

# Lake Country Heritage & Cultural Society

Summary

Annual Report Year Ending January 31, 2021

Operating:

Lake Country Museum & Archives





## **President's Report**



- Over the last year, the Lake Country Heritage and Cultural Society (LCHCS) Board raised our full-time employee status at 30 hours to one FTE in order to move forward on developing our strategic plan, our social media presence and our earned revenues/donations.
- The Collections Committee is rationalizing our holdings and ensuring that the artifacts we retain are properly accessioned.
- We continue to prepare exhibits that will rotate in the community.

• The social media initiatives undertaken this year have been spectacularly successful.

• And, our collaboration with the Lake Country Rotary Club is moving forward on two fronts. We are sharing our C-can storage with the Club and they are planning to install vents and a fan to ameliorate the humid conditions within. Richard Gibbons and Rotary President Sandy Wightman have been working collaboratively to plan, design, partially fund, and build the enclosure of the annex in order to enlarge our enclosed space.

Our mission:
Telling the story of Lake
Country's region while
providing an opportunity to
learn through research,
education and
collaboration.

Dr. Duane Thomson President



## **Executive Summary**

Lake Country
MUSEUM & ARCHIVES

- The Lake Country Museum & Archives operation was impacted both positively and negatively by COVID-19. Annual attendance was down with a three-month public closure, programs were altered and, in some cases cancelled and safety plans were developed prior to reopening. A full reset of statistical date collection resulted.
- The Board of Director's investigated a variety of strategies for long-term sustainability, and admission for entry to the museum and tours were implemented.
- Staying true to our purpose to collect, preserve, educate and inspire our audience, the Board of Directors developed a Five-Year Strategic Plan to ensure our continued success. In follow-up to the plan, provided is the Five-Year Financial Forecast.

- Day camps were implemented in the fall and winter break. Full COVID-19 program safety protocols were executed.
- Our donors stood by us as we adjusted operations and they enhanced their contribution of time and money. Our community ensured the museum thrived during a challenging year. For that, we thank you!



Lynn Fanelli Executive Director

#### 2020-2025 Strategic Plan Summary



#### **Strategic Plan Goal #1**

Increase public awareness of the Museum, its offerings and accomplishments by developing a marketing and communications plan.

#### **Strategic Plan Goal #2**

Establish a centre which provides educational opportunities for the community.

#### **Strategic Plan Goal #3**

Increase annual income by diversifying revenue streams and establishing more sustainable sources of funding (supported by a 5-year budget forecast).

#### **Strategic Plan Goal #4**

Develop a master plan to acquire permanent and/or expanded or enhanced physical facilities.

#### **Strategic Plan Goal #5**

Ensure that labour requirements are met and are managed efficiently.

#### **Strategic Plan Goal #6**

Improve the Museum's ability to preserve and make accessible heritage resources to the community by expanding its focus on collections management.

#### **Strategic Plan Goal #7**

Improve the Museum's ability to preserve and make accessible heritage resources to the community by expanding its focus on archives management.

#### **Strategic Plan Goal #8**

Improve the Museum's ability to educate and make accessible heritage resources to the community by enhancing exhibits to reflect our community and the issues they face today.

#### **Strategic Plan Goal #9**

Ensure the Society has the capacity to manage all aspects of its operations, while investing in new enterprise and opportunities.







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- The Museum received a donation from the Oyama Traditional School. The Archival inclusions have been assessed, and we are beginning repair, restoration and accessioning. The items of greatest interest are the yearbooks, class photos going back as far as the fifties, and a framed stereoscopic photo of the Marquis and Marchioness Oyama from 1904. It is framed, and a possible provenance is that it was held by the Oyama Post Office, before being transferred to the school.
- A donation from the Allan Claridge family was added to the collection. Allan Claridge was an Oyama fruit grower, and President of the B.C. Fruit Growers Association from 1966 to 1972.
- A donation of early Okanagan Land Company account books show the original owners of land in 1907 and 1908, when the land company was selling off their lots in Lake Country.

These were the first to be released after irrigation was brought in to the area. Duane Thomson has acquired the original maps that tie the lot and plan numbers to these original owners. This is a future project that could be of great interest to a research student.

• The District of Lake Country is interested in establishing a Building Heritage Registry. We have, in Archives, a Heritage Report commissioned in 1988 that covers a number of possible heritage buildings, Photos and maps are included in most cases.

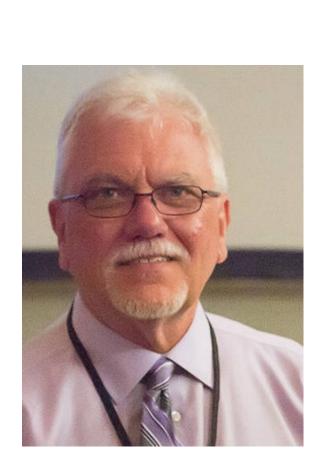
Laura Neame Archivist

#### Collections

Lake Country MUSEUM & ARCHIVES

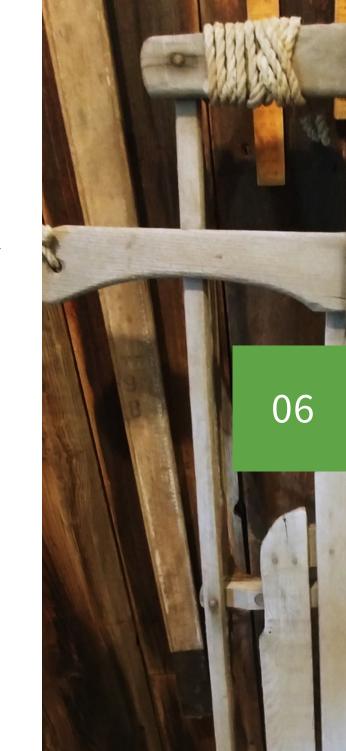
The Lake Country Museum Collections Committee came into existence in the spring of 2020 and has been very active. They formulated guidelines, policies, practices and implemented the process.

 During its first year in existence, the Collections Committee sorted, accessioned and stored items and artifacts Some items were judged to be redundant or unsuitable for the collection and have been removed from public display, de-accessioned, and disposed of; • Planning for the year ahead, including regular sessions to evaluate new Museum acquisitions, sorting and evaluating artifacts displayed in the Museum's onsite annex and stored (in boxes and bins) in the room at the east end of the annex, and artifacts/items stored in the facility at Jack Seaton Park.





Bob Hayes Collections Committee





Tracey Arseneault Exhibits Committee



#### **RECONCILIATION.** District of Lake Country – MARCH

The Exhibits Committee decided that we needed to take a look at the work of the TRC in acknowledging injustices against Indigenous people in the past, and the issues it has led to today. We gave a brief history of the past wrongdoings, in particular, the operation of Residential Schools and the issues suffered by many attending them.



For the child taken, For the parent left behind

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#### **ASPEN GROVE GOLF COURSE. District of Lake Country - AUGUST**

Aspen Grove golf course was a hugely popular place with a great number of community members and its closure was widely lamented. With the help of Rodi Gorell, the last course superintendent of Aspen Grove we presented a timeline of the club which we displayed along with artifacts and photographs lent to us by Rodi.

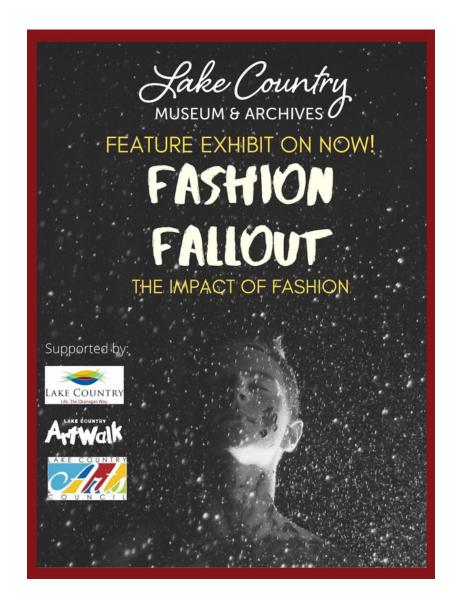


#### THE NAMING OF OYAMA. Oyama Community Hall – SEPTEMBER

This exhibit will be on permanent display in the Oyama Community Hall. A talk was given on how Oyama got its name, with a brief history of Oyama's namesake. Many of the items on display were donated by Linda Kennedy who is related to both the Campbell-Brown and Knox families.

# Lake Country MUSEUM & ARCHIVES

# Feature Museum Exhibit Fashion Fallout





#### **FASHION FALLOUT - JUNE**

This was our first virtual launch. For the feature exhibit we decided to expand on the display we put together in the GESS display for Art Walk 2019's "Art in Fashion" theme. We looked at the negative impact of fashion on both the environment and society, as well as ways individuals are companies can/are addressing the issues.

#### KIDS ON THE BLOCK. George Elliot Secondary School – SEPTEMBER

We took a look at some of Lake Country's sports stars. We covered Art Arnold, Baseball player; Don Arnold and Wayne Pretty, Olympic rowers, Brian Gatzke, volleyball player; Helen Gatzke, basketball player; Ken Witzke, shotput and volleyball. The exhibit was launched online from the museum and then moved to GESS.

#### **ASIAN HERITAGE OKANAGAN - August**

The museum housed a traveling exhibit curated by the Okanagan Asian Heritage Society. The display told stories of local pioneers to the Okanagan, their struggles and success stories. We thank the Society for all their hard work and dedication in producing the educational display.







#### **DAY CAMPS**

Children returned to the classroom for the first time since 1984 when the Okanagan Centre School closed. Thirteen weeks of day camps are permitted by the Province of BC and with that in mind, student staff created a thirteen-week program for implementation.



Educational Day Camps

#### **CURRICULUM MATERIALS**

Ten lesson plans for grades one to four were developed. The plans were distributed to School District 23, local elementary schools and home school parents.



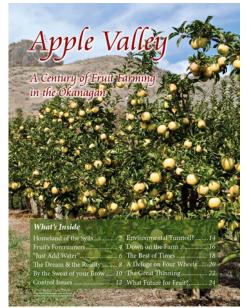
To enhance the availability of educational material, *All Aboard* and *Apply Valley* were unloaded onto BC Regional Digitized History for educator use.

## SOCIAL STUDIES LESSON PLANS Grades 1-4

#### **PROGRAMS**

Family day at the museum was celebrated by just over 100 children and family members. It was the best ever attended annual holiday on record.

COVID-19 impacted the annual Okanagan Regional library series and the annual lectures held in the community and at GESS, plus all in person engagements were cancelled. However, online presentations and programs increased with participation in BC Culture Days, Heritage Week and numerous ZOOM presentations.







#### Instagram

**Annual Users 1181** Up 287% from last year



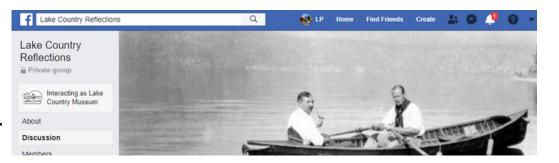


#### Website

Annual Users 5680 Up 46% from last year

#### **Facebook Group**

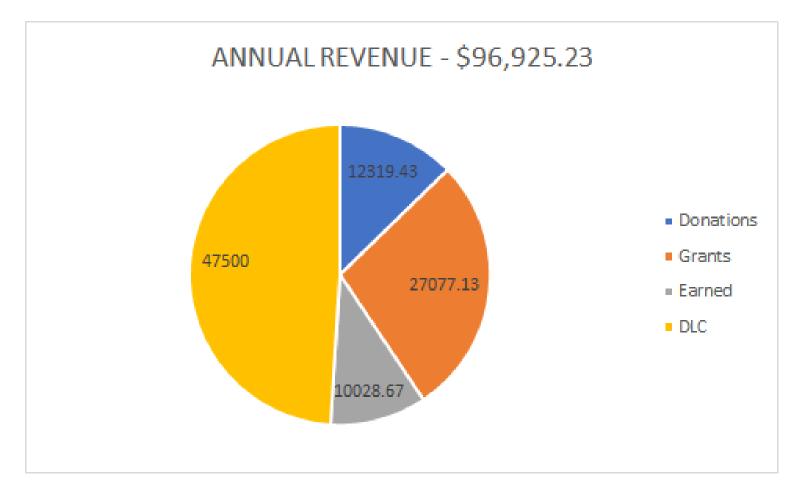
Annual Users 710 Up 108% from last year

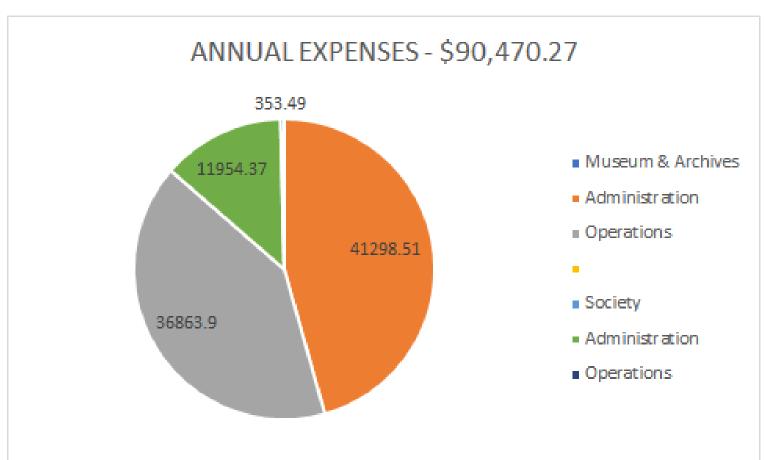




2020 Visit	ors	2019 Visitors			
Onsite	893	Onsite	1789		
Virtual/Outreach	1918	Outreach	721		
Total Visitors	2811	Total Visitors	2510		
2020 Volunteer La	bour Hours	2019 Volunteer Labour Hours			
Total Hours	1675	Total hours	2600		







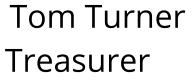
#### **Financial Notes:**

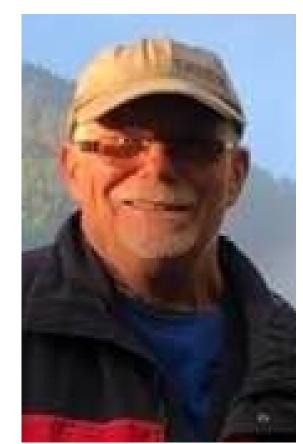
Revenue kept pace with our increased expenditures this past year with increases in donations, grants, and earned income.

The Arnold Investment was maintained and increased by interest earned on the investment.

A pandemic relief grant for 10% of the wages incurred from March to June was received from the Federal Government. No other relief benefits were received.

The total value of the volunteer contribution was **\$49,144.50** (average 2020 annual wage in British Columbia at \$29.34 per hour multiplied by 1675 hours of volunteer labour).





## **Fivc Year Financial Projection**



#### Proposed Budget Lake Country Heritage and Cultural Society

		2020	2021	2022	2023	2024	2025	Optimum	
Revenue	l	Actual	Actual						
	Admissions	1000	1787	2001	2242	2511	2812	3000	
	DLC Grant	37500	47500	48498	55498	56663	57853	58000	
	Operating Grants	7800	19500	15000	16300	16600	19700	20000	
	Project Grants	0	7100	15000	15750	16538	17364	20000	
	Earned Income	7600	6548	9000	12000	15000	18000	22000	
	Interest	1690	750	1250	1000	750	700	500	
	Membership	30	50	720	1080	1440	1800	2500	
	Donations & Sponsorship	4932	13690	13964	14243	14528	14818	15000	
	Sub Total								
	TOTAL REVENUE	61252	96925	105433	118113	124030	133048	141000	
Expense									
-	and Archives								
	Admin/Contract	39980	41300	43900	50822	51889	52979	54000	
	Archives	9540	500	8000	8400	8820	9261	10000	
	Exhibits	9950	7000	9800	10290	10805	11345	10000	
	Education and Public Programing	5350	14300	8000	8160	8323	8490	15000	
	Collections		4260	4473	4697	4931	5178	5000	
	Marketing	7390	9240	10300	12500	15000	16500	17000	
	Museum Enterprises	0	0	750	1500	2250	3000	3650	
	General	1890	1575	2600	2600	2600	2600	2900	
	Sub Total		74100	78175	87823	98969	104618	109352	117550
Society Ex	penses								
	Admin	10700	11950	12250	14250	16250	18250	18250	
	Development	0	0	1700	1900	2100	2300	2500	
	Volunteers	720	350	800	1000	1200	1400	1500	
	Advocacy	0	0	100	200	300	500	600	
	Sub Total		11420	12300	14850	17350	19850	22450	22850
	TOTAL EXPENSE	85520	90475	102673	116319	124468	131802	140400	
	Net Income	-24268	6450	2760	1794	-439	1246	600	

#### Notes:

Collection and Exhibits split one student Archives and Education split one student

Project Grants at \$15000/year and increasing at 5%/year. Additional expenses if grants increase Marketing covered by contract services

Community Based Revenue including Admissions, Membership, Donation and Sponsorship and Earned income DLC grant increased by 2.1% COLA in 2022. Additional \$7000 lift in 2023 to bring us to one FTE then COLA

Revised March 2021

## Thank you for the support!



























