

Manitoba Agricultural Museum



2020 Annual Report

Mission & Vision

Our mission is to immerse visitors in rural Manitoba's past, providing context to the present and future of agriculture in Manitoba, and to collect, preserve, interpret, and demonstrate Manitoba's agricultural heritage.

Our vision is to enable the generations of today and tomorrow to walk in the footsteps of the people who shaped agriculture in Manitoba.

About Us

Founded in 1951, the Manitoba Agricultural Museum is a not-for-profit charity dedicated to Manitoba's agricultural heritage. Situated on 320 acres near Austin, the museum is maintained by 700 volunteers and features a 20-building pioneer village and Canada's largest collection of operating vintage agricultural machinery. The museum is one of Manitoba's seven provincially designated Signature

Museums. Every summer the organization holds the Manitoba Threshermen's Reunion and Stampede, a Manitoba Star Attraction that attracts over 11,000 visitors over four days.

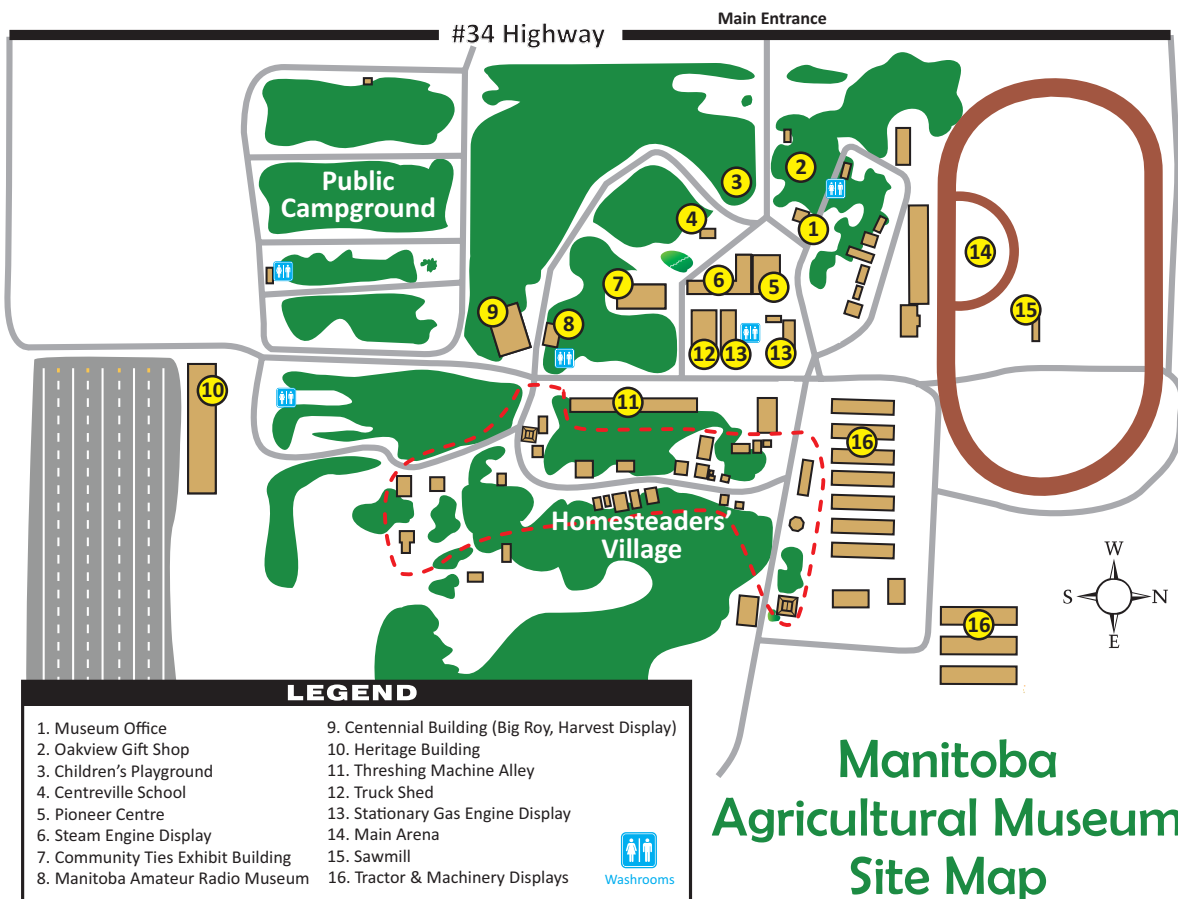
BOARD OF DIRECTORS

Angie Klym, *President*
Grant Cassils, *Vice-President*
Don Wadge, *Treasurer*
Gordon Goldsborough, *Secretary*
Brad Burnside
Michaela Knibbs

Greg McConnell
Rosana Neufeld
Diane Rourke
Darin Smith
Robert Smith

STAFF

Anaïs Biernat, *Executive Director-Curator (Jan-Jul)*
Eugene Fortin, *Operations Manager (Aug-present)*
Tom Lehockey, *Yard Foreman*
Dennis & Diane Pohl, *Resident Volunteers*
Dawn Scammell, *Finance & Admin Coordinator*
Alice Britton, Maria Emond, Adam Lennox, Julie Nelson, *Seasonal Workers*



**MANITOBA
AGRICULTURAL
MUSEUM**

President's Message

The year 2020 will be forever remembered as a year unlike any other. As a heritage organization committed to preserving Manitoba's history through live in-person demonstrations, COVID-19's impact on the museum has been significant and far reaching. Despite this challenge the museum not only survived, but in fact thrived in 2020 thanks to the incredible support of the museum community and innovative solutions that helped us fulfill our mission during a pandemic.

For an organization that hosts multiple public events every year, planning in an unpredictable pandemic and maneuvering through ever-changing public health restrictions was a challenge. In every step the museum took, the health and safety of our visitors and volunteers was the paramount priority. For this reason the museum's flagship Manitoba Threshermen's Reunion and Stampede event was cancelled for the first time in its 65-year history. Winter Wonderland was also cancelled due to Code Red public health restrictions.

This gap in the event calendar was filled by many successful smaller events that could follow public health guidelines and protocols. The museum conducted its first ever outdoor annual general meeting in the grandstand. A new fundraiser called 'Relic Run' for antique tractors and vehicles took place in July. A successful new weekend events program offered group tours and activities to enhance each visitor's experience. The second annual Heritage Harvest festival completed the summer schedule. These events would not have been possible without the dedication of our volunteers.

Throughout this year of uncertainty, the museum was mindful of expenditures and explored new revenue sources. The willingness of museum corporate partners to continue their support despite the pandemic was greatly appreciated. Significant federal and provincial COVID-19 relief grants

were also received. Because of this generosity the museum ended the year with a balanced budget.

2020 brought transformational change to our staff leadership. Anaïs Biernat, our Executive Director-Curator since April 2018, chose to leave our organization in July. We thank Anaïs for her dedicated service over these two years. After careful reflection of our needs, the Board reconfigured the office staff into two positions. We welcomed Eugene "Gene" Fortin to the new position of Operations Manager. Gene is responsible for facility management on a day-to-day basis and he has already made great improvements in a number of practical ways. In time, we intend to fill a position of Collections Manager who will be primarily responsible for curation and programming.

I am tremendously proud to be a part of a wonderful team of volunteers, staff and board members that ensured our shared passion to promote Manitoba's rural and agricultural heritage did not waiver in this time of adversity. Thank you to everyone who supported the Manitoba Agricultural Museum by visiting, donating, sponsoring, or volunteering in 2020. Your ongoing support is the heartbeat to preserving Manitoba's agricultural history.

Finally, readers may notice the use of new corporate branding—in the form of a new museum logo with accompanying colors and fonts—that was designed for us by Relish New Brand Experience.

On behalf of MAM's leadership team, thank you for making 2020 a year of progress. Together, we will move forward with hope and excitement of new things to come in 2021.




Financial Summary

Derived from the audited financial statements, the Summary Financial Statement is prepared by the Museum Treasurer and presents the financial position of the Museum for the year ended December 31, 2020. Reading the Summary Financial Statements is not a substitute for reading the Audited Financial Statements and the auditors report therein.

To view our complete audited statements, visit mbagmuseum.ca or call 204-637-2354.

2020	
Summarized Statement of Financial Position	
Assets	
Cash and Short Term Investments	327,143
Accounts Receivable	96,821
Other Assets	41,211
Long Term Investments	0
Tangible Capital Assets	2,080,320
	2,545,495
Liabilities	
Accounts Payable and Deferred	0
Liabilities	22,836
Prepaid Deposits	48,000
Deferred Revenue	10,621
Callable Debt	15,938
	97,395
Long Term Debt	40,000
Deferred Contributions Related to Capital Assets	106,372
	146,372
Net Assets	
Unrestricted Net Assets	111,945
Internally Restricted Net Assets	215,836
Investment in Capital Assets	1,973,947
	2,301,728
	2,545,495

2020	
Summarized Statement of Operations	
Revenue	
Admissions	3,872
Campground Fees	14,240
Gift Shop	4,815
Grants, Donations, Sponsorships	259,427
Investment and Endowment Income	75,847
Memberships	7,930
Other Fundraising Revenue	52,051
	418,182
Expenditures	
Advertising and Marketing	7,178
Collections Management	28,590
Fundraising and Events	10,403
Gift Shop	728
Office, Admin & Professional Fees	34,885
Interest and Bank Charges	2,381
Repairs, Operations and Supplies	22,237
Utilities	29,823
Wages and Benefits	124,386
	260,611
Excess (Deficiency) of Revenue Over Expenditures (before amortization)	157,571
Amortization	
Amortization of Tangible Capital Assets	(41,508)
Amortization of Deferred Contributions	6,378
Other Items	
Contribution to Endowment Funds	(64,076)
Non-Monetary Donations	32,800
	91,165



Endowment Funds

The Manitoba Agricultural Museum started its first endowment fund with the North Norfolk Foundation in 2010 to provide permanent annual support for the museum. There are now four funds at the Foundation that provided over \$5,000 last year to support museum operations and special projects such as conservation work on one of the museum's Titan tractors. Since 2017 these funds have provided over \$15,000 to directly support museum operations.

In 2020, a new fund—the Signature Museum Sustainability Fund—was created by the Government of Manitoba with a \$1.4 million contribution. This is the largest donation in the museum's history and replaces the annual Signature Museum grant program to support the museum's collections management and interpretation and exhibit work. The fund will provide its initial annual revenue to the museum in 2021.

CUMULATIVE ENDOWMENT FUND CONTRIBUTORS

\$100,000+

Province of Manitoba

\$50,000- \$99,999

Elsie Sims

MAM Foundation Fund

\$25,000-\$49,999

Heritage Harvest Growing Project

\$10,000- \$24,999

Harvesting Hope Committee

Manitoba Arts Stabilization

\$1,000- \$2,499

In memory of Elsie Sims

MTRS Steak Supper Committee

Friend of the Museum

Carolyn Sifton Foundation

North Norfolk Foundation

Under \$1,000

Austin and Area Lion's Club

Dr. Gordon Goldsborough

In memory of Gladys and Jim Barclay

Benjamin Linnick

Friend of the Museum

In memory of W. Lorne Drummond

Colin Farquhar

Alfred and Elizabeth Chorney

In memory of Claude Calet

ENDOWED ASSETS (AS AT DECEMBER 31)

Fund Name	2019	2020
Heritage Trust	\$49,106	\$130,762
General	\$22,825	\$23,934
Artifacts	\$53,087	\$55,671
Arts Stabilization	\$13,502	\$14,160
Signature Museum		\$1,590,684
Total	\$138,520	\$1,815,209

MAM Foundation Fund

In 1994 the museum created the Foundation Fund to provide a long term, sustainable source of income for the museum. Thanks to generous donations over the following 25 years, the fund grew to over \$55,000. In 2020, the museum transferred the fund to the North Norfolk Foundation to improve the fund's financial returns and guarantee its long-term sustainability.



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 Attraction! 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)

Austin & Area



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

Bayer Crop Science
BT Crammond Farms Ltd
Canadian Tire Portage la Prairie
Community Futures Heartland
Drummond's Farm Services
Fauschou Ag Centre
Forestville Grain Farms

G3 Bloom
Golden Plains Farm Inc
Keystone Concrete
Linwood Equine Ranch
MVM Transport
Phil's Fine Foods
Portage Mutual Insurance

Qualico
Richardson Pioneer Dundonald
Squirrel Creek Angus
Toews Family Enterprises
Valleyview Consumers Co-op
Wilderness Supplies
2 Bar D Livestock



**MANITOBA
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Collections & Conservation

At the centre of the Manitoba Agricultural Museum is its extensive collection of historic machinery, buildings, and household and commercial goods. These artifacts, which number in the thousands, tell the story of rural Manitoba's development from the 1860s to the 1970s. In 2020, tens of thousands of hours and a similar amount of dollars were invested by the museum and its volunteers to preserve and maintain this vast collection.

A few artifacts added to museum collections in 2020 included a Cockshutt 502 swather, horse bit display, Sally Saw (precursor to the chainsaw), and miscellaneous books, photos, letters, documents.



This 17-hp George White steam traction engine, manufactured in Canada as a portable power unit for belt work, would move from farm to farm with a separator in tow. It is fully operational, the first to enter museum collections since 1993.



Our main Village project was the rebuilding of the north wall of the Blacksmith Shop, using lumber donated by blacksmith Barry Bromley, after which the building was re-stained.



This six-wheel-drive tractor, affectionately dubbed "Little Romeo" after its designer Romeo Desorcy (1932–2017), is one of three models built in Manitoba at Lorette between 1966 and 1971. The one shown here was donated to the museum along with its front end loader, snowblower, and tiller.

In 2020, the campground committee undertook a capital project to improve the Gate 4 visitor and volunteer entrance building. A team of 13 volunteers assisted in the pre-project preparation and onsite work providing over 350 hours for the entire project.





Built in 1973, the Heritage Building is the museum's main cold storage and indoor large event rental space. After nearly 50 years of use, the building's roof required significant maintenance, including the replacement of nearly 4,000 bolts in its attic. This two-year project was completed in 2020 thanks to the efforts of Scott Van Den Bosch and Cathy Roy.

A fundraising initiative by the Revenue Generation Committee used museum photos taken by Melissa Fleury, Alex Tolton, Gordon Goldsborough, and Sandy Black to create a colourful 2021 calendar. A total of 265 calendars were sold at a cost of \$20 each, raising \$3,580 for maintenance projects in the Homesteaders' Village.

In 2020, the Heritage Harvest Growing Project grew AC Cardale wheat that yielded 63 bushels per acre. Nearly 50 volunteers used vintage combines, swathers, and grain trucks on the August 29 harvest day to harvest all 4,093 bushels of wheat. Thanks to the generosity of supporters and good growing conditions, the project provided a record dividend of \$12,000 each to the museum and the Canadian Foodgrains Bank.





For the first time in its 65-year history, the Manitoba Threshermen's Reunion and Stampede (MTRS) was cancelled in 2020 due to the COVID-19 pandemic. With the festival cancelled, the MTRS Committee switched its focus to plan the 2021 festival and complete projects to improve the festival experience throughout the museum grounds.



The 8th annual colt raffle featured a beautiful two-year-old American paint gelding to raise funds for the museum. Due to COVID-19, the regular raffle was replaced with an auction. Many thanks to Linwood Equine Ranch for donating the horse and Sarah Airries from Wadena, Saskatchewan for the winning bid.





Memorial Wall

Officially opened in 2019, the Memorial Garden creates a place to recognize and remember the efforts of the thousands of volunteers who have contributed to make the museum what it is today. In 2020, the following names were added to the Memorial Wall:

Murray Burch (1924–2019), *Bagot*
Cliff Carrothers (1914–2010), *Austin*
Tom Carter (1933–2015), *Thunder Bay, Ontario*
Jim Christison (1953–2020), *East Selkirk*
Samuel “Sam” Couper (c1901–1988), *Winnipeg*
Clarence Denser (1925–1981), *Austin*
Clarence Erickson (1931–2018), *MacGregor*
Fred Harrison (1913–1987), *Holland*
Gordon Hay (1917–1984), *Austin*
Dave Jordan (1959–2020), *Winnipeg*
Jim Kingdon (1929–2018), *Minnedosa*
Vern McKelvy (1918–1996), *MacGregor*
Don Milne (1915–1986), *Makinak*
Grace Roy (1950–2013), *Bagot*
John (J.P.) Roy (1937–2007), *Bagot*
Robert ‘Tom’ Scott (1944–2002), *Gladstone*
Violet Wright (1925–2004), *Austin*

Anyone wishing to add an individual’s name to the memorial wall may contact the museum office.



In 2017, the museum began its plan to improve the quality of water by connecting to the municipal water main line supply. In May of 2020, the boost pumps installed in the fall of 2019 went online as a means to providing adequate water pressure around the grounds and public campground.



On July 24, over 100 museum members followed socially-distanced procedures necessitated by the pandemic—by sitting in the grandstand—at the Annual General Meeting.

By the numbers

Our improved Corn & Barley Corral bar, built in 2019, now features 1,200 lights on the bar side. Fencing around the beer garden was also acquired.

During 2020, our website (mbagmuseum.ca) received 41,964 pageviews, or about an average of 115 pageviews per day. The museum has an active Facebook page with 2,882 followers. We also have 342 Twitter followers and 825 Instagram followers.



Manitoba Agricultural Museum

CAMPGROUND COMMITTEE

Darin Smith, *Co-Chair*
 Angie Klym, *Co-Chair*
 Lee Bergson
 Barry Klym
 Albert Schiller
 Clarence Lashek

CAMPGROUND HOSTS

Lee Bergson
 Hubert Cabernel
 Murrey, Shirley & Lorne Farrell
 Audrey McCreery
 Rosana Neufeld

FINANCE COMMITTEE

Don Wadge, *Chair*
 Cathy Christoffersen
 Gerald Dueck
 Gloria Sims

REVENUE GENERATION COMMITTEE

Diane Rourke, *Chair*
 Rosana Neufeld

COLLECTIONS MANAGEMENT COMMITTEE

Helmut Neufeld, *Chair*
 Kyle Guenther
 Erron Leafloor
 Glenn Lennox
 Greg McConnell

HERITAGE HARVEST COMMITTEE

Helmut Neufeld, *Chair*
 Nicole Blyth
 Karen Down
 Jake Hamm
 Harold Penner
 Rob Penner
 Kenneth Peters
 Elliot Sims

HOMESTEADERS' VILLAGE COMMITTEE

Lynda Campbell-Hawley, *Chair*
 Karen Alton
 Vicki Bodie
 Miles Johnston
 Dennis Pohl
 Diana Pohl
 Robert Smith

MTRS COMMITTEE

Gerry Currie, *Chair*
 Rosalie Beamish, *Vice-Chair*

Gloria Sims, *Vice-Chair*
 Gerald Dueck
 Melissa Fleury
 Michaela Knibbs
 Heather Manns
 Dennis Pohl
 Doug Pratt
 Ayn Wilcox

INTERPRETATION & ACQUISITIONS COMMITTEE

Erron Leafloor, *Chair*
 Alex Campbell
 Glenn Lennox
 Kevin Mabon

HORSEPOWER GROUP

Heather Manns, *Chair*
 Chris Arthur
 Alex Christison
 Dan Fontaine
 Art Gibson
 Bruce Gilmore
 Johan Hildebrand
 Roy Manns
 Lyle Mansfield
 Kolby McDonald
 Gordon Nelson
 Jim Scott
 Howard Walker
 Harvey Watson

REUNION LADIES ACTIVITIES

Audrey McCreery, *President*
 Tierney Demare
 Michaela Knibbs
 Brenda Moorehead

RODEO COMMITTEE

Jerry Doucette, *Chair*
 Duane Bueckert
 Doug Bueckert
 Henry Friesen
 Alan Manns
 Ben Wiebe

STEAM COMMITTEE

Robert Beamish, *Co-Chair (to Fall)*
 Bruce Eberling, *Co-Chair (after Fall)*
 Gerald Dueck, *Co-Chair*
 Bradley Burnside
 Garrett Bodie

Glen Bodie
 Garth Christison
 Jim Down
 Ryan Down
 Bill McCreery

TRACTOR & EQUIPMENT COMMITTEE

Scott Alton, *Chair*
 Lee Bergson
 Alex Campbell
 Cory Christison
 Rick Green
 Korey Lee
 Glenn Lennox
 Kevin Mabon
 Brad Moorehead
 Brett Moorehead
 Dwayne Moorehead
 Helmut Neufeld
 Dennis Pohl
 Darin Smith

FELLOWS ASSOCIATION

Robert Beamish
 Ron Bullock
 Art Devrieze
 Jim Down
 Ann Futros
 Audrey McCreery
 Bill McCreery
 Alex Patterson
 Barbara Schellenberg
 Dave Snyder
 Rollie Wilkins

MEMORIAL GARDEN COMMITTEE

Dan Letwin
 Ed Mulla
 Gail Scheer
 Leo Scheer
 Darin Smith

MANITOBA AMATEUR RADIO MUSEUM

Bruce Johnson, *President*
 Michael Bilowus
 Andy Clemis
 Rick Jones
 Fred Joynt
 Ron Samchuk
 Cal Shermerhorn
 Rollie Wilkins
 Dave Wood



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The inaugural Relic Run was held over two days in late July 2020, with 37 antique automobiles, trucks, and tractors and 48 drivers and passengers. The passengers ranged in age from 2½ to 90 years. The event raised almost \$7,000 for the museum.