

The Exploration Place Update

Presentation by:

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ADDITIONAL ITEM



the
EXPLORATION
place

MAKING HISTORY TOGETHER

Two key focuses:

1. Listen and respond to visitor and public feedback
2. Reduce expenses and improve revenues

The following were immediately put into action:

- Reduce overall staffing in all departments
- Find ways to become more accessible to all guests
- Improve community engagement through improved exhibits, programs, and overall guest experience
- Bring back a more child-friendly exploration gallery

OUR TEAM

- Currently there are 33 staff members working at The Exploration Place throughout the different departments
- There has been a significant decrease in staffing with a significant dollar value over the last 6 months
- Overall, 27% decrease in staffing with a value of \$130,000 over the span of the last 4 months
- This amount does not include the Curator salary taxes and benefits, so the amount is closer to \$200,000. There has been considerable organizational chart change with departments and positions reevaluated and reduced.



OUR BOARD

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CURATORIAL

- **Refuge Canada:** Pier 21 Canada's Museum of Immigration (MAP Canadian Heritage 15K)
- **Spirit Bear and Children Make History:** Partnered with Carrier Sekani Family Services, the First Nations Child and Family Caring Society, and Lheidli T'enneh
- **Inga Andersen: The Blackout Girl Remembered** (10k from anonymous donor and 10k from private foundation)
- Working with Beaty Biodiversity Museum on a replica headdress project with the Maiyoo Keyoh (MAP application submitted)
- Continuing to share the database with the community- Over 7000 cumulative users since July
- Worked with Tourism PG and BC Bob on an online marketing campaign and reached over 160,000 views



CHILDREN'S STEAM GALLERY

\$150,000- Total cost

Funders:

Y.P. Heung Foundation- \$50,000 - Confirmed

Canfor - Pending

Community Foundation - Pending

RBC - Pending



Overall realignment with our mission and mandate. Lots of new fun events planned. Addition of two new school programs, brought back Daycare Wednesday, a new Toddler Tuesday program, a new birthday party rental package and program, and a new membership for preschools and daycares.

Small changes include allowing food and drink in the galleries, allowing your own birthday food in the party room, and allowing teachers to utilize our boardroom for their class to eat packed lunches, as well as options to add small snacks to public programs. This space was not utilized after reopening, until now.

School visits (students): September-October: 1275

Science Alliance campers: June and July: 135

Feedback: 96% rated summer programs as Excellent or Very Good and 93% would enroll again or recommend

COMMUNITY ENGAGEMENT



ORIGINS TEACHING KITCHEN AND CAFE

We have made many changes in the kitchen but have bigger plans for 2025. We will be reducing the kitchen operations and going back to the original business plan, which was more program-oriented.

- Reducing all offsite catering and focusing on in-house events and the café
- More programming that is tied into the other departments, allowing for enhanced visitor experience.





ELEMENTS RETAIL

We have assigned a manager to the retail space, and in the first month of having her manage it, there was a 48% increase in revenue. Overall, a 25% increase from the same month in 2023.

Pine Centre pop-up location beginning October 15th until January 2025. Already a significant increase in sales with no additional staff hired.



BIOME:

I have paused the AZA zoo accreditation. At this point, it's too costly and restrictive. We are following the same care and attention to our animals that is required but are unable to meet the staffing needs and pay the costly membership fee. At this point, it doesn't seem necessary considering we did not acquire the additional animals we were planning to.

Currently pending \$300,000 in submitted grant applications that could significantly improve our plans for 2025.

- Improved public accessibility
- Improved STEAM gallery
- Enhanced in-house exhibits
- Ability to bring in new travelling exhibits and programming
- Enhanced public programming
- Ability to create our own travelling exhibits to rent to other museums and organizations



WHAT'S NEXT?