

Manitoba Agricultural Museum



2018
Annual Report

Manitoba Agricultural Museum

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President's Report

In 1951, the Manitoba Agricultural Museum's founders had a vision to preserve and promote Manitoba's rural and agricultural heritage for the future. They viewed success in achieving that mission by sharing their passion with others.

We continued that tradition of sharing our passion for history in 2018 by setting a 21st century record for attendance outside of our signature Manitoba Threshermen's Reunion and Stampede summer festival. Of the over 16,500 visitors to the museum in 2018, some 5,000 visited during special events aside from MTRS thanks to increased promotions and new marketing tools. Nowhere was this change more clear than in our Winter Wonderland event, which saw attendance jump 450% over 2017 figures.

Successful events like these and many others are not possible without the commitment of dedicated volunteers. Over 700 individuals volunteered thousands of hours to support MAM's mission to provide interactive exhibits and demonstrations in 2018. To our all our volunteers—thank you. This would not be possible without you.

Increased attendance also results in increased revenues for the future through endowment funds. The museum took advantage of the new Manitoba Heritage Trust Program, a provincial government program that stretches funds raised and invested in endowments. We were one of the few museums to receive our first \$10,000 grant from the program. With this donation, we reached a milestone of surpassing \$100,000 in endowments in just two years.

After the most extensive consultation process in the organization's history, MAM's membership passed a new constitution in 2018. The board of directors have worked hard through this process attending workshops and seminars throughout the year.



Dan Harper

Visitors young and old enjoy the museum's exhibits

Outdated policies, such as the conflict of interest and information privacy rules, were updated to align with governance best practices and professional standards for non-profit organizations. New policies, such as a procurement policy, were added. The updated constitution also required the museum to create terms of references for its committee structure and job descriptions for the board of directors and executive. Several committees, such as the Interpretation Committee, have completed this process with the work to continue in 2019.

On behalf of MAM's board of directors, thank you for making 2018 a year of growth and progress. Together, we continue to keep the vision and legacy of our founders alive and create experiences and memories unlike any other place in Canada!


Angie Klym



Executive Director's Report

In 2018, MAM welcomed over 16,500 guests; that is a lot of fun times spent, learning opportunities created, and memories built on our grounds. It was a transition year that, through the efforts of our volunteers and several new staff members, brought us to a successful conclusion.

The museum's programming efforts grew. The Hands-on Program for Schools continues to provide students with an immersive experience of Pioneer way of life. Summer events were a hit, with a successful 64th Manitoba Threshermen's Reunion & Stampede and an exciting first Heritage Harvest fundraising event. Custom-made tours and programming throughout the year provided one-of-a-kind experiences to visitors from a variety of backgrounds. The year ended with the most successful Winter Wonderland ever, hosting over 2,000 visitors from all around Manitoba. These events offer the unique chance for our visitors to walk in the footsteps of the people who shaped Manitoba and to see—sometimes for the very first time—antique agricultural equipment in operation.

Of course, these experiences are created through the discovery of our incredible museum collection. To keep preserving them for present and future generations, our policies, procedures and practices related to the management of are collections keep being assessed and reviewed by staff, committees and Board of directors. Our collection kept growing in 2018 with exciting acquisitions and major restorations were undertaken, including the restoration of the 1929 9B Massey-Harris combine and the one of the Case 18-50 which will return in the Spring of 2019.

Museum projects were undertaken to improve our infrastructure, enhance visitor experience, continue to meet health and safety standards, and preserve better the artefacts under our care. The Dining Hall kitchen was considerably improved as well as our campground's capacity. The roof of our Threshing Machines Shed was extended.

MAM ... BY THE NUMBERS

- Visitors to the museum in 2018 were in the following categories:

	<i>No.</i>	<i>% Total</i>
MTRS	11,400	69%
Winter Wonderland	2,089	13%
General Admission	2,100	13%
School Programs	900	5%

- Over 850 members provided over 14,000 documented hours of volunteer time to support of museum operations.

Nine hundred students and chaperones benefitted from our school programs Time Travel and Bakers Bonanza offered in May and June. Schools travelled as far as 150 km to experience pioneer times.

We offered a number of special events and custom programming. Winter Wonderland remained a holiday favourite and garnered interest of new visitors from all around the province. We strived to improve accessibility, offering special opportunities to groups of local senior homes as well as CNIB. The growing number of request for tours show the interest of our visitors for the unique experiences we provide at the museum.

The numerous ambitious, innovative and/or less shiny but necessary projects taken on by our committees, staff, and volunteers is too long to list completely. Their contributions, commitment and enthusiasm, and the incredible support of our sponsors and donors, is what allows us to keep sharing our passion for Manitoba's agricultural heritage. Thank you all for a great 2018!

Anaïs Biernat



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 is greatly appreciated:

PRESENTING PARTNERS (\$7,500+)



GOLD PARTNERS (\$5,000 - \$7,499)



SILVER PARTNERS (\$3,000 - \$4,999)



BRONZE PARTNERS (\$1,500 - \$2,999)



FRIENDS OF THE MUSEUM (UP TO \$1,499)

Austin Lions Club	Jonair	Munro Farm Supplies	Phil's Transport
Austin Subway	Keystone Concrete	MVM Transport	Portage Mutual Insurance
BASF	Laramie Enterprises	Nickel Auctions	Swen's Small Engines
Corteva Agriscience	Lightway Transport	Norfolk Transport	Wurtz Brothers
Four Way Motors	MacGregor Home Centre	Pallister Financial	
Inland Radiator	McKelvy Agencies	Phil's Corner Store	

Interpretation & Acquisitions

Over the last year, the I & A Committee and the Board have been undertaking a major initiative to improve the way we communicate the way we do things from generation to generation, and from Board to Board. The Committee has developed new and improved policies and procedures for: 1) how the committee runs, holds meetings, and for what the team is responsible, 2) how we kick off, and manage, major projects, 3) how we deaccession artefacts, large and small, 4) how we manage loaned artefacts and displays, and 5) revised Mission and Vision statements that better communicate who we are, and how we manage our collection for the benefit of visitors.

As part of the overlap between marketing and interpretation, members of the committee have produced multiple press releases to get the name of the museum out to the general public. The topics of releases in 2018 were as follows: 1890s Sawyer Massey Threshing Outfit, Backsetting, Brandon CPR Yards Part 2 (Part 1 appeared in 2017), Brandon Saskatchewan and Hudsons Bay Railway,

Canadian Northern Yard Brandon, Dunc and Pete Henderson Outfit, Great Northwest Central Railway, IHC Collectors at the 2018 MTRS, International Harvester 20 Horsepower Stationary Engine, Manitoba and Northwestern Railway, Maple Leaf Flour Mill Brandon, McMurachy Outfit, and The Bergen Cutoff.

Some of the major projects completed by the committee in the last year:

- finishing a “History of Farm Power” display in the Tractor Sheds
- developing text and preliminary signs for a Winnipeg Motor Trials display to be located with tractors
- finalizing plans and compiling lists for the new History of Harvesting display going into the Centennial Building main floor
- moving the major artefacts into the History of Harvesting display, writing the initial interpretive text and beginning construction of the background and other display elements

Heritage Harvest Growing Project

In 2017, the museum and the Canadian Foodgrains Bank (CFGB) formed the Heritage Harvest Growing Project. Using a 65-acre museum field, the committee farms the land with proceeds from the crop shared between the organizations.

Thanks to good growing conditions, increased community and corporate support, and countless hours of volunteer effort, the 2018 harvest resulted in 4,100 bushels of wheat (63 bushels per acre)! As a result, the Heritage Harvest provided \$22,000 in direct support, *a 10% increase from last year.*

The \$22,000 donation is stretched by government programs, boosting the total combined donation to MAM and CFGB to nearly \$70,000. The CFGB portion is matched by the federal government to provide food for hungry people and achieve sustainable food security in the developing world. MAM invested its donation into the Manitoba Heritage Trust Program, triggering a contribution from the Manitoba government.

EVENTS IN 2018

February 19	Louis Riel Day
March 16	Partner Appreciation Lunch
May 12	Manitoba Day
May 13	Mother's Day Quilt Show
June 5	Seniors' Day
June 22-24	Steam School
July 10	CFRY Farmers' Appreciation Lunch
July 26-29	64 th Manitoba Threshermen's Reunion and Stampede, featuring International Harvester
August 25	Heritage Harvest Festival
September 16	Open Farm Day
September 22	Curiosities & Collectibles Flea Market
September 28-29	Culture Days
December 14-16, 21-23	Winter Wonderland

Heritage Harvest also incorporated a harvest event. Held on August 25, 2018, the event drew 300 visitors and 100 volunteers to harvest the wheat field. The harvest was completed by four threshing machines, a one-of-a-kind 1929 Massey-Harris 9B combine, and five other pre-1980 combines. Two local nonprofit groups—the Austin Christian Academy and the Austin and Area Wildlife Association—were also able to raise funds in partnership with Heritage Harvest by providing food services for the event.

Homesteaders' Village

To preserve the buildings and improve visitor experience, the gazebo received a new coat of stain along with the Blacksmith Shop. Screen doors have been added and repaired on many of the buildings while new identification signs have been added including the Carrothers' family names.

Horsepower

The Horsepower Group continued to support the museum. Some twelve teams participated at Louis Riel Day, Senior's Day, MTRS, Open Farm Day, and Winter Wonderland, for which extra sleighs and teams were brought in to accommodate appreciative crowds.



Sandy Black

Among the over 2,000 visitors who attended Winter Wonderland this year were ones who enjoyed a sleigh ride through the Homesteaders' Village with members of the Horsepower Group



Elliot Sims

A 1950s Minneapolis Moline model U and G-4 combine operating at the Heritage Harvest

Reunion Ladies Activities

Reunion Ladies Activities (RLA), a group of over 25 volunteers, associated with the Manitoba Threshermen's Reunion and Stampede, had another successful year as we presented our display for the 38th time. The volunteers provided a busy baking setting under the watchful eye of the kitchen supervisor. Each morning, RLA turned into an unofficial coffee hub where visitors and volunteers enjoyed cinnamon buns and wood stove biscuits. Homemade pie continued to be a favourite. Volunteers worked diligently scooping ice cream in the afternoons to keep up with the line-ups.

Quilts and interesting displays attracted visitors in the craft area. Skills such as spinning and carding wool and embroidery are always popular.

The 2018 fashion show, which was very popular once again, highlighted clothing for celebrations and special occasions from the 1800s up to the 1960s. The show sold out on two out of three days.

Steam

The steam season began this year with Seniors Day, when as usual we threshed two loads of sheaves with the Case 50 and the McCormick-Deering thresher usually used for the Hands On Program.

This was immediately followed by a week of boiler inspections. The three smaller boilers were



Alex Campbell

Young volunteers dress up in period clothing to enjoy events at the museum

moved up a year in the inspection rotation so that ultrasound tests, which are both time intensive and expensive, can be spread over two years for the six operating engines.

The Case 75 was steamed up and operated in a demonstration for school children in June.

Steam School, operated in conjunction with the Steam Association of Manitoba (SAM), was held as usual the weekend after Father's Day in June. Twelve students enjoyed 20 hours of classroom instruction on theory, safety, and operation in addition to hands-on time with live steamers.

The Threshermen's Reunion saw increased activity in the infield. In addition to the usual parade, sawmill, threshing and plowing activities, the planer and shingle mill were in operation as well as the SAM dyno. There was also a considerable increase in visitors for the steam engine rides and we will continue to provide this feature in future shows.

We would like to single out two of our newer volunteers, Ryan Scheurer and John Dreviski, for their initiative in refurbishing one of the upright steam engines from the old stationary steam display. They powered it from the Case 50 boiler, belted it to the mandrel saw and used it to cut slabs for firewood. This exhibit drew a crowd every time it was active. Thanks also go to the Rocanville Museum and Dean Redman who graciously donated the steam hose.

In late August, three steam engines provided power for threshing during the Heritage Harvest, running continuously through the afternoon. It takes a day to get a steam engine ready, a day to run it and a day to put it away.

The Sawyer-Massey 27-82 engine restoration project continued in 2018. All major mechanical work was completed and reassembly began. The engine will be operational next year. Volunteers helped to store and haul parts to the machinist and painter and organize fundraising.

Glen Bodie and Garret Bodie have been working all winter on restoring the Case 50 and fabricating and installing new tenders. Thanks to them, we will have a premium display that will show the museum at its best in this our 65th year. The event will require a lot of help from volunteers spread over six days.

Tractor & Equipment

Major acquisitions in 2018 included the following:

- 410 Massey Ferguson combine
- John Deere B tractor
- Case 25-45 tractor
- IHC 650 tractor
- CCIL/Cockshutt 137 combine
- IHC wooden threshing machine
- Cockshutt hay loader
- Dain hay loader
- John Deere three-furrow tractor plow
- various plows and other small equipment

Three previous yard tractors were retired from active duty and transferred to the museum collection: the Versatile D-100, and Oliver 88, and Oliver 77. They have been replaced by donations of a John Deere 2510 with loader, and a David Brown.

Artefact repairs and restoration done in 2018:

- The Graham Bradley tractor we received in 2017 is now operational.
- The Massey Harris 4wd is now running after an engine rebuild.
- The Long tractor has new tires.
- The F-20 Farmall has had a rear wheel replaced and cosmetically restored.
- The Massey Harris 55 received a new starter.

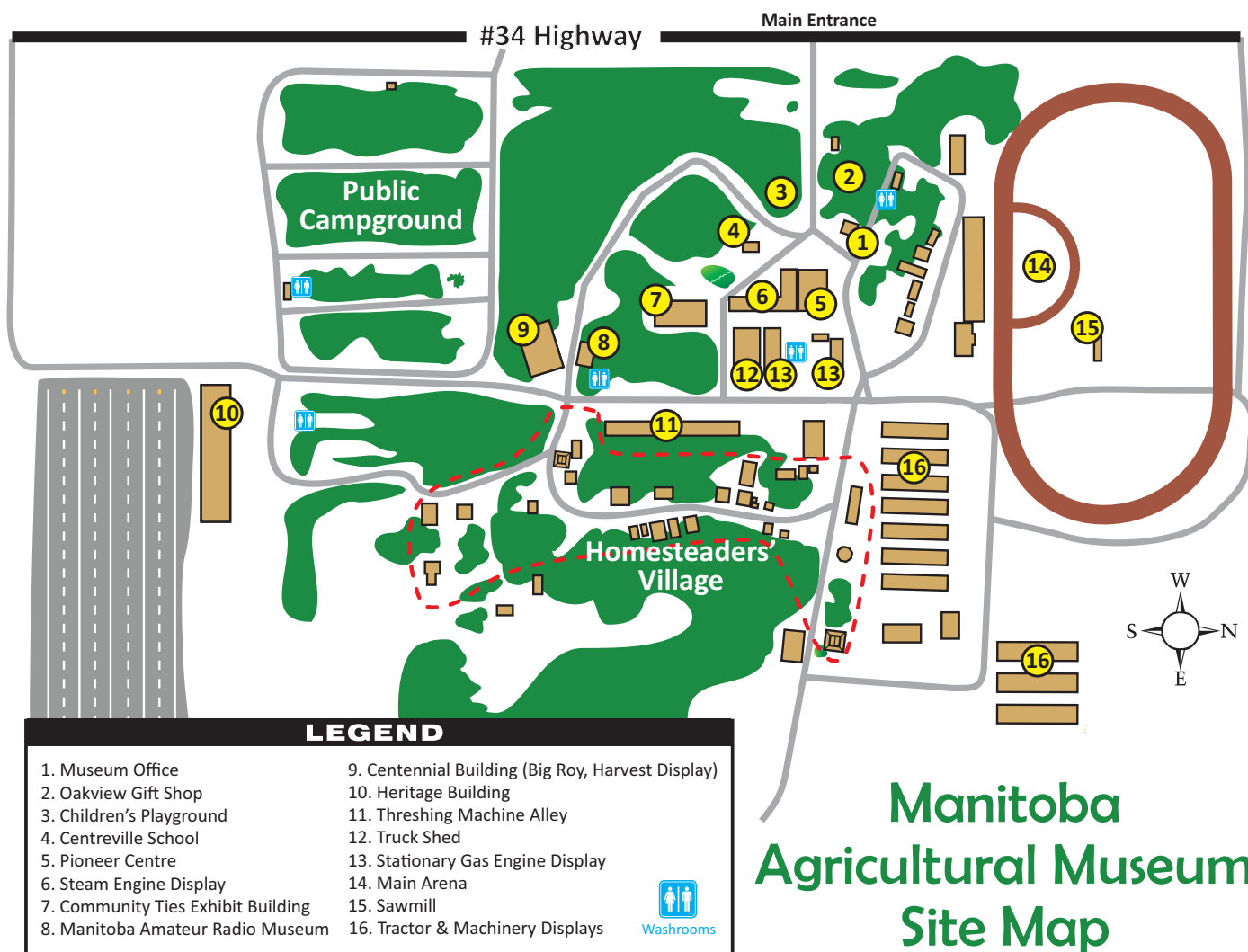
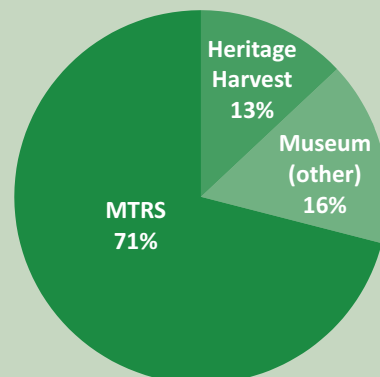
During the 2018 Reunion, the new position of Shop Foreman was introduced. An Adoption Corral generated a lot of visitor interest and increased the exposure of the orphan units. Parade Safety Ribbons were redesigned to be more visible and relevant, emphasizing that the bearer is officially an approved operator. It now has "T&E" across the top and "Operator" printed vertically, with black lettering on a yellow ribbon.

Adoption agreements are being reviewed and modernized, and a policy of regular renewal has been put in place. A survey of current operators was carried out during Reunion, and these people are now being contacted to update the information. This will allow us to identify machines currently not being operated and therefore adoptable.

DID YOU KNOW?

Museum partners contribute over \$110,000 in financial and in-kind goods and services each year.

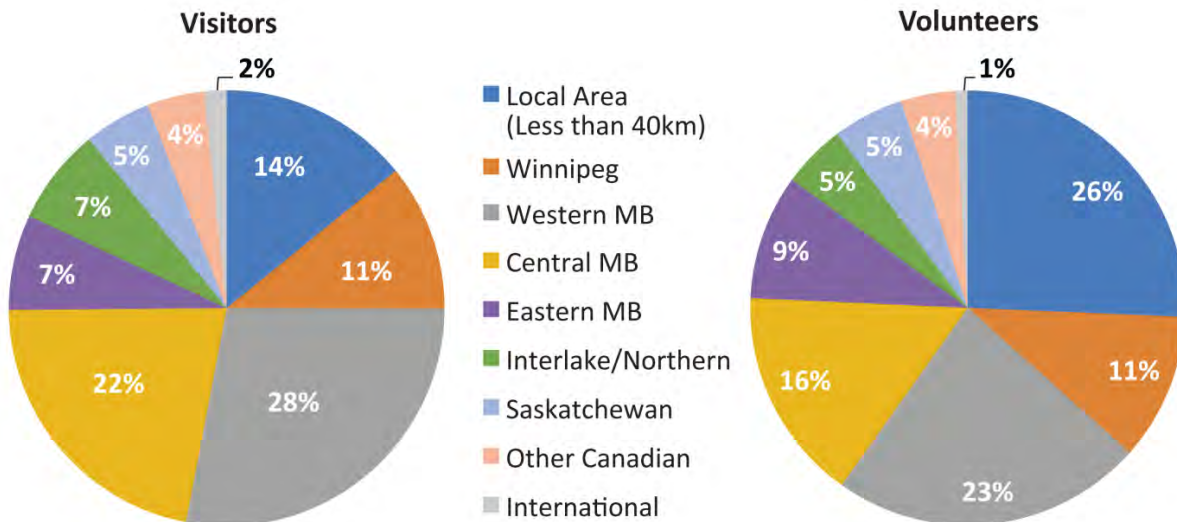
Partner support by event or activity



Manitoba Threshermen's Reunion and Stampede

Held July 26-29, 2018, the 64th Manitoba Threshermen's Reunion and Stampede (MTRS) continued its record of success with 11,400 people experiencing Canada's largest pioneer festival! MTRS continues to attract visitors and volunteers alike from all corners of Manitoba, Canada and the world (see graphs below). Thanks to good weather and great entertainment MTRS provided nearly \$150,000 to support museum operations.

WHERE MTRS VISITORS AND VOLUNTEERS COME FROM



Source: 2018 MTRS Visitor Survey. 1,202 Responses. Margin of Error 2.6% 19 times out of 20. MAM Member Database

MTRS ... BY THE NUMBERS

- CFRY Pioneer Power Parade – 11 horse teams, 105 tractors, 10 steam engines and over 50 vintage vehicles
- Threshermen's Stampede – 310 participants in 12 events
- Manitoba Clydesdale Classic – 58 horses from 13 competitors
- Route 34 classic car show – 111 cars
- Steamed corn cobs sold – 1,336
- Clay bake cinnamon buns sold – 2,240
- Dining Hall meals served – 1,225
- Visitors taking village tours – 315

Featuring the International Harvester Company line, MTRS also hosted the Western Canada IHC 38 Club's annual convention for their first event in Manitoba. With over 100 tractors, trucks, combines and other machinery, the show was the largest in Club history.

The 64th festival also welcomed the return of the Threshermen's Farrier Competition, which attracted 15 of Canada's best farriers to compete over two days.

The award-winning evening rodeo continues to please crowds. White Line Rodeo, one of Canada's top stock producers, provided the stock again in 2018. This encouraged higher competitor entries than in past years.

The success of MTRS relies on the commitment of our volunteers, who spend tens of thousands of hours throughout the year to plan, prepare and present this exceptional event. This commitment has made MTRS one of Manitoba's eleven designated STAR Celebrations!

Endowment Funds

The Manitoba Agricultural Museum began establishing endowment funds in 2010 to support museum operations and its artifacts. Managed by the North Norfolk Foundation, income from the endowments are transferred annually to support ongoing operations and special projects at the Manitoba Agricultural Museum. In 2018, \$32,904 in contributed capital was donated to the endowments. The funds provided \$4,514 as a revenue disbursement to support museum operations in 2018.

ASSETS (AS AT DECEMBER 31, 2018) – \$110,380

The Manitoba Agricultural Museum General Fund – \$20,610

The Manitoba Agricultural Museum Artifacts Fund – \$47,925

The Manitoba Agricultural Museum Heritage Trust Fund – \$29,660

The Manitoba Arts Stabilization Fund – \$12,185

ENDOWMENT FUND CONTRIBUTORS

\$50,000- \$99,999

Friend of the Museum

\$25,000-\$49,999

\$10,000 - \$24,999

Harvesting Hope Committee

Heritage Harvest Growing Project

Manitoba Arts Stabilization Inc.

Government of Manitoba

Members of the Museum

\$5,000 - \$9,999

\$2,500 - \$4,999

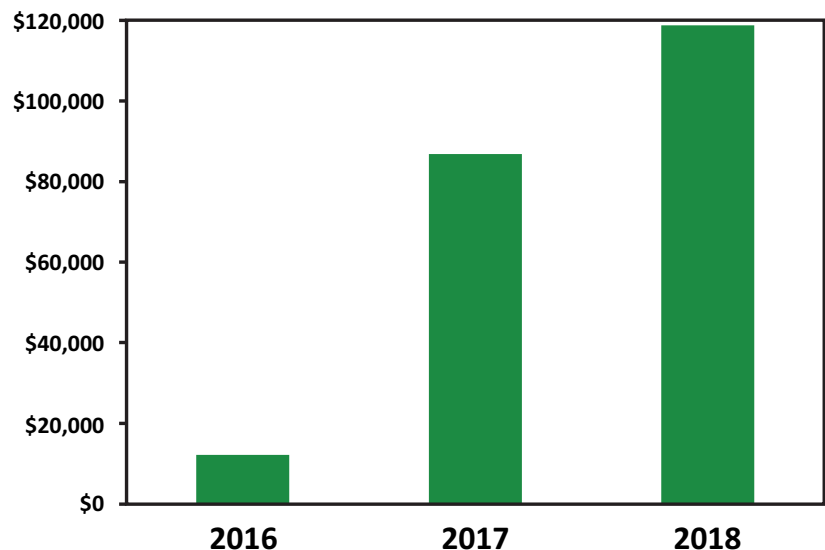
\$1,000 - \$2,499

In memory of Elsie Sims

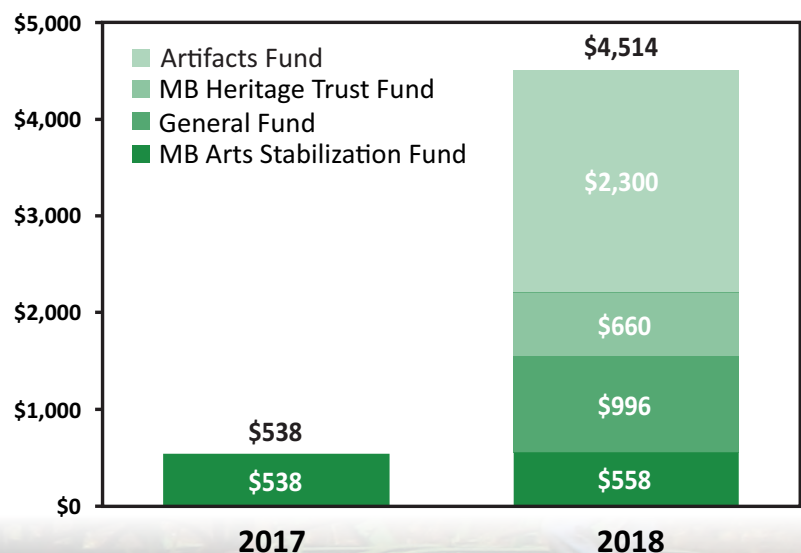
Under \$1,000

Friends of the Museum

CONTRIBUTED CAPITAL



REVENUE DISBURSEMENT



Founded in 1951, the mission of the Manitoba Agricultural Museum is to immerse visitors in rural Manitoba's past while providing context for the present and future of agriculture in our province. We collect, preserve, interpret and demonstrate Manitoba's agricultural heritage for the generations of today and tomorrow.

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info@mbagmuseum.ca www.mbagmuseum.ca



Through the efforts of dedicated volunteers, restoration of the museum's 1929 Massey-Harris 9B combine—the only fully operational one of its kind in the world—was completed in 2018. Funding to complete the project came from the museum's Artifact Endowment Fund.