



PARKSVILLE MUSEUM



2020 ANNUAL REPORT



VISION

Our vision is to be alive with stories and activities that celebrate Parksville’s past and present.

MISSION

Our past anchors the present, creating a sense of community. Parksville’s Museum tells our stories, preserves our heritage, and welcomes everyone.

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Cover photo courtesy of **Adam Fras**

MESSAGE FROM THE PRESIDENT

How the world has changed in 2020! As I observe the innovation and resilience of our community, I am reminded of how difficult life must have been for Parksville’s early settlers, and how, through their courage and determination, they shaped our future.

With the help of our Board of Directors, our volunteers, and our summer students, we were able to open the Museum this season, and provide our residents and visitors with some respite from the challenges of living through a pandemic. This was perhaps our greatest accomplishment this year.

Like so many other organizations in our community, we were challenged to find new and innovative ways to sustain our operations. Our volunteers spent many hours during lockdown renovating our Heritage Meeting Room, and enhancing opportunities for room rentals. Our Board of Directors developed an Exhibition Master Plan to guide us in the creation of an outstanding visitor experience. Our staff and volunteers hosted “Music at the Museum” on Sunday afternoons, supporting local musicians and bringing some joy to our visitors. And with the help of our many community sponsors, we launched a major fundraising initiative to bring bells to the Knox Heritage Church for Parksville’s 75th birthday celebrations in June 2021.

As always, I am so grateful to our Board of Directors and our volunteers for keeping the Museum alive with stories and activities that celebrate Parksville’s past and present. Thank you!

And, in the words of a certain individual who will no doubt find a place in our history, “be kind, be calm, be safe”.

Mary Ellen Campbell

Mary Ellen Campbell
President
Parksville & District Historical Society

2020 BOARD OF DIRECTORS

Mary Ellen Campbell
PRESIDENT

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VICE-PRESIDENT

Lynn Brown
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Betty Price
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MARION CRAIG COURTYARD



Enhancement of the Museum grounds was a key priority in our 5-year Strategic Plan, and with the help and creativity of Aslan Ventures, we certainly delivered! The museum courtyard has been transformed into a magnificent space, where residents and tourists gathered throughout the summer to enjoy a picnic, a coffee, a Sunday afternoon concert, or a stroll through history.

Our beautiful courtyard was made possible through a generous bequest from the late Marion Craig. In recognition of Mrs. Craig's support of the Museum, the courtyard will be named in her honour. A dedication ceremony is planned for 2021.



LOOKING AHEAD → Enhancement of the Museum grounds will continue in 2021, with a focus on the entryway, exterior signage and First Nations acknowledgement.

EXHIBITION MASTER PLAN 2020-2025



Under the expert guidance of museum consultant Tim Willis, we have created a 5-year Exhibition Master Plan that outlines a vision and strategy for the renewal of the Museum experience. We are confident that the Plan will position us to be one of the most engaging community museums on Vancouver Island!

Our Exhibition Master Plan is guided by 7 key principles:

1 Relevance

We focus on the lives of people. We help people of today connect with people of the past.

2 Storytelling

We value good storytelling and use it to communicate history.

3 Simplicity

We tell our stories simply and clearly.

4 Collaboration

We welcome collaboration in the creation of exhibits.

5 Engagement

We look for creative ways to engage visitors, and seek their thoughts and opinions.

6 Comfort

We make visitors comfortable.

7 Fun

We help visitors learn something new and have fun doing it.

Phase 1 of the plan will focus on exterior signage, including visitor orientation, wayfinding, and heritage building interpretation. Our goal is to complete Phase 1 by spring 2021, in time for our season opening.

LOOKING AHEAD → Phases 2 and 3 of the plan will focus on story telling in the heritage building interiors, and in the main exhibition hall. Our goal is to begin work on Phase 2 in the fall of 2021.



EVENTS



What better place to hold an outdoor concert than our beautiful Marion Craig Courtyard! Our Music at the Museum series brought the courtyard to life on sunny Sunday afternoons, as visitors gathered to hear some great performances. We were thrilled with the success of the series, and so very pleased to support our local musicians. We are looking forward to offering Music at the Museum again in the summer of 2021.

Summer at the Museum would not be complete without our annual garage sale - Treasures from the Trunk! We welcomed many treasure seekers to the Museum for this fun-filled day, and were able to raise funds to help with our operational costs. Thank you to all who contributed.

LOOKING AHEAD —> We are looking forward to the return of our most popular events in 2021, including Friday Night markets, Railway Day, Multicultural Day, Old Fashioned Christmas, and more!

BELLS AT KNOX HERITAGE CHURCH



The “Bells at Knox Heritage Church” project is one of the most exciting initiatives for both the Museum, and the community of Parksville! This summer, we launched a major fundraising drive to raise funds for the purchase and installation of a digital carillon in the Church. The carillon will bring the Church to life with bells and chimes that will ring out for the first time on June 19, 2021 in celebration of Parksville’s 75th birthday. We have been so encouraged by the generosity of members of our community, and their support for this project.



LOOKING AHEAD —> The Bells at Knox Heritage Church will create a wonderful old world ambience at the Museum, and will help the residents of Parksville celebrate many other special occasions for years to come, including Canada Day, Christmas, and of course, weddings at the Knox Heritage Church!



HISTORICAL PHOTOGRAPHS
6,000+



ARCHIVES



The Museum Archives are a treasure trove of information about the history of Parksville and area, and the families that settled here. And with the help of our volunteer archivists, the Archives continue to improve and thrive! With the enhancements made to our finding aids, procedures, and storage of archival material, we have been able to assist many more researchers, both professional and amateur, with their projects.

Can't make it to the Archives? Our volunteer archivists are bringing history to you through fascinating facts and photos posted weekly on the Museum Facebook page.

LOOKING AHEAD → We are working on a strategy to provide online access to our archival materials, including the 6,000 plus historical photographs in our collection.

COLLABORATION



We are so grateful for the incredible support of our community, and for the many individuals and organizations that help the Museum thrive!

**This year, we would like to extend
a special thanks to the following:**

The City of Parksville

Snaw Naw As First Nation

The City of Parksville Parks Department

The Parksville & District Chamber of Commerce

Aslan Ventures Inc.

Oceanside Model Railroaders

PQB News

Red Cod Forge

Tim Willis

LOOKING AHEAD → We look forward to working with our many community partners as we continue to position the Parksville Museum as one of the most engaging community museums on Vancouver Island.



VOLUNTEER HOURS
4,000+



STAFF & VOLUNTEERS



As a non-profit organization, the Museum relies on the support of our members and volunteers. And what an amazing group they are! This year, our volunteers contributed over 4,000 hours to keep the Museum moving forward. We couldn't have done it without them!

And of course, a big thank you to our summer students, who helped us "keep the doors open" in what was a unique and challenging season.

LOOKING AHEAD → A key priority in our 5-year Strategic Plan is building our membership and volunteer base. There are rewarding volunteer opportunities at the Museum for everyone!

VISITORS
3,000+



"Brought back so many memories..."



"Loved the old School House!"



"Awesome place to visit!"

VISITOR EXPERIENCE



This year, our world shrunk. While we missed our international visitors, we were so thrilled to welcome those closer to home. Visitors from Vancouver Island, Alberta, Saskatchewan, and all across Canada have taken home memories of the Museum.

LOOKING AHEAD → A key priority in our Strategic Plan is improving the visitor experience. Our Exhibition Master Plan will guide us over the next 5 years as we implement significant enhancements to the Museum exhibits, and the overall visitor experience.

2020 FINANCIALS

Revenue

Donations & Admissions	6,402
Memberships	760
Grants	15,316
Investments	51,786
Other (rentals, fundraising)	3,817

Total **\$78,081**

Expenses

Operations	42,152
Salaries	10,240
Repairs / Equipment	8,992

Total **\$61,384**

LOOKING AHEAD → A key priority in our Strategic Plan is to maintain financial stability, based on diverse sources of revenue. We will continue to maximize operational efficiencies, pursue sustainable revenue streams, and focus on fundraising initiatives to support Museum operations.





PARKSVILLE MUSEUM

1245 East Island Highway, Parksville, BC V9P 2E5
250 248-6966
www.parksvillemuseum.com