadian Canoe Museum volunteer since 2011

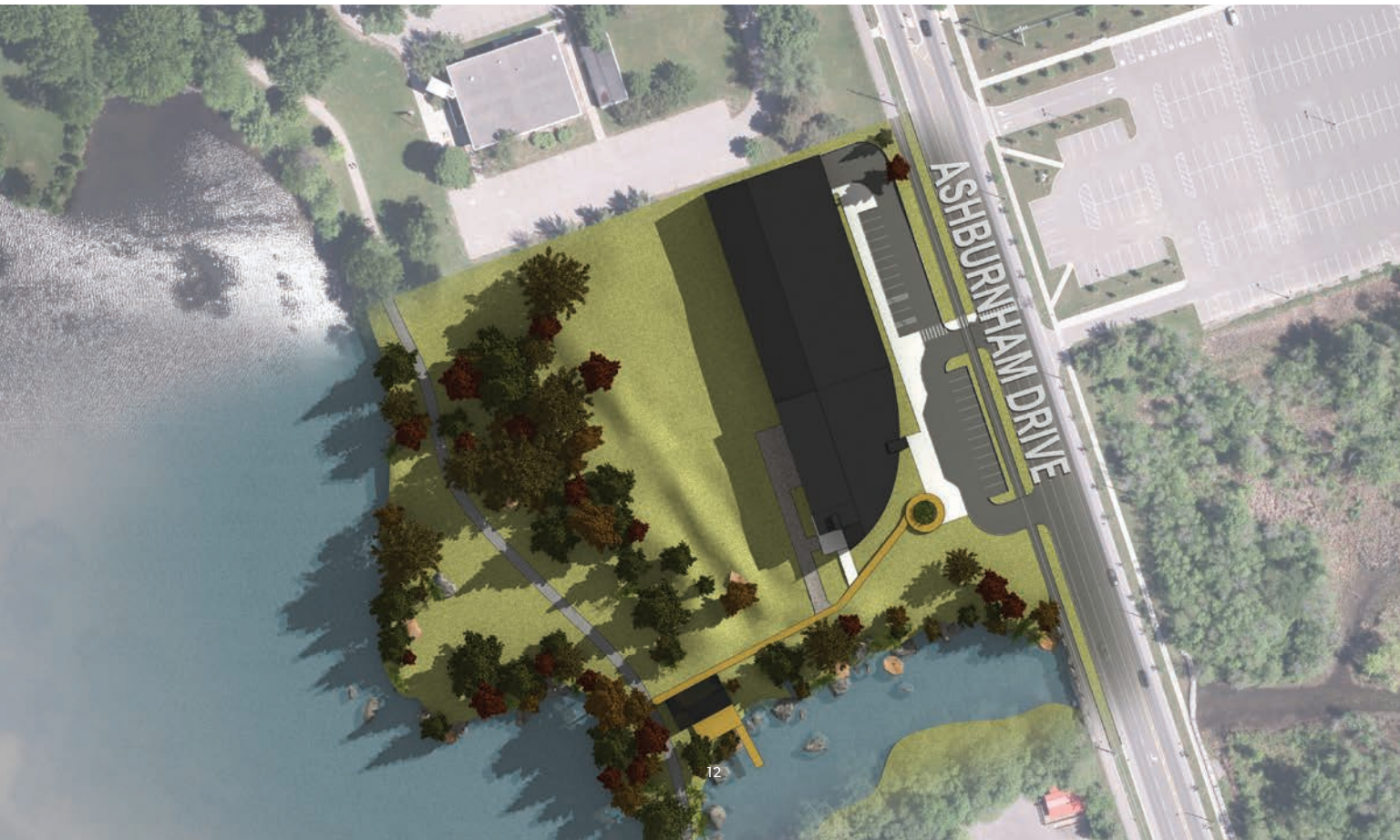


AT THE WATER'S EDGE

A major cultural and recreational destination between Toronto and Ottawa, the new museum will be located on the waterfront of Little Lake, in the heart of Peterborough, Ontario.

The five-acre site of the new museum will provide stunning west-facing views of Little Lake, a connection to the Trans Canada Trail and will be surrounded by public parks. It will become a vibrant community space for outdoor activities and the Museum's canoeing and outdoor programs and events.

Assisting the Museum with the realization of a creative vision for our waterfront campus is the award-winning architectural firm, **Lett Architects Inc.** (Peterborough, ON). With experience in completing cultural projects for nationally recognized institutions and experience with Integrated Project Delivery, Lett Architects Inc. brings a strong collaborative and engaging approach to the project.



Spaces with Significance

88% of the space at the new museum will support mission-driven activities and include the Exhibition Hall, Collection Hall, Knowledge & Research Centre, Living Traditions Centre, Lakefront Events & Education Centre, Canoe House and Waterfront Campus.

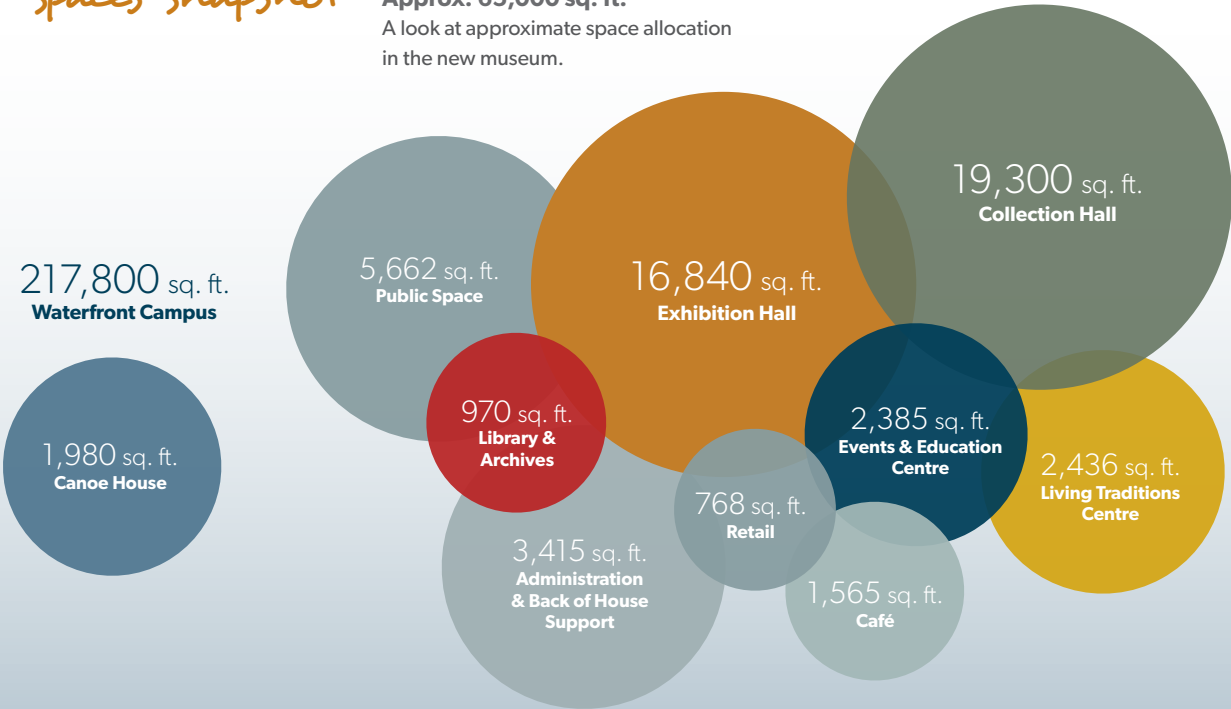
12% of the space will consist of visitor support services and include the licensed Café, Lakefront Terrace, Gift Shop and Hearth Gathering Space.

Class “A” Controlled Museum Environment

The new museum has been carefully developed through consultation with the **Canadian Conservation Institute** and national experts to meet ASHRAE Museums, Galleries and Archives Chapter Class “A” environmental standards that minimize the risk or degradation of the precious artifacts in its care, and to ensure their well-being for generations to come.

Spaces Snapshot

Approx. 65,000 sq. ft.
A look at approximate space allocation in the new museum.



ENABLING MORE

Increased Attendance

With a stunning lakefront location intersected by the Trans Canada Trail, community members and visitors alike will explore the Museum alongside one of Canada's most spectacular waterways, the Trent-Severn. It is estimated that the Museum will welcome 87,000 visitors annually – more than three times the current visitorship.

Building Collaborative Relations

As sites of cultural and historical preservation, museums play an important role in shaping our collective understanding of our past. Before the Museum is a once-in-a-lifetime opportunity to dramatically expand our ability to share and present Indigenous voices, perspectives and languages. In the process of building a new home for this world-class collection, the Museum is committed to learning from and with Indigenous communities and responding to the Calls to Action outlined by the Truth and Reconciliation Commission.

At its essence, this is a strategic commitment to a values-based form of engagement with various communities. It encompasses re-thinking, re-inventing, and re-imagining concepts of equality and fairness, particularly with Indigenous Peoples. Over time, Collaborative Relations will permeate all the Museum's decisions in exhibit design, programming, community relations, governance and organizational practices.

Whole New Visitor Experience

The exhibits will be immersive, dynamic and experiential, allowing the visitor to engage in multiple ways through a variety of mediums. The new facility will support public access to the Museum's entire artifact collection. In addition, achieving Class "A" Museum Environment Control Standards will allow the Museum to collaborate with the international museum community. An evolving temporary exhibit will offer fresh experiences, attracting repeat visitors.

Educational Programming

The new museum's location and spaces will dramatically change how educational programming is delivered, allowing an increased number of youth to learn, play and explore. The on-water location will allow for outdoor activities, adding relevance to classroom discussions and firsthand experiential opportunities. The Museum's virtual outreach initiatives will take interactive programs across Canada and the world.



Artisan Programming

With dedicated, purpose-built spaces, the Museum will have the ability to offer a broader range of artisan programming and experiences, both indoors and outdoors.

Financial Strength & Permanence

Financial sustainability is a key driver for the Museum as evidenced by the ongoing revenue growth prior to the COVID-19 pandemic. The new museum allows for greater diversification of revenue sources to ensure that the organization can be sustainable and resilient to world events, such as pandemics.

Economic Impact

The Museum's operations and redevelopment project will have a positive economic impact on the community of Peterborough and the surrounding regions by enhancing tourism recovery, creating jobs, volunteer opportunities, and increased tourism spend in the community. The project team's commitment to local procurement will see up to 91% of services and goods procured in Ontario, and up to 45% in the Peterborough region, further encouraging the recovery of provincial and regional economies.



Environmental Considerations

The Museum is committed to minimizing its impact on the natural environment. Management of the new museum property will include a comprehensive plan to restore and rehabilitate the site by introducing a mix of diverse native plants and tree species to enhance its ecological function and bolster the existing woodlot. Through ongoing engagement with First Nations, plant species with cultural significance for Indigenous Peoples will be identified, and where possible, incorporated into the comprehensive rehabilitation plan. A constructed wetland, rain garden and innovative stormwater features will provide on-site infiltration and control of runoff before it reaches Whitlaw Creek or Little Lake. The wetland area will also provide a significant wildlife habitat by introducing native water plants and amphibians to the site.

"First Nations, Inuit and Métis people designed, built and used the first canoes and kayaks across this amazing geography defined by its countless waterways and its coastlines. We are honoured to care for these watercraft, to connect with communities of their origin, and to create space within the exhibits and programming for them to share their knowledge, perspectives and languages with a wider audience."

JEREMY WARD, Canadian Canoe Museum, Curator



CHARTING THE COURSE

A passionate staff team and visionary Board of Directors

are leading the organization onto the national stage. Along with a team of experts, advisors, consultants and volunteers, they are guiding the architectural, exhibit design and building processes, and the \$40M capital campaign.

A Campaign Team, with members and advisors spanning the country, is seeking support from donors nationwide.

A dedicated National Council

The Museum's National Council is a group of distinguished individuals who are passionate about the work of the organization – past, present and future. They believe in the importance of the canoe to Canada and are showing their support and enthusiasm for the building of this new national museum.

"The new museum will allow us to do so much more. In the very best way possible, we will share more of Canada, with more of Canada."

CAROLYN HYSLOP, Canadian Canoe Museum Executive Director



“...The canoe illuminates the cultural strengths that built Canada. And that’s why a national museum dedicated to the canoe is critically important.”

LARRY M^CDERMOTT, Member Shabot Obaadjiwan First Nation, Commissioner of Ontario Human Rights Commission and Executive Director, Plenty Canada



“...Ottawa has a Museum of Nature, a Museum of Science and Technology and a Museum of History – Peterborough’s Canadian Canoe Museum will combine all three and offer even more.”

ROY MACGREGOR, Paddler, Writer and *Globe and Mail* Columnist

Learn more about the membership of the National Council at canoemuseum.ca/national-council.

A MESSAGE *from our Campaign Chair*



KEVIN MALONE, Campaign Chair

If you have ever been in a canoe, you know that the path you chart is not always the path that leads you to your destination. Sometimes the route you take is challenging, and sometimes you can only make the journey with the help of those on your team.

The journey to build a new museum has not always been easy. Still, with the commitment and support of those in “our canoe,” we have persevered to see this world-class collection and award-winning programming find the waterfront home it deserves.

This project of national significance will bring communities from across Canada together to celebrate and honour more than just the craft themselves. It will allow visitors of all ages and backgrounds to hear the unique and transformative stories behind the watercraft and to honour Indigenous knowledge and ingenuity. Furthermore, it will open new potential for connection through on-water programs, artisan workshops and exciting new exhibits.

We are proud to say that four levels of government have provided foundational funding along with our lead donor, The Weston Family Foundation, as well as donors from across Canada.

Our responsibility is to ensure that this collection can be preserved and shared with generations to come. On behalf of our Campaign Team and fundraising volunteers across the country, I ask you to help us make this extraordinary project possible and join us in ***Inspiring Canada – by canoe.***

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Malone'.

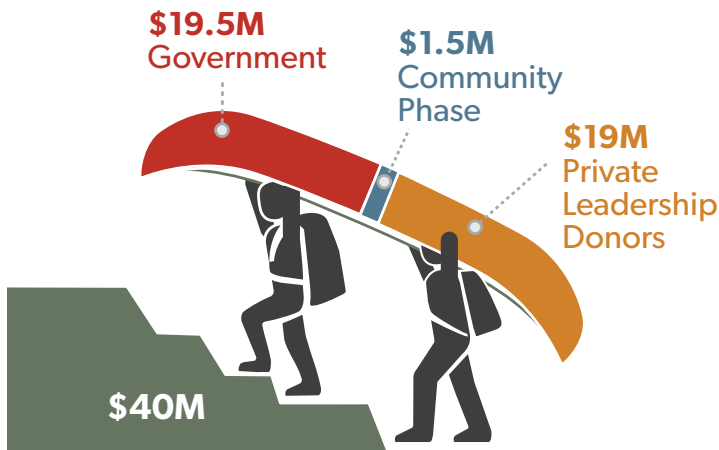
KEVIN MALONE, Campaign Chair



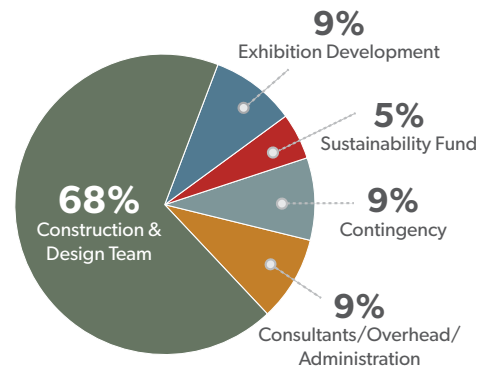
Inspiring Canada

- by canoe

THE \$40M CAMPAIGN JOURNEY



Project Outflows



"We are so grateful for the outstanding support of those that have been with us on this journey so far. As we get closer to achieving our campaign goal of \$40M, we can't wait to feel the enthusiasm and support from Canadians far and wide who want to see this collection and its stories find a home."

CAROLYN HYSLOP, Canadian Canoe Museum Executive Director



MOVE THE COLLECTION

A new world-class Canadian Canoe Museum

cannot exist without a world-class collection. And as you can imagine, moving more than 600 watercraft and 500 paddles, along with hundreds of artifacts and an entire archive and library collection to a new location is no small feat.

Every item and watercraft requires detailed cleaning, documentation, packaging, transportation, quarantining and inspection. Each step is crucial to preserve this collection of national significance so it can be shared for generations to come.

How do you move a collection of this size?

Under the direction of the Curatorial Department, staff and interns will be carefully cleaning, photographing, documenting, and packing each canoe and kayak before placing it on a custom pallet to see it safely moved. Once packed, each canoe receives a colour-coded tag to show where that canoe is going: to one of ten aisles of cantilevered racking in our new Class “A” Collection Hall, or to be incorporated into our brand new exhibits, making the move-in choreography as easy as possible.

Learn how you can become a part of this journey at canoemuseum.ca/move-the-collection

FUN FACT! If you were to line our watercraft collection up end-to-end, it would equal the distance between our current location and our new waterfront home!

JOIN US

A \$40M campaign is a monumental task.

Every contribution to the campaign is a significant one. As we join together from coast to coast to coast, collectively as one, we will ensure this national treasure and all that it represents is not lost for future generations.

The impact of your gift

Your support of The Canadian Canoe Museum will enable us to:

- Build a purpose-built facility
- Provide Class "A" Museum Environment Control to support the collection
- Build and deepen our Collaborative Relationships with Indigenous Peoples and communities
- Grow educational, on-water and artisan programming
- Increase access to the entire collection
- Expand our audiences and increase visitorship
- Diversify revenue streams to strengthen financial sustainability

Learn how you can support the creation of a new museum at canoemuseum.ca/join-us









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Join us in Inspiring Canada *- by canoe*



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