

PARKSVILLE MUSEUM



PARKSVILLE MUSEUM

2021 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 **Lime Design**



MESSAGE FROM THE PRESIDENT

Is it because I am getting old, is it because I'm retired and have more time to reflect on life or is it because I spend so much time in museums that I find myself thinking a lot about decisions and the subsequent consequences of those decisions.

I often think about Marj Leffler and her decision to lay down in front of the old Knox Church when it was slated for demolition; I think about Don Levirs as manager of the local dump and his concern watching items (probably sought after as vintage now) being thrown away at the dump. I wonder if Marj Leffler and Don Levirs knew then they were on a converging path, 38 years ago, that would result in the creation of the Parksville Museum.

Through Leffler's and Levirs' passion to save the church and collectible items, the wheels were put in motion to create the Parksville and District Historical Society. I wonder if the Town of Parksville realized that their decision in 1983 to lease five acres of land at the end of Franklin Gull Road to the newly formed society would result in the City of Parksville being one of the museum's most vocal supporters.

Since 1983, the Parksville and District Historical Society has been continuously blessed to have individuals who made the decision to volunteer, work, fundraise and advocate on behalf of the museum. I wonder if those people realized their time and effort would result in the museum and the grounds becoming the treasure that it is: an engaging, peaceful (sometimes quirky) setting where the past meets the present.

For you, the reader, I wonder what decision you will make that will contribute to the life of the museum.

Mary Ellen Campbell

Mary Ellen Campbell

President

Parksville & District Historical Society

2021 BOARD OF DIRECTORS

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EXHIBITION MASTER PLAN 2020-2025



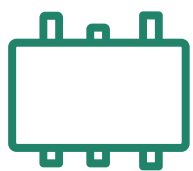
Under the expert guidance of museum consultant Tim Willis, we have created a 5-year Exhibition Master Plan that outlines a vision and strategy for the renewal of the Museum experience. We are confident that the Plan will position us to be one of the most engaging community museums on Vancouver Island!

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.

SIGN, SIGN, EVERYWHERE A SIGN!



History has come to life at the Parksville Museum! With the help of a creative team led by Matthias Reinicke of Lime Design, we have introduced colourful and engaging exterior signage that helps our visitors navigate the museum grounds, identify native plants on the nature trail, and learn about Parksville’s fascinating history.

The new signage has been extremely well received by our visitors, and has significantly enhanced the museum experience. This project marks the completion of Phase 1 of our Exhibition Master Plan.



LOOKING AHEAD —> Phases 2 and 3 of the Exhibition Master Plan will focus on storytelling in the heritage building interiors, and in the main exhibition hall. We will work closely with our First Nations partners to ensure First Nations stories are included in our exhibits.

MARION CRAIG COURTYARD DEDICATION



Our beautiful museum courtyard has become a treasured asset in our community. It was made possible through a generous bequest from the late Marion Craig. To acknowledge this gift, we were very pleased to name the courtyard in Marion's honour. A dedication ceremony was held in September, and we were thrilled that Marion's family members were able to attend and share their memories of Marion.



LOOKING AHEAD —> Enhancement of the museum grounds will continue in 2022, with a focus on the museum entryway, and a First Nations acknowledgement.



EVENTS

The 2021 season marked the return of some of the most popular Museum events!

The season began on June 19 with the inaugural ringing of the bells at Knox Heritage Church, in celebration of Parksville's 75 plus 1 anniversary.

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

Train enthusiasts, both old and young, were thrilled with the return of Railway Days. And for fans of planes and cars, we were pleased to offer Aviation Day and Vintage Car Day.

LOOKING AHEAD —> We are looking forward to the return of even more events in 2022, including Old Fashioned Christmas, Multicultural Day, and the Friday Night Market. We are also busy planning for the Museum's 40th anniversary in 2023.



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 continues to improve and thrive! With the ongoing enhancements to our finding aids and procedures, we have been able to assist researchers, both professional and amateur, with their projects.

Can't make it to the Archives? Our volunteers 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 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 Parksville & District Chamber of Commerce

Regional District of Nanaimo

Government of Canada

Aslan Ventures Inc.

Lime Design

G E Anderson

Jorgensen Osmond

Osprey Electric

Parksville Qualicum Beach Community Foundation

Coastal Community Credit Union

Thrifty Foods

Inclusion Parksville

Parksville Fire Department

PDQ Flyers

Blacksmith Collective

Oceanside Model Railroaders

The Family of Marion Craig

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
3,600+

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 3600 hours to keep the Museum moving forward. We couldn't have done it without them!

And a big thank-you to our summer students, who helped 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!



VISITORS
2,800+



“A beautiful, well-cared for museum...”



“I love the bells! Can you make them louder?!”



“Oliver the cougar is the best!”



“I really appreciate how family friendly the museum is. Our kids loved to be able to touch things and get involved.”

VISITOR EXPERIENCE



We were so thrilled to welcome back visitors to the Museum this season. While we are still waiting to welcome our international visitors, our friends and neighbours from Vancouver Island, the mainland, Alberta, and all across Canada were able to pay us a visit.

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 implement significant enhancements to the Museum exhibits, and the overall visitor experience.

2021 FINANCIALS

Revenue

Grants	29,387
CEBA Loan Subsidy	20,000
Donations & Admissions	27,119
Rentals	1,310
Gift Shop Sales	3,114
Memberships	440
Investments	67,490
Other (rentals, fundraising)	9,281

Total **\$158,141**

Expenses

Operations	38,388
Buildings/Grounds Maintenance	39,654
Salaries	24,173
Amortization	11,645

Total **\$114,861**

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.





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