



Culture

2026 Revenue Budget

2025 Highlights

- Worked with Museum Consultants on Museum space needs & addition
- Physics Matters: An Interactive Science Exhibition: Feb 2025 to Feb 2026
- Sold the Physics Matters: Science Exhibit for \$10,000 to the Markam Museum
- Science Based Educational Programming increase
- Increase of “Heritage Skills” artisan workshops & adult programming
- 125th Anniversary exhibition planning

Museum Artifact Collection

2025 Collection Statistics

Museum Collection Web Portal views 19,008

Artifacts Accepted into the Collection: 366

Artifacts Deaccession for Various Reasons: 9



A Bradley & Hubbard electric lamp,
owned by William S. Illbury
Local Furrier

Exhibition

Physics Matters: Science Exhibit



Museum Programming

Water Festival



WW1 program: Soldiers on Our Cenotaph



Museum Programming

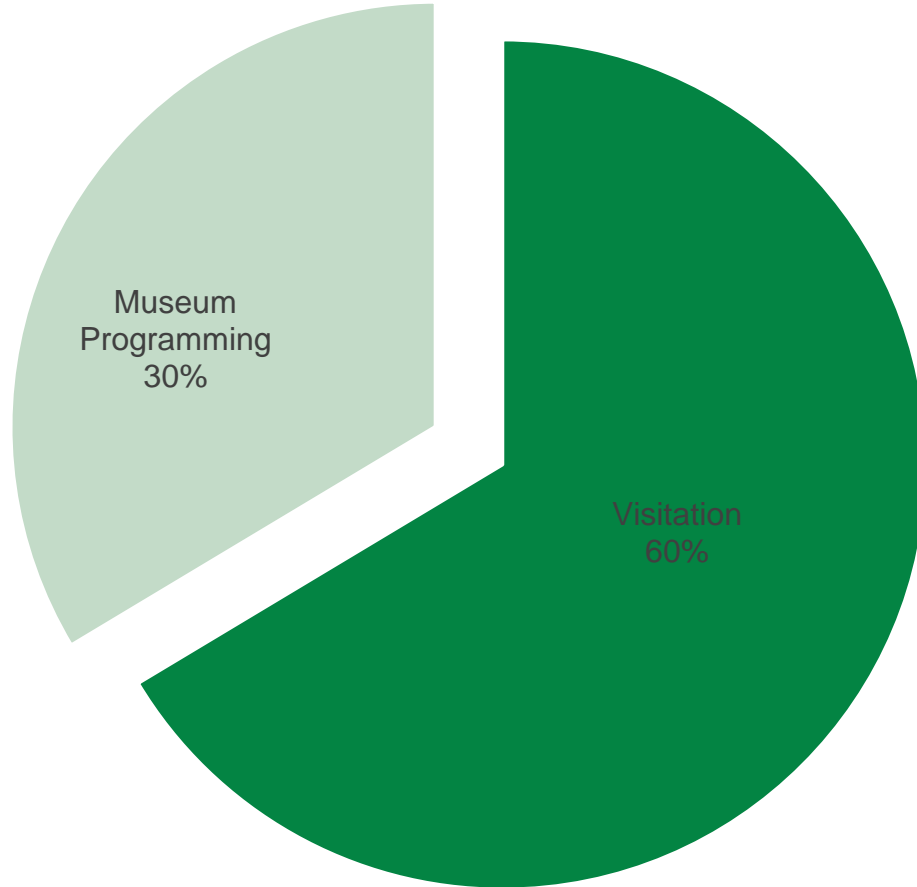


Museum Lunch & Learn



Woodstock Doors Open

Attendance



TOTAL = 22,085

2026/27 Projects

- Museum Strategic Plan 2026-2030
- Continue with Museum addition – Phases and costing
- Participation in Citywide 125th events & museum exhibitions
- Connect 2026 election year to *Bernadette Smith exhibit* and *Mayor For a Day* school program
- Collaborating with Oxford Weavers on “Land to Loom” exhibition in 2027
- Culture Master Plan

Accounts - Revenue

Account	Description	2025	2026
0707-67710-000	MUSEUM – MIS RECEIPTS		\$10,000.00
0707-83710-0728	MUSEUM – CONT TO EXHIBITION RES FUND		\$10,000.00

Sale of Science Exhibition to Markham Museum. Revenue to offset Museum Exhibition Reserve Fund.

Accounts -Expensive

Account	Description	2025	2026
0707-83710-0101	MUSEUM - FULL TIME	\$288,700.00	\$331,150.00
0712-84240-0101	MARKET CENTRE – FULL TIME	\$76,660.00	\$60,980.00

Increase in Museum Wages comes from Museum Clerk position raising one level in JE. As well in 2026, for the first time, 100% of Museum Clerk wages will come from the Museum, NOT 25% of wages from Market Centre. This increased cost is partially offset by a reduction in full-time wages for Market Centre.

In 2026, the full trained Renal/Events coordinator, will deal with all rental issues going forward.

Market Center Theatre

2025

- 25 bookings for the year (19% increase from 2024)
- Increase in Thursday rentals
- Theatre Woodstock running Matinee shows Sunday for all shows due to demand
- Very few blackout dates (days when the theatre was empty and unused)

2026

- Technical up grades coming to theater for TIFF films
- Rental Coordinator fully trained, so wage coming out of Market Centre only

Addition to Base Budget

Culture Master Plan Reserve

2026 Levy Impact: \$50,000

2027 Levy Impact: \$50,000

The need for a Cultural Master Plan (CMP) is identified in the City's Strategic Plan and was previously brought forward for Council consideration in 2014 but was not approved at that time. Staff recommend revisiting the initiative in advance of any Museum Square redevelopment to ensure coordinated and strategic decision-making.

Comparable municipalities typically invest \$100,000 to \$150,000 to develop a CMP. Staff recommend a phased approach by allocating \$50,000 in the 2026 Budget to establish a reserve, with the intention of completing funding in a future budget year. This approach allows the City to plan responsibly while positioning itself to move forward once clarity is gained.