

AN OPEN LETTER

Myths and Facts... and the New Museum Project

We all know that if a myth is repeated often enough, that myth can eventually be perceived as fact.

Such is the danger in the aftermath of North Vancouver City Council's decision to scuttle the campaign for a new museum in the Shipyard's Pipe Shop and the need to now look for an alternative site.

Let's set the record straight so that the search for a viable alternative location to the Pipe Shop is grounded in fact – rather than misinformation.

MYTH

The museum proposal was not “fiscally responsible.” “City taxpayers are going to have to foot the bill for a \$170,000 annual operating deficit.”

FACT

The new museum was NOT planned to run deficits. Its financial model includes an 11% fundraising component designed to avoid deficits. Due to the generosity and commitment of community supporters and the responsible fiscal oversight of a City/District Commission, the Museum has enjoyed an operating surplus for over a decade. If a gap between expenses and revenues were to emerge, action to address it would be taken immediately.

MYTH

A smaller museum would require less on-going financial support.

FACT

A smaller museum could have higher net annual operating costs if it is in a less desirable location that cannot generate as much revenue from admissions, facility rentals, retail sales, fundraising and memberships.

MYTH

The Museum's failure to reach the City's December 31st capital fundraising deadline means a lack of public support.

FACT

The campaign reached 89% of its \$10 million goal within 40% of the originally designed timeline. While the fundraising plan called for a timeline of 42 months, City Council imposed a deadline of 17 months.

MYTH

North Vancouver only needs a small-scale museum, not the 15,500 sq. ft. one planned for the Pipe Shop.

FACT

Architects and consultants have completed seven feasibility studies involving the new museum. Given the size (20,000 artifacts) and significance of the museum collection, a museum of closer to 20,000 square feet is recommended.

Studies have also concluded the new museum concept, focused on the extraordinary story of North Vancouver, would attract locals and visitors alike – contributing significant tourism revenue to the local economy.

We respectfully request North Vancouver City Council actively work with the North Vancouver Museum and Archives to identify and secure a viable location for a new museum.

Let's move forward on the basis of fact rather than myth.

Sincerely,

Friends of the Museum and Archives Society



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