

Council Resolution requesting ELDON HOUSE to report back by the end of March 2013, from the Eldon House Board, to the Investment and Economic Prosperity Committee, with respect to the ongoing sustainability of the Eldon House operation.

**2013 Business Plan
Eldon House Corporation
Municipal Service Board**

(Secretary's Note: the Eldon House Corporation First Quarter Update will be provided under separate cover.)

Brief Summary of 2013 Business Plan

Strategic Plan

During its first quarter of 2013, as a new Municipal Service Board, the development of a Strategic Plan has been a key priority of the Eldon House Corporation Board of Directors. As part of this ongoing process, the Board created the following Vision Statement: *Eldon House is a heritage property dedicated to preserving and promoting the Harris family legacy and the history of London and Canada.*

This Statement takes into consideration pertinent Eldon House and Harris Family agreements provided by the City, combined with input garnered through staff and community consultation. As well, the first-ever Eldon House Mission Statement pledges to: 1) *Attain financial sustainability and responsible management*, 2) *Market and promote Eldon House as a destination heritage property*, 3) *Create and maintain beautiful heritage gardens*, 4) *Create exciting programming*, and, 5) *Reach out to the community*.

Board work continues to finalize goals, tactics and timelines for the new Eldon House Strategic Plan, in compliance with the operating standards required by the Provincial Government for receipt of its annual Community Museum Operating Grant (CMOG), noting that the application is to be submitted by June 2013 for receipt of 2013 grant funding at the end of the year.

Performance Measures

As a means of early evaluation of its operation, the Eldon House Board has established three key performance measures: 1) **Revenue**; 2) **Attendance** (tours, programs, events); and 3) **Community Profile** (media coverage, online patron interaction via website, social media including Facebook and Twitter, and patron commentary via telephone, visits or surveys). More specific performance measures will be contained in the 2014 Eldon House Board Business Plan.

Actualizing Eldon House's Potential

Looking ahead to the balance of 2013 and beyond, the new Board will continue to foster strategic actions and activities to support its threefold goal to: 1) operate Eldon House as a municipal museum, 2) preserve, maintain and manage Eldon House and its collection as an historic site, and 3) provide current and future enjoyment and education for Londoners and visitors to The Forest City.