

My Local Museums

About

My Local Museums is a free cross promotional platform to help connect local museums with each other, the public, and to support local tourism in BC. It consists of a website that contains information about individual museums and heritage sites in BC along with a link to their websites. Printed posters hung at each participating site direct visitors to the My Local Museums website to explore other museums and heritage sites in BC and encourage further visitorship to these sites. This form of cross promotion is touch free for the visitors and is less cluttered than displaying rack cards and individual promotional materials.

Mission

My Local Museums' mission is to:

- Connect BC museums/heritage sites to each other and the public
- Provide affordable, touch free cross promotional advertising
- Foster inclusion and support among the museum/heritage community

Participating

Any BC museum or heritage site can participate in My Local Museums. To participate, individual institutions/groups will need to email the following information to the project lead (Elizabeth Peterson curator@vancouverpolicemuseum.ca):

- Photo of the front of their museum/heritage site
 - Photo need to be square (1:1 ratio)
 - Photo file must be high quality jpeg
- URL address of museum/heritage website
- 2-3 sentences describing site (No more than 60 word count)
- Physical address of site/museum

If a participating institution/group has more than one site, please send the following information for each site (even if they share the same website).

Once an institution/group has been added to the website (mylocalmuseums.com), they will be emailed a PDF of the My Local Museums poster to be printed at the museum's/heritage site's cost (printing of this poster can be done in house on normal letter sized paper). The poster is then to be displayed at the museum/historical site front desk and/or entrance way.

Promotional Tracking

To track the use of My Local Museums by the public, a 10% discount code (Discount Code: *mylocalmuseums*) for admission tickets for the non-free Museums will be provided on the website (Figure 1). This code can be used when buying tickets online through the individual museums/heritage ticketing platforms, or provided at the front desk upon purchase of a ticket. Each participating institution will be relied on to facilitate this discount on their own ticketing systems. By providing a discount code on the My Local Museums website, we will be able to track the number of visitors that use the site to find our institutions.

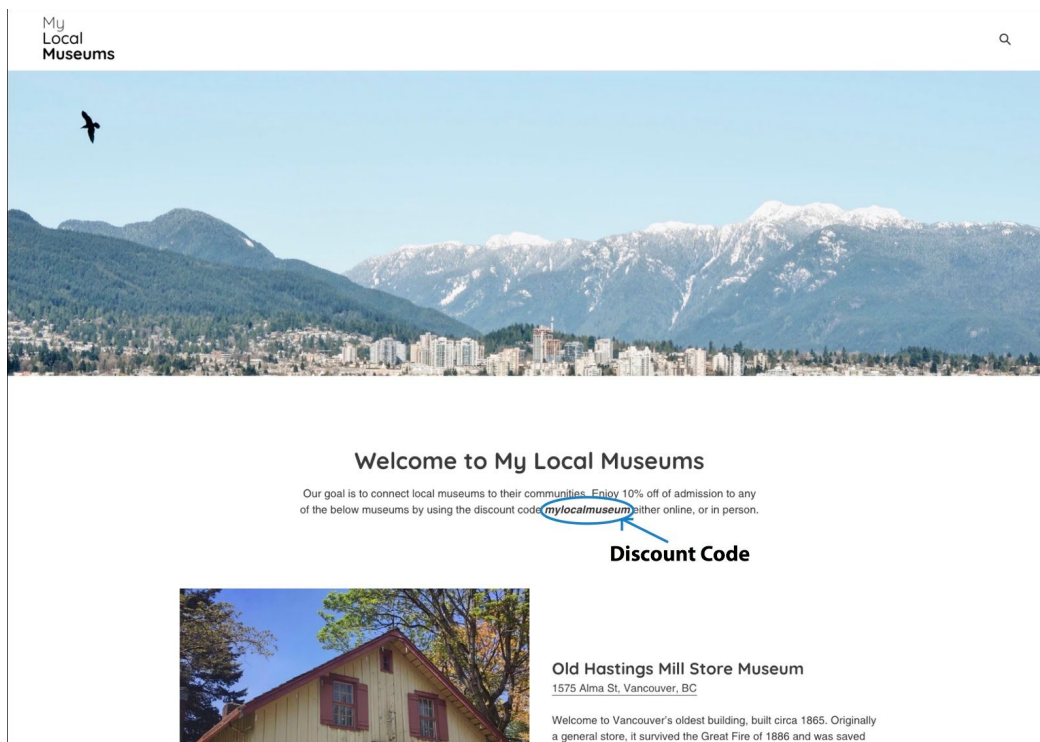


Figure 1: Front page of mylocalmuseums.com showing discount code

Annual Report

Once a year, My Local Museums will provide an annual report to each participating institution. This report will provide information on the productivity of the platform in generating visitors to the individual museums/heritage sites and updates regarding any changes to the website and/or poster.

Contact Information

For all questions, concerns, and to join please contact the project lead:

Project Lead: Elizabeth Peterson, PhD

Phone: (604) 728-1943

Email: curator@vancvouverpolicemuseum.ca

Project Website: mylocalmuseums.com