

# Manitoba Agricultural Museum



2017

Annual Report

## Manitoba Agricultural Museum Inc.

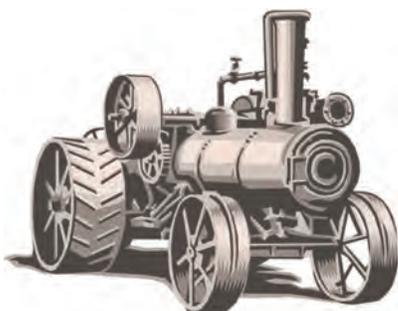
Since 1951, the Manitoba Agricultural Museum (MAM) has operated Canada's largest collection of vintage agricultural machinery, providing visitors with interactive experiences of pioneer life. MAM's mission is to immerse visitors in the past, present and future of prairie lifestyles through innovative and interactive experiences. The museum is operated by over 700 volunteers and each year they welcome over 18,000 visitors from around the world. MAM is one of seven provincially-designated Signature Museums and annually hosts the Manitoba Threshermen's Reunion and Stampede (MTRS), a Manitoba STAR Celebrations event and Canada's longest-running pioneer heritage festival.

### Board of Directors

Position	Name	Term Ends
President	Angie Klym	March 2020
First Vice-President	Gerry Currie	March 2018
Second Vice-President	Robert Beamish	March 2019
Treasurer	Don Wadge	March 2020
Secretary	Gordon Goldsborough	March 2019
Directors	Brad Moorehead	March 2019
	Cory Christison	March 2018
	Darin Smith	March 2020
	Dennis Pohl	March 2018
	Erron Leafloor	March 2020
	Glenn Lennox	March 2018
	Greg McConnell	March 2019

### Staff

Executive Director	Georgette Hutlet (to September 2017)
Bookkeeper	Joan Morris
Administrative Assistant	Marvin Morris (to July 2017)
Yard Foreman	Tom Lehockey
Summer Students	Josh Campbell, Zachary Dyck, Brayden Giesbrecht, Adam Lennox
Resident Caretakers	Dennis & Diane Pohl



### Manitoba Agricultural Museum Inc.

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## President's Report

In May 1951, a group of individuals decided to start an organization to preserve Manitoba's agricultural heritage. Today, we call it the Manitoba Agricultural Museum.

Over the last 66 years, their commitment to this mission captured the imagination of hundreds of thousands of Manitobans and made MAM Canada's largest active agricultural and rural living heritage organization. As a team, MAM's volunteers, sponsors, staff, and donors have honoured this proud tradition and continued to move the museum forward in 2017.

New partnerships continue to create new recognition and revenues for the museum. In partnership with the North Norfolk Foundation, MAM launched an endowment fund strategy to provide a new long-term, stable revenue stream. In its first year, the strategy attracted MAM's largest-ever financial donation of \$50,000! MAM also developed a new partnership with the Canadian Foodgrains Bank to increase returns from our 70-acre field.

MAM's events schedule continues to keep us busy. July's MTRS saw attendance 25% above its long-term average while, in December, Winter Wonderland drew record crowds. MAM also participated in ManyFest—Winnipeg's largest street festival—by threshing barley for the Farmery Estate Brewery near the Manitoba Legislative Building.

These efforts are being noticed. The Canadian Cowboys' Association voted the Manitoba Threshermen's Stampede their 2017 Rodeo of the Year. In June, MAM received the 2016 Westman Tourism Event of the Year for Harvesting Hope: a World Record to Help the Hungry.

Successful events like these and many others are not possible without the commitment of dedicated volunteers. In the last year, over 700 people donated over 10,000 documented hours to support MAM's mission to provide visitors with interactive exhibits and demonstrations. To make it easier to volunteer, we launched an online membership and camping permit registration system. Expect to see this system expanded and improved in the months ahead.

As we grow, so does our need for a more consistent water supply. Thanks to a cost-shared partnership with all levels of government, MAM was connected to the municipal water system. Our portion of the costs—\$17,000—was paid with the proceeds of the 2016 RCMP Musical Ride performance.

Artifact donations set a modern record in 2017. Thanks to the generosity of the Wallcraft family, MAM received its largest donation in 30 years. Over 36 items, including tractors, literature, combines, and transportation items, were included in the donation. Many other artifacts were contributed by donors across the province. Some of these unique items are included in the new History of Harvest display in the Centennial Building.

After the most extensive consultation process in our history, MAM presented its new Institutional Plan to the membership in early 2017. Improving MAM's governance structure and accountability ranked as the most important items to address to meet professional standards for fundraising, marketing, and visitor expectations.

Based on this plan, the Board of Directors has worked extensively to develop a new by-law, which includes changes to the leadership team and committee structure, and higher standards for financial accountability. We look forward to presenting these proposed changes at MAM's 2017 annual general meeting.

On behalf of MAM's leadership team, thank you for making 2017 another year of growth. Together, we will make MAM's next 66 years even greater!



Angie Klym

## Our Volunteers

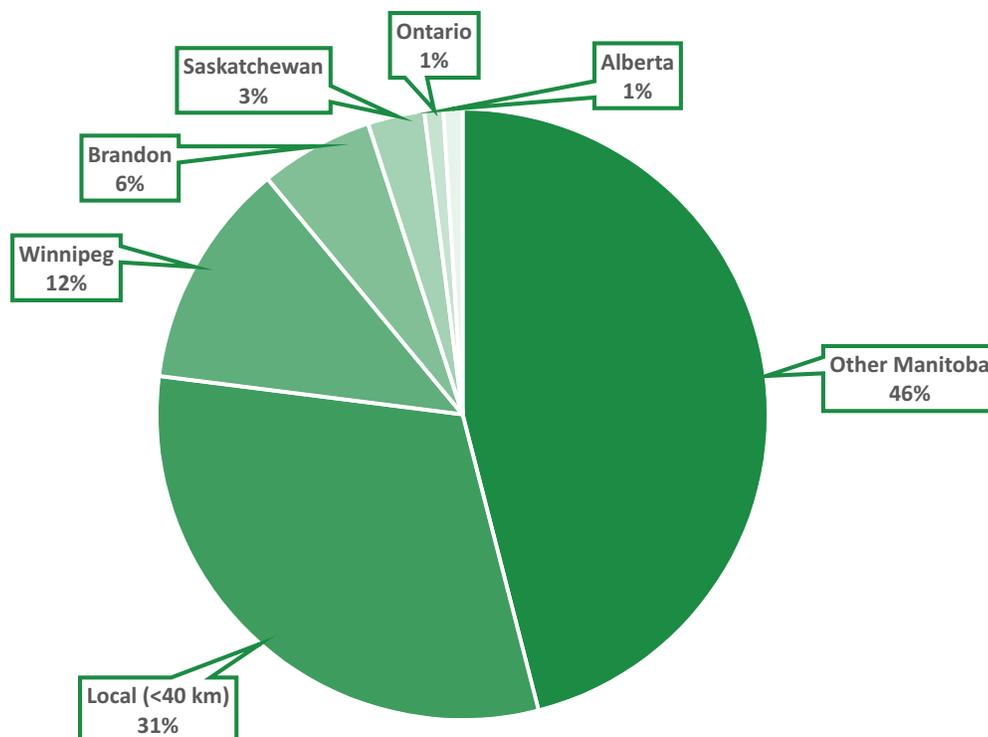
Over 700 junior and adult volunteers share a common passion for agricultural history: our farming roots, Manitoba prairie lifestyles, and especially the changes in the technology of agricultural equipment over many decades. It is this passion that has achieved three world records for our organization as well as numerous awards for hosting special events. It is this common passion that fuels MTRS—Canada’s largest and longest-running pioneer heritage festival. Our visitors come from near and far, young and old, to be transported back in time to reminisce about growing up or visiting the farm. Through our interpretation, they witness how early-day technology was created and life was lived. Passion is born when our volunteers engage with visitors.

Each event is a major undertaking that is made possible only by the efforts of our volunteers, working individually and as teams committed to organizing, promoting, and hosting successful events on behalf of MAM. When you volunteer, you are making a commitment to share that most precious of resources—your time—to make our visitor’s experience memorable and educational. These efforts have a profound impact, of course, but your willingness to share your time and talent makes the greatest experience for each visitor.

Our accomplishments and continued organizational growth can be attributed directly to the hard work, dedication, determination, and creativity of our volunteers. Whether you are a long-time volunteer or a recent one, and regardless how many hours you are able to give in your work-life-family balance, it is important to know that what you do makes a difference.

Every single contribution, small or large, made by every volunteer, makes MAM an amazing organization that will attract new volunteers who share our passion. Thank you for all you have done and all you will continue to do!

**Our hearts may be in Austin but our homes are far and wide. MAM’s dedicated volunteers come from all parts of Manitoba and from neighbouring provinces, as shown by the following chart.**



## Our Partners

Without strong support from partners across the province, MAM could not provide the award-winning programs and events that make us a provincial Signature Museum and the home of a Manitoba STAR Celebration! The support of the following businesses, government, and non-profit organizations is greatly appreciated:

### Presenting Partner (\$7,500+)



### Gold Partner (\$5,000-\$7,499)



### Silver Partner (\$3,000-\$4,999)



### Bronze Partner (\$1,500-\$2,999)



### Friends of the Museum (up to \$1,499)

- |                       |                          |
|-----------------------|--------------------------|
| ADM Carberry          | McKelvy Agencies         |
| Austin Lions Club     | Munro Farm Supplies      |
| Austin Subway         | Nickel Auctions          |
| Four Way Motors       | Norfolk Transport        |
| Inland Radiator       | North Norfolk Foundation |
| Jonair                | Pallister Financial      |
| Keystone Concrete     | Phil's Corner Store      |
| Laramie Enterprises   | Portage Mutual Insurance |
| Lightway Transport    | Wurtz Brothers           |
| MacGregor Home Centre |                          |

## Endowment Funds

In 2017, MAM strengthened its partnership with the North Norfolk Foundation (NNF) by creating new endowment funds to provide a stable, long-term revenue for the museum. MAM now has three endowment funds with NNF. Each fund's value includes the contributed capital and market value increase over the previous year. See the following table for details.

Fund Name	Description	2017 Year End Balance	2016 Year End Balance
General Fund	Established in 2017, this fund's annual revenue is allocated at the discretion of the Board of Directors to support museum operations.	\$22,382	—
Artifacts Fund	Established in 2017, this fund supports museum activities related to the acquisition, interpretation, and preservation of artifacts.	\$51,275	—
Manitoba Arts Stabilization Fund	Established in 2010 through a contribution from the Manitoba Arts Stabilization Council, this fund supports organizational capacity building and IT equipment purchases only.	\$13,146	\$12,075
Total		\$86,803	\$12,075

Each fund is maintained in perpetuity with investment income used to support museum operations and activities. Annual payments are targeted at 4-5% of the fund's total value depending on market conditions.

A total of \$73,657 was added to the endowment funds' contributed capital in 2017, an increase of 612% from 2016. These contributions came from two main sources: a \$50,000 gift from an anonymous member and an investment of \$22,382 from the Harvesting Hope event. These funds were deposited late in 2017 resulting in the first annual payments from the fund being received in 2018.

**Committee:** Gerald Dueck, Elliot Sims (Chair), Ayn Wilcox

## Harvesting Hope

The event may have occurred 18 months ago, but the Canadian Foodgrains Bank (CFGB) and MAM continued to see positive results from Harvesting Hope in 2017. Thanks to strong sales of the commemorative book and video, selling the 1,500 bushels of wheat threshed at the event, and miscellaneous other revenue, the Harvesting Hope Committee raised a net profit of \$28,442 in 2017.

Combined with net profits from 2015 and 2016, the Harvesting Hope Committee raised \$103,564 divided equally between CFGB and MAM. This amount is in addition to the other proceeds provided to MAM:

- \$110,000 of in-kind Harvesting Hope contributions from businesses;
- \$93,000 increase in 2016 MTRS net profit, up 75% from the 2015 MTRS;
- \$25,000 increase in 2016 MAM membership and camping revenues; and
- Over 10,000 hours of donated time and \$150,000 of in-kind contributions from individual volunteers.

The museum's \$51,782 in proceeds from Harvesting Hope's net profit was allocated to five major projects by the Board of Directors based on two guiding principles:

- Funds are only used when matched 1:1 by new contributions from external sources (e.g., private donations, government grants); and
- Funded projects must provide a long-term (10+ years) benefit to the museum’s collection and financial sustainability

By adhering to these principles, the financial impact of Harvesting Hope proceeds has doubled and will benefit MAM for years to come. The table below describes the projects supported from this fund.

Project	Amount	% Total Fund	Description
Case 75 Steam Engine Boiler	\$6,000	12%	A 1911 Eliason Estate steam engine was rebuilt, including boiler replacement with an existing MAM boiler.
Institutional Plan	\$7,500	14%	A long-term plan was developed in 2016 with assistance from Stantec Consulting.
Old Records, New Tools Display	\$5,000	10%	A permanent display featuring the plowing and threshing records held by MAM was created.
Threshing Machine Shed Roof	\$10,900	21%	The threshing machine shed roof was extended to better protect artifacts that are too large to fit completely under the existing roofline.
MAM Endowment Fund (held at North Norfolk Foundation)	\$22,382	43%	MAM’s Endowment Fund was established to provide annual support for museum operations in perpetuity.
Total	\$51,782	100%	

CFGB used its proceeds from Harvesting Hope to fund its Conservation Agriculture program that helps developing-world farmers to preserve soil and grow more food for themselves and their families. Thanks to 3:1 matching funds from the federal government, the \$78,762 raised through Harvesting Hope (50% of the event’s net profit plus a \$27,000 donation from MTRS Sunday gate admissions) provided \$315,000 to support this life-changing program.

The financial impact on our parent organizations was important and the non-financial impacts were equally important. The event generated over 300 earned media stories across Canada and the United States that raised awareness of MAM and CFGB. Harvesting Hope was named the 2016 Westman Tourism Association Event of the Year and it was selected as a Manitoba Tourism Awards finalist. MAM now has 27 fully functional threshing machines—the largest public fleet in North America. This is up from a handful of operable machines in 2015 and includes eleven rare wooden threshers.

While the Harvesting Hope Committee dissolved officially on December 31, 2017, the event’s legacy will continue for years to come thanks to the hard work of thousands of volunteers.

**Committee:** Thomas Beamish, Robert Bryce (Co-Chair), Gerald Dueck (Co-Chair), Darwin Fedorwich, Trevor Guenther, Angie Klym, Erin Klym-Massey, Erron Leafloor, Bob McMillan, Helmut Neufeld (Co-Chair), Gordon McPhee, Harold Penner (Co-Chair), Rob Penner, Elliot Sims (Co-Chair), Gloria Sims, Darin Smith, Ayn Wilcox

## Heritage Harvest Growing Project

In 2017, MAM entered into a new partnership with the CFGB called the Heritage Harvest Growing Project. Rather than cash renting the museum's 70-acre southern field to a local farmer, a new committee was formed to farm the land and split the proceeds 50:50 between MAM and CFGB. This project is the first of its kind in Canada.

In its first year, the committee grew soybeans that yielded extremely well considering the growing conditions—39 bushels per acre. Thanks to the generosity of local in-kind supporters and the tireless effort of committee volunteers, the project raised \$25,830. Of this amount, \$20,000 was distributed to our parent organizations with the remainder kept as seed money for the 2018 crop. MAM's \$10,000 dividend is roughly double the revenue generated from renting the parcel of land. The museum's proceeds were used to support general museum operations.

The CFGB also received a \$10,000 contribution from the 2017 crop production. CFGB is using this money to support their emergency food aid program. When combined with matching dollars from the federal government, the contribution will feed 3,300 people for a month.

In November 2017, we welcomed several new members to our team—Nicole Blyth, Karen Down, Rob Penner, and Abe Thiessen—in anticipation of the 2018 growing project.

**Committee:** Jake Hamm, Glenn Lennox, Helmut Neufeld, Kenneth Peters (Chair)

## Horsepower

The 2017 year was a busy one for the teamsters and volunteers who support MAM's Horsepower Group. Our activities on the grounds for twelve days during the year involved eleven teams. Senior's Day (June 6) included a seeding demonstration and horse drawn shuttle rides throughout the grounds. On Open Farm Day (September 17), a team using the high wooden wheel wagon offered visitors a great view of the grounds. This wagon is a beautiful artifact owned by MAM.

The MTRS days are busy ones for our group as many participate in the Fort Ellice wagon train and leave Carberry on the Sunday prior to the beginning of MTRS. The route follows segments of the original trail and covers about 60 miles to arrive at the museum on Thursday, in time for the daily vintage parade. Daily activities during the MTRS keep the teamsters busy. The Horsepower members work hard to provide interactive and unique working draft horse demonstrations for our visitors. Morning field work includes plows with ride-along carts to offer an up-close look, sound, and smell of the sod being turned. All teams participated in the daily vintage parade, pulling a variety of equipment. Many of them went through a second time to pull as many John Deere artifacts as we could find. The afternoon threshing competition in the main arena created excitement and friendly competition amongst the threshing crews and we introduced three new teams to the threshing race. A popular demonstration was a horse sweep worked by a team to power the museum's rare and unique stationary baler. We had only a few horses that we trusted to work on this sweep. Horse-drawn guided tours were a big hit and we added a second team to meet the demand. Melissa Fleury organized a tour of the grounds and visitors really enjoyed the history lesson.

MAM's Winter Wonderland was held for six nights and horse-drawn sleigh rides were available every night. We heard visitors reminisce with stories of sleighing to the Centreville School for dances and games of whist. Visitors made several trips around the grounds to see the lights.

The Horsepower Group is looking forward to supporting MAM and MTRS in 2018. Teamsters are becoming a rare breed while working draft horses who are comfortable and safe in a public venue are priceless. We believe showing them off and preserving the past through these demonstrations are important, and we will continue to work hard to provide interactive, unique experiences for the visitors.

**Committee:** Heather Manns (Group Representative)

## Interpretation & Acquisitions

Interpretation initiatives in 2017 were in five major areas:

**1. History of Farm Power Display** – This display opened officially in 2016 and several details were completed in 2017. Individual signs printed by Off-the-Wall Signs for 24 of the tractors were mounted on movable sign stands on disk blades. About 15 more signs remain to be printed. The exterior signs for the History Timeline portion of the display have been removed from their temporary location and mounted on permanent signboards attached to the posts of the shed.

**2. Centennial Building Reorganization** – To renew the displays after more than 40 years, and to provide a home under cover for Big Roy, the decision was made to remove all artifacts from the building and create new modern displays. Some of the removed artifacts will be returned to the building as part of new displays while others have been moved into other buildings in the Homesteaders' Village. The remainder have been put into long-term storage. This new History of Grain Harvesting display uses a “guided tour” approach in which the visitor follows the displays in chronological order. The next step will be completing the physical display with peripheral components (belts, etc.) connected.

**3. Winnipeg Tractor Trials Video and Display** – In March, a video documentary on the Winnipeg Agricultural Motor Competitions (Tractor Trials) was completed and copied onto DVDs by Ironstone Technologies. This early 20<sup>th</sup> century event, one of the most important events in the mechanization of farming, happened right here in Manitoba. The DVDs are in our gift shop. A new display on the Tractor Trials is in development.

**4. Articles on the History of Agriculture in Manitoba** – Manitoba's leading agricultural newspaper *The Manitoba Co-operator* asked us to contribute an article on the history of agriculture in Manitoba as part of the celebrations of Canada's 150<sup>th</sup> birthday. The committee developed a four-part series that was published in July 2017. The series helped to advertise MAM as the primary source of information on the agricultural history of Manitoba.

**5. Acquisitions** – Many important artifacts were added to our collection from the former Archibald Museum. We believe this was the largest single donation of tractors in our history. Most are unrestored but complete. Of the 17 tractors received so far, models new to our collection include a Cockshutt Hart Parr 18-28, Massey Harris models 101 Senior, 44-6 and 555 Diesel, Caterpillar 22, Eagle 16-30, and Twin City 20-35. A rare Holt combine from about 1930, with straight-cut and pickup headers included, was obtained. It even has the attachment to convert the header into a swather. A rare Graham Bradley tractor—built for only two years by the Graham Paige car company for Sears Roebuck to sell through its catalogue—was donated by George and Lorna Webster. A five-horsepower Macleod gas engine, sold in 1922 by the MacLeod store in Grunthal, was received in 2017. This is a rare artifact in excellent condition with an interesting history.

**Committee:** Alex Campbell, Erron Leafloor (Chair), Glenn Lennox, Kevin Mabon

## Manitoba Threshermen's Reunion and Stampede

We welcomed over 12,500 visitors over the four days (July 27-30) of the 2017 MTRS, from across Canada, USA, and overseas.

The 2017 show featured 180 years of John Deere equipment. We had a sea of green in the infield area. Exhibitors who brought John Deere tractors had a good time; several bought memberships and promised to be back. One was overhead to say that “Your daily vintage parade is the best in the world.”

Historic demonstrations were carried out very well during the MTRS. Friday nights fireworks became an old-fashioned event as it was the Spark Show put on by the Steam Group. The demonstrations in the field area consisted of heavy horses working alongside vintage tractors. The daily threshing contest between gas and steam engines made for interesting viewing as they competed for bragging rights. Clothing of our ancestors was featured in the fashion show and those cinnamon buns reminded us all of grandma's baking. Volunteers

## Annual Report 2017

in the buildings of the Homesteaders' Village explained artifacts. We even had Ayer School active in the morning with students "who had to do work."

We offered a real mixture of a show, from Clydesdales in the morning to live bands in the evening. There is a variety of food available and no one went away hungry. We were entertained and a lot of visiting was done as the volunteers gathered to put on another successful festival.

**Committee:** Scott Alton, Robert Beamish, Rosalie Beamish (Vice-Chair), Bruce Black, Alex Campbell, Cory Christison, Cathy Christoffersen, Gerry Currie, Jerry Doucette, Jim Down, Gerald Dueck, Melissa Fleury, Glenn Lennox, Heather Manns, Audrey McCreery, Brad Moorehead, Dwayne Moorehead (Chair), Dennis Pohl, Doug Pratt (Secretary), Bruce Sharpe, Elliot Sims, Gloria Sims, Darin Smith, Ray Tolton, Don Wadge, Brent Wilcox.

## Reunion Ladies

In 2017, Reunion Ladies Activities continued to enjoy visitors from all over supporting MAM and our group. We appreciate the many women who visit our display and provide positive comments. A big change for RLA this year included the acclimation of a "new to us" float. We celebrated the sturdy and covered item (we greatly appreciated the roof) by decorating it in honour of Canada's 150<sup>th</sup> anniversary. We had many young volunteers riding through the parade and representing our group. RLA continued to increase signage. Our float held a great looking, lightweight "Reunion Ladies Activities" sign and we are hoping to purchase more of these signs in the near future. A transition in the craft committee occurred and we would like to thank our member Lorraine Drummond for her years heading it up, and we wish Irene Chartier continued success.

RLA had two charter members visit during the 2017 MTRS and both commended the ladies for a continuation of the tiny display that was established 37 years before.

**Committee:** Tierney Demare (Secretary)

## Rodeo

The rodeo continues to attract crowds and contestants alike. In 2017, the rodeo hosted eleven competitive awards and drew about 290 contestants. Many competitors in 2017 sought out rodeo personnel to compliment them on the quality and organization of our rodeo. This resulted in Austin winning the Canadian Cowboys Association 2017 Rodeo of the Year. The banner awarded to us is proudly displayed in the office.

**Committee:** Duane Bueckert, Dustin Doucette, Jerry Doucette (Chair), Henry Friesen, Allan Manns, Brett Manns, Benny Wiebe.

## Tractor & Equipment

Activities in 2017 were in three main areas:

- 1. Artifact restoration** – The engine has been re-installed in the Massey Harris GP 4WD. It has not yet been run as it needs to be belt-started the first time. New tires for the Long tractor have been acquired.
- 2. Big Roy's 40<sup>th</sup> birthday** – The various events associated with our largest artifact went off very well. The cake cutting ceremony was well attended. In January 2017, Big Roy went to Ag Days as part of Versatile's display. The young man who won the "Drive Big Roy" contest was very happy. Ticket sales raised funds toward the construction of a permanent display building. A farm tour group from Germany put MAM on their itinerary to see Big Roy and were ecstatic to be given rides on this iconic machine.
- 3. Adoptions** – The committee has determined that most adoption agreements have not been reviewed in many years, and a policy of regular renewal is being put in place. The current list is being reviewed and adopters will be contacted to update the information. Machines currently not adopted are being identified and a process for linking these machines to potential adopters is being developed.

**Committee:** Scott Alton, Barry Bromley, Jim Christianson, Cory Christison (Co-Chair), Rick Green, Glenn Lennox, Kevin Mabon, Brad Moorehead, Brett Moorehead, Dwayne Moorehead, Darin Smith (Co-Chair)

## Homesteaders' Village

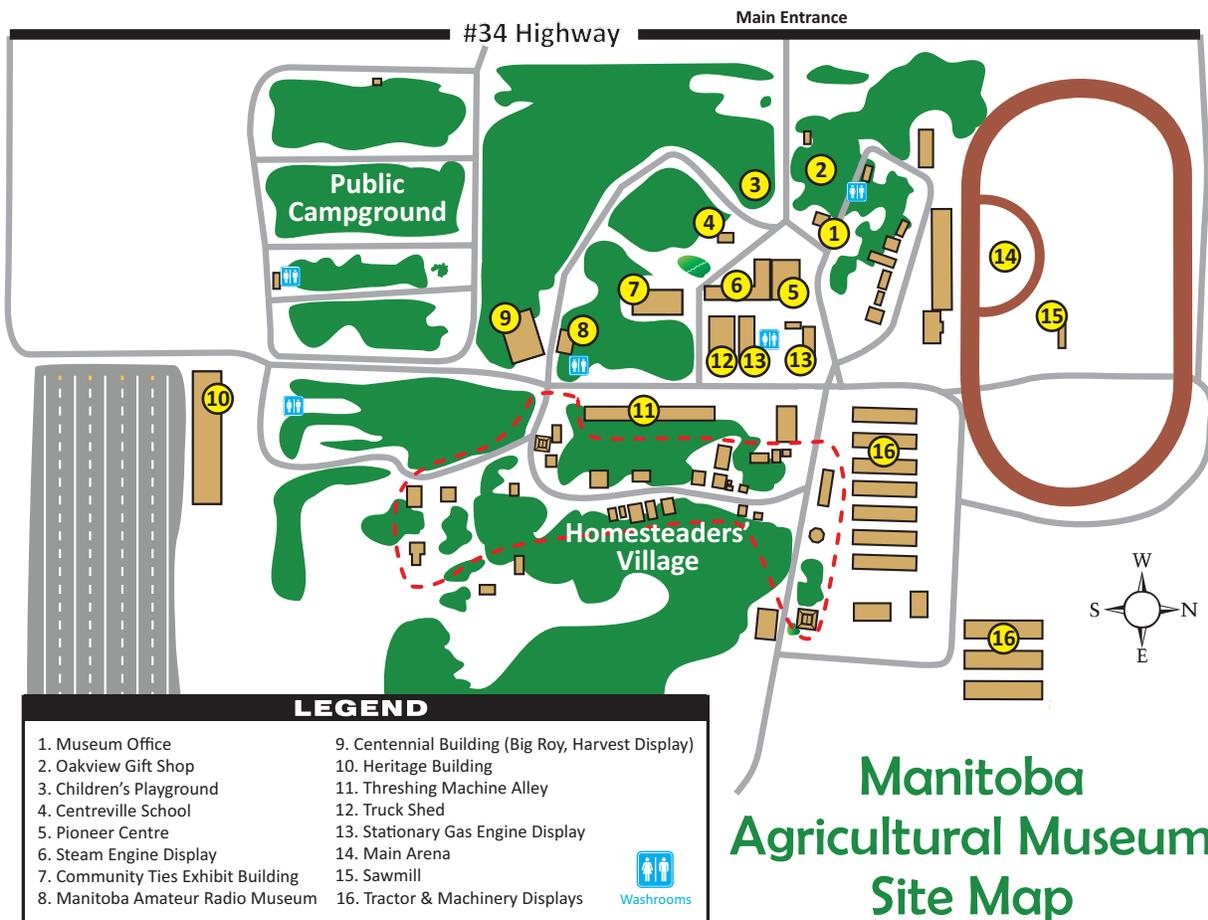
Projects completed in 2017 included painting Mekiwin Manor, Hykaway Gristmill, and the General Store. Repairs were made to the Gristmill, the base for the hand pump, broken windows and electrical repairs in the Homesteaders' Village. A new till was bought for the General Store as well as replacement Christmas lights for Winter Wonderland. There were small general repairs and cleaning supplies bought for the Village. We also planted two trees in the Village.

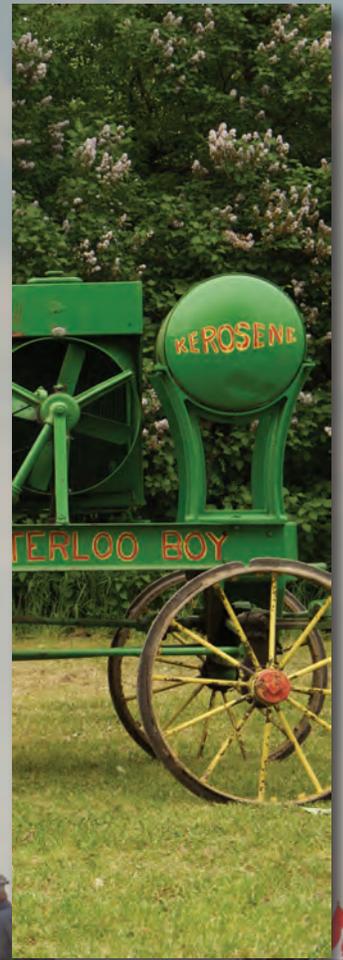
Ten of the Village buildings have been adopted and the committee looked after the rest. These people cleaned and set up the buildings in the spring, cleaned throughout the season and put everything away in the fall, and prepared the buildings for winter. Some even looked after mowing and trimming the grass around their buildings.

Starting in January 2017, artifacts were moved out of the Centennial Building to make room for the new displays. This went on for most of the season. The committee had help from people on the work weekend.

We had the most successful Winter Wonderland in history, welcoming over 400 people. We put posters up in Sidney, Austin, MacGregor, Austin and Holland. We also had radio coverage and photos of Winter Wonderland were published in one of the Portage newspapers. The Horsepower Group brought their horses for hay rides. The visitors really enjoyed it, going around as many times as they wanted. Some of our wise drivers came up with suggestions as to where we could hang lights next year.

**Committee:** Karen Alton, Lynda Campbell-Hawley (Chair), Miles Johnston, Brad Moorehead, Dennis Pohl





**Manitoba Agricultural Museum Inc.**  
**Austin, Manitoba**  
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