

2022 Annual Report

FULL STEAM AHEAD

The E & N Railway Story



1883

Robert Duncanson signs an agreement with the federal government to construct the E&N Railway. Construction begins on April 30, 1884.

1886

On August 13 Prime Minister Sir John A. Macdonald drives the last spike into the section of rail above the Malahat Highway, completing the E&N line.

1905

James Duncanson sells the E&N to the Canadian Pacific Railway. In the coming years, the E&N line is extended to Lake Cowichan, Port Alberni, Parksville, Qualicum Beach and Courtenay.

ANOTHER POINT OF VIEW

For thousands of years, First Nations peoples used the Salish waterways for transportation, travelling up and down Vancouver Island by canoe.

Imagine witnessing the sudden development of roads and railways. How would these dramatic changes have affected the traditional way of life of the First Nations peoples?

1907

Construction begins on the Port Alberni line, completing the E&N line in 1911 marks the beginning of an economic boom in the Alberni Valley.



1910

The railway arrives in Parksville.

1953

Canadian Pacific Railway acquires the Esquimalt & Nanaimo Railway, and the line is renamed the Esquimalt & Nanaimo Railway.

1978

British Columbia acquires the Esquimalt & Nanaimo Railway, and the line is renamed the Esquimalt & Nanaimo Railway.

1998

British Columbia acquires the Esquimalt & Nanaimo Railway, and the line is renamed the Esquimalt & Nanaimo Railway.

2000

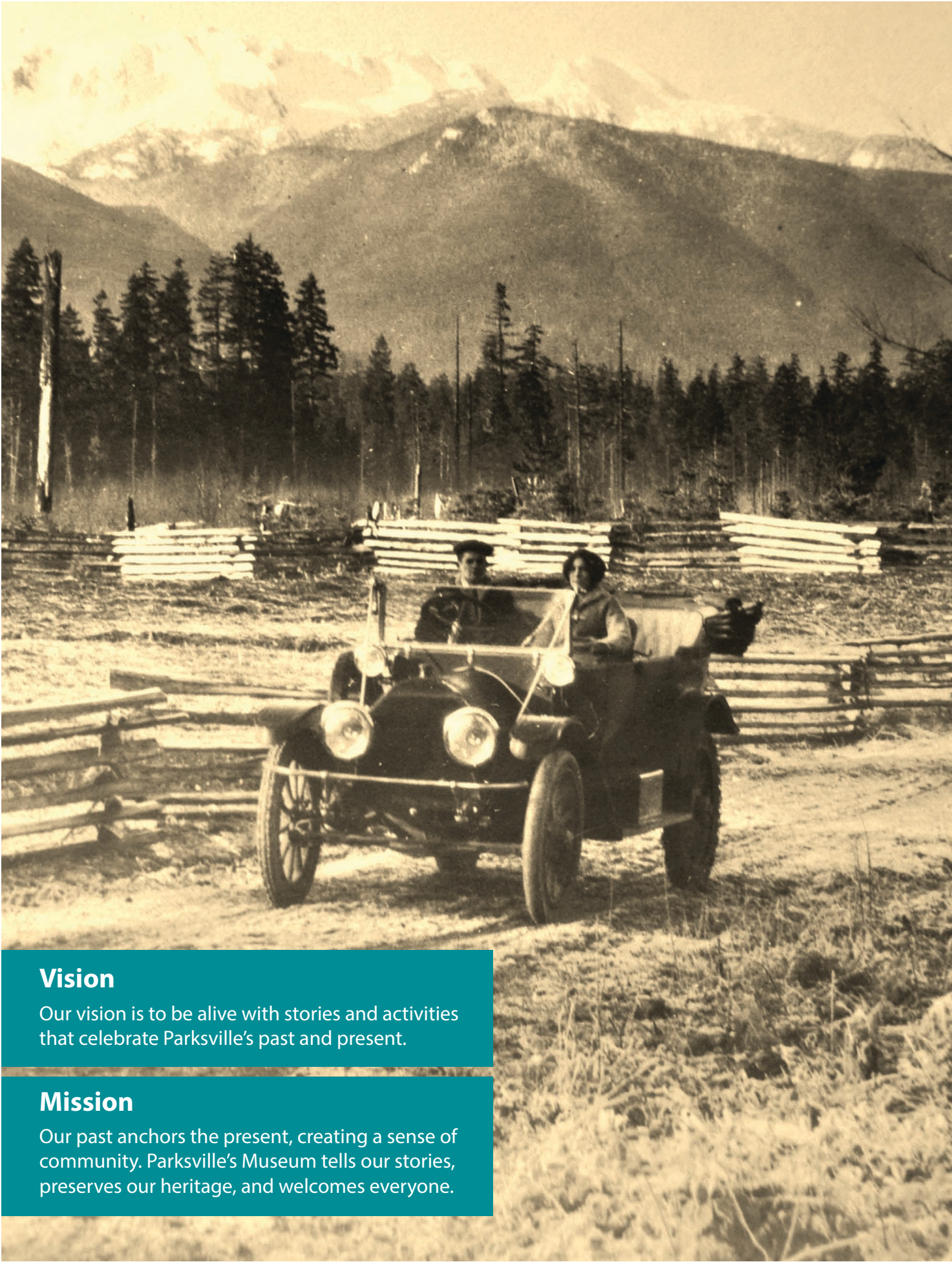
British Columbia acquires the Esquimalt & Nanaimo Railway, and the line is renamed the Esquimalt & Nanaimo Railway.

2011

British Columbia acquires the Esquimalt & Nanaimo Railway, and the line is renamed the Esquimalt & Nanaimo Railway.

RAIL CROSSING





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

We believe that small museums can be great. And we believe that the Parksville Museum is well on its way to becoming one of the leading community museums on Vancouver Island!

Our 2022 season began on a high note, as we were the proud recipients of the *Parksville Chamber of Commerce Business Excellence* award in the Tourism and Hospitality category. This award meant so much to us – it tells us that our community supports what we are doing, and it inspires us to do more!

This year, we made significant progress on achieving the goals set out in our 5-year Exhibition Master Plan. In addition to completing our Entrance Pavilion, we introduced a new permanent exhibit about the E & N Railway, and enhanced the exhibits in two of our heritage buildings.

Music at the Museum returned for a third successful season, as did our ever-popular Railway Day event. And new this year was our first annual Happiness Parade in celebration of Family Day. What a great way to start the year!

Our first annual *Friends of the Museum* fundraising campaign launched this spring, and we are so grateful to the many individuals and businesses that supported us with a financial gift. We hope to see even more names added to our donor recognition board in the months and years ahead.

It truly does take a community to build a museum. I would like to thank our members, our volunteers, and our community for their continued support. And a special thank you to our Board of Directors for their vision and hard work. Your contribution to the Parksville Museum and our community is invaluable, and so much appreciated!

Susan Wismer
President
Parksville & District Historical Society



2022 Board of Directors

- | | |
|-------------------------|-----------------------|
| Susan Wismer | <i>President</i> |
| David Douglas | <i>Vice-President</i> |
| Sydney Tomchenko | <i>Secretary</i> |
| Ken Fanning | <i>Treasurer</i> |
| Tom Bob | |
| Sylvia Martin | |
| John Wearing | |



Board meeting

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 welcoming Entrance Pavilion, and the installation of two exploratory exhibits in our heritage buildings.

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

Make an Entrance!

This year, the Parksville Museum made an entrance – literally! Our new Entrance Pavilion and open-air exhibit were designed to welcome our visitors, and introduce them to the many stories that are about to unfold as they explore the museum site.

A ribbon-cutting ceremony on September 22 marked the grand opening of the new Pavilion.



Ribbon-cutting ceremony on September 22, 2022

Looking Ahead

Enhancement of the Museum grounds will continue in 2023. We are very excited to be partnering with Mosaic Forest Management in the design and creation of a new pavilion and open-air exhibit all about the life of the forest.

All Aboard! The E & N Railway Exhibit

A highlight of our annual Railway Day event was the official opening of our new permanent exhibit about the history of the E & N Railway. Housed in one of the historic Craig cabins, the exhibit highlights the importance of the railway in the development of our community. Fun facts, photos, and some engaging interactive displays kept our visitors entertained!



Looking Ahead

The next phase of our Exhibition Master Plan is the transformation of our main exhibit hall. We are currently working with a professional museum designer to identify exhibit themes, and create a conceptual plan that will be shared with our community.

Friends of the Museum

This year marked the launch 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 many spaces left on our donor recognition board! We hope to fill more of those spaces when we launch our 2023 Friends of the Museum campaign next spring!

Events

Our 2022 season saw the return of some of the most popular Museum events!

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


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

And new this year – our first annual Happiness Parade! Kids of all ages celebrated Family Day by decorating their bikes, scooters and strollers and parading through the Museum grounds to the sounds of the Mount Arrowsmith Pipe Band. Happiness was had by all!




Saturday, Aug 20, 2022 from 10-4



RAILWAY DAY


PARKSVILLE  MUSEUM

ADMISSION BY DONATION



FOOD! Model Railways
Displays
Swap & Shop
Music **FUN!**

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

 Ministry of
Tourism, Arts,
Culture and Sport

Looking Ahead

2023 marks a special year for the Parkville Museum. It's our 40th anniversary, and a celebration is being planned!

Archives

The Museum Archives are 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

Regional District of Nanaimo

Government of Canada

Government of British Columbia

Snaw Naw As First Nation

The Parksville &
District Chamber of Commerce

Lime Design Inc.

Aslan Ventures Inc.

Parksville Fire Department

Blacksmith Collective

Oceanside Model Railroaders

Valley Cedar



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 4,000 hours to keep the Museum moving forward. We couldn't have done it without them!

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

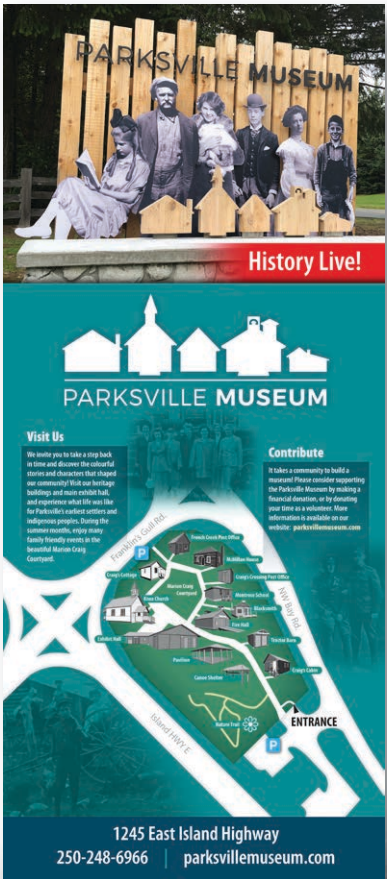
Our 4,000 plus visitors had a lot to say about their Museum experience!

“Visiting from England. One of the most charming museums we have seen!”

“The tour guide was EXCELLENT!”

“The railway exhibit was my favourite!”

“So many interesting things – like a walk back in time.”



Looking Ahead

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

2022 Financials

Revenue	
Grants	71,020
Donations & Admissions	23,406
Rentals	1,132
Gift Shop Sales	1,046
Memberships	538
Investments	34,500
Other	4,248
Total:	\$135,890

Expenses	
Operations	48,303
Buildings/Grounds Maintenance	21,195
Salaries	28,595
Music at the Museum	4,691
Total:	\$102,784

Project Grants	
Entrance Pavilion	90,000
Family Day	800
Railway Day/Exhibit	9,100
Total:	\$99,900

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.



PARKSVILLE MUSEUM

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www.parksvillemuseum.com