

ANNUAL REPORT



WWW.NOTLMUSEUM.CA

Board of Directors January 1 - October 15, 2020

David Hemmings, President
Paul Harber, Vice-President Society
David Bell, Vice-President Museum
Mona Babin, Treasurer
Ted Rumble, Secretary
John Sayers, Director
Gill Mukkar, Director
Jim McArthur, Director
Judy Thornton, Director
Janice Johnston, Director
Sheila Hill, Director
Allan Bisback, Town Representative

Board of Directors October 15 - December 31, 2020

David Hemmings, President
David Bell, Vice-President
Mona Babin, Treasurer
Ted Rumble, Secretary
Paul Harber, Director
Gill Mukkar, Director
Jim McArthur, Director
Judy Thornton, Director
Janice Johnston, Director
Carol Perrin, Director
George Webber, Director
Allan Bisback, Town Representative

Staff

Sarah Kaufman, Managing Director/Curator
Amy Klassen, Director of Finance & Marketing
Shawna Butts, Assistant Curator & Educational Programmer
Barbara (Babs) Worthy, Visitor & Member Services Assistant

Honourary Life Members

Joy Ormsby
Dr. Richard Merritt
Christopher Allen
Robert Knight
Nancy Butler

MANAGING DIRECTOR'S REPORT

On behalf of the Niagara Historical Society Board of Directors and the staff of the Niagara-on-the-Lake Museum, I would like to say thank you to all our donors for their support in 2020. Your generous contributions have meant so much to us during a year of several unknowns, openings and closures, lack of volunteer services, and a desperate need to take a deep dive into virtual activities.

While we were restricted in visitors, researchers, and onsite programming, we were able to immediately pivot towards online engagement for our members, donors and our community. We upped our social media postings (Facebook, Twitter and Instagram) on artefacts, historical tidbits, and quizzes, and started a weekly virtual newsletter with helpful information about history, the community and the COVID-19 situation. We also opened an online gift shop to help increase revenue despite our closure. This online shop also provided a better opportunity for online membership registration and donations and with its user-friendly interface continues to be successful.

Probably our most popular online programming was the virtual lecture series with our wonderful speakers discussing interesting historical topics. See our lecture playlist on our <u>YouTube</u> account if you happened to miss them! The popular <u>theatrical cemetery tours</u> were also recreated for an online format through the New Horizons for Seniors grant. It was an excellent opportunity to engage our community in unique online programming while also creating a permanent archive of the lives and stories of former residents.

We were very honoured to receive a visit last summer by the Minister of Heritage, Sport, Tourism, and Culture, the **Honourable Lisa MacLeod**, who announced funding towards heritage and tourism, including our Museum! Minister MacLeod enjoyed touring the Museum and our newly-built, mobile Tiny Museum, along with Sam Oosterhoff MPP, Wayne Gates MPP, Lord Mayor Betty Disero and Councillor Allan Bisback.

MD REPORT CONTINUED

The Society also did a tremendous job adapting our general fundraising activities with drive-thru pig roasts and the much-loved History in the Vineyard (at Home) event. Our partnership with the Friends of Fort George, The Garrison House, Ruffino's Pasta Bar & Grill, and the very generous Ravine Winery, resulted in a successful - and delicious - dinner fundraiser in 2020.

Another significant initiative that began in 2020 was the establishment of the Diversity and Inclusion Taskforce. These volunteers are reviewing our policies, programs and exhibitions and offering recommendations on how we can better reflect the community we love to serve.

I would like to sincerely thank the Town of Niagara-on-the-Lake for maintaining their 2020 support of our Museum. Their funding has been critical to the sustainability of the Museum during this difficult year.

As with so many things, COVID had an impact on our **expansion project**. We are continuing with our preparation and planning for this once-in-ageneration transformational change. We are dedicated to improving accessibility to our Museum for our many important stakeholders, and making our Museum a 'must-see' destination in the community. If you are interested in learning more about the project, we would love to hear from you! Please reach out to me personally at skaufman@nhsm.ca.

Thank you again to all of our donors for supporting our organization in 2020. It was a difficult year, but with your continued support, we hope to emerge in a position where we can look to grow, enhance, and revitalize our Museum.



NOTL MUSEUM BY THE NUMBERS

2020 The Lake Report NOTL's Choice Awards: Platinum Award for Best Museum



1,388 MUSEUM VISITORS

29,146 WEBSITE VISITS

5.495 SOCIAL MEDIA FOLLOWERS

2,438 PROGRAM PARTICIPANTS

5,931 DIGITAL PROGRAM VIEWS

56 PROGRAMS DELIVERED

439 MEMBERS

2020 Standard Reader's Choice Awards: Gold Award for Museums



Students from the Niagara College Broadcasting Department set up to film one of our productions.





Black History Program

After working with the Town of Niagara-on-the-Lake on the development of a Black history educational program to complement Voices of Freedom Park, we reached out to Niagara schools in February 2020. Hillary Kerr, who was hired in 2019 to develop school programming, worked with Shawna Butts to deliver a free program based on primary resources to several classrooms at both the elementary and secondary level. The program was very well-received by both students and teachers.

The Tiny Museum

The construction of the Tiny Museum was completed in early 2020 and our focus turned to programming. The David S. Howes Fund and Vintage Hotels NOTL Community Fund at the Niagara Community Foundation and the Trillium Foundation Seed Grant allowed us to begin developing complementary educational programming to go along with it. Amanda Balyk was hired for one year to develop curriculum-based material for various grade levels, and to build an outline for how this mobile museum will be used within the community.

Summer Camp Kits

With many parents worried about safety, our regular Kid Curator's summer camp was cancelled. Our summer student, Emma Facca, planned four themed weeks of take-home kits for kits that included craft materials, instructions and games. Overall, 159 kits were ordered for children in NOTL and other parts of the region.



Programming in 2020 started off strong with a series of documentaries in February to honour Black History month.

Lunchbox Cinema invited guests to bring a boxed lunch to the Museum to view four films from the National Film Board of Canada. After each film, the audience took part in discussions about the content and history of the Black experience in Canada.

We also hosted a special lecture called "Colours to Dye For" by Sandra Lawrence, which introduced us to the interesting history behind the colours we see in textiles and their connection to slavery in the US.

Our annual Members' Trivia Night was the last gathering of our members in-person before the pandemic hit. It was an evening filled with laughs as we quizzed them on everything from hats to baby pictures of our staff and Board!

Famous & Infamous, a biography discussion group planned and organized by David Murray & Elizabeth Surtees, ran in January and February as normal. The program was postponed during the height of the pandemic, but did return in the fall for a limited number of participants who were socially distanced in our gallery space (pictured above).

When businesses began to reopen in the summer, we brought back our annual walking tours on weekends in July and August. Although we saw very small numbers during the pandemic, it was nice to be able to offer a socially-distanced program for tourists.

VIRTUAL PROGRAMMING

When the pandemic forced the closure of the Museum and limited the gathering of groups, we immediately began plans for virtual programming. We increased our social media activity to engage audiences, developed a new weekly e-newsletter of historical content, and moved some of our most popular programs to a digital version.

Lecture series - a total of 16 virtual lectures were delivered via Zoom.

Cemetery Stories - adapted 10 of our favourite scripts from 8 seasons of theatrical cemetery tours and recorded our volunteer actors.

Doc Club - a virtual monthly meetup from September to December to discuss and debate a wide range of Canadian and international documentaries.

Doors Open NOTL - worked with Niagara College to film virtual tours of 13 local sites.

We'll Meet Again - this annual Remembrance Day performance was recorded and available on YouTube.

Rollin' Down the River - with funding from the Niagara Region, a recorded performance highlighted the history of our waterfront.







Vineyard; Doc Club participants have a discussion on Zoom.



Drive-Thru Pop-Up Pig Roasts

In June & July we partnered with PigOut Catering to bring a pop-up pig roast to NOTL. With thanks to Trinity Lutheran Church, we were able to set up our drive-thru in their parking lot on Highway 55 and deliver almost 700 delicious pork on a bun at three separate events.

For many of our members and friends, this was their first time getting out after a long lock-down and everyone was so excited to say hello and enjoy a take-out meal. The enormous success would not have been possible without the support of Anne and Alan Dickson at PigOut!

Patio Picnic in the Vineyard

On August 31, we continued our partnership with Ravine Vineyard Estate Winery and PigOut Catering (Niagara Caterers) with a picnic under the beautiful marquee at Ravine.

Guests enjoyed a gourmet boxed lunch by Niagara Caterers, with Ravine wines and entertainment, all in the extraordinary setting amongst the vineyards. With both a lunch and dinner seating, the event was enjoyed by over 100 people and offered a safe and distanced way to gather our supporters outdoors.

History in the Vineyard - Our final fundraiser in December was a partnership with the Friends of Fort George. With original plans to use Ravine Winery's new event space, the provincial restrictions would not allow for any indoor gatherings. And so, we turned the event into a gourmet drive-thru, plus diners were able to watch a recorded presentation about Christmas Through The Ages. Also, we brought in some new partners with catering provided by The Garrison House, Ruffino's Pasta Bar & Grill, and Ravine Winery. The event was a huge hit with almost 200 guests and raised almost \$4,000 each for the Museum and the Friends of Fort George.

EXHIBITIONS

A PIECE OF HER MIND: Nov 12, 2019 - Oct 15, 2020

Due to the provincial lockdowns and the Museum being closed for several months, this exhibition was held over to allow the community more time to see it.

The display was an exploration of women's history seen through textiles from the Museum's collection. It featured a crazy quilt made by Laura Secord's granddaughter with Laura's embroidery work, a First World War Red Cross quilt and a variety of other quilts, coverlets and samplers.

MAKING HER MARK: The Women of Niagara-on-the-Lake Oct 28, 2020 - Oct 24, 2021

This exhibit explores everyday stories of remarkable NOTL women - courageous environmentalists, heritage activists, artists, scientists, war heroes, teachers, matriarchs, politicians, and professionals. These women, who have made their mark on our community, range from our early history to the most recent passing of significant influencers in 2020.

A book will be published in 2021 to complement this exhibition.



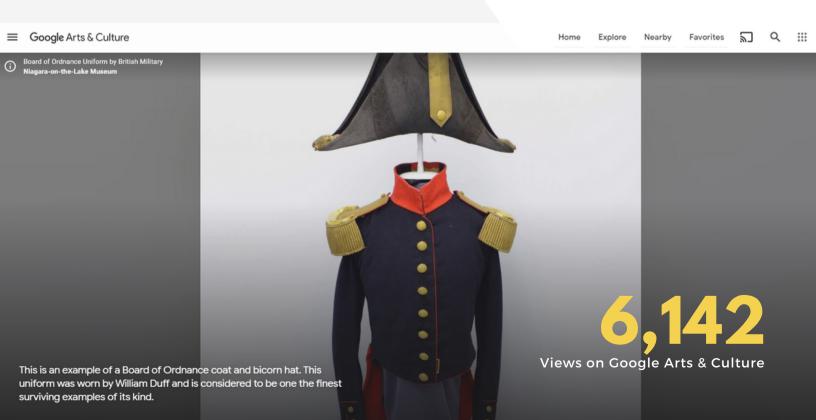
VIRTUAL EXHIBITIONS

GOOGLE ARTS & CULTURE

We continued to add more virtual exhibitions to our Google Arts & Culture profile. This is an online exhibition platform which allows us to feature our collection and provides a 'virtual home' for our temporary displays. In 2020, we turned our focus to providing more digital content and by using this platform, we were able to reach 6,142 people from around the world. The following exhibitions were added:

The History of Virgil
The History of St. Davids
The History of Queenston
The History of Chautauqua
Ordnance Boundary Stones of Niagara-on-the-Lake
Niagara Historical Society's 125 Anniversary

See them here: https://artsandculture.google.com/partner/niagara-historical-society-museum.



COLLECTIONS & RESEARCH

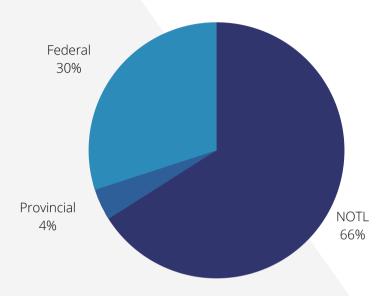
In 2020 we had 17 donors with 270 items collected. Some of the highlights are:

- A collection of photographs of the Niagara Marina, ca. 1940.
- Ontario Hydro, a predecessor of Ontario Power Generation, ephemera with reference to Rosanne Fedorkow's employment there.
- Cooper Family Archives that include photographs, letters and other ephemera related to the family.
- Bishop Family archives that include photographs and military records.
- Rodgers-Blake-Harrison Family collection that include, photographs, artefacts and other
 ephemera related to this family. This collection is still being processed and will result in an
 increase in the number of items collected in 2020.
- 137 Issues of the Niagara Advance from ca. 1970-2000.
- A Collection of letters/documents pertaining to the Queenston post-office with a majority docketed by Alexander Hamilton, Post Master, and later by Alexander McLeod.
- Bound copy of "THE LONDON GAZETTE EXTRAORDINARY", published as the official news release for general distribution on November 27, 1812 in London, announcing the death of Major-General Isaac Brock and the successful Battle of Queenston Heights.
- Daily ledger from a St. Davids general store, ca. 1857 owned by Frederick Moore Clement.

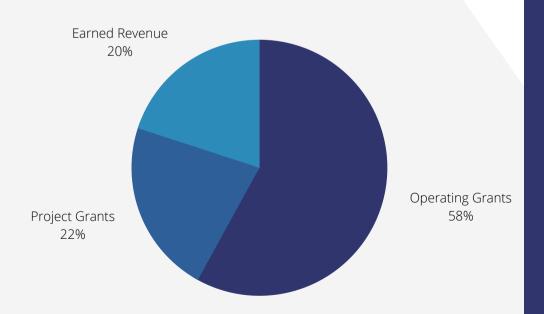
We saw a decline in the number of research requests during the pandemic and we also limited public access to the collection in order to decrease potential exposure of our resources, which cannot be sanitized after contact. In a typical year we average around 250 requests, but in 2020 we handled approximately **50** requests from researchers both on and off site.

We are continuously uploading more of our collection online. Summer staff and volunteers digitize and write web descriptions for our online database. We currently have **4,390** items listed online. Keep checking our website www.notlmuseum.ca under the "Collections and Research" section, as we are always adding new content.

GRANTS & FOUNDATIONS



Operational funding received in 2020, including subsidies related to the pandemic.



Revenue Breakdown 2020

GRANTS RECEIVED IN 2020

Ann-Louise Branscombe Fund at the Niagara Community
Foundation

Canadian Emergency Wage Subsidy (Government of Canada)

Community Museum Operating Grant (Province of Ontario)

David S. Howes Fund and Vintage Hotels NOTL Community Fund at the Niagara Community Foundation

Heritage Organization
Development Grant
(Province of Ontario)

Museum Assistance Program (Government of Canada)

New Horizons for Seniors (Government of Canada)

Niagara Investment in Culture (Niagara Region)

Ontario Trillium Foundation

Town of Niagara-on-the-Lake

Young Canada Works/ Jeunesse Canada au travail (Government of Canada)

REVENUE	2020	2019
Federal and Provincial Grants	286,921	113,160
Municipal Grant	264,935	229,665
Donations	46,445	145,042
Fundraising	34,260	68,550
Harmonized sales tax refunds	23,011	34,455
Memberships	15,915	11,750
Gift Shop Sales	14,180	25,498
Admissions and Tours	2,878	15,850
Interest Revenue	2,021	1,858
Special Projects and other	1,288	47,234
Programs and Events	360	8,309
	692,214	701,371
EXPENSES		
Staff Salaries and Benefits (permanent and contract)	235,005	202,309
Capital Assets Purchased with Designated Revenues	149,000	246,226
Administration	37,940	28,554
Maintenance and Utilities	32,742	20,282
Harmonized Sales Tax	29,750	23,083
Fundraising	24,603	65,041
Programs and Events	23,773	19,766
Advertising and Website	13,661	8,794
Gift Shop Merchandise	10,128	14,546
Planning studies and Other	9,572	20,187
Exhibition	5,307	3,489
Curatorial	2,916	10,328
Publishing and Education	476	1,668
Special Projects	0	43,531
	574,873	707,804
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	117,341	(6,433)
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STATEMENT OF CHANGES IN NET ASSETS		
Net Assets - Beginning of the Year	189,700	196,133
Excess (deficiency) of Revenue over Expenses	117,341	(6,433)
Net Assets - End of Year	307,041	189,700

FOR A FULL COPY OF THE AUDITED FINANCIAL STATEMENTS BY BRIDGMAN & DURKSEN, CHARTERED ACCOUNTANTS, PLEASE CONTACT THE MUSEUM.



THE PHOENIX CIRCLE

In 2020, the Phoenix Circle contributed \$8,000 towards our operating costs. As a thank you for their annual contribution, they enjoyed a "sneak peek" of our fall exhibition. Due to COVID restrictions, we unfortunately could not plan a special event for this group.

The Phoenix Circle is crucial to the sustainability of the Society. If you are interested in making an annual individual commitment of \$500 to preserve our heritage, please contact the staff at the Museum.

THE NIAGARA-ON-THE-LAKE MUSEUM ENDOWMENT

The Niagara-on-the-Lake Museum Endowment Fund was established in 2018 at the Niagara Community Foundation with a generous initial donation of \$10,000 from Faith & David Bell. In 2020, the Bells contributed another \$10,000 to this fund, the annual earnings of which go straight to Museum operations. If you are interested in contributing to our endowment to assist with building sustainable funding for the Niagara-on-the-Lake Museum, please speak to Sarah Kaufman, Managing Director. Donations of stocks and securities are accepted.

A private endowment fund was also created in 2020 to help support Museum operations, the **Ron and Linda Fritz Endowment Fund at the Ontario Arts Foundation**. Thank you for the generous gifts from these donors who understand the importance of our future sustainability.

PHOENIX CIRCLE

Betty & Jamie Knight

Carol Perrin

Chuck Jackson

David Murray & Elizabeth

Surtees

Dennis Kam

Donald Combe

Faith & David Bell

Geoffrey & Lorraine Joyner

Janet James

Janet Lamb

John & Judith Sayers

Michael & Cindy Hansen

Richard Merritt

CAPITAL CAMPAIGN

David & Diane Hemmings Estate of John Albrechtsen Rona Gray & Ted Rumble Sarah & Chris Kaufman

SPONSORSHIP

Geoffrey & Lorraine Joyner

ENDOWMENT

Faith & David Bell

GENERAL

Adam Sneek

Alanna Maloney

Albert Davey

Alexander Topps

Alison Lloyd-Davies

Amy Klassen

Andrew Maloney

Ann Lindsay

Ann Marie Lorenc

Anne & Alan Dickson, PigOut

Anne Solomatenko

Aramis Francescut

Arlene Bissonnette Attridge

Barbara Ahluwalia

Betty Disero

Betty Knight

Beverley Garrett

Bill Humphries

Blair Harber

Bob Sears

Bonnie Martens

Brian & Monique Finora

Bruce Gitelman

Cameron Calder

Carol Beckmann

Carol McIntosh

Carol Perrin

Catherine Novick

Cathleen Mee

Cecilia Morgan

Cheryl Maloney

Chuck Jackson & Sandra

Lawrence

Claudia Gilchrist

Craig & Sue Tallman

Cynthia Durdan

D. Trivett

Dale Grishkewich

Darlene Hanley

David & Faith Bell

David & Diane Hemmings

David Murray & Elizabeth

Surtees

David Stevenson

Deanna Bishop

Debbie Sweetman

Deborah Paine

Denise Ascenzo

Devon Richardson

Diane McKenzie

_ _ _ . .

Don Beddage

Don Keith

Don Keiti

Don Triggs

Donald Milner

Donna Francescut

Dora Tomassi

Douglas Kiefer

Elizabeth Masson

Elizabeth Oliver-Malone

Elsie Mae Clements

Fran Anderson

Fred & Sonia Johnson

Gavin King

George Webber

Gordon Stratford

Gus Calderone

Gwynne Giles

Heather Doyle

Heather Richards

Howie Kudlats

Hugh J. Church

Irene Bader

Irene Nicol

James Booty

James Reynolds & Pat

Hartman

James Roth

Jane Dagg

Janet Guy

Janet James

Janet Lamb

Janet Trogdon

Jeffrey Rutka

Jen Clark

Jill Troyer

Jili Hoyer

Jim Handman

Jim McArthur

J'Neene Marchese

Jo Holden & Rai Lauge

Joan Poulton

Jocelyne Arnott

Joel Bottum

John & Judith Sayers

John Mather

Judy Thornton

Kam Miklea MPC

Kate Jones

Kathleen Ashwood

Kathy & Rob Weier

Kathy Drope Taylor

Kay Ashwood

Ken & Gail Santsche

Kenneth Gansel

Kevin & Elena Morandi-

Bonner Kevin Smith Kim Elltoft Kim Ort

Kvle Rist

Laura Carrigan Clemes

Lauren Goettler
Laurie Sobil
Lesley Walsh
Lenore Morrison
Lesley Duthie
Linda Fritz
Lisa Andreana
Lois Chapman

Loretta Pietrobon Lori Beak

Lorraine & Geoffrey Joyner

Louanne Lynch

Luba & Warren Fraser

Lydia Kobylinski

Margaret & Harley Teare

Margot Devlin
Margy Campbell
Mariitta Maavara
Marilyn B. Shepherd
Marlene Masales
Marnie Taylor
Martin Quick
Martin Van Balen

Mary Mizen
Maureen Smith
Megan Gilchrist
Megan Seca
Melissa Rocchi
Michael Berlis
Michael Fox
Mike Berlis
Mike James
Mona Babin
Muffie McAuliffe

Nancy Ployart

Natu Chirva

Nina Slack

NOTL Newcomers Club

Patricia Murenbeeld

Patti Knipe

Peeranut Visetsuth

Peggy Hooke Penny Coles

Peter Cherwonogrodzky

Peter McKinley Peter Moogk Peter Neame

Philip & Elaine Landray

Richard Coyne
Richard Deyholos
Richard Liptrap
Richard Meloen
Richard Merritt
Richard Osborn

Rita Steele

Robert Fahlman Robert McCaughey

Robert Sears
Robin Sellar
Rochelle Ivri
Ron Simkus
Sally Mitchell
Sam Ridesic
Sandra O'Connor
Sarah Kaufman

Sarah Kaufman Shari Hartwick Sharry Flett Shawna Butts Sheila Hill Shirley Jones Stella Clark

Stephanie Tatzel

Sue Henry

Sue-Ann Ramsden

Susan Horne Susan Riddle Sylvia Kaptein

Tammy Van Den Brink

Ted Rumble Teresa Bennett **Terry Mactaggart**

Tim Taylor Tom Catcher Tom Hilditch Tom Whitelaw Tony Chisolm

Trudi Watson & Earle Waugh

Valerie Engelmann Valerie Hancock Victor Solomatenko

Vika Goodale Vinci Ling

Wendy Connelly

Wes Turner

William & Patricia Garriock

MEMORIAM

In Memory of William Fedorkow

Anonymous

D. Bruce Henning Deborah Fedorkow

Earle Muir

Elizabeth Fedorkow & David Alles

Guy Fedorkow Helen Witkowski Sara McKitrick

NEW LIFE MEMBERS

Ann Marie Lorenc

Arden Phair Carol Clarke

Diane Hemmings Eileen Hanna

Elleen Hanna

Jamie & Betty Knight
Jim & Marilyn Armstrong

Julian & Alice Rance

Lauren & Vaughan Goettler

Mitchell Azaria Ted Rumble

IN KIND

David Livett David Murray & Elizabeth **Surtees Elizabeth Hughes** Fran Boot Mora Richmond **Richard Coyne Richard Merritt**

COLLECTIONS

Barbara Bedell **Brian Menard** Chris Allen **Donald Combe** Elizabeth Oliver-Malone Jim Smith John Burtniak John Clark **John Sayers** Ken Willms Lou Fedorkow **Margaret Reid Mark Gaudet Mary Snider Murray Wilcox Richard Merritt Roger Harrison** Therese de Bruyn Vince Biondi

PLANNED GIVING PLEDGES

Anonymous David Servos & Daniel Lockwood Elizabeth Masson **Geoffrey & Lorraine Joyner** Glen & Elaine Servos **Judith & John Sayers Judy Thornton**

When planning your estate remember the Niagara Historical Society. Contact us to learn more about different planned giving options.

The Society & Museum wishes to thank the Town of Niagara-on-the-Lake and the Province of Ontario for their ongoing support.





Enjoying a patio picnic in the vineyard. From left to right: Howard Kudlats, Vaughn Goettler, Armie Francescut, Jolanta Janny, Lauren Goettler and Donna Francescut.



2020 Ontario Volunteer Service Award Winners:

15 year pin: Lois Chapman, Ron Dale, Deborah Paine, Clara Tarnoy

10 year pin: Peter Babcock

5 year pin: Tom Patterson

I believe that the NOTL Museum is one of the most innovative, and forward-thinking organizations in our community. They offer a wide scope of programmes, events, and activities...Their programmes are designed to appeal to all agegroups and inspire our appreciation of, and expand our awareness of Niagara's rich, diverse history and heritage. All provided in an educational, fun and interactive way.

The Society has over 100 dedicated volunteers who are vital to our success.

In 2020, the pandemic meant that many of our volunteers could not work on site and were not able to contribute as they normally would. We still recorded approximately 2,000 hours of volunteer time to our organization.

Since a large gathering could not happen for Volunteer Appreciation Day, a drivethru BBQ lunch took place for our volunteers in September. Nominations were also made to the Ontario Volunteer Service Awards to recognize individual efforts.

Volunteers are involved in almost all areas of our operation including collections management, research, programs & events, fundraising, facility, and administration. Without the support from these individuals, the Society would not be able to preserve the rich heritage of Niagara-on-the-Lake and offer engaging exhibitions and programs for the community and its visitors.





43 CASTLEREAGH STREET NIAGARA-ON-THE-LAKE, ONTARIO, LOS 1JO CONTACT@NHSM.CA 905.468.3912

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