

Diefenbunker
Musée canadien de la Guerre froide
Canada's Cold War Museum

ANNUAL REPORT

2017

ANNUAL REPORT



Record Breaking Easter Attendance

2017

Mandate

Diefenbunker, Canada's Cold War Museum mandate: To increase throughout Canada and the world, interest in and a critical understanding of the Cold War, by preserving the Diefenbunker as a national historic site, and operating a Cold War Museum.

Vision

By showcasing/championing Canada's preparedness to secure the seat of government during the Cold War, the Diefenbunker creates this country's most unique learning environment for present and future generations to better understand one of the most critical times in the world's history.

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President's Message

On behalf of the Board of Directors for the Diefenbunker: Canada's Cold War Museum, I am pleased to present the 2017 Annual Report.

2017 has been another exceptional year. The museum experienced record attendance with more than 88,000 visitors. Canada 150th anniversary celebrations were an overwhelming success with thousands



visiting us on Canada Day weekend. Once again the Diefenbunker provided quality programming and exhibits. Our Conflict Resolution and Summer Camp program remains key for reaching Canadian youth and teaching them lessons from the Cold War. We have received great reviews for the play "Dief the Chief: October 62" from the multi award-winning playwright Pierre Brault; expect new performance dates for 2018. We also had the great honour to receive three prestigious awards, including the Tourism Innovator of the Year Award, which could not have happened without the hard work and dedication of staff and volunteers.

It was also a very busy year for the Board of Directors and museum staff. Over several months, we collaboratively developed our new three-year Strategic Plan. The new plan will enable us to position our organization for future growth and success.

The Board of Directors gratefully acknowledges the support provided by the City of Ottawa, the Province of Ontario, the Department of Canadian Heritage, the Department of Employment and Social Development, the Ontario Trillium Foundation, the Ottawa Museum Network, and all our donors.

2017 saw the departure of the Executive Director, Henriette Riegel. I would like to thank the Interim Director, Lizz Thrasher for her guidance and leadership through this past year of change.

Our success has been the result of dedicated team members working at all levels of the organization: our Board of Directors and committee members, talented staff, partners, over 170 volunteers. We thank you all for your commitment and support, especially our departing board members, Mitchell Besner for the significant contributions he made over six years as Director and Vice-President and Dave Peters whose contributions, wisdom and historical knowledge of the Diefenbunker have been invaluable: he will be greatly missed.

Bernard Proulx

Board of Directors

Bernard Proulx, President, Chair of the Human Resources Committee

Mitchell Besner, Vice-President

Sylvie Morel, Past President

Paul Leduc, Treasurer, Chair of the Finance, Audit and Risk Management Committee

Susan McLeod, Secretary, Chair of the Acquisitions Committee

David Loye, Director

Linda Nixon, Director

David Peters, Director

Mike Robb, Director, Chair of Building Committee

Inderbir Singh Riar, Director

Executive Director's Message



This year, we completed our five-year strategic plan, which set out to redefine the Diefenbunker as an experiential learning environment about the Cold War and Canada's role in ensuring that the experiences of the past inform our future. And we did just that. In the last five years, we have more than doubled our attendance, received numerous awards for our educational programming and exceptional partnerships, and created a hub for learning and innovation.

Now, we set our sights on new horizons.

2017 marked the launch of our new strategic planning process for 2018-2020, with organizational efficiency, financial sustainability and partnership, and visitor experience as core priorities. From theatrical performances and interactive exhibitions, to dynamic fundraising initiatives, to award-winning youth workshops, 2017 has been an extraordinary year for the museum.

As we elevate the profile of the museum locally, provincially, nationally, and internationally we will open our doors (or blast doors!) to a world of opportunities. As we look toward the future, let us reflect proudly on our accomplishments of the past year.

The accomplishments of 2017 are thanks to the hard work and commitment of our staff, the dedication of our volunteers, the support of our Board, the engagement of our many partners, the generosity of all levels of government, and our many sponsors and donors. I am thrilled to join this one-of-a-kind museum where the past meets the present.

Christine McGuire

2012-2017 Strategic Plan Recap

In 2017, we concluded our five-year strategic plan. See how we did in our report card below!



01

To redefine the Diefenbunker as an experiential learning environment about the Cold War and Canada's role in ensuring that the experiences of the past inform our future

- a. New Interpretive Framework ✓
 - Development of curatorial and interpretive framework
- b. Interactive technology ✓
 - 3D tour, new mobile friendly website, iPods for audio guides
- c. Visitor research ✓
 - Collection and analysis of visitor data through diverse evaluation methods
- d. Volunteer training ✓
 - Streamlined special event volunteer training
- e. Above-ground Interpretation Centre X
 - Postponed, but part of the larger vision and scope

02

To reach out and engage broader audiences for the Diefenbunker

- a. Education sector ✓
 - i. Conflict resolution, partnered with You-Can
 - b. Cultural tourists ✓
 - i. Hosted multiple tours through Ottawa Tourism
 - c. Community ✓
 - i. Hoop Jams, Carp Tourism Group, Knuclear Knitters, West Ottawa Board of Trade events, continue to support local charities through donations
 - d. Specialists groups and academics ✓
 - i. Artists in Residence Program
 - ii. Book Launches with academic partners
-

03

To be an anchor in the community

- a. New media and marketing strategy ✓
 - i. Successful and vibrant marketing efforts
 - b. A vibrant calendar of events ✓
 - i. Events for varying audiences and prices
 - c. Partnership: businesses and museums ✓
 - i. Award-winning partnership with Escape Manor
 - ii. Haunted Walks with record breaking attendance in 2017
 - d. Community outreach ✓
 - i. Heritage Day, Mayor's Rural Expo, dedicated staff person to Outreach, the Heritage Fair, and local events
 - e. Western 'hub' in Ottawa ✓
 - i. See community
 - f. New volunteer opportunities ✓
 - i. Event volunteers, students, internships
-

04

To preserve the building as the Diefenbunker's primary artefact

- a. Capital fund initiated for infrastructure improvements ✓
-

05

To ensure the sustainability of the Diefenbunker

- a. Capital needs, improvements, and repairs ✓
 - b. Sponsorship and fundraising ✓
-

2017 Statistics



88,160

VISITORS CAME THROUGH THE BLAST TUNNEL

PUBLIC TOUR ATTENDEES

27,053



125,000

UNIQUE WEBSITE VISITORS

765

CONFLICT RESOLUTION YOUTH PARTICIPANTS

981

PARTICIPANTS IN EDUCATIONAL WORKSHOPS



3

AWARDS for ESCAPE THE DIFENBUNKER



124

SPECIAL EVENT VOLUNTEERS



2,280

BIRTHDAY PARTY ATTENDEES



51

GRANTS RECEIVED

4,315



FOLLOWERS

1,192



FOLLOWERS

4,484



LIKES



2,750

VOLUNTEER HOURS

FROM

38

VOLUNTEERS

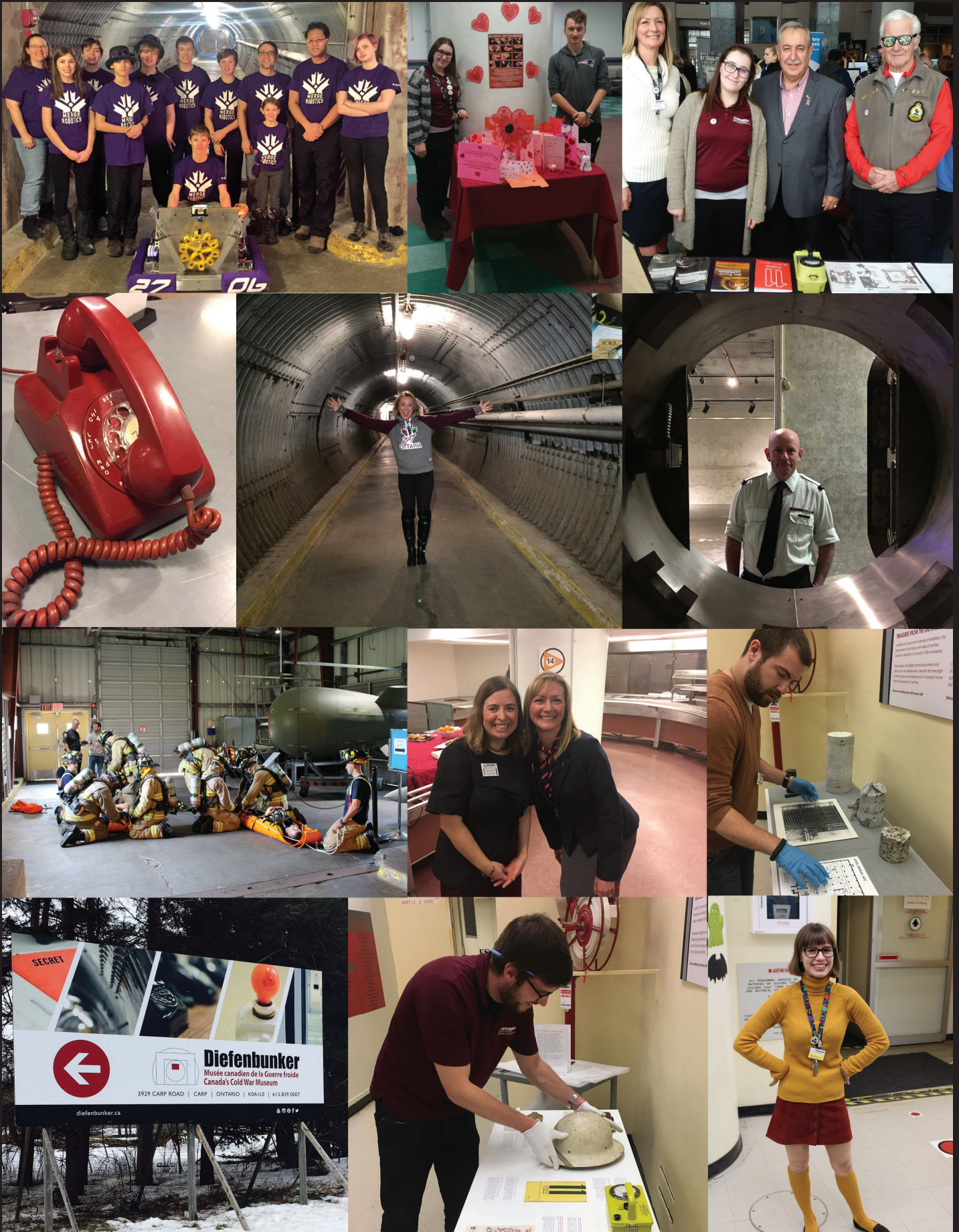
\$5,000

IN ANONYMOUS DONATIONS

\$14,103

RAISED FROM FUNDRAISING EVENTS





#MyOttawa #Ottawa #Ottawa150 #Canada150 #SoldOut
 #DiefTheChief #Diefenbunker #Museum #AwardWinning
 #Community #Tourism #Education #ColdWar

Research and Exhibitions

The museum undertook a preliminary condition report of the 400 level exhibitions and identified areas that require improvement/renewal. In-depth planning and research commenced to support the redevelopment of the exhibitions, which will occur in 2018.



We are building relationships with a number of research institutions and archives that focus on the Cold War in order to develop and strengthen professional connections that will aid the Diefenbunker's research and exhibition programs in the future. These included Carleton University's Archives and Research Collections, Diefenbaker Canada Centre (University of Saskatchewan), Embassies and high commissions, Department of National Defence's Canadian Forces Artist Program, and Canadian War Museum.



From Hand to Hand January to August

The Diefenbunker hosted From Hand to Hand, a photographic exhibition developed by Valerie Nofle. This is exhibition used photographs of the hands of 13 veterans to explore their experiences serving in the Canadian Armed Forces in conflicts from the Second World War to Afghanistan.



Emergency Broadcast July to January

Emergency Broadcast was short film created by the museum's 2017 artist-in residence Pixie Cram and exhibited at the museum. This stop-motion film employs artefacts from the museum to simulate the fear of a nuclear strike.



Treasures of the Diefenbunker January to December

This popular pop-up exhibition displayed artefacts and documents from the museum's collection on a monthly basis for visitors. It proved to be an important test for new display and exhibition development strategies.

Special Events and Programs



From Hand to Hand
by Valerie Nofle
January



Valentines for Veterans
January, February



Fundraiser for the Bunker
at Yuk Yuk's
March



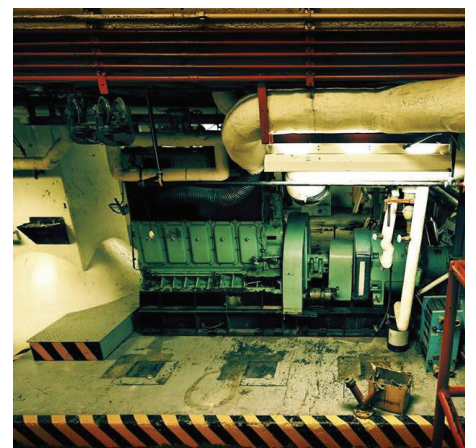
Guard House Reopening
March



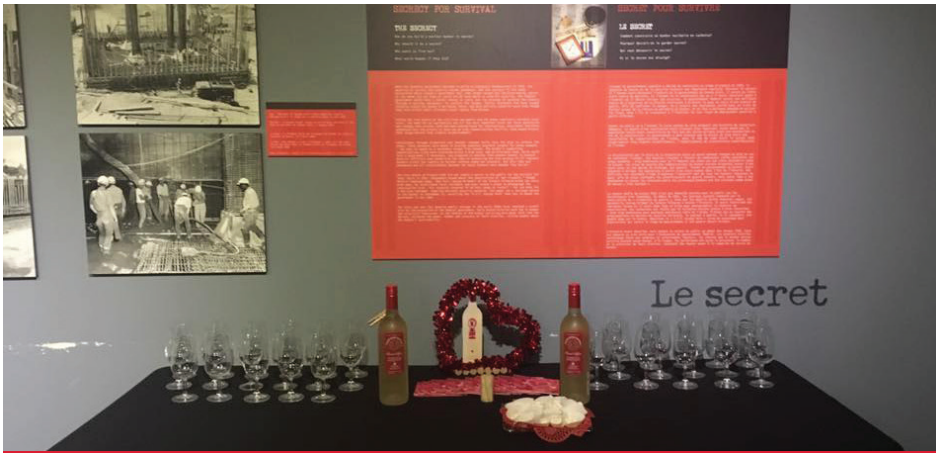
Business After 5, West
Ottawa Board of Trade
May



Doors Open Ottawa
June



Father's Day in the
Ultimate Man Cave
June



Atomic Love, Touring Wine and Cheese
February



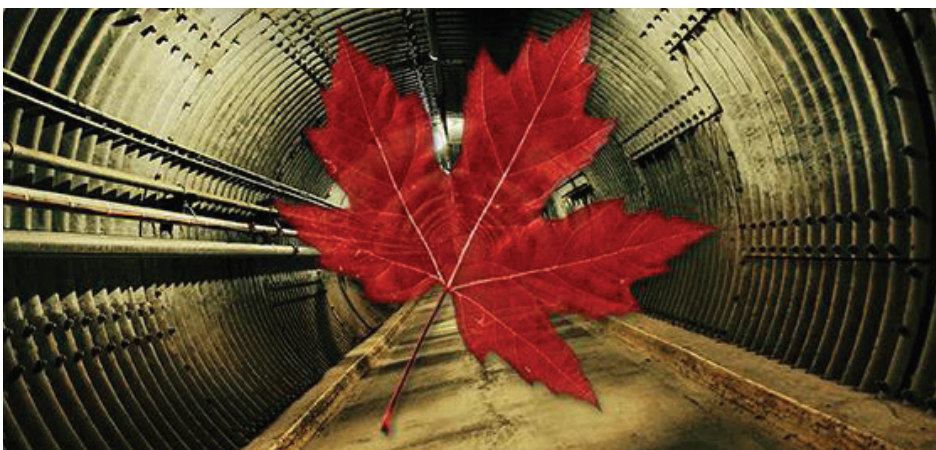
Bunker Dief-FUN-days
February



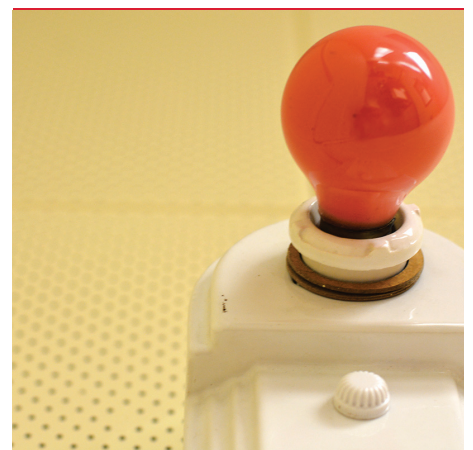
Easter Egg Hunt
April



Women's History Tours
Mother's Day
May



Canada's 150th Birthday
July



Trivia Night
75ft underground!
July

Special Events and Programs



Pixie Cram: Artist-in-Residence Film Premiere
July



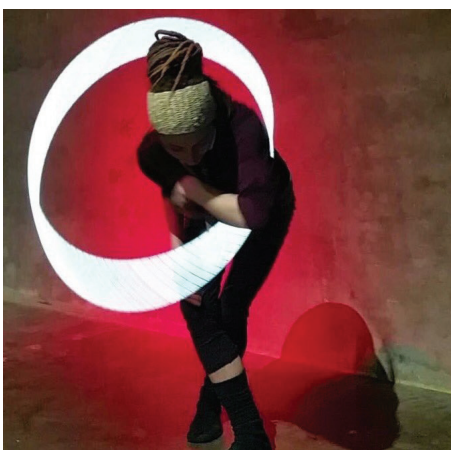
Outdoor Movie Nights
August



Incident at the Bunker, A Zombie Adventure
October



Escape the Diefenbunker
Year Round



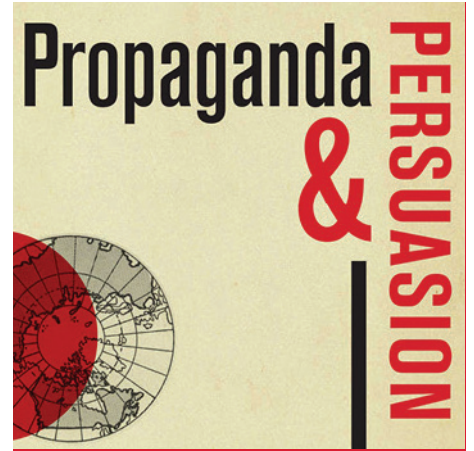
Hula Hooping Jams
Weekly



Bunker Buddies Halloween Hunt
October



Murder Mystery Fundraiser
August



Jennifer Anderson's
Book Launch
October



Dief the Chief: October 62
Multiple dates



Knuclear Knitters
Monthly



Whisky Business 2017
November



How the Grinch Spied on
Christmas
December

Education

The Diefenbunker continues to be Canada's most unique learning environment about the Cold War, ensuring that the experiences of the past inform the future. The museum offers award-winning educational programs with links to social studies, language arts, science, mathematics, and visual arts. Aimed at a variety of different age groups, these programs include Art and Peacebuilding, Continuity of Government, and Emergency Preparedness. Our highly acclaimed Conflict Resolution Workshop gives youth important conflict resolution skills and tests their abilities by putting what they have learned into action.



765

Youth
participated
in the
**Conflict
Resolution
Program**

981

People
participated
in our other
**Educational
Workshops**

Collections and Conservation

An assessment was done on the general status of the museum's archives with a goal to develop an archival improvement strategy. We also improved our Minisis catalogue to include a location function, which allow staff to track the locations of artefacts. Through the database, we can now identify if an item is on exhibition, in storage, or on loan to another institution.

Capital Projects and Technology

Guardhouse Retrofit



The retrofit of the Guardhouse was completed in 2017. Thanks to funding from Federal Economic Development Agency for Southern Ontario, City of Ottawa Heritage Grant, and City of Ottawa Cultural Facilities Fund we were able to install new siding, repaint and upgrade the interior, and replace the windows.

Washroom Project



With a grant from the City of Ottawa, a feasibility study indicated the best locations for new, modern bathrooms. The study proposes new bathrooms on the 400, 300 and 200 levels, with accessibility upgrades to comply with the Accessibility of Ontarians with Disabilities act.

Lighting Upgrades



Following a very generous donation from Erhan Kum, Robert Nagy, and Techsols Incorporated, we upgraded the lighting to transition to LED technology for an increase in energy savings and efficiency.

Classroom Retrofit



The work on refitting the former Rex Zero classroom continues, and the room will be completed as a functional classroom space for the academic year in 2018.

Maintenance



Facility maintenance continues, which includes inspecting and overhauling the fan motors throughout the museum to ensure safe operation. We collaborated extensively with the Technical volunteers on developing a maintenance schedule.

Information Technology



We transferred to a cloud based server and deployed laptops to staff. This has enabled staff to work from various locations in Bunker, and to use cash points for special events. We also worked on a program to install building wide WiFi.

Marketing and Media

Advertising

We continue our efforts with online advertising (low cost, high return, and interactive) to promote events and museum activities.

Target Audiences

Families
Students and Youth
Millennials
Tourists (FIT, VFR)
Tour Operators and Group Tours
Business, Military, and
Diplomatic Communities

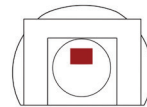
Website



125,000 users

Top 3 pages visited in 2017

/admission-hours
/escape-the-diefenbunker
/history-of-cfs-carp



Diefenbunker

Musée canadien de la Guerre froide
Canada's Cold War Museum

3929 CARP ROAD | CARP | ONTARIO | K0A1L0 | 613.839.0007

diefenbunker.ca



The museum benefits from the **Ottawa Museum Network's** (OMN) work to promote and advance the interests of its museum members. Funded by the City of Ottawa, the OMN develops and implements an annual advertising campaign to promote Ottawa's community museums.

Let's Get Social



4,315 followers



4,484 likes



1,192 followers



2,449 followers

Earned Media

We received significant media attention in 2017 across print, digital, radio and television.

This included EMC West Carleton Review, CBC, CTV, The Ottawa Citizen, Ottawa Sun, EPOCH Times, the New York Times, The Washington Post, the Humm, Metro News, Where Magazine, Toronto Sun, OttawaToursim.ca, Macaroni Kid, A Little Bit of MomSense, OttawaMagazine.ca, OttawaJazzScene.ca, apt613.ca, NGCmagazine.ca, CBC Radio and Television, Radio Canada, TFO, CFRA, and Rogers.

Awards

OTTAWA TOURISM • TOURISME 2017 AWARDS • PRIX

Tourism Partnership of the Year Ottawa Tourism Awards

This award recognizes an outstanding effort by two or more businesses, organizations, attractions and/or events to combine their resources in creative, innovative or cost-effective ways to promote tourism in Ottawa and Canada's Capital Region.



Award of Excellence in Programming Ontario Museum Association Awards

The OMA Award of Excellence in Programs recognizes programming that creatively engages new audiences, or provides exemplary service to existing ones.

ONTARIO TOURISM AWARDS OF EXCELLENCE

Tourism Innovator of the Year Tourism Industry Association of Ontario Awards

Recognizes an organization or individual that created a new innovative product, policy or service to promote and enhance tourism in their local community, region or the province of Ontario.

2017 WINNER



Our People

Management

Christine McGuire

Executive Director

Nic Clarke

Curatorial Manager

Kelly Eyamie

Business Development Manager

Helen Harris

Operations Manager

Anne Musca

Accounts Manager

Elizabeth Thrasher

Facilities Manager, Interim
Director

Administration

Asha Bruce

Conflict Resolution Program
Coordinator

Tobie Champion-Demers

Rentals and Events Coordinator,
Financial Assistant

Theo Czerny-Holownia

Heritage and Tourism Outreach
Coordinator

Sean R Joynt

Assistant Manager

Justin Williams

Assistant Manager

Rachel Wilson

Assistant Manager

Michael Wong

Store and IT Assistant

Interpreters

Charlotte Dovbniak

Jen Fink

Katie George

Madysen Gillespie

Natalie Hart

Olivia Joiner

Emma Park

Alexandra McKinnon

Dana Murray

Kirin Ewins Roulston

David Siebert

Brittany Vella

Departing Staff: Marc Alain Bonenfant, Morgan Buch, Alexandra Galloway, Marielle Gauthier, Torie Howes, Megan Jones, Megan Lafrenière, Mary S Land, Thomas Little-wood, Paige McDonald, Henriette Riegel

Volunteers

Guides

Lorne Beaton

Doug Beaton

Mike Braham

Brian Jeffrey

Dave McCaw

Graham Wheatley

Facilities

Andrew Caldwell

Gord Heath

Richard Kirby

A. Graham Patterson

Kevin Leblanc

Pete Sharp

Floor Wardens

Christian Belter-Malboeuf

Dominique Gio

Cameron Hare

Reese Jardine

Kira Mathers

Aadam Sherazi

Zoe Sutcliffe

Collections

AJ Bhogal

Radio

Jamie Bastien

Chris Bisaillion

Robert Boyd

Thane Brown

Ralph Cameron

Gord Evans

Dave Green

Jeremy Jones

Brian Jefferey

Daniel Kuchanski

H Erhan Kum

Morrie Lightman

Winston Manning

Adam Prittie

Nick Shepherd

Education

Phoebe Gao

Brian Hu

Andrew Parkes

Jordan Mayenburg

Zombie Volunteers

Stephane Antille, Cody Amiana, Hailey Armstrong, Melissa Arsenault, Rajvir Badial, Aryan Bajpai, Kaleigh Baker, Adam Bank, Kendra Beanish, Kathleen Bernard, Melissa Bradford, Liam Bradley, Jaden Buchanan, Ann Marie Butt, Owen Butt, Lexy Candler, Jared Carriere, Sarah Cayer, Danny Champan, Leanne Clarke, Olivia Conly, Pat Cusano, Michaela Dankwa, Dan Davies-Ostrom, Megan Davies-Ostrom, Rowan Davies-Ostrom, Connor Davy, Meghan Delve, Martin DiFruscio, Paula DiFruscio, Joy Ding, Delaney Dobson, Dillan Durant, Francesca Farina, Chris Farrell, Wendy Gardner Harrison, Sarah Gourlay, Kaitlyn Greencorn, Gisela Grossman, Alex Gumley, Jamie Hamilton, Madi Harris, Austin Harrison, Karen Harrison, Patrick Harvey, Ethan Hay, Jasmine Hewitt-Lecinana, Yvan Huppe, Ryan Judge, Delaney Kardynal, Dominique Kurtz, Nicole Laborde, Chris Langley, Stephen LeLacheur, Logan Lepack-Kluke, Maria Beatrice Libenson, Patrick Liscum, Grace Man, Laura Maskell, Tina May, Melissa Mayer, Sailsa McRae-Croskey, Alex Melbourne, Liam Merideth, Katy Moore, Ethan Morphew, Piper Murphy, Shandru Nareshan, Claire Nielsen, Siobhan O'Mahony, Lara Power, Aby Robbens, Jacinda Roberts, John Rosenberger, Grace Ross, Keira Ross, Mark Rossignol, Sue Russell, Cindy Lee Scott, Victoria Scott Vanlith, Gurv Seghal, Fiona Smith, Owen Sparks, Donna Stewart-Burgoyne, Philip Stewart-Burgoyne, James Tilgner, Katelyn Toone, Amy Valenti, Augusta Verboven, Elizabeth Vermeer, Allan Wei, Dean Zieman, Kelly Zieman

Get **Involved**



Become a Member

Our Members get free admission to the museum for one year, plus receive great discounts on merchandise, special events, and programs.



Become a Donor

Your donation will help the Diefenbunker Museum preserve an important piece of Canada's history. As the museum ages, what makes it so unique and historic ages too and without support from private donors, the museum is at risk of closing its blast doors indefinitely. Please consider supporting us with a one time gift, a monthly gift, or a yearly gift.



Become a Volunteer

Join our team of dedicated volunteers! If you like volunteering at special events, helping with museum operations, including exhibit design, construction, administration, archives, or social media this is the perfect place for you.

Connect with us today:
613-839-0007
hello@diefenbunker.ca

Alumni Association

Five highly successful annual reunions of Alumni members have been held in the Cafeteria of the museum, the most recent one in October of 2017, and have included participation by former military and civilian personnel who served throughout the operational life of the Bunker. The exchanges during these gatherings gleaned interesting facts about life in the Bunker and its evolution over its operational life span.

The Association Coordinator, volunteer Mike Braham, currently has almost 200 alumni on his distribution list and publishes a periodic newsletter as a vehicle for exchanging information and ideas.



Our Supporters

Grant Funding



Sponsors



Paul Champion Demers
Handmade leather books



Partners

Heritage and Museum Partners

Canadian Forces Artists Program
Canadian Heritage Information Network
Canadian Museums Association
Canadian Museum of Civilization
Canada Science and Technology Museum
Canadian War Museum
Carleton University Archives and Research Collections
Council of Heritage Organizations Ottawa
Diefenbaker Canada Centre
Mississippi Valley Textile Museum
Ontario Museum Association
Ottawa Museum Network
Ottawagraphy

Partners in Carp

Alice's Village Café
Carp Fairgrounds
Carp Library
Carp Pizza
Carp Ridge Eco Wellness Centre
Diefenbooker
Huntley Community Association
KIN Vineyards
Koallo
Ridge Rock Brewery
The Swan at Carp
Village of Carp

Regional and Provincial Partners

Attractions Ontario
Escape Manor
The Haunted Walk of Ottawa
National Trust for Canada
Ontario Motor Coach Association
Tourism Industry Association of Ontario
Ottawa Tourism
Ottawa Valley Tourist Association
Tourisme Outaouais
West Ottawa Board of Trade





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hello@diefenbunker.ca
613-839-0007
@diefenbunker