



Annual Report 2017



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Statement of Purpose

Eldon House is a community museum dedicated to the preservation, presentation and interpretation of London Ontario's "oldest home," through the lens of four generations of the Harris Family. Eldon House has a commitment to acquiring, conserving, researching, interpreting, promoting and exhibiting material culture that best illustrates the history of Eldon House and London, the Harris family, and the people who worked in the house, from the period of 1834–1959. The unique Harris collection and accompanying archival material provide an authentic link to Canada's past, representing an irreplaceable legacy. The heritage resources of Eldon House are held in the public trust and aim to provide meaningful and enriching engagement, serving a diverse audience of visitors. As well as education and research, the Museum interprets and promotes local, regional, and national history.



A Note from the Chair of the Board of Directors, Jennifer Jolliffe

2017 was a pivotal year for the Eldon House Board of Directors. We are a Board of nine directors with various backgrounds and skills. Because of the resignation of one Director we welcomed a new Board member, Marvin Recker, to our team. Along with Marvin and myself, our Board includes: Ben Kent, Ron Koudys, Allison Martin, Joe O'Neil, Theresa Regnier, Maureen Spencer Golovchenko and Mark Tovey.

Since we came together as a Board in January 2015, we have grown as a team working together to give advice to staff and passing various policies. One of the highlights of 2017, was our work on our Strategic Plan. We came together on May 31st and, with the help of facilitator Fred Galloway, we examined data and started to make plans for the future success of Eldon House. We considered our client base and discussed Eldon House as an important contributor to the cultural and historical face of London. We are using our Strategic Plan as a roadmap for future goals. Our work on a Governance Policy has been ongoing in correlation with our Strategic Plan.

Staff changes provided me with the opportunity to take on the role of Acting Executive Director for the last six months of the year. Time spent working directly with the staff has been invaluable in learning the day to day operation of our heritage gem. It was wonderful to see the dedication and hard work of our staff first hand, and this experience exposed me to working directly with other museum managers and the chance to pursue more partnerships.

In closing, this has been an interesting challenging year for the Board of Directors. We made tough decisions and celebrated our success. It has been a pleasure to work with such amazing people.

Message from the Curator, Tara Wittmann



As you will read in this annual report, the year 2017 at Eldon House has seen a great deal of movement: physically, conceptually and dynamically!

As Curator of the museum, I found myself acting as caretaker of the historic elements of the site very actively this year, as we continued what became a 19 month capital restoration project. This project was multifaceted and invasive, yet I say with pride that

through it's a long duration Eldon House remained open as usual and continued to deliver exciting programming and exhibitions. By December 2017, the scaffolding we had grown so used to had come down to reveal a freshly restored historic building, now in a better position to safeguard the collection it houses.

In many ways 2017 was an extraordinary year for the museum, fraught with change and challenge. My reflections of the year are coloured with sincere gratitude to the Eldon House staff, board, volunteers and stakeholders who have all contributed to the success, stability and growth that we have enjoyed during the sesquicentennial year!

Message from the Heritage Site Coordinator, Danielle Costello

2018 is a fresh new year – clad with fresh paint, and a new roof, we were excited to launch another year of programming. 2017 was a whirlwind of activity at Eldon House and we did it all through the chaos of construction. It was also the 150th Anniversary of Canada as a nation, which brought new partnerships and collaboration in the community with an important focus on celebrating Canada's birthday with pride. This year we have continued that momentum with a focus on another important milestone in history – the 100th anniversary of the first federal vote for women in Canada. The year ahead is full of excited programming and there is most certainly something for everyone here at Eldon House.

Strategic Plan

In March 2017, the Eldon House Board of Directors undertook a strategic planning process with an objective facilitator, in consultation with the Eldon House staff team, volunteers and community stakeholders. Through this comprehensive process, a four-year strategic plan (2017-2020) was developed with the following key components, which form the foundation for future planning and programming undertaken by the Board and staff.

Vision: Knowing ourselves by experiencing our heritage

Mission: We are a distinctive community heritage destination, committed to empowering our visitors and participants to:

- a) Explore and preserve our local and Canadian history through the life and time of the Harris Family
- b) Escape to a unique oasis in downtown London
- c) Engage in learning, fun and lived experiences

Principles: We believe in:

- a) Authentic visitor experiences
- b) Valuing our past
- c) Celebrating our diversity
- d) Honouring the Harris women
- e) Collaboration
- f) Innovation
- g) Accountability

Strategic Directions:

- a) Preserving our valued heritage resources
- b) Achieving visitor growth through diverse experiences
- c) Creating a year-round downtown oasis
- d) Building our capabilities to deliver

Exhibitions

As a Historic House Museum, Eldon House inhabits over 8000 square feet of permanent exhibition space, which is regularly refreshed and conserved. In addition to the historic home itself, there are five permanently mounted cases which display curated exhibitions that expand thematically on the “life and times” of the Harris Family as outlined in the museum’s mandate. The arc of exhibitions occurring at Eldon House in 2017 followed four main themes: commemorating the Centenary of World War One and Confederation, the Evolution of Women’s “work” leading to Suffrage and finally, expansion on discoveries in the Harris Family Archive and Collections.



Family Photos: The Harris' Abroad Through 2017, Eldon House Second Floor

120 years ago the Harris Family of Eldon House went on an 11-month “world tour” traveling through Japan, China, Burma, India, Egypt, Palestine, into Europe and England. Not only did they bring back innumerable of souvenir’s which give Eldon House it’s unique character, they also returned with hundreds of photographs. This exhibit aimed to illustrate the locations explored on the family’s “Grand Tour” while also focusing on “Canadian’s Abroad” at the end of the Victorian Era.

At the Front: Teddy Harris and the Great War

February through July 2017, Eldon House Second Floor

The third exhibition in a series of four commemorated the life of Edward Montgomery (“Teddy”) Harris, this installment brings participants to the front lines of World War I following Teddy during his years as a Major in the Canadian Service Corps. Drawing on archival materials, this exhibition illustrates the experience of a Londoner overseas at the front, in hospital and at the Battle of Vimy Ridge.

The Home Front

February through June 2017, Eldon House Interpretive Centre



Life for those on the home front was overshadowed by the activities happening overseas and the response of many of those left behind was to aid the war effort. This exhibition explores aspects of life at “home” during the First World War, from letter writing to victory gardens to women in the workplace. Using artifacts from the Museum’s collection, excerpts from Harris Family letters and diaries as well as historical visual images, participants experienced how life on the home front affected Canadians during and after the war.

Genealogical Journey: Mapping Family History

March through July 2017, Eldon House Interpretive Centre

As part of the museum’s commemoration of Confederation Eldon House hosted several genealogical workshops and speakers for those interested in discovering their own family histories. The story of the Harris Family and Eldon House’s 57 year history of the museum, has been researched and interpreted. The process of genealogical research and its exciting discoveries is the subject of this exhibit.

The Harris Family Songbook: Pre-Confederation Music

July through December 2017

Eldon House holds a sheet music collection of over 40 hand-inscribed songs from the 1830s to the 1850s which has been recently digitized, allowing the museum to explore the pieces with greater attention. Many of the songs are “parlour music” intended for voice and keyboard and performed by amateurs, including patriotic selections, religious songs, and pieces written for the musical stage. What makes this collection so interesting today is the lack of truly “Canadian” music that speaks of the lives of those dwelling in the region prior to 1867. The popular European and American songs in the pre-confederation collection would soon be replaced by “Canadian” tunes and can be seen as the country’s first instance of “Can-Con.”

Victorian Tweets

September 2017 through January 2018



How did we ever survive before the introduction of email, Twitter and Facebook? Nostalgic images of slow-paced communication in the Victorian days of London, Ontario are in fact fictional. Just as electronic communication dominate the lives of many, written correspondence and communication between family, friends and business or political partners were an

important part of the Eldon House Family routine. This exhibit presents nineteenth century paraphernalia associated with letter writing and explores the first-hand historical documents of the Harris Family and “translates” them into tweets.

Victorian Christmas

December 2017

Through we transform the museum through the month of December, the month of November is annually a preparation month for the museum's “Victorian Christmas” celebrations and is the work of many hands and a great deal of effort. 2017

Victorian Christmas “by the numbers” are as follows:

6 trips to Springbank Park to harvest greens

255 feet of handmade garlands

23 wreaths

33 seasonal arrangements

4 Eldon House Volunteers to create greenery

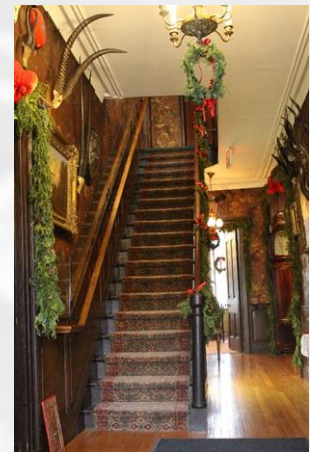
8 Eldon House Staff to set up interpretive material

24 Garden Club members

1 hoping Curator

192 hours of work

=Victorian Christmas



Community Exhibits and Pop Ups:

150 Objects to Celebrate 150 Years



Through 2017, Eldon House participated in a London-wide collective exhibition series commemorative of Canada's 150 Anniversary. Coordinated by the London Heritage Council, each of the 13 community museums in London contributed to a joint project entitled "150 Objects to Celebrate 150 Years." Eldon House contributed 15 artifacts that were exhibited in a variety of online and social media platforms.

Sporting Pastimes in London: the History of Winter Sport, the London Skating Club and the Harris Family

In recognition of the Skating Club of London anniversary celebration in March 2017 Eldon House offered a special pop-up exhibit contextualizing the early history of skating in London and the formation of the club. An accompanying mini- exhibit was installed in the museum during the week of the anniversary.



Teresa Harris: An Adventuress Before her Time

A large didactic panel was produced for exhibit concurrent with a theatrical production written by Penn Kemp. The information expressed on the panel included the "real life" history of Teresa Harris, heroine of the fictional play, her two husbands and her adventures. Historical images drawn from Western Archives complimented the text.

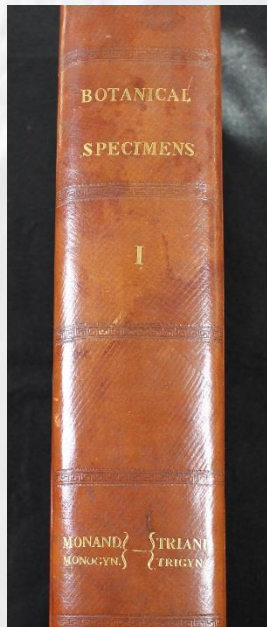


Early Life in London: St. Paul's and the Harris Family

"St. Paul's Cathedral and the Three Cathedral Choir Festival" took place on the weekend of May 5-7, 2017 and included a display from Eldon House commemorating the link between the Harris Family, early London settlement and St. Paul's Cathedral. An inset map on the didactic panel gave walking directions to those at the festival, aiming to increase traffic to the museum.

Research, Digitization and Publication

Digitization Project:



Eldon House possesses a rare twelve-volume botanical specimen collection dated between 1817-1821. 12 folios are filled with hand pressed flowers from the United Kingdom and Europe with hand-written inscriptions identifying each plant variety. The collection originated in Brentford, England and was sent to Eldon House in the late 1880s as part of a large inheritance from the Ronalds family, a relation by marriage. They arrived with an accompanying cabinet, built to house the volumes, where the collection is stored today. Due to the nature of the fragile plant specimens themselves and the evocative and educational value of the collection, digitization of the collection continued through 2017, where over 800 pages were photographed and formatted. The project will be completed in 2018.

Research:

The Eldon House Staff Team, Internship students and Curator are committed to and engaged in various historical research. As part of the Museum's mission, the "life and times" of the Harris Family is the source of historical reference point for the myriad of happenings on the site, our public programming, educational and interpretational programing as well as our exhibitions and publications. With generations of family archive material including letters, diaries and photographs available for research at Western Archives, Western University, the *Harris Family Fonds* is an invaluable collection of primary source documents.

In 2017, new research was undertaken into the Harris Family archives illuminating life in London, Ontario in the late nineteenth and early twentieth centuries. Milly Harris' "World Tour" diaries continue to be transcribed by the Eldon House team. Milly compiled five journals during the period of the travels (1897-98) and it is the third volume that is currently being deciphered, covering the treks to Burma, Singapore, India and Egypt.

Milly expressed minute observations of the places and people she encountered, frankly assessing what she experienced. She also commented on the means of travel between countries and the “on deck” pastimes the tourists engaged in (ie. endless card games, memory and trivia games and charades). She also noted some interesting medical treatments, the following which is given as a taste of her tone:

*Monday February 21, 1898,
Mandalay.*

“Drove home very tired and hot. The dinner was poor and we all turned in after our meagre repast. A Mr. and Mrs. Chesney of Washington, previous acquaintances of the Clarks are here. He was suffering from earache and mamma [Lucy Harris] told him of Warner’s Remedy, equal parts of cocaine, belladonna and glycerine. We were also able to lend him our bottle of chloroform.”



Collections, Conservation and Care



Eldon House is committed to the highest standards of collection management of its artifacts and heritage facility. An active “preventive conservation” program is continually in rotation through the site, ensuring regular treatment and assessment of artifacts. In addition to this, a number of professional conservation projects are

undertaken each year, funded by the “Lucy Little Endowment Fund.”



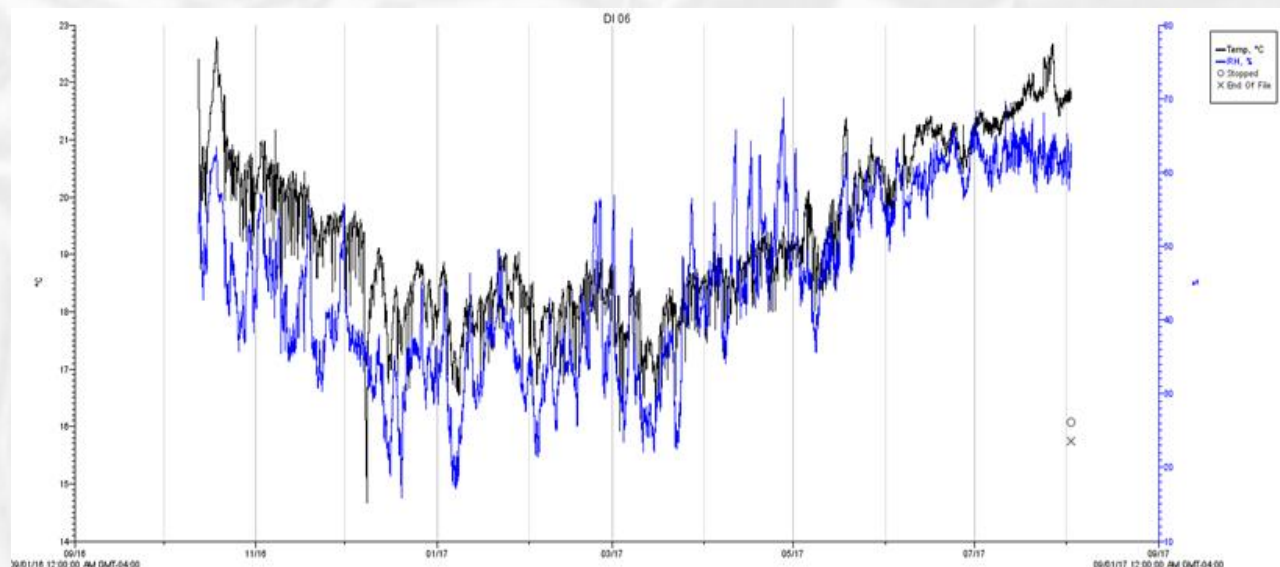
Some of the more intensive conservation projects in 2017 included: several textile restorations, chandelier restoration, glass barriers installed and artifact wood repair.

Lighting Project:

Through 2017, Eldon house began a long retrofit project to switch incandescent bulbs to LED technology. Eldon House currently has a total of 235 light bulbs in use. The projects complete date is scheduled for 2020.

Environmental Monitoring:

In 2017, nine new data loggers were installed through the Museum and Interpretive Centre. The purchase of the logger units was made by Empire Restoration, a contractor of the Eldon House Life Cycle Restoration projects, as part of the museums preventive conservation commitments. The readings of the data loggers have shown excellent detail and generally acceptable ranges (even including periods that the windows were removed and the summer months when humidity was high). Readout of Eldon House attic inset below.



Public Programming

It is our annual tradition to begin the New Year with our *New Year's Levee*. We were excited to spark a new relationship with St. Paul's Cathedral Choir who performed traditional Christmas Carols in our Drawing Room. St. Paul's Cathedral was the church that the Harris family attended historically, so with that historical connection, it was a great fit and better yet, the guests were delighted to be entertained. Remarks from our Board Chair took place in the Interpretive Centre where our guests enjoyed hot cider.

Tours:

In January we hosted our first *Behind the Ropes Tour* of the year, which is a tour series offered annually and enjoyed by all who take part. In addition to our tour series, Eldon House offered tours of the gardens in summer and historical walking tours in August and September. We hope patrons are still hungry for historical education as we continue a walking tour series and garden tour series in our 2018 programming. Also offered in our tour series in 2017, were *Christmas Tours* for adults and families. This provided a unique opportunity for patrons to learn about a Victorian Christmas on a fully guided tour led by a Historical Interpreter.



Workshops:



In spring we offered a variety of workshops beginning with our *Genealogy Workshop* in April. As part of our sesquicentennial events, we provided our guests with a wealth of knowledge from the Ontario Genealogical Society, The London Room, The Western University Libraries, and from local author and historian Elaine Cougler. This workshop was designed for anyone

wishing to research their Canadian heritage through local archives, online resources and primary resources such as letters, diaries and photographs. Also offered in April was our *Seasonal Hanging Basket Workshop* taught by our very own horticulture expert and Gardens Maintenance Coordinator, Rick Cornelissen. In May, we were pleased to partner with Fanshawe Pioneer Village for our *Workshop Festival* offering classes such as *The Etiquette of Calling Cards*, *Dive into Dying*, and *Tea Leaves, Tarot Cards and the Occult*. Due to popular demand, we are now offering an *Occult Workshop Series* in our 2018 programming. Our final workshop of the year was our annual *Christmas Workshop* in December, which focused on the creation of beautiful Christmas urn arrangements – again led by our very own Rick Cornelissen.

Special Events:



In May, we had the unique opportunity to join Fanshawe Pioneer Village in their celebration of Queen Victoria's Birthday. Eldon House offered a *Garden Tea Party* for guests passing by at the Village and we were honoured to have a presence at this well-established event enjoyed by hundreds in the city. Following this special event in May, we prepared for a particularly special Canada Day event to celebrate the 150th anniversary. Leading up to the big event, Eldon House participated in *Sesquifest* put on by the London Heritage Council in late June, with displays games and artifacts for the public to enjoy. On July 1, Eldon House welcomed hundreds of guests to our *Confederation Party* on the grounds to be entertained by puppet shows, magic shows and historical vignettes by Adam Corrigan-Hollowitz and musical entertainment by Stephen Hollowitz. The series of vignettes took us through the ages from 1867, to 1917 to the centennial in 1967. By bringing history to life, our guests were able to appreciate our local and national beginnings. The day was complete with a fireworks display at the Forks of the Thames.

In fall, our annual participation in Doors Open weekend including tours of the gardens, and as usual brought many new guests to Eldon House for a glimpse of the museum, often resulting in repeat visitors getting a second look. Our Great Eldon House Ghost Hunt event was arguably our most successful to date, and featured historical vignettes inside Eldon House as well as outside in the dark and included a walk down to the old courthouse to meet the ghost of Peg Leg Brown! Of course, our guests were also encountered by our resident ghost, Wenmann Wyniatt. This event is so popular we are pleased to expand our offering next year.

Tea Programs:

As always, Eldon House provides the experience of taking a traditional English tea, as enjoyed daily by the Harris Family of Eldon House. Our first of the annual special tea series was our *Mother's Day Tea*, providing the perfect opportunity to treat mother's with proper elegance. Musical entertainment by Andy Coultier was enjoyed by all as was the catering provided by Sticky Pudding. The harvest of delicious strawberries in June always brings our *Strawberry Social* tea event, which was enjoyed by our guests on a sunny afternoon on the lovely lawns of Eldon House. There is nothing quite like strawberry shortcake and tea in such a setting.



Of course the *Strawberry Tea* launches our annual *Summer Tea Program* and in 2017 we partnered with Organic Works Bakery who provided an extensive menu of savouries and sweets. Despite the commotion of our building construction, we were happy to see regular and new patrons to our *Summer Tea Program*. We were also delighted to partner with London Arts Live of the London Arts Council to offer live musical entertainment on the grounds every Sunday during Summer Tea. This was a wonderful enhancement of our Summer Tea experience and we are happy to continue providing a stage for local female musicians as part of our *Women's Series* in 2018. Our closing tea event was our annual *Christmas Tea*,

made special by Sticky Pudding with a menu for the season including minced pies, cranberries and pomegranates. We were thoroughly entertained by Between the Keys playing traditional Christmas music with a hint of jazz during this sold out event. Thanks to the Tea Haus for their ongoing support of our tea programs and for providing quality tea for all of our tea programs.

Children's Programming:



Our children's programming in 2017 included *Family Day* at Eldon House and *Kids First Day* (a community event by Investing in Children), during which children and families were provided with historical activities such as games and crafts. We also had great fun at our 4th annual *Teddy Bear Picnic* where children are invited to bring their favourite stuffed friend and search for

hidden teddy bears inside Eldon House. Families participated in various crafts, games and activities on the grounds of Eldon House. New to our children's programming was our *Gingerbread House Workshop* during which families worked together to create a gingerbread house in the likeness of Eldon House. A prize was given to the best gingerbread house and afterwards families enjoyed a Christmas Tour of the museum.

As always, Eldon House finished the year done up in live greenery, with red ribbons, paper bells and displays of Christmas goodies for our Victorian Christmas exhibit. Every year our guests come back for a glimpse of an old fashioned Christmas and the scents of cinnamon and evergreen to get into the holiday spirit. In 2017 we celebrated 56 years of partnership with the London Garden Club and we thank them for their contribution to our Christmas exhibit and hope to enjoy creating many more floral Christmas displays in future.

Educational Programming

In 2017 Eldon House offered newly revised and curriculum based educational programs for grades 1 through 10 as well as options for post-secondary and adult education including custom and ESL tours. In 2017 we had an increase in our overall bookings and we're pleased to share that we have maintained an attendance of over 1500 students. We continue to welcome public and Catholic schools as well as private schools, home schools and international schools alike.

Eldon House is proud to be one of 10 sites participating in *Museum School London* operated by London Heritage Council. In 2017, we hosted four weeks of Museum School taking place in spring and fall. We were pleased to welcome Ashely Oaks Public School, West Oaks French Immersion Public School, Mountsfield Public School and St. Theresa Catholic School for a robust Museum School program including lessons in etiquette, letter writing, artifact exploration and much more. Eldon House has also continued participation in the *London Artist in Residence* program with the London Arts Council and the students were able to enjoy Victorian Portraiture lessons by a professional London artist.

Outreach:



We are especially excited to share a new offering in our education programming in 2017 which was made possible by funding through New Horizons for Seniors. Our Memory Lane Program is a reminiscence and artifact therapy program intended for senior audiences that struggle with challenges such as dementia and Alzheimer's disease. Extensions for this program include audiences with

mental health or developmental challenges, students, and adult groups. The program themes include "Photography: People and Places", "Life and Leisure", "In the Kitchen", "In the Garden", "School Days" and "A Victorian Christmas".

The delivery of each theme includes a visual presentation and introductory lecture on the related topic as well as the opportunity to handle and perform activities with various artifacts.

Participants are encouraged to share stories, comments and memories about the related topics and artifacts. The goal is to engage participants in conversation, and provide opportunities to reminisce. The result of this program has been phenomenal – not only have participants shown great benefit through their enthusiasm, but the program has also proven to be very rewarding for our senior volunteers and staff.



We have partnered with the Alzheimer's Society and utilized a social group called Memory Café in 3 different locations including London, Strathroy and Newbury and we have regularly visited long term care homes in London Strathroy, Delaware and Dorchester. We have continued this program in 2018 and are proud to say it has expanded – so much in fact that we are seeking additional funding so we can expand our offerings even further!



Internship and Summer Students

Eldon House is delighted to attract students from Western University in the pursuit and completion of their studies. Eldon House continues to partner with Western's Public History and Fine Art Departments, while hosting research assistantships and internships, where students gain firsthand experience working with collections, interpretation and the public in a museum setting, while completing specific research projects.



Though 2017, Eldon House was delighted to host the following students:

D. Leitch, Masters candidate in Public History, who has worked with energy and enthusiasm on her projects of:

- formatting and composing a "period furniture" booklet for print interpretation
- formatting several transcribed diaries
- an online "Harris Family Pets" exhibit
- Memory Lane program delivery
- launch of Victorian Christmas exhibition
- assisting with the conservation program, artifact relocation and inventory
- digitization of Botanical Specimens, and
- contribution to the Music History Publication

E. Larsen, Masters candidate in Public History, who has been diligently working on many projects at Eldon House since September 2017, including:

- reformatting the Harris "family tree" for print and promotion
- researching elements of the life of Milly Harris at Western Archives
- launch of Victorian Christmas exhibition
- assisting with the conservation program, artifact relocation and inventory
- digitization of Botanical Specimens, and
- contribution to the Music History Publication

A. Furfaro, Fine Art undergraduate intern, has contributed this academic year to several public programming projects including:

- Paint and Tea event
- Memory Lane object identification
- Digitization
- Children's activity booklets/treasure hunt

Grounds and Facilities Maintenance

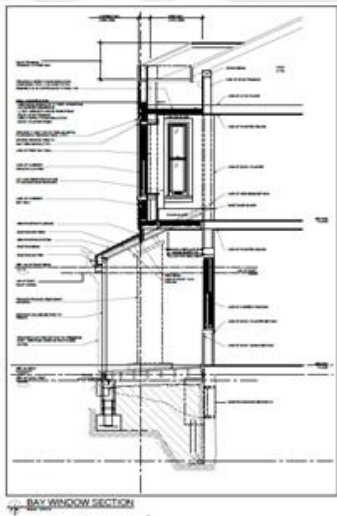
Security Camera Installation:

Over the course of late March and early April 2017, extensive cabling was run through Eldon House and its Interpretive Centre so to ready the environment for Security Camera Upgrades. In the first week of April, cameras were installed in key interior and exterior locations, providing fisheye and 360 degree images.

Wi-Fi comes to Eldon House:

2017 was a monumental year for the museum, in that public Wi-Fi was installed for our visitors. The museums interpretation and programming have also been able to expand into digital areas to further engage visitors to the site from a variety of demographics.

Lifecycle Renewal



In the fall of 2015, planning began for the scheduled “Life Cycle Renewal Projects” to be undertaken in 2016. Eldon House, owned by the City of London is fortunate to have dedicated Heritage Planners and Facility Maintenance and Capital departments overseeing the longevity of the site and accompanying buildings. The planning for the “LCR” projects were shared and discussed between the Municipal Facility and Planning Departments along with the Eldon House Curator, *A+Link Architectural Inc.* and *IRC Roofing Consultations*. A detailed scope of work was put out to tender which included the re-engineering and resurfacing of two historic roofs, façade painting using

Alback linseed based paint, window and shutter restoration as well as masonry repairs.



In June of 2016 the 19 month long contract was begun by Empire Restoration. Through 2017, Eldon House was entirely swathed in scaffolding while the roofing, window restoration and repainting projects occurred concurrently. Every effort was made to ensure the authentic historicity of materials, restoration techniques and overall processes in the course of the work. While some of the work was invasive in areas of

the museum that are controlled, the restoration team was extremely sensitive to the environment. As with many construction projects, the work at Eldon House did not entirely stay on "script," as a significant structural issue was discovered surrounding a second floor bay window. The problem was soon rectified and interior restoration re-commenced.



Collections in storage in Eldon House and its Interpretive Centre were removed for safety and environmental control reasons during the scope of work, giving the opportunity to refurbish and retrofit the storage areas before the collection returned.

The Life Cycle Renewal projects at Eldon House came to a close in November 2017. The house remained open to the public through the restoration.

Grounds Report:



Under the direction of Rick Cornelissen, extensive projects were undertaken in 2017 to better define the grounds and existing flora, as well as adding new flower beds and planters. Rick worked closely with the gardens volunteers, as well as summer grant students and Youth Opportunities Unlimited students to ensure that the grounds looked their best throughout the year.

A number of fundraising opportunities were undertaken through 2017 to aid in garden enhancement. The annual plant

sale expanded in its scope and moved off site to the Covent Garden Market.

Financial Report

The financial position of Eldon House Corporation continues in stable position. The 2017 fiscal year ran a deficit of \$4,370 which was an improvement over 2016 where the deficit was \$10,286. The deficit was a result of several factors including higher than expected salaries and benefits, and outsourcing of the 2017 summer tea program. The summer tea program in 2018 will not be outsourced and should provide approximately \$5,000 in net surplus.

For 2018, additional revenue streams are being explored, including additional government grants, rental income from grounds along with specialized speaker events. With construction on the house now completed, we look forward to hosting several summer events on the lawns of Eldon House and a successful Summer Tea Program.

Grants

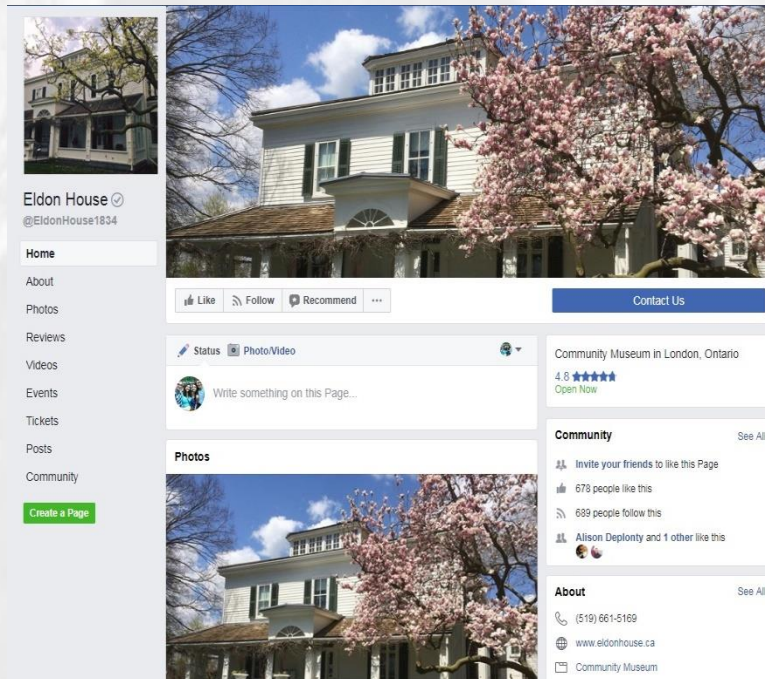
Community Museum Operating Grant (CMOG)
Celebrate Canada, Celebration and Commemorating Fund
New Horizons for Seniors Grant
Canada Summer Jobs Program

Community Partnerships

City of London
Garden Club of London Partnership
Fanshawe Pioneer Village
London Arts Council
London Arts Live
London Heritage Council
Organic Works
The Palace Theatre
The Tea Haus
Youth Opportunities Unlimited



Website and Social Media Report



2017 was an exciting year for social media. The Heritage Site Coordinator, in conjunction with the Historical Interpreters worked to add more content to our social profiles and increase public engagement. In addition to our presence on Facebook and Twitter, the museum created an Instagram account in March that has gained a strong following.

On Facebook we achieved a total reach of 98,972 people and by December 2017 we had 612 followers on the Eldon House page.



On Twitter our following increased from about 789 people in January 2017 to 920 by December. There was a relatively high level of engagement for us, especially during the summer months and in November. Social media was very effective at promoting our events, and much of our social media engagement was about our programming.

Instagram was introduced to the museum as a way to attract a young audience on social media. It is a visual platform in which we can add photos and information. It is used by a number of museums in our region and worked well with cross promoting

Organic Works during the tea program. We have also been able to engage with visitors who have taken photos by 'regramming' their images, allowing connection to go beyond the building.

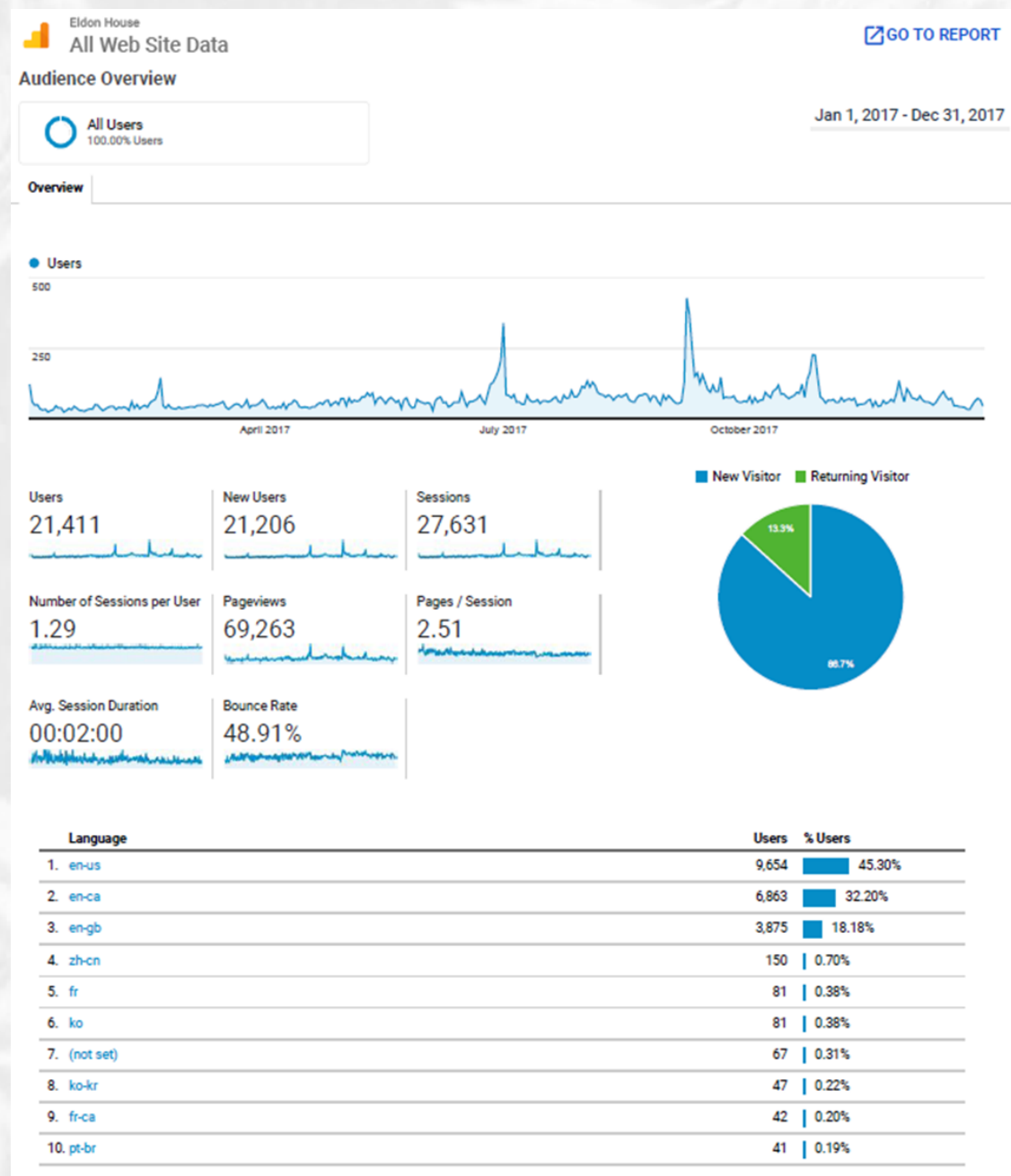


Pictured in the collage are the top liked images from our 2017 posts.

On Trip Advisor we received 14 reviews for 2017. 8 reviews were 5 stars ratings, 5 reviews gave us 4 stars, and 1 review gave us 2 stars, this last one was an anomaly for us. Combined we had a score of 4.5 stars and are one of the top rated places to visit in London, ON.

Our new website launched last year with the help of Kyō Group Inc., and has helped us reach a wider audience. In 2017 86.7% were new visitors to the site, the overall visits to the site was 69,263. Highlights from our analytics include visits by country. Unsurprisingly, most of our visits were from Canada followed by those in the United States. We also saw website visits from people in the UK, India, Brazil, Germany, China, South Korea and Australia.

Graphs provided by Kyō Group Inc.



Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	21,411 % of Total: 100.00% (21,411)	21,226 % of Total: 100.09% (21,206)	27,631 % of Total: 100.00% (27,631)	48.91% Avg for View: 48.91% (0.00%)	2.51 Avg for View: 2.51 (0.00%)	00:02:00 Avg for View: 00:02:00 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Canada	19,296 (89.85%)	19,066 (89.82%)	25,225 (91.29%)	47.73%	2.54	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United States	1,270 (5.91%)	1,261 (5.94%)	1,407 (5.09%)	59.91%	2.22	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. United Kingdom	204 (0.95%)	201 (0.95%)	226 (0.82%)	64.16%	1.96	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (not set)	74 (0.34%)	74 (0.35%)	79 (0.29%)	51.90%	2.57	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. India	64 (0.30%)	64 (0.30%)	83 (0.30%)	48.19%	2.05	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Brazil	55 (0.26%)	55 (0.26%)	56 (0.20%)	89.29%	1.32	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Germany	39 (0.18%)	38 (0.18%)	46 (0.17%)	43.48%	2.33	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. China	37 (0.17%)	35 (0.16%)	39 (0.14%)	84.62%	1.28	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. South Korea	36 (0.17%)	36 (0.17%)	37 (0.13%)	86.49%	1.35	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Australia	34 (0.16%)	33 (0.16%)	44 (0.16%)	54.55%	2.39	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 85

By the Numbers

2017 was an exciting year for programming, outreach and general visitors. We reached a wide audience and were aided by the contributions of our staff and volunteers.

Number of Days Open to the Public and for Private Tours	279
Number of Operating Hours	1275
Number of General Attendance	4242
Number of Tours Participants	1795
Number of Special Events Attendees	4159
Number of Tea Visitors	870
Total Number of Visitors	11066
Total Number of Visitors 2016	10800
Number of Volunteers	39
Number of Volunteer Hours	972.5



Eldon House Volunteer Team

Eldon House is extremely thankful to all of our wonderful volunteers who continue to support us with their time, energy and positive attitude.

Jackie Anger
Diana Davis Barton
Ekaterina Bogach
Elizabeth Beaujot
Brenda Britton
Jonathan Brown
Mary lake Collins
Jean Cote
Hailey Davidson
Jennifer Dowker
Ardath Finbogasson-Hill
Bailey Fulton
Anna Furfaro
Melinda Kanner
Al Green
Alexa Gurgul
Stephen Harrott
Louanne Henderson
Merrilee Hoffman Chase
Lindsay James
Jason Jordan
Karen Kelly
Bernice Langlois
Emily Larson
Martina Lavoie
Delaney Leitch
Wendy Magrath
Sue McDonell
Cameron McLean
Jennifer McLean
Malcolm McLean

Lisa Michienzi
Diane Picard
Emily Qin
Lois Quail
Anne Rassmussen
Marie Rooks
Xuegi Sun
Lyn Tremblay
Bridget Whelan



Eldon House Team

Eldon House could not exist without the many dedicated contributors to its success, from the Board of Directors to its Staff and Volunteers.

2017 Board of Directors

Jennifer Jolliffe, Board Chair

Mark Tovey, Vice Chair

Theresa Regnier, Secretary

Joe O'Neil, Treasurer

Ben Kent, Director

Ron Koudys, Director

Allison Martin, Director

Marvin Recker, Director

Maureen Spencer Golovchenko, Past Board Chair

Staff Team

Tara Wittmann, Curator

Danielle Costello, Heritage Site Coordinator

Rick Cornelissen, Grounds and Facilities Maintenance Coordinator

Bernie Keim, Finance Manager

Kim Baker, Historical Interpreter

Susan Butlin, Historical Interpreter

Sarah Cowling, Historical Interpreter

Cathy Luke, Historical Interpreter

Nikki Michienzi, Historical Interpreter

Andrew Moore, Historical Interpreter



1834

Eldon House

Heritage Site and Gardens

