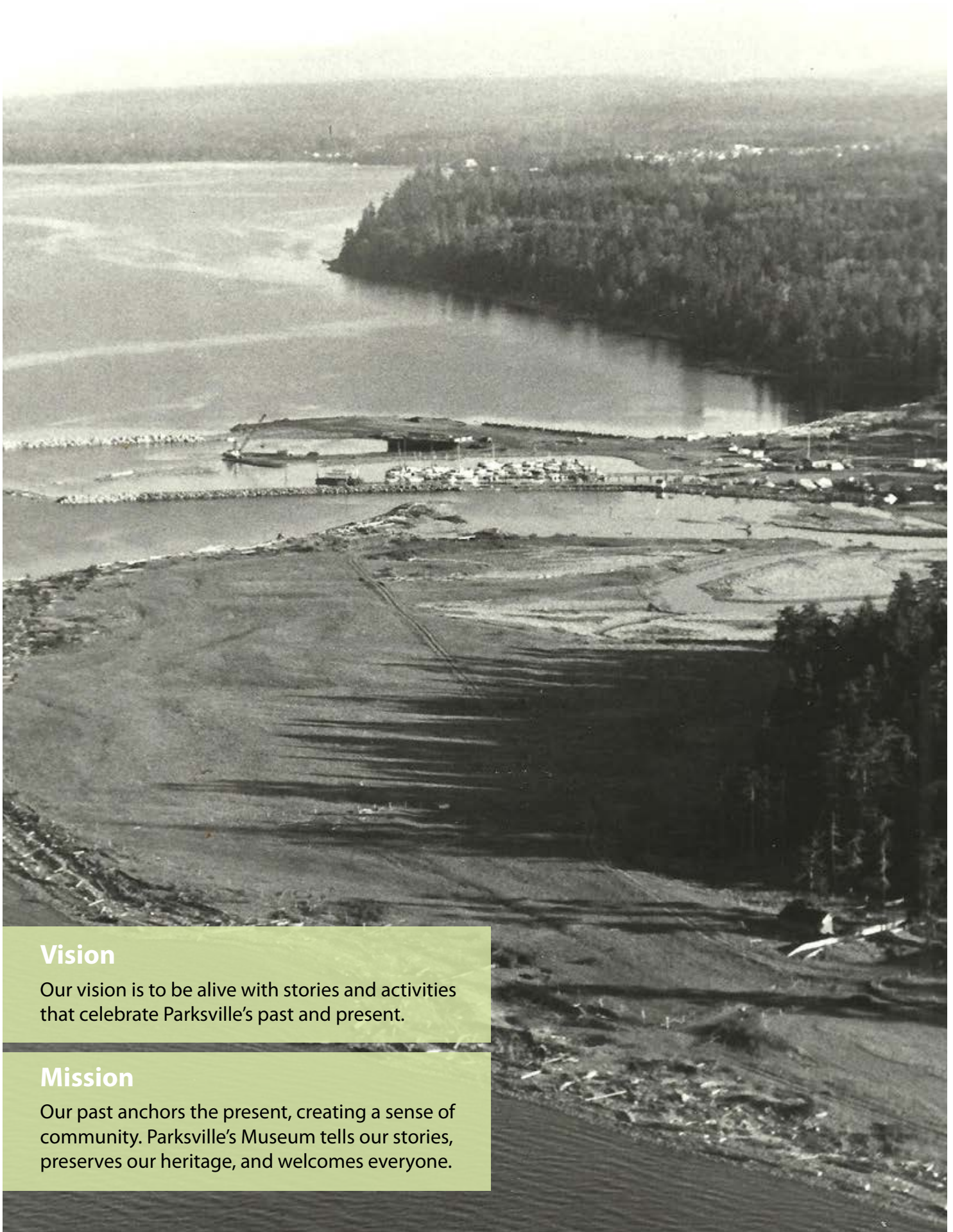


2023 Annual Report





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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Message from the President

2023 was a special year for the Parksville Museum, as we celebrated a milestone – our 40th anniversary! The story goes that back in 1975, a group of visionary Parksville residents saved the Knox Heritage Church from demolition by lying down in front of the bulldozers! Their efforts were successful – the Knox Church was saved, the Parksville & District Historical Society was established, and in 1983, the Parksville Museum opened its doors.

We have seen many changes at the Museum over the last 40 years, and this year was no exception. Highlights of our Summer of Celebration include our 4th annual Music at the Museum concert series, and the opening of our outstanding Mosaic Pavilion all about the life of the forest.

As our Summer of Celebration comes to a close, we reflect on the determination of the individuals who saved the Knox Church, and all the Museum board members and volunteers over the years whose dedication and commitment have brought the Museum to where it is today.

Thank you! Here's to another wonderful 40 years!

Susan Wismer
President
Parksville & District Historical Society



2023 Board of Directors

Susan Wismer *President*

David Douglas *Vice-President*

Sydney Tomchenko *Secretary*

Ken Fanning *Treasurer*

Pam Foster

Ed Mayne

Barb McGowan

John Wearing



Exhibition Master Plan 2020 - 2025

Our 5-year Exhibition Master Plan outlines a vision and strategy for the renewal of the Museum experience. This year, we achieved a number of the goals outlined in the Plan, including the creation of a new open-air pavilion and exhibit.

We are confident that by continuing the path outlined in the Plan, we will become 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.

5

Engagement

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

2

Storytelling

We value good storytelling and use it to communicate history.

6

Comfort

We make visitors comfortable.

3

Simplicity

We tell our stories simply and clearly.

7

Fun

We hope that visitors will learn something new and have fun doing it.

4

Collaboration

We welcome collaboration in the creation of exhibits.

Mosaic Pavilion

This year, the Parksville Museum partnered with Mosaic Forest Management in creating an outstanding open-air pavilion all about the life of the forest. The pavilion, which is open year-round, invites our visitors to explore the unique flora and fauna of the Island forests, with fun and interactive activities for the entire family.

A ribbon-cutting ceremony on September 7 marked the grand opening of the new pavilion.



Looking Ahead

Enhancement of the museum visitor experience will continue in 2024. We are excited to be partnering with the Parksville Fire Department in planning a new exhibit about the history of firefighting in our community, to be housed in the original firehall. A light-hearted exhibit about tourism and recreation in the 1920s is also in the works.

A New Digital Experience

This year, we launched a new, modernized Museum website designed to keep our residents and visitors up to date on our events and programming. Our new site also offers video histories, an on-line exploration of our heritage buildings, and easy access to our rental, membership and donation pages.



Looking Ahead

In 2024, we will be focusing on a digital marketing strategy that will position the Museum as a key attraction in the Parksville area.

Friends of the Museum

2023 marked the second year of our annual Friends of the Museum fundraising campaign. The generous support of our Friends helps to make the Museum a vibrant part of our community, and allows us to continue offering family-friendly events, programming and exhibits.



Our donor recognition board in the Entrance Pavilion.

Looking Ahead

There are a few spaces left on our donor recognition board! We hope to fill those spaces when we launch our 2024 Friends of the Museum campaign next year!

Events

This year, we celebrated the Museum's 40th anniversary with a number of outstanding events!

Music at the Museum returned for a fourth season, bringing the Marion Craig Courtyard to life as visitors gathered to hear some great local musicians, including the legendary Valdy.

Our ever-popular Railway Day event welcomed train enthusiasts, young and old alike, who were delighted with the model trains on display.

And in recognition of our special anniversary, we hosted a Family Fun Day filled with music and activities. A community time capsule captured the thoughts of our visitors as they answered the question "What will Parksville look like in 2063?"



40 YEARS PARKSVILLE MUSEUM

MUSIC@THE MUSEUM

Tickets \$25 per show*

Thursday evenings 6 - 8 PM

Join us in celebrating our 40th anniversary with an amazing line-up of local musicians! Bring your lawnchair, grab a beer and enjoy the show in our beautiful and intimate village courtyard!

Craft Beer! Artisan Pizza!

July 6 David Gogo

Get ready to hear the blues at its flat-out best from this veteran Canadian bluesman!

I doubt there is another blues guitarist around at the moment who can speak through their instrument quite like David Gogo can. This is music that demands attention and respect... Modern blues at its best. — Ken McGrath, *Sorted Magazine*, Ireland



July 27 Valdy

A Canadian music legend!

"Few performers are capable of achieving the kind of energy he generates on stage." — *Globe and Mail*

"Valdy remains one of the country's purest and most credible storytellers." — *Toronto Star*



Aug 3 Shawn Carle

with Linda Kidder and Tom Neville

Shawn has embodied Canadian roots rock for over 30 years. With his poetic and insightful lyrics, gritty voice and chugging guitar, he will transport you through landscapes like a Streamliner in the rain.



Aug 17 Gerry Barnum

Excellent songwriting, warm vocals and groovin' guitar work — Gerry combines them all in a performance that is as rich in humour and storytelling as it is in music.

— Jay Hallett, *Netchako Valley Arts Council*



Aug 31 Joe Stanton

Joe Stanton's grass-roots music gently grabs you and takes you on a timeless journey of people and places. His voice resonates with an intimate style that warmly invites you into his reflective world. He plays the full spectrum of music — folk, traditional country, swing and blues. — *Sunstream Magazine*



***Tickets at the gate or in advance at the Museum office**

1245 East Island Highway
250-248-6966
parksvillemuseum.com

 **City of Parksville**

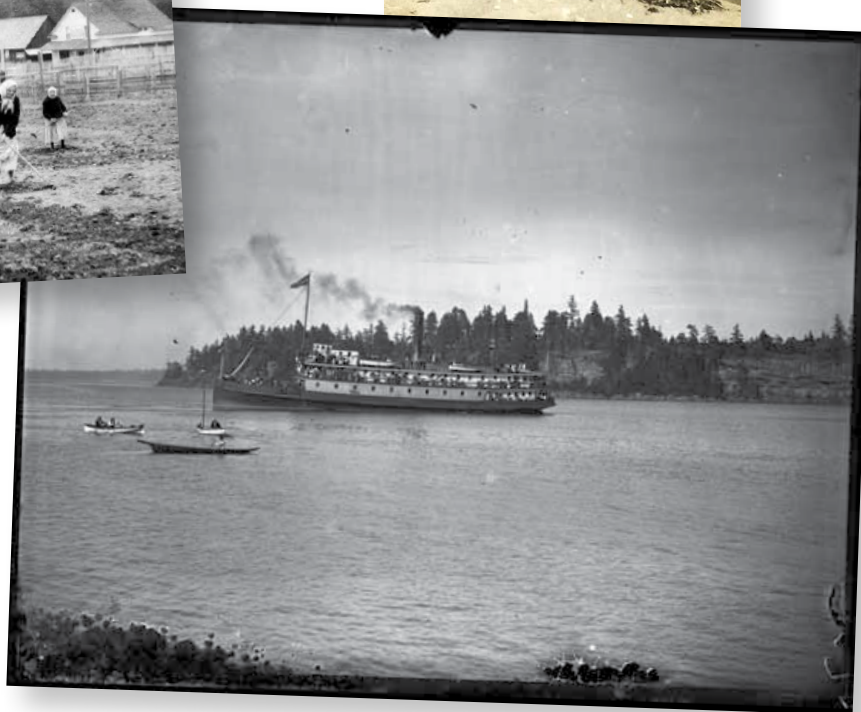
 **COASTAL COMMUNITY**
TOGETHER, LET'S DO GREAT THINGS

Looking Ahead

We can't wait to open that time capsule in another 40 years, and see if your predictions came true!

Archives

The Museum Archives is a treasure trove of information about the history of Parkville and area, and the families that settled here. Our professional volunteer archivists are always happy to assist researchers, both professional and amateur, with their projects.



Looking Ahead

We continue to work 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 support of our community, and the many individuals and organizations that help the Museum thrive!

This year, we would like to extend a special thank you to the following:

The City of Parksville

Blacksmith Collective

Government of Canada

Oceanside Model Railroaders

Government of British Columbia

Valley Cedar 2 Inc

The Parksville & District Chamber of Commerce

Earthman Contracting

PQB News

Coastal Community Credit Union

Mosaic Forest Management

Family Ford

Aslan Ventures Inc.

Remax Qualicum Beach

Lime Design Inc.

Weatherwise Cedar Products

Osprey Electric

Lakeside Garden Nursery

Parksville Fire Department

Thrifty Foods

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.

Staff and 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 3,800 hours to keep the Museum moving forward. We couldn't have done it without them!

A special thanks to our gardening volunteers, who did an outstanding job of keeping our grounds looking beautiful. And a big thank-you to our Museum manager and summer students, who helped to make this season one of our best yet!



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!

What our Visitors Said

Our 3,000 plus visitors had a lot to say about their Museum experience!

*"Brilliant displays in every building!
Fantastic slice of history!"*

- ENGLAND

*"We saw the care and dedication
put into this museum"*

- MEXICO

"Neat-o"

- VANCOUVER

*"We were overwhelmed.
Such a nice place. Thank you"*

- GERMANY

*"Great work!
Better every time we visit!"*

- PARKSVILLE



Looking Ahead

A key priority in our Strategic Plan is improving the visitor experience. Our Exhibition Master Plan will continue to guide us as we implement significant enhancements to the Museum exhibits, and the overall visitor experience.

2023 Financials

Revenue

Grants	10,565
Donations & Admissions	41,749
Rentals	600
Gift Shop Sales	3,855
Memberships	840
Investments	65,000
Other	9,153

Total:	\$131,762
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Expenses

Operations	62,332
Buildings and Grounds	29,342
Salaries	43,479
40th Anniversary	11,280

Total:	\$146,433
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Project Grants

Pavilion	94,500
Family Day	500
40th Anniversary	850

Total:	\$95,850
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Looking Ahead

A key priority of our Strategic Plan is to maintain financial stability, based on diverse sources of revenue. We will continue to maximize operational efficiencies, and pursue sustainable revenue streams, including our annual Friends of the Museum fundraising campaign.



40 YEARS PARKVILLE MUSEUM

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