



Museum at Campbell River **2023 Annual Report**



**Gaǰənc laǰa
ʔəwinəg^wises
sa Liǰ^wiǰdax^w**

We respectfully acknowledge
the Liǰ^wiǰdax^w First Nation on
whose lands we work to
preserve, interpret and share the
collective human history of
North Vancouver Island.

A word from the **Board President**

As my first year as the Chair of the Board of Trustees draws to a close, I would like to reflect on the Museum's many accomplishments over the past 12 months.

The Museum at Campbell River's reputation as one of Canada's leading regional museums has never been stronger. You need only look as far as Tripadvisor to see that our museum is the top ranked attraction in the list of things to do when visiting Campbell River. Year-round, world-class programming is delivered to the Campbell River community in an inclusive and affordable way by an amazing and dedicated group of staff and volunteers.

As a visitor to our museum, what you see is a wonderful collection of curated stories that tell the history of Campbell River and the surrounding area. What you do not see is the heart and soul of the museum which is the staff and volunteers. I want to extend a personal thank you to everyone at the museum for your commitment to continuing the legacy of the amazing place that is the Museum at Campbell River.

This past year, some of the many highlights for the museum included an amazing show of support from the local business community for the Festival of Trees. This annual fundraising event was the most successful to date and could not have been possible without these businesses and organizations who sponsored a tree. It was delightful to see the creative energy that went into the themed decorations for each tree.

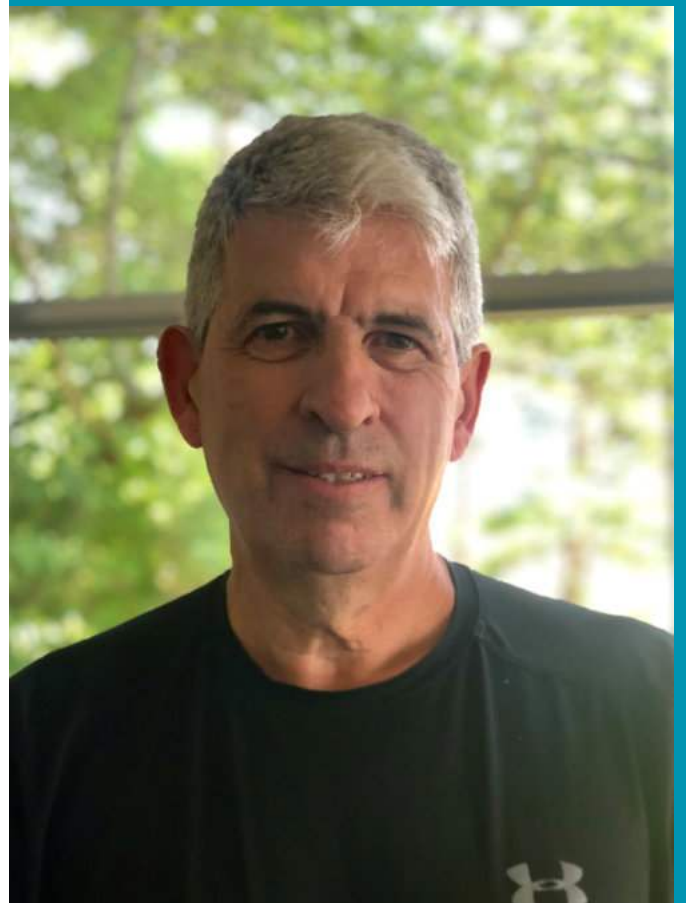
Another highlight this year was the temporary exhibit *Sybil's Students: A Local Legacy*. It was a wonderful tribute to the artists who studied under Sybil Andrews but was also a testament to the cooperative nature of the various arts groups within our community.

Finally, I would like to say thank you to the City of Campbell River, BC Arts Council and BC Community Gaming Grants for their continued financial support.

I am so proud of this place and will never stop advocating for the wonderful people that work here. Congratulations on another successful year.

Jack Turley

"I am so proud of this place and will never stop advocating for the wonderful people that work here."



A word from **The Director**

Early in 2023 descendants of Hans and Kathinka Hansen gathered at the Museum to mark a meaningful occasion, the donation of a model wooden schooner built in 1907 for young Willy Hansen of Port Neville. This heartfelt gesture set the stage for a series of events throughout the year that provided opportunities to reconnect and share the rich history of our region.

Behind the scenes, two research requests highlight the important role that the Museum has in preservation and knowledge sharing. In February, a collaborative effort was made between our Curatorial staff and the staff of the Haida Heritage Centre at Kay 'Llynagaay and the Haida Repatriation Committee. An in-person and virtual meeting was held to exchange information about items linked to Haida Gwaii that are currently a part of our collection. In July, the Nanwakola Cultural Society from the Musgamakw Dzawada'enuxw territory delved into our archives, uncovering a trove of valuable information that prompted them to schedule a return visit.

Our temporary feature exhibit, *Sybil's Students: A Local Legacy*, which opened on April 19th, provided yet another opportunity for gathering and sharing. Former students of Sybil gathered to reminisce and share memories of their time under her guidance. Special thanks to these students who generously loaned their works for the exhibit, further enriching the experience for all involved.

Grant and Lorena Holmgren's donation of several pieces of First Nations art was, for me a personal highlight. The long-term reciprocal relationship that the Museum and Holmgren's share is an example of many such relationships we are fortunate to nurture. These relationships are the backbone of what makes our Museum special.



New to the area and fascinated with Indigenous culture it was the lectures offered by the Museum in the 1980's that first engaged the Holmgren's. From there Lorena went on to become a volunteer docent, staff member and guest curator. Their deep respect for the First Nations culture of this area resulted in the purchase of several lovingly selected pieces of art. Last winter when the Holmgren's were contemplating downsizing their first thought for the pieces that they had collected over the years was for them to come to the Museum where they could continue to be enjoyed and shared.

We are grateful to the many supporters like the Holmgren's who are enthusiastic and supportive of the work that we do here at the Museum.

On behalf of the Museum's staff I would like to thank the Board of Trustees and the outstanding support that we receive from them. Each year they generously give their time to make our work easier.

I also want to thank our Museum Members, Volunteers and the staff, who are the creative team who work to ensure that we continue to be a place where people can connect and share our history.

Sandra Parrish

Values

Core Beliefs that Guide Our Conduct

We view the Museum at Campbell River as a community gathering space. A place that we can come together to share, connect, explore and learn the diverse history of our region. Our “gathering space” extends beyond our walls and is embedded in all our activities.



Within this community gathering space we value:

Excellence: We aim to achieve excellence at all levels and in the services we deliver;

Inclusiveness: We believe in building and sustaining relationships with the diverse cultures within our community to encourage active participation and give a voice to all who contribute to our history;

Respect: We are committed to respecting our cultural and individual differences and recognize that a respectful culture is central to achieving this commitment;

Integrity: We take our responsibilities very seriously and believe in honesty and transparency in the delivery of our services and our conduct;

Stewardship: Our care for and management of the collections is guided by the best professional standards and honours intangible cultural heritage; and

Community: We are committed to developing and maintaining meaningful collaborative relationships throughout our region. We believe that these relationships enable us to reflect ideas from our diverse community and promote understanding which can lead to an informed path forward.

These values guide all of our decisions and activities.

Our vision

For the Future

Four broad organizational goals were identified as strategic priorities at a planning session in 2019. These goals have become the basis by which we guide and evaluate our work. This report features key activities over the year centered around these four strategic goals.



1

Strengthen the Museum's reputation as a leading, vibrant Museum

The Museum will continue to provide excellent visitor experience and community value in our exhibits, interpretation, programs and education. We recognize the importance of maintaining and enhancing our existing exhibits and collection with a strong curatorial focus.

2

Develop and support strong communications & partnerships

The Museum will build alliances with strategic partners and foster its communications to educate, inform and engage.

Support strong leadership and human resources

3

The Museum recognizes the need for strong and informed leadership among the Board and staff. We recognize that successful succession management is on-going and we employ an integrated approach to identifying, developing and retaining capable skilled staff who can potentially transition to new positions. Volunteers are essential to our operations and we recognize the need to maintain a strong volunteer program so that we can engage and retain our dedicated and diverse volunteer base.

Ensure long-term financial sustainability

4

Revenue diversification and sound financial planning and oversight are considered essential for the long term stability of the Museum. As operational costs increase we need to make smart financial decisions including seeking alternate sources of funding where possible, developing mutually beneficial partnerships and encouraging a climate of giving.

Strategic Priority

1 Strengthen the Museum's reputation as a leading, vibrant Museum

Sybil's Students: A Local Legacy (April 19 to October 22) was our feature in-house exhibit in 2023. Visitors to the exhibit had an opportunity to consider the lasting community impact of artist Sybil Andrews through the work of many of her talented students. The collective body of work included in the exhibit was a stunning example of the camaraderie of the classroom and how Sybil's expertise and mentorship was carried forward in the work of her students.

One of the most prominently featured artists in this exhibit was Richard Calver. A long-time student of Sybil's, Richard left a substantial collection of his work to both the Museum and the Campbell River Art Gallery. He hoped to add to their collections and help raise funds to support the efforts of both organizations. Richard is not the only one of Sybil's students who have contributed to the Museum. As a result of the exhibit some additional objects owned and used by Sybil were offered to the Museum and have now been added to the permanent collection.



ABOVE: With funding support from the Hamber Foundation we were pleased to participate in the C.R. Arts Council annual banner project. Area residents were invited to paint a banner based on the theme of the temporary exhibit "Sybil's Students".

BELOW: A special feature of the exhibit opening was a partnership with Stonehouse Teas who provided a special tea blend in keeping with the type of tea that was served by Sybil to her students during their tea break.



BELOW: Bumble Bee mask carved by Christine Roberts and donated to the Museum at Campbell River by Lorena and Grant Holmgren.



In February Museum staff hosted a visit from the staff of the Haida Heritage Centre at Kay 'Llnagaay and members of the Haida Repatriation Committee. Museum staff assembled all the belongings in the collection that had a connection to Haida Gwaii. Many of these pieces came to the Museum in its earliest years before our collection area was firmly established.

As a direct result of this visit, we were able to return a long un-resolved loan to the Museum. Selina Glenny (nee Cross) daughter of well-known Haida carver, Chief John Cross moved to Campbell River in 1936 after her marriage. In the 60's Selina loaned the Museum several items including a kerfed box that had been her father's. Selina did not have children therefore after her passing it was unclear whom these pieces should be returned to. With thanks to Aay Aay, Research and Repatriation coordinator with the Saahlinda Naay/Haida Gwaii Museum we were able to connect with Chief Gyaaguujang the head of the Cross family.

Building the Collection

The number of objects which are acquired for the permanent artifact collection fluctuates from year to year. In 2023 there were several significant additions to the artifact collection all of which had a unique "full circle" story to tell.

Long-time Museum supporters Grant and Lorena Holmgren donated their carefully curated collection of First Nations art to the Museum. These pieces not only represent the deep appreciation that Grant and Lorena have for First Nations art but are representative of the long reciprocal relationship between the Museum and the Holmgrens.

Several pieces by contemporary First Nations artist Dick Joseph also made their way back to Campbell River. These pieces were collected by Josef Bauer, a commercial fisherman who befriended many residents along the B.C. coast, one of whom was Dick Joseph. The two struck up a friendship over many years and Joe acquired several pieces carved by Dick. After Josef's death his friends, working on behalf of his estate took the time to find the right home for these pieces,

Artifact and Archive Donors

Estate of Josef Georg Bauer
Dan Blower
Linda Borgfjord
Neil Cameron (Estate of Van Egan)
Louis Cox
Laurel Davis
Karen Ekroos
Laura Fraser
The Hansen Family
Catherine and William Griffiths
Lorena and Grant Holmgren
Maxine March
Ken Martin
Marcy Prior
Barry Ross
Lila Thulin

hence they are now part of the Museum's collection.

The Dora, a model schooner built by Vilhelm Wilhelmsen for Willy Hansen, the adopted son of Hans Hanson of Port Neville was donated to the Museum in February of 2023. The decision to donate this piece was one that involved all the various descendants of Hans and Kathinka Hansen, many of whom gathered to wish the Dora well in her new home at a special gathering held at the Museum.

RIGHT: One of the highest circulated social media posts the Museum generated in 2023 was an article on cultivation of natural resources by local indigenous groups. An example of the growing reach of the Museum and the appeal of creating thoughtful content.



BELOW: Family reunion gathering with the Dora of Port Neville. The schooner is 180 cm long and 125 cm from bottom of the keel to top of the main mast.



Visitation In 2023

In 2023, the Museum engaged a total of 24,104 participants. A 16% increase over 2022 signaling an almost complete return to pre-pandemic attendance rates.

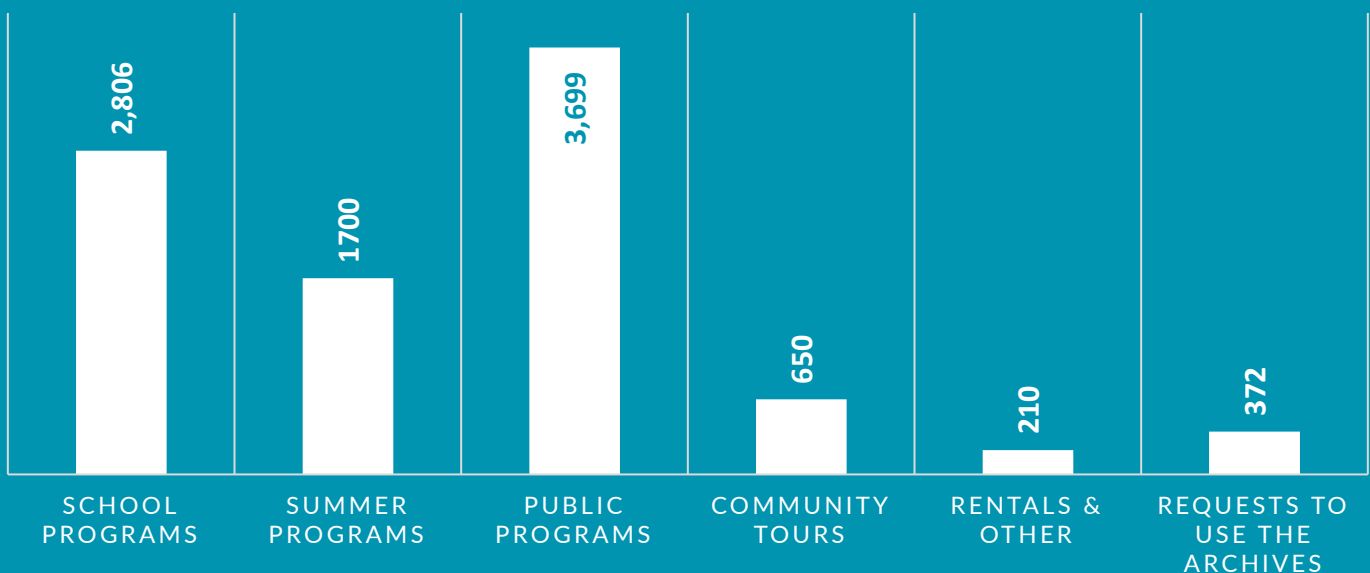
The Museum also staffs the Campbell River Hydroelectric Discovery Centre on behalf of BC Hydro and offers interpretation services at the Centre. The Centre saw 12,056 visitors.

24,104 Museum Users & Visitors

12,056 Visitors to Hydro Discovery Centre



Attendance records





Strategic Priority

2 Develop and support strong communications & partnerships

Thanks to our on-going collaborative partnership with Campbell River Whale Watching and Adventure Tours we had an exceptional season of our summer historic boat tours. Behind the scenes, the staff of both organizations worked on a system to streamline the registration process which was well received. In June of 2023, we were pleased to learn that our partners were awarded the Biosphere Certified distinction. This program is a collaborative industry initiative that supports tourism businesses to adopt sustainable practices as an extension of Vancouver Island's Biosphere destination certification. Congratulations Campbell River Whale Watching and Adventure Tours!

On Monday October 23 we were the first stop on the CHEK TV news "road trip". The 5pm news was broadcast from our logging gallery and the Museum was included as one of the special interest features on the evening news.

Museum staff had a bit of fun supporting Habitat for Humanities fundraising event the *Haunting on Hilchey*. Not only did we lend them some of our Halloween decorations but we decorated one of the rooms with the Del's Burger theme. Many local residents have fond memories of enjoying the Zombie Burger at this local eatery.



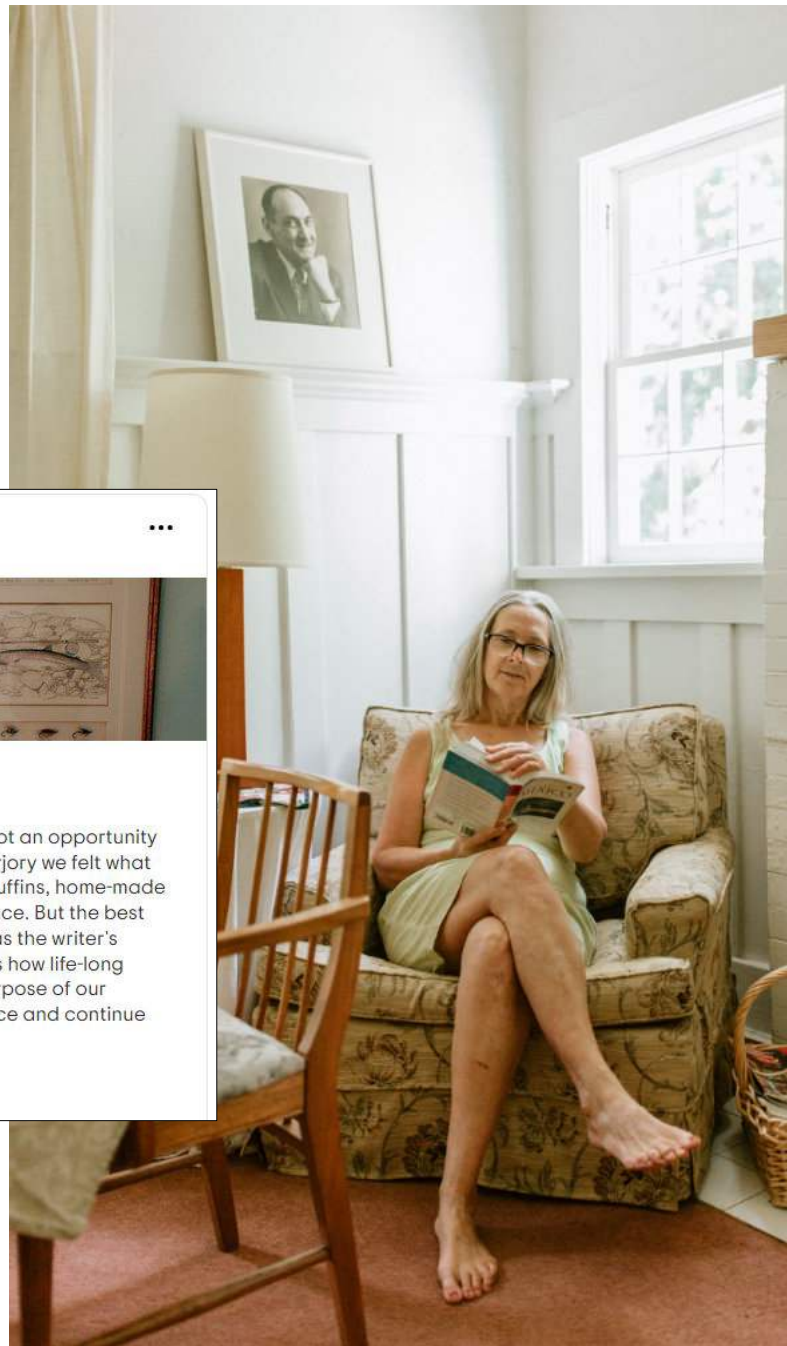
Strategic Priority

2 Develop and support strong communications & partnerships


Site Manager Marjorie Greaves managed another strong season at the Haig-Brown House. In addition to the B&B and wedding guests we were pleased to welcome the students from Carihi's Fly Fishing class. These enthusiastic students, who all share a love of the outdoors and interest in learning to fish were very appreciative of the opportunity to visit the home of their mentor Roderick Haig-Brown.

Our Haig-Brown writer-in-residence was Karolyn Smardz Frost. An archaeologist, historian and award-winning author who specializes in the Underground Railroad. Karolyn was an engaging speaker and was invited to give her presentation to many of the local high schools. She was very impressed with the response of the youth who attended her talks and commented on how thoughtful their questions were.

The annual Haig-Brown Festival was held on River's Day, September 24th and was an unmitigated success. Thank-you to a rejuvenated group of vendors alongside the many community partners who work with us to make this special day a success.



Tanya K wrote a review Jun 2023
2 contributions



●●●●●

Let's continue the conversation...

This is what we felt after visiting this lovely historical place. We had not only got an opportunity to basically spend a night in a museum, but thanks to the house manager Marjorie we felt what the life could look like almost a hundred years ago. Delicious freshly baked muffins, home-made yogurt, cereal and rhubarb compot added additional flavour to this experience. But the best part of our adventure was a conversation. We were sitting at the same table as the writer's family used to do and were speaking about hundred of different things. This is how life-long lasting bonds are created. This is how you feel again the richness and the purpose of our everyday being. We highly recommend everyone to visit this one of a kind place and continue

Read more ▾

Date of stay: June 2023

PHOTO: Bluetree Photography

Strategic Priority

2 Develop and support strong communications & partnerships

2023 Media Partners

Campbell River Mirror
Campbell River Arts Council
Comox Valley Airport
Destination Campbell River
Tidemark Theatre
99.7 The River FM

2023 Community Partners

Andres Electronics in CR
Campbelton Neighbourhood Association
City of Campbell River
CR & District Art Gallery
CR Community Arts Council
Destination Campbell River
Campbell River Whale Watching and Adventure Tours
River City Theatre Stage
North Island College
Citizens On Patrol
Kinette Club of Campbell River
Carihi High Leadership Class
Salmon Festival Society
Campbell River Skydive Centre
CR Figure Skating Club
Mainstream Biological
Panziera Photography
Laichwiltach Family Life Society
Vancouver Island Regional Library
Campbell River Elder College
Tidemark Theatre
Katimavik
Strathcona Regional District
Stonehouse Teas



Strategic Priority

3 Support strong leadership and human resources

Museum staff worked with Strathcona Regional District and BC Heritage and Emergency Response Network on a progressive pilot training project entitled “Sacred Belongings: Salvage, Restoration and Recovery”. In February, Museum curatorial and collections staff participated in a Collections Emergency Salvage and Response Workshop. In the Fall, Museum Curator, Beth Boyce helped to facilitate two additional workshops in Yuquot and Zeballos.

Contractors

Dave Ostler

Clean Sweep Services

Dean Corkett, Exhibit Maintenance

Blacktail Landscaping

Lorna Hallson Garden Maintenance

Marjorie Greaves, Site Manager Haig-Brown House

Staff

Sandra Parrish, Executive Director

Madi Dunleavy, Executive Assistant

Beth Boyce, Curator / Education Manager

Megan Purcell, Collections Manager

Ken Blackburn, Public Program Manager

Alison Liebel, Promotions Coordinator

Ellie McKown, Education Programmer

Tara Third, Bookkeeper

Connie Ritchie, Bookkeeping / Hydro Discovery Centre

Lori Geneau, Museum Shop Manager

Marni Shuster, Museum Shop Assistant

Teresa Wright, Museum Shop Assistant

Lorna Carlson, Visitor Services Coordinator

Edna Roberts, Visitor Services Assistant

Anna Kubacki, Visitor Services Assistant

Oda Blackburn, Visitor Services Assistant

Tom Kennedy, Hydro Discovery Centre

Selma Kennedy, Librarian

Summer Students

Destiny Parrish, Heritage Interpreter

Emma Minato, Heritage Interpreter

Katelyn Schulz, Heritage Interpreter

Emilie Deimer, Visitor Services Assistant



Volunteer Hours

Archives/Collections	855
Board	204
Outreach	17
School Programs	691
Visitor Services	290
Shop	397
Other areas	128
Total Volunteer Hours	2,582

The Katimavik program returned to Campbell River and the Museum was pleased to join this program as a community partner. The program ran from June to December and in addition to offering a guided tour of the exhibits as part of their community orientation, we hosted three work placements.

Board of Trustees

Jack Turley, President
Dennis Fitzgerald, Vice-President
Brendan Mason, Treasurer
Ryan Krasman, Secretary
Gwendolyn Donaldson, Trustee
Lynn Geary, Trustee
Anne Koebel, Trustee
Leslyann Komljenovic, Trustee
Kerry McGourlick, Trustee



Thank you to the fantastic Museum volunteers

Mary Ashley - Maynard & Barbara
Atkinson - Verna Bailey - Dave &
Marjorie Bawtinheimer - Oda
Blackburn - Sharon Bojsza - Christine
Chuppa - Margo Cormack - Pat &
Mike Cross - Lesia Davis - Pat Dodman
- Carole Dorward - Laurie Earles -
Norm Fair - Dennis & Patricia
Fitzgerald - Gillian Fox - John Frishholz
- Peter Froemgen - Norm Grant -
Heather Greenwood - Dave Hamilton
- Lynda Harris - Pat Henderson - Lois
& Bob Hill - Jo Hoeflok - Linda
Hogarth - Bruce Izard - Tom & Selma
Kennedy - Jennifer Kerr - Anne Koebel
- Anna Kubacki - Leslyann Komljenovic
- Ryan Krasman - Steve Lackey - Allen
Larson - Norm Lee - Deven & Mason
Lihou - Jessica Madsen - Brendan
Mason - Barbara McAuley - Susan
McCormac - Sherri-Lynn Mousseau -
Judi McMartin - Ron Purcell - Dorothy
Morris - Linda Mowatt - Sue Norman -
Ian Parrish - Cory Percevault - Connie
Ritchie - Maja Senn - Thelma Silkens -
Andrea Storback - Clare & Tom Storrie
- Gilbert Strebel - Paul Suurhoff -
Jeanette Taylor - David & Gail
Thagard - Jack Turley - Catherine
Ullstrom - Tony Van Bergen - Marcel
Van Zeeland - Gillian Wall - Heather
Warwick - Marcia Wolter



Strategic Priority

4 Ensure long-term financial sustainability

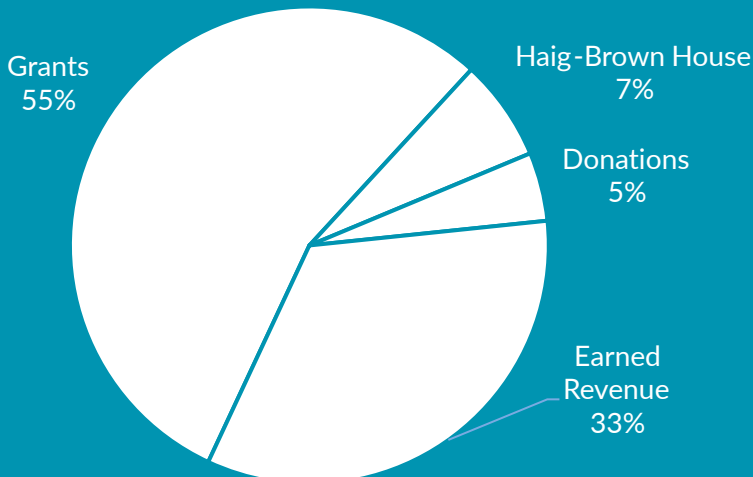
Operational Funders

BC Arts Council
BC Arts Council - Resilience Supplemental
BC Community Gaming Grant
City of Campbell River
Government of Canada: Canada Summer Jobs & Young Canada Works
Strathcona Regional District: Area D, Oyster Bay to Buttle Inlet

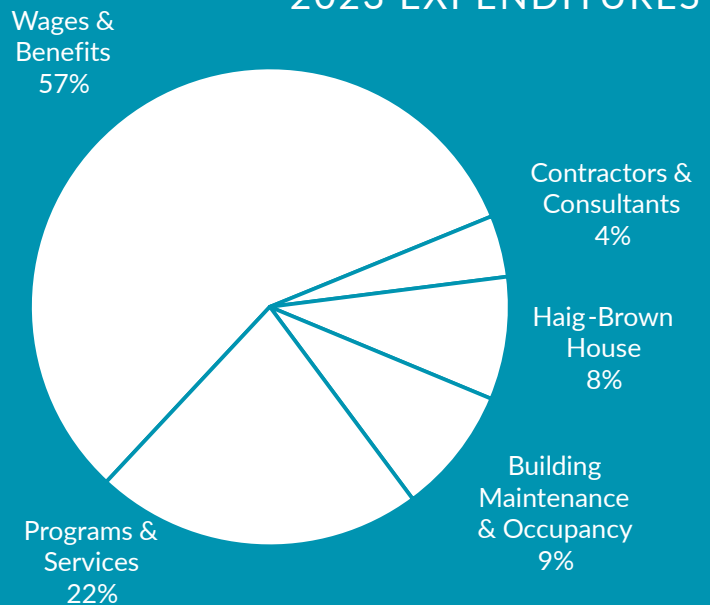
Project Grants

BC Fairs, Festival and Events Grant
BCMA Family Day Grant
Coastal Community Credit Union
Hamber Foundation

2023 REVENUE



2023 EXPENDITURES



The Shop - New Directions & New Staff

This year the Shop welcomed roughly 10,250 visitors. As we look back at the year and activities that shaped the past fiscal year, we are grateful to the exhibits, visitors and members that made the Shop successful, grossing more each month than 2022 and earlier. Highlight events for the shop in 2023 were Tracks and Trains, Family Day weekend, the Christmas Gift Tour with artists on site and an influx of local Christmas shoppers in December. The summer months of June to September were exceptional with August alone grossing over \$31,000.

The ideas for 2024 have already started with the addition of new local artists, and new suppliers. This year the Shop is focusing a little more on children and teens with a “learning is fun” theme. We have brought in new books, travel games and activities and a touch of exploring the outdoors through science. Our long time Shop volunteers are as reliable as ever and with the addition of two new part time employees, Teresa Wright and Marni Shuster, the Shop is in very good hands.



Strategic Priority

4 Ensure long-term financial sustainability

Donors

Thank you to these generous individuals and organizations who made a contribution that was received between January 1 and December 31, 2023.

Alitis Investment Counsel
Applegate Residential Programs Ltd
BC Oceanfront Real Estate Team
Brenda Matas
Bruce Anderson
C.R. Principals & Vice Principals Association
Campbell River Day Break Rotary Club
Campbell River Fishing Co. Ltd.
Campbell River Seafood & Lockers
Carl-Marg Holdings Ltd
Carol Marshall
Chan Nowosad Boates
Children's Health Foundation of Vancouver Island
Crowne Pacific Development Corp & Veyron Properties Group
Dianne Sanderson
Don Poisson
Downtown Campbell River BIA
Dr. Robert Gordon
Ed & Thelma Silkens
Fortis BC Energy
Gateway Casino (Chances Campbell River)
Gloss Dental

Grieg Seafood B.C. Ltd.
Grimace & Co. Restaurant Ltd.
Gwendolyn Donaldson
Heather Kellerhals
Impressions Custom Framing Ltd
IZCO Technology Solutions
J. Matsunaga
Jane Drown
Jay Stewart
Jean Stevens
Jessica Madsen
Joan Bakker
Jocelyn Harder
John & Mia Frishholz
Judith Dubbin
Judy Williams
Keith & Gaye Hudson
Kepsco Construction
La Tee Da Lingerie Boutique Ltd
Linda & Chris Hogarth
Linda Jay
Linda Moore
Mainstream Biological Consulting
Marcia Wolter

Marcy Prior
Margo Cormack
Morgan Ostler
Mosaic Forest Management
Mountain Flower Press
MOWI Canada West Inc.
Murray & Edith Lindman
Naturally Pacific Resort
Norm & Pat Lee
Northern Visions Ltd.
Pacific Care CCRR
Peak Mortgages Ltd.
Quinsam Communications Group
RBC (Lynda Harris volunteer program)
Richard & Sheila Hart
River Ink Printing and Signs Ltd.
Rivercity Inclusion
Roberta & Terry Hluska
Rolland Menard
Sarah Samson
Shannon Baikie
Sheldon Properties
Sylvia Smoliak
Tak & Mitzi Osgasawara
Telus - Jill Pedersen (employee matching
donation program)
The Truck Loggers Association
Thongs Jewellery
Wendy Burke
Wendy Griswold
Western Forest Products Inc.

Special Thank you to Panziera Photography for capturing these images of the Festival of Trees.

