
For Information

REPORT TITLE: Peel Art Gallery, Museum and Archives Annual Report

FROM: Sean Baird, Commissioner of Digital and Information Services

OBJECTIVE

To share the achievements of Peel Art Gallery, Museum and Archives (PAMA) over the past year.

REPORT HIGHLIGHTS

- PAMA is a cultural hub for the Region of Peel, serving the diverse communities of Brampton, Caledon and Mississauga, as a place to come together and celebrate arts and culture.
- Cultural institutions around the world, including PAMA are shifting to a visitor-centric model to ensure continued connection with communities using an authentic voice and embodying the guiding principle of “Nothing About Us, Without Us”.
- PAMA hosted approximately 30,000 in person visitors and 102,292 unique visitors to PAMA’s website in 2019.
- Visitors rated their satisfaction with PAMA experiences (net promoter score) at 72 per cent, well above the industry standard of 51 per cent.
- PAMA’s stewardship and institutional leadership across Art, Museum and Archives is focused on the health and care of the collection and the building of a future collection which is reflective of the community.
- Education and Programming staff are focused on providing residents with the opportunity to engage with arts and culture to support learning, inspire creativity and foster good mental health.
- In 2019, 63 per cent of PAMA exhibitions were collaborative ventures developed through guest curation and community partnerships.
- PAMA received formal recognition on several occasions in 2019 for contributions to the community.

DISCUSSION

1. Background

Since the re-opening of the Peel Art Gallery, Museum and Archives (PAMA) in 2012, PAMA has been committed to establishing itself as a “Cultural Hub” for the Region of Peel. Serving the municipalities of Brampton, Caledon and Mississauga, PAMA has demonstrated leadership in community engagement through partnering to deliver local, national and international content and experiences that resonates with residents.

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In alignment with many local and international cultural institutions, PAMA's staff create stories and experiences by partnering with the local community to ensure that the guiding principle of "Nothing About Us, Without Us" is at the core of all activities. Partnerships, co-curation and community outreach ensure that authentic voices are presented in exhibitions and programs that matter to our communities and improve community engagement overall.

2. Visitor Experience

Visitor experience is measured by in-person and digital engagement, visitor feedback and the net promoter score (NPS). Approximately 30,000 people visit PAMA each year and the NPS was rated very positively at 72 per cent in 2019. The NPS is a customer's overall perception of a brand, with the industry standard set at 51 per cent. In 2019, PAMA hosted 102,292 unique visitors on the PAMA website, an increase of 55 per cent from the previous year.

In efforts to increase accessibility and broaden outreach, PAMA has expanded digital content in the areas of online exhibitions, learning programs and continued social media engagement. As an example, PAMA launched its first digital exhibition 'Morphology' on Earth Day April 22, 2020 in partnership with Credit Valley Conservation and Toronto and Region Conservation Authorities. 'Morphology' features the works of local photographers who documented the creation of the Jim Tovey Lakeview Conservation Area, a 26-hectare project on the Lake Ontario shoreline.

3. Stewardship, Institutional Leadership and Collections

PAMA is one of three facilities in Canada to house an Art Gallery, Museum and Archives under one program and home. The other facilities include the Glenbow in Calgary and the Rooms in Newfoundland. This structure provides substantial integration opportunities and benefits for each service that enriches the cultural experience at PAMA.

Established in 1968, PAMA's **Art Gallery** collection has grown to over 5700 works of historical and contemporary art, created by over 900 artists. Artworks relating to the field of painterly abstraction form a significant component with examples from influential movements such as Toronto's Painters Eleven, the Quebec Automatistes and the Quebec Plasticiens. PAMA's current Art Gallery collection is primarily representative of Eurocentric Canadian artists, with an emphasis on those associated with Peel Region. Although the collection hosts the work of some international artists, additional rigour is being applied to the collecting process to ensure a collection representative of the Peel community and the diversity therein.

PAMA's **Museum** collection is a tangible record of the Region's history and contemporary experience. Acquisition priorities reflect stories illuminating individual lives and community experiences whilst building knowledge around themes of diversity, activism and inclusion. In 2019 a museum storage assessment was completed on the more than 10,000 items in museum storage. Level one minor mould was discovered during this review and expedited further reviews including identification of the gaps in the collection's artifacts. The mould remediation process will be on-going throughout 2020 and 2021 to safeguard the collection for the future. A guide for accessioning and deaccessioning artifacts to create a future collection reflective of the Peel community has been developed by working alongside local museum partners and the PAMA Advisory Board.

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PAMA's **Archives** preserves and makes available a collection of more than 1.5 linear kilometres of records, stored in more than 5,000 archival boxes. It also holds approximately two million photographic images and other extensive assets in audiovisual and digital formats. Private and government records continue to grow considerably since the reopening in 2012.

4. Education, Programming and Exhibitions

Education and Programming experiences at PAMA are structured around exhibitions and emerging trends within the culture sector which provide for creative learning opportunities for people with a diverse range of abilities. Education programs focus on bringing the stories of Peel to students through curriculum-based tours, studio workshops, and school outreach. In the 2018-2019 school year, PAMA hosted 11,470 students with approximately 8,870 from Brampton, 1,000 students from Caledon and 1,600 from Mississauga, a 38 per cent increase from the 2017-2018 school year.

In 2019, over 4,500 visitors participated in Public Programs at PAMA including music nights, Indigenous drumming circles, art workshops, speaker series and thematic tours.

In order to connect with residents and agencies within the community, PAMA attends local festivals in all municipalities such as Caledon Day, the Bread and Honey Festival and local Farmers Markets. Through such engagement in 2019, PAMA connected with over 200 residents from Caledon, 400 from Mississauga and 400 from Brampton.

There was a 63 per cent increase in collaborative exhibitions from 2018 to 2019 through use of guest curation and community partnerships, including Guru Nanak, Refuge Canada and Trash Talk (see appendix I).

5. Partnerships, Grants and Awards

PAMA staff and the Friends of PAMA Advisory Board members work with community and regional partners to achieve outcomes that build inclusivity, engagement and a shared sense of community identity. PAMA's partnerships include Big Brothers Big Sisters of Peel, Brampton, Caledon and Mississauga Public libraries, Credit Valley and Toronto Region Conservation Authorities, Recycling Council of Ontario, Sheridan Mission Zero, Sheridan College, Canadian Museum of Immigration at Pier 21 and many more (see appendix II).

In 2019, PAMA was awarded a \$155,000 Museum Assistance Program Grant from the Department of Canadian Heritage for the George Paginton; Painting a Nation exhibition. The Honourable Steven Guilbeault, Minister of Canadian Heritage visited the exhibition and used the opportunity to engage with many arts and culture leaders representing the Region of Peel during a roundtable session at PAMA.

In 2019 PAMA received awards from Big Brothers Big Sisters for Community Partner of the Year and the Brampton Guardian's Diamond Readers Choice Award for best Art Gallery. PAMA also received certificates of recognition for contributions to arts and culture by the United Way of Greater Toronto and MPP Deepak Anand.

By request of the Minister's office, The Honourable Bardish Chagger, Minister of Diversity and Inclusion and Youth toured the Our Voices, Our Journeys: Black Communities in Peel exhibit in 2019.

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Donations, gifts and recognition reflect the trust and confidence that the community holds in PAMA.

CONCLUSION

PAMA is a well-established cultural organization and trusted institution serving Peel residents through dynamic exhibitions, programs, and quality visitor experiences in an environment that fosters inclusivity, connectivity, and promotes collaboration. PAMA will continue to work on planned objectives and ensure this work advances outcomes for the Region of Peel's strategic vision and mission of Community for Life.

APPENDICES

Appendix I - Exhibition Highlights

Appendix II - PAMA Partnerships

For further information regarding this report, please contact Karla Hale, Director, Community Connections, Ext. 4998, Karla.Hale@peelregion.ca.

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Reviewed and/or approved in workflow by:

Department Commissioner and Division Director.

Final approval is by the Chief Administrative Officer.



N. Polsinelli, Interim Chief Administrative Officer