



## REPORT

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**TO:** Mayor Lawlor and Members of Council

**FROM:** Heather Kaufmann, Community Development Supervisor –  
Community Partnerships and Sport Development

**DATE:** January 8, 2025

**REPORT NO.:** CSE-2025-006

**SUBJECT:** Halton Hills Sports Museum - Project Status and Agreement

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### RECOMMENDATION:

That Report No. CSE-2025-006, dated January 8, 2025, regarding the Halton Hills Sports Museum - Project Status and Agreement, be received;

AND FURTHER THAT Council approve and authorize the signing of the Memorandum of Understanding between the Town of Halton Hills and the Halton Hills Sports Museum (HHSM), as outlined in Report No. CSE-2025-006;

AND FURTHER THAT Council authorize Town staff to collaborate with the HHSM Board by proceeding with a phased implementation plan for transitioning the museum to a digital model, as outlined in Report No. CSE-2025-006;

AND FURTHER THAT Council endorse the HHSM's fundraising and grant application efforts, and authorize Town staff to provide letters of support and collaborate on joint funding submissions, where appropriate;

AND FURTHER THAT Council direct Town staff to maintain ongoing collaboration with the HHSM Board to ensure alignment with the community's needs, effective execution of the transition, and regular updates on progress.

### KEY POINTS:

The following are key points for consideration with respect to this report:

- The Halton Hills Sports Museum (HHSM) is transitioning from a physical museum to a more sustainable, technology-driven digital model in order to preserve and share the community's sports heritage.
- The HHSM Board and Town staff have collaboratively developed a Memorandum of Understanding (MOU) that outlines a phased approach for the transition to the new model - including planning, digitalization, and community engagement.
- The HHSM Board has played a key role in planning and strategizing for the transition, while Town staff, including the new Sport Development Coordinator, will support grant applications, partnerships and resource coordination.
- The transition will occur in three phases: (i) planning and stakeholder engagement; (ii) organizing resources for digitalization; and (iii) implementing the digital museum with enhanced public displays and online accessibility.
- HHSM will lead a capital and operating fundraising campaign, collaborating with the Town to help secure grants and community contributions, ensuring financial sustainability without direct financial impact on the Town.

## **BACKGROUND AND DISCUSSION:**

The HHSM, established in 2002, has been a vital organization for celebrating and preserving the sports heritage of Halton Hills. Originally founded with a vision to honour local athletes and sports achievements, HHSM has grown significantly over the years, expanding from a museum to a comprehensive celebration of all sports within the community. The museum has been housed at the Mold Masters Sportsplex in Gordon Alcott Hall since its inception.

Since the expiration of the museum's lease agreement in 2018, the Town and HHSM have been engaged in ongoing discussions to develop a sustainable and innovative approach for the museum's future. With declining volunteer availability, reduced visitation, and the challenge of maintaining physical exhibits, HHSM has identified the need to transition to a digital model, leveraging modern technology to preserve and share Halton Hills' sports legacy in an accessible and engaging format.

### **1.0 Collaboration and Role of HHSM Board Members**

The HHSM Board has played a central role in the conceptualization and strategic planning for this transition. The Board's unwavering commitment to the museum's mission has been pivotal in driving this project forward. Board members have dedicated countless hours to ensuring the success of this initiative, including by offering guidance on the conceptual design of the digital space, and by facilitating partnerships with local sports organizations and community stakeholders. Their collaborative efforts have been instrumental in addressing both the operational challenges and the innovative direction for the museum's future.

The Board's experience and knowledge of the local sports community have enriched the project's planning process. Board members have worked closely with Town staff,

providing invaluable input on the digital platform's features, content development, and outreach strategies to maximize community engagement. HHSM has ensured that the transition to a digital model aligns with the objectives of the museum and the evolving needs of the sport community.

## **2.0 Framework for Transition and Agreement**

The MOU (Appendix A) outlines a phased approach for the digital transition, with clear milestones and deliverables for both the Town and HHSM. Board members have been involved in each phase of the plan, offering their expertise and ensuring alignment with the broader vision for the museum. The agreement outlines a three-phased and layered approach as follows:

- **Phase 1: Planning and Engagement (January 2025 – December 2025)**  
During this initial phase, efforts will focus on foundational planning and stakeholder engagement. Activities will include:
  - Conducting consultations with HHSM Board members, community stakeholders, and local sports organizations to identify priorities and gather feedback on the proposed digital transition.
  - Developing a detailed communication plan to inform the public about the transition and its benefits.
  - Researching and selecting suitable digital platforms and technologies for creating and managing the museum's digital collection.
  - Establishing guidelines and protocols for inventorying, cataloging and preserving artifacts to ensure a seamless digitalization process.
  
- **Phase 2: Transition and Organization (January 2025 – January 2026)**  
The second phase emphasizes organizing resources and creating the framework for the transition. Key tasks will include:
  - Completing a comprehensive inventory of HHSM's artifact collection, and assessing items for digitalization, storage or redistribution.
  - Coordinating with volunteers and staff to facilitate artifact handling and documentation during the digitalization process.
  - Launching public awareness campaigns to educate the community about upcoming changes and fundraising efforts.
  - Collaborating with the Town's Sport Development Coordinator to identify and apply for available grant funding to support the project.
  - Addressing logistical concerns, such as the relocation of storage items and maintaining limited physical displays during the transition.
  
- **Phase 3: Digital Transition (December 2025 – December 2027)**  
This phase marks the implementation of the digital museum model and enhanced public engagement. Actions will include:
  - Securing funding through successful grant applications and community fundraising campaigns.

- Digitally archiving the collection with high-resolution images, metadata, and interactive features to ensure accessibility and preservation.
- Installing a state-of-the-art digital display in the Mold-Masters Sportsplex lobby, with interactive touchscreens and supplementary physical display cabinets.
- Launching an online platform to complement the digital display, allowing remote access to the museum's collection and expanding its reach.
- Implementing a long-term digital content management strategy to keep the collection updated and engaging for future generations.
- Hosting a public launch event to unveil the new digital museum and celebrate the community's role in preserving local sports heritage.

The Town's Sport Development Coordinator will play a pivotal role in supporting the HHSM by working with the group on grant applications and funding opportunities. The Coordinator will also collaborate closely with all community sports organizations to ensure a unified approach to fostering sport development and sport heritage preservation.

### **3.0 Fundraising and Financial Support**

To support the transition and ongoing operation of the digital platform, HHSM will launch a Capital and Operating Campaign. Board members will take the lead in this initiative, leveraging their networks within the community, and with local businesses and sports organizations. The campaign will also seek funding from external grant opportunities, with HHSM's Board facilitating the application process and collaborating with the Town to submit joint proposals for funding, as appropriate.

The Town will provide support by offering letters of endorsement, assisting in identifying funding opportunities, and collaborating on submissions funding proposals.

### **STRATEGIC PLAN ALIGNMENT:**

This report identifies a safe and welcoming community as one of the Town's Strategic priorities. The MOU and HHSM's transition will contribute to the objectives of:

- Ensure that facilities and programs meet the evolving needs of the community.
- Support community-driven and partnered recreation and sport programming.
- Enhance outreach and engagement within our communities.

### **RELATIONSHIP TO CLIMATE CHANGE:**

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

## **PUBLIC ENGAGEMENT:**

Public Engagement was not needed as this report is administrative in nature.

Town staff and the HHSM Board have maintained regular communication to discuss the proposed operational model and the recommended MOU. This collaborative approach will support the museum's transition, and foster engagement with community sports organizations and the general public throughout the process.

## **INTERNAL CONSULTATION:**

Staff in the Facilities division were consulted throughout the preparation of this report, ensuring that considerations regarding space utilization and logistical requirements were addressed. Staff in Information Services will be consulted during the review and approval process of the proposed display design to ensure technical feasibility and alignment with Town systems.

## **FINANCIAL IMPLICATIONS:**

This report is administrative in nature and does not have any financial implications.

The MOU reflects a strategic approach that ensures no financial impact to the Town. The responsibility for fundraising rests solely with HHSM. Where appropriate, Community Development staff will assist the Board in identifying and applying for external grants. Unless required by grant conditions/eligibility criteria, the HHSM would be anticipated to be the lead applicant for any grant applications.

Reviewed and approved by,

Kevin Okimi, Director of Parks, Community Development & Environment

Damian Szybalski, Commissioner of Community Services

Chris Mills, Chief Administrative Officer