

Pedal to the Metal



The Story of CTMHV



- ❖ HVSO Founded in 1954
- ❖ Village land purchased in 1970s
- ❖ First Buildings moved in 1973/74
- ❖ Transportation Museum built in 2001
- ❖ 50s Diner opened in 2006
- ❖ EMS Museum opened in 2010



CTMHV Today

- ❖ Over 60 vehicles on exhibit
- ❖ Over 20 historic buildings
- ❖ Only known EMS Museum in Canada
- ❖ Small but dedicated staff
- ❖ Aging but even more dedicated group of founding members and lifetime volunteers
- ❖ Volunteer force that is shrinking, with no new members coming forward
- ❖ No clear plan for the future – Just want to stay open for the public



Where do we go from here?

- ❖ Where do we get more income?
- ❖ How do we get more volunteers?
- ❖ How do we rebrand for a younger generation?
- ❖ How do we get the community involved more in our cause?
- ❖ Who takes over when the HVSO no longer can?
- ❖ Why are we at this position in the first place?

Working with the Old Guard

- ❖ Patience is a virtue
- ❖ Understand their perspective
- ❖ Teach in small doses
- ❖ Earn their trust
- ❖ Big changes in small steps
- ❖ Be assertive and never give up

Beyond CMOG and Trillium

- ❖ Community Foundations
- ❖ Ministry Workplace Programs
- ❖ Corporate Grants and Sponsorships
- ❖ Provincial Programs
- ❖ Fundraising Initiatives

Building/Gallery Sponsorship

- ❖ Give something in return
- ❖ Onsite signage
- ❖ Proof of where money is going
- ❖ Yearly Updates
- ❖ Community Awareness
- ❖ Bring in the press!!

Rebranding for the Community

- ❖ What does your community want/need beyond a treasure trove of artifacts?
- ❖ What do local teachers need?
- ❖ Who is your community (age demographic) is lacking in programming?
- ❖ What is your community demographic?
- ❖ How do we get beyond pioneers and old cars?
- ❖ How do we reach younger generations?

Building a Hub for History

- ❖ Create a space that is inclusive
- ❖ Give reasons for EVERYONE to enjoy your museum
- ❖ Reach beyond school-age programming
- ❖ Create a centre for learning
- ❖ Give updates to councils and community groups
- ❖ Use what you have – it is gold!