Mission:

“To Connect People with Wetlands”
Programming

- Public (tours, presentations, canoes, films)
- School (curriculum-based, all ages, on and off site)
- Youth (sleepover, birthday parties, camp)
- Special events & Public workshops
- Educator training (In-service days)
- Offsites (festivals)
- Exhibits (various themes)
café

giftshop
Financial Planning and Resourcing

1. Financial plan stems from strategic/business plan
2. Budgeting: capital vs operations
3. Resources: employees
4. Cost savings: partnerships
5. Increasing revenue: offseason, outside of hours
6. Big decisions: reviewing your program
7. Fundraising: where to begin
8. Evaluation: How are you doing?
1. Financial Plan stems from Strategic Plan

**Considerations:**

- What is your goal/mission?
- Who are your stakeholders?
- Learn your place in the market
  - Tourism trends
  - School field trip locations
- Diversify income sources
- Extend demographic reach
- Long term sustainability
Strategic plan FY14-18

Non-formal education and tourism

Retail Services
(facilities, café and gift shop)

Visitor Experience

Promotion & Fundraising

Training & Evaluation

Formal Education:
students & educators

Awareness & appreciation

World class facility
Formal education:

• deliver high-quality education programs at OHM and in off-site communities to target audiences, including educators, students and youth groups.
• Programs will be reviewed and updated on a rotational basis.
• We will look for ways to attract more students to our programs during non peak seasons and extend our “Ecovan” travelling program to the open water season.
• The Centre will work with Manitoba Education for both guidance and support of the Centre’s programming.
<table>
<thead>
<tr>
<th>Formal education</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of programs delivered</td>
<td>48,000</td>
<td>48,000</td>
<td>50,000</td>
<td>50,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Number of students/youth</td>
<td>28,000</td>
<td>28,000</td>
<td>30,000</td>
<td>30,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Number of program hours</td>
<td>60,000</td>
<td>60,000</td>
<td>65,000</td>
<td>65,000</td>
<td>65,000</td>
</tr>
<tr>
<td>Professional development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of educators attending PD workshops</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Educator contacts</td>
<td>1450</td>
<td>1450</td>
<td>1550</td>
<td>1550</td>
<td>1550</td>
</tr>
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</table>
Non-formal (public) education and tourism

• enhance visitor experience, we will update exhibits inside and outside the building, and develop new programs, exhibits and activities, in consultation with our partners.

• maintain a high level of attendance and enhance capacity to sustain the operation of a world-class facility for all Manitobans.

• to build upon the tourism potential of the Centre we will work with Manitoba Tourism as well as other agencies (Tourism Winnipeg, Interlake Tourism Association).
<table>
<thead>
<tr>
<th>Non-formal education (public) and tourism</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of visitors to the site</td>
<td>150,000</td>
<td>150,000</td>
<td>160,000</td>
<td>160,000</td>
<td>165,000</td>
</tr>
<tr>
<td>Number of public visitors (excluding students)</td>
<td>21,000</td>
<td>21,000</td>
<td>23,000</td>
<td>23,000</td>
<td>23,000</td>
</tr>
<tr>
<td>Number of members</td>
<td>950</td>
<td>950</td>
<td>970</td>
<td>970</td>
<td>970</td>
</tr>
<tr>
<td>Exhibits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of new long term exhibits</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Number of new/updated temporary exhibits</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
Training and Evaluation

- continue to hire and train an enthusiastic group of employees for seasonal programming.
- increase our use of volunteers during peak seasons to assist with public and school programming.
- Set targets to evaluate all programming at the Centre as well as for exhibits and visitor services.
<table>
<thead>
<tr>
<th>Training</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of employees trained in all programs (formal and non-formal)</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Number of volunteers</td>
<td>28</td>
<td>28</td>
<td>30</td>
<td>30</td>
<td>32</td>
</tr>
<tr>
<td>Number of volunteer hours</td>
<td>1470</td>
<td>1480</td>
<td>1490</td>
<td>1500</td>
<td>1500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Evaluation</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of public programs evaluated and updated</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Number of school programs evaluated and updated</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Number of exhibits evaluated and updated</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Promotion and marketing

- continue to strengthen relationships with partners such as Travel Manitoba and media to promote the Centre.
- Set goals for social media hits and free promotional interviews.
- The Centre will focus on promoting the Centre as a true destination (i.e. worth the trip).
<table>
<thead>
<tr>
<th>Promotion and Marketing</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of followers on twitter</td>
<td>100</td>
<td>125</td>
<td>150</td>
<td>175</td>
<td>200</td>
</tr>
<tr>
<td>Number of “likes” on facebook</td>
<td>400</td>
<td>450</td>
<td>500</td>
<td>550</td>
<td>600</td>
</tr>
<tr>
<td>Number of free promotional interviews</td>
<td>8</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Number of public registered to receive e-newsletter</td>
<td>1350</td>
<td>1400</td>
<td>1450</td>
<td>1500</td>
<td>1550</td>
</tr>
</tbody>
</table>
2. Capital vs Operating budget

- Capital budgets are usually projections of costly necessities, such as new exhibits, equipment or significant repairs, in the next few years.

- An operating budget, on the other hand, details how much it costs to run the business for the next year. Included in the operating budget are the expenses for programming materials, equipment, rent and salaries.
Expenses

Revenue

Province of Manitoba 16%
Admission 5%
Education programs 15%
Fundraising 30%
DUC 16%

program staff including café and giftshop 65%
rent & services 22%
café food 5%
giftshop 2%

café 11%
Province of Manitoba 16%
Admission 5%
Education programs 15%
Fundraising 30%
DUC 16%
3. Resources - Employees:

- 12 full time (including cafe and giftshop)
- 5-10 casual call in & seasonal employees
- 90% students due to bursary restrictions
- Background: education, sciences, tourism
- Training modules allow for flexibility
- Natural history, customer service, programs - training is ongoing.
4. Cost savings: co-op marketing
5. Increased operations revenue

- Shoulder season = Travelling Education Program
- December academic lull = Winter fun days
- Winter onsite = Voyageur Days
Outside of regular hours-
diversifying your audience

Monthly Astronomy nights

Annual Migration concert, wine
and cheese
6. Decision making; the big picture

Mission: “Connect People With Wetlands”

<table>
<thead>
<tr>
<th>Revenue</th>
<th>weak link</th>
<th>neutral</th>
<th>strong link</th>
</tr>
</thead>
<tbody>
<tr>
<td>negative</td>
<td>X</td>
<td>X</td>
<td>?</td>
</tr>
<tr>
<td>break even</td>
<td>X</td>
<td>?</td>
<td>School Groups</td>
</tr>
<tr>
<td>revenue made</td>
<td>?</td>
<td>”Rock and Mineral Weekend”</td>
<td>“Caring for our Watersheds”</td>
</tr>
</tbody>
</table>
Financially sustainable education partnerships:

• Manitoba Envirothon – hosting regional competition

• Conservation Districts- sponsoring schools to receive “Watershed Ecovan“

• Manitoba First Nation Education Resource Centre- GIS workshop

• Caring for our Watersheds contest – on target with mission, fully funded by Agrium
7. Fundraising

• **What** are you applying for? – go back to strategic plan
  ➢ Capital projects (building and renovations, exhibits)
  ➢ Programming Materials
  ➢ Operations (staffing, heat, insurance, rent) – most difficult
• **When** do you need/want this by?
• **How** will you achieve this (do you have a plan?)
• **Who** could be a potential sponsor (is there a naming opportunity)?
• Do your research

*Be ready to adjust based on the funder* (e.g. Migratory bird exhibit)
Grant Opportunities

• **Grants:** Foundation, Government and Corporate
• **Staffing:** Summer Canada Jobs, Young Canada Works
• **Capital:** Federal Diversification Fund, Enabling Accessibility Fund, EcoAction (Environment Canada),
• **Programs, Equipment and Operations:** financial institutions (i.e. Royal Bank Blue Water Grant, TD Friends of the Environment), PromoScience (NSERC)
• **Special Events:** Local companies, corporations
• **Foundations:** Ontario Trillium Foundation, Winnipeg Foundation
8. Tracking/evaluation

• Are your customers satisfied?
  ➢ Surveys

• Are you being successful with your mission?
  ➢ Pre and post quizzes
  ➢ Commitment to take action

• Are you meeting your financial goals?
  ➢ Balancing your budget
Final thoughts..

*Flexibility is the key to success/survival!*

- Several successful programs have been suggested by stakeholders (potential customers).
- Flexible programs, flexible hours

**Promotion/social media:**
Media will not always pick up what you want them to.

Fire at OHM: Facebook - over 5,000 people reached as compared to an average of 350 for other posts.