



# NIAGARA ON THE LAKE **MUSEUM**

## **ANNUAL REPORT**



[WWW.NOTLMUSEUM.CA](http://WWW.NOTLMUSEUM.CA)

### **Board of Directors January 1 - October 13, 2022**

Mona Babin, President  
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### **Board of Directors October 13 - December 31, 2022**

Mona Babin, President  
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Jim McArthur, Director  
George Webber, Director  
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### **Staff**

Sarah Kaufman, Managing Director/Curator  
Amy Klassen, Director of Finance & Marketing  
Shawna Butts, Assistant Curator & Educational Programmer  
Barbara (Babs) Worthy, Community Engagement Coordinator

### **Honourary Life Members**

Joy Ormsby  
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Christopher Allen  
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Nancy Butler

# MANAGING DIRECTOR'S REPORT

We made it through another COVID year!

In 2022 we were either closed or had reduced hours for four months of the year. As we started to open back up, we were pleased to see the community and tourists returning to the Museum to experience our exhibitions and programs again. Many enjoyed reminiscing about how the Town looked in the past with the Photographic Memories exhibition and learning about our relationship with the Niagara River in the All Along the Waterfront display.

Although COVID created a lot of difficulty for everyone worldwide, it did give the Museum the opportunity to shine in the digital spotlight. Armed with content and programming ideas that we never previously had time to focus on, we launched into a digital showcase of the Museum's strengths. We are proud to continue this work as well as maintaining other COVID-born opportunities such as the Community Courtyard and the beloved volunteer Poppy display, winner of the 2022 Niagara Biennial Award for Outstanding Achievement for Outdoor Art! We were also excited to win the Ontario Museum Association's 2022 Award of Excellence in Publications for our community-written book "Making Her Mark: The Women of Niagara-on-the-Lake". This was a great partnership with multiple community authors who wanted to highlight the strong women who came before us.

The development of the NOTL Museum's future complex was reviewed with a fine-tooth comb as we prepared to be shovel-ready for our renovation and expansion. We're ready to expand our engagement, equipped with the proper tools of a revamped building complex, to become the BEST heritage museum in Ontario's most historic Town! If you're interested in investing in the future of heritage in NOTL, I invite you for a private tour to find out about how we plan to revitalize our little museum into NOTL's heritage centre. Please don't hesitate to email me at [skaufman@nhsm.ca](mailto:skaufman@nhsm.ca).

On behalf of the Board of Directors, members and staff of the NOTL Museum, I want to thank you for your continued support of our activities in 2022. Our success is largely due to your support each year and we are forever grateful!

- Sarah Kaufman



# NOTL MUSEUM BY THE NUMBERS

<b>3,827</b>	MUSEUM VISITORS
<b>31,865</b>	WEBSITE VISITS
<b>6,859</b>	SOCIAL MEDIA FOLLOWERS
<b>6,879</b>	PROGRAM/EVENT PARTICIPANTS
<b>975</b>	DIGITAL PROGRAM VIEWS
<b>89</b>	PROGRAMS DELIVERED
<b>509</b>	MEMBERS

2022 Standard  
Reader's Choice  
Awards:  
**Platinum Award  
for Museums**

2022 Advance  
Reader's Choice  
Awards:  
**3 Diamond Awards  
for Museums, Kids  
Camp & Summer  
Camp**

Guests in the Rotary Lounge at Niagara Polo.





# COMMUNITY OUTREACH



## **The Tiny Museum**

The Tiny Museum started its community tour in 2022 with visits to Fort George on Canada Day, the Cherry Festival at St. Mark's, the Museum's heritage festival, the Peach Festival, the Canada Summer Games event in Simcoe Park, and the Gardens at the Pillar and Post. We also delivered an educational program to Brock students on how to develop an exhibition for the public and showed off the final display in the Tiny Museum.

## **The Poppy Project**

We expanded the Poppy Project with funding from the Government of Canada's New Horizons for Seniors grant. Our extraordinary volunteers made another 4,000 poppies and a moving display was installed on the Court House on Queen Street in addition to our display at the Museum. We also expanded our poppy garden on our lawn to include the names of the soldiers listed on the cenotaph.

A very special thanks goes to Davey Tree Expert Company, who donated their crew for set up and take down at both sites and to our wonderful group of volunteers whom we call "The Poppy Brigade".

## **And More**

Other community activities in 2022 included presentations by staff and volunteers for the City of St. Catharines' "Seniors Without Walls" program, which delivers short lectures to seniors over the phone, a book launch by local author Terry Boulton, a digital scavenger hunt in partnership with other Niagara Museums, and participation in the Rotary Holiday House Tour and the annual Santa Claus Parade.





Poppy installation at the Court House.





# PROGRAMS



**Lecture series** - Five virtual lectures were delivered via Zoom in the winter, and in-person lectures finally returned in the summer with three presentations from local experts (sponsored by Geoffrey & Lorraine Joyner).

**Members' Trivia Night** - Members joined us online for a fun night of trivia using the app Kahoot! We played 6 rounds and offered a prize to the winner of each round.

**Doc Club** - A virtual monthly meet-up to discuss and debate a wide range of Canadian and international documentaries.

**Famous & Infamous** - Monthly presentations by local residents about the life and times of people from the past, followed by a lively discussion with participants.

**Walking Tours** - Tour numbers for our summer weekend tours saw a big increase post-COVID closures and private groups also returned.

**Heritage Festival** - We saw the return of our heritage demonstrations along with our popular treasures sale, food and live music.

**Tea Parties** - In partnership with the Friends of Fort George, we prepared take-out tea party kits for kids during March Break. We also held a tea tasting and presentation for the Queen's Jubilee under the tent in August.

**Yoga** - Sonya de Lazzer offered six morning yoga sessions in the Community Courtyard from July to September to get us moving.

**Summer Camp** - Our Kid Curators came for a week-long day camp with a sports theme.

**Theatrical Cemetery Tours** - This popular program returned to St. Mark's where our volunteer actors brought to life NOTL residents from the past.

**Doors Open NOTL** - Various historic sites and businesses of architectural interest were open for free to the public.

# SPECIAL EVENTS

## Niagara Polo

Over 2,000 people came out to the Commons on September 10th for the return of our major fundraiser, Niagara Polo. Whether general admission, Rotary Lounge or VIP, all the guests enjoyed the hot weather, the atmosphere and, of course, the polo! Thank you to everyone who came out to support the event and to all of our sponsors and vendors who made the event a success, raising \$60,000 to support the Museum's operations!

We could not have done this without the many volunteers who helped that day, and especially without our committee who have been planning all year and spent hours preparing the field for all the action: George Dell, Anne Dickson, Rene Bertschi, Dick Coyne, Lois Chapman, Niki Walker, Amy Klassen, Babs Worthy, Diana Adachi, Audrey Pellett, George Webber, Rose Campbell, and Neil Rumble, ex officio.

A huge thank you goes to our sponsors who made the event possible:

### Major Sponsors:

- Nancy Bailey of Engel & Volkers Oakville
- Province of Ontario

### Team Sponsors:

- Arterra Wines Canada
- NOTL Bed & Breakfast Association
- VRG Capital

**Lounge Sponsor:** Niagara-on-the-Lake Rotary Club

### Corporate Sponsors:

- Fairmont Properties
- Franklin Templeton
- Sullivan Mahoney
- Rick Dritsacos
- Blocktrain AML Solutions Inc.
- Angelika Zammit of Right at Home Realty

### Bar Sponsors:

- Ravine Vineyard Estate Winery
- Bella Terra Vineyards
- Vieni Wines & Spirits
- Great Lakes Brewery

**In Kind Sponsors:** Sentineal Carriages, Regal Florist and Garden Centre, Penner Building Centre, Town of Niagara-on-the-Lake, Greenhawk Equestrian, and BeauChapeau. **And, of course, the Toronto Polo Club and their generous players.**

## History in the Vineyard

In partnership with the Friends of Fort George, we were able to bring this fundraiser back to Ravine Winery where guests could chose two short and interesting presentations from six offerings, held in various rooms at the winery. These were followed by a musket demonstration from Parks Canada, a beautiful meal by Ravine, and a silent auction. The event raised about \$3,000 each for both the Museum and the Friends of Fort George.





Guests dressed their best for an afternoon of polo.  
Above: Major sponsor Nancy Bailey of Engel & Volkers with her Polo team





# EXHIBITIONS

## **PHOTOGRAPHIC MEMORY**

**November 7, 2021 - April 30, 2022**

This exhibition explored photographs and memories of our community from 1945-1985, during a period when Niagara-on-the-Lake was described as “a quiet, little town”. Even if you didn’t grow up in Niagara-on-the-Lake, the photographs in the exhibition are calling cards for nostalgia. They remind us of all of a time in our lives when things were simpler.



## **ALL ALONG THE WATERFRONT**

**May 18, 2022- May 23, 2023**

The preservation of the world’s most integral natural resource – water - is a significant international issue that has recently seen a resurgence amongst global youth. Water levels in Niagara-on-the-Lake have risen on several occasions, and the uncertainty of how the rising waters will affect our geography, our economy, and our general livelihoods can be alarming. This exhibition raised awareness of how our waterways - the Niagara River and Lake Ontario - have shaped the history of our community. An understanding of Niagara-on-the-Lake’s lasting relationship and dependence on its water will help us ensure its protection for future generations.

# VIRTUAL EXHIBITIONS

## **GOOGLE ARTS & CULTURE**

We added two new online exhibitions in 2022: The Town of Niagara through the War of 1812, and The Niagara Apothecary. For those unfamiliar with our participation in this platform, Google Arts & Culture allows us to feature our collection and create online exhibitions. We have over 20 digital exhibitions for you to check out. See them here:

<https://artsandculture.google.com/partner/niagara-historical-societymuseum>.



Staff and volunteers moving a row boat from upper Memorial Hall to the lower gallery for "All Along the Waterfront"



Sarah Kaufman and Shawna Butts accept an award from the Ontario Museums Association for Excellence in Publications.



# COLLECTIONS & RESEARCH

In 2022, we had 35 donors with 564 items collected. Some of the highlights are:

- Aviators Cap worn by Norm Howe during WWII
- Employee Trade Token from the Dominion Cannery Branch 22, St. Davids
- C&C Yachts photographs and archival material
- Photographs of a Garden Party at Randwood, ca. 1915
- A collection of 300+ images from Jim Smith's collection
- Paddy Flynn's nursing chair
- Indentures and deeds pertaining to a property in St. Davids
- Paintings of Mr. and Mrs. Rev. Peake painted by Margaret Peake Benton

We saw a decline in the number of research requests during the pandemic. 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 2022 we handled approximately 50 requests from researchers.

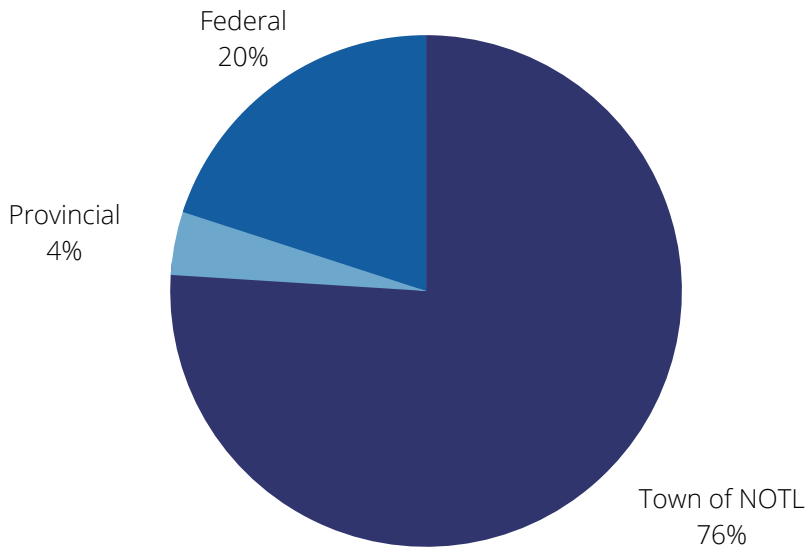
We were fortunate to receive a Community Building Fund grant from the Ontario Trillium Foundation that allowed us to hire a person to digitize and write web descriptions for our online database. Thanks to this grant we were able to upload **872** additional items to our online database, bringing our total to **5,655** items online. In total, this grant allowed us to scan **6,015** items in our collection. Keep checking our website [www.notlmuseum.ca](http://www.notlmuseum.ca) under the "Collections and Research" section, as we continuously add more.

# PUBLICATIONS

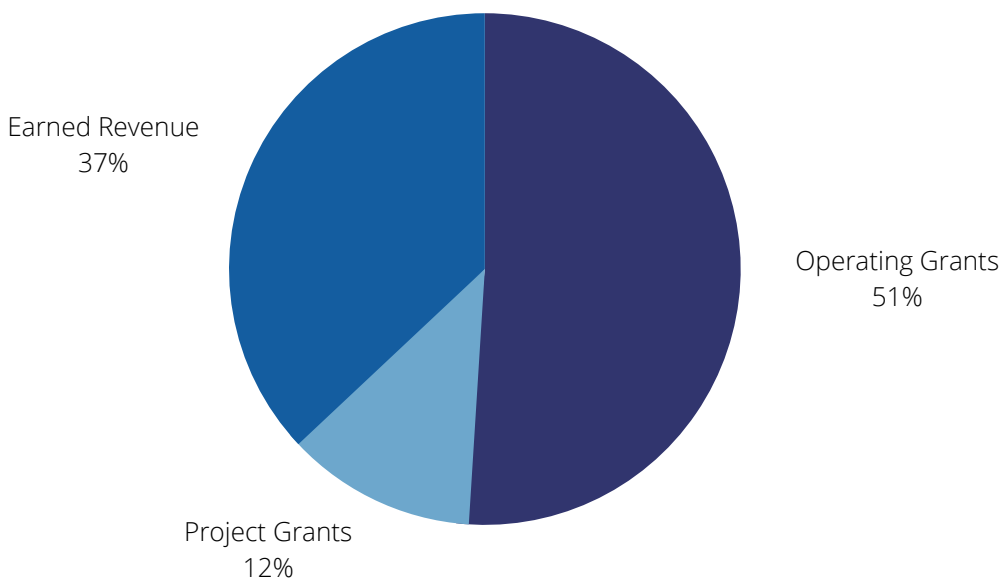
Making Her Mark: The Women of Niagara-on-the-Lake, which was published in July 2021, **received an Ontario Museum Association Award of Excellence in Publications**. This book was selected because it represented an accurate and inclusive history of women's contributions to the community and went beyond the stories of white, middle-class women. Sarah and Shawna went to receive the Award in Hamilton in November. If you haven't purchased your copy, you can here: <https://notlmuseumshop.square.site/>



# GRANTS & FOUNDATIONS



Operational funding received in 2022, including subsidies related to the pandemic.



Revenue Breakdown 2022

## GRANTS RECEIVED IN 2022

Ann-Louise Branscombe Fund at the Niagara Community Foundation

Community Museum Operating Grant (Province of Ontario)

Niagara Community Foundation

Museum Assistance Program (Government of Canada)

New Horizons for Seniors (Government of Canada)

Ontario Building Communities Grant (Ontario Trillium Foundation)

Reconnect Ontario (Province of Ontario)

Town of Niagara-on-the-Lake

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

# STATEMENT OF REVENUES AND EXPENDITURES

YEAR ENDED DECEMBER 31, 2022

REVENUE	2022	2021	CAPITAL FUND	2022	2021
Municipal Grant	272,844	264,935	Capital Campaign donations	216,811	343,882
Federal and Provincial Grants	173,517	167,373	Harmonized sales tax refund (capital)	5,478	5,491
Event Fundraising	150,069	58,894	Capital Campaign interest revenue	4,421	0
Gift Shop Sales	34,905	26,210	Capital fundraising expense	(62,002)	(61,966)
Donations	22,177	41,692	Harmonized sales tax (capital portion)	(7,864)	(7,879)
Memberships	21,355	13,230	<b>CAPITAL FUND—EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>156,844</b>	<b>279,528</b>
Harmonized sales tax refunds	17,173	13,719			
Admissions and Tours	16,440	4,732	<b>COMBINED—EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>296,324</b>	<b>362,755</b>
Programs and events	7,249	7,552			
Special Projects and other	4,025	2,185			
Interest Revenue	3,501	1,331			
	<b>723,255</b>	<b>601,853</b>	<b>STATEMENT OF CHANGES IN NET ASSETS</b>		
<b>EXPENSES</b>			<b>General Fund</b>	2021 Balance	250,375
Staff Salaries and Benefits	296,378	277,544		Excess of Rev. over Exp.	139,480
Event Fundraising	104,042	45,170		<b>2022 Balance</b>	<b>389,855</b>
Administration	44,298	38,465			
Maintenance and Utilities	32,548	35,921	<b>Capital Fund</b>	2021 Balance	419,421
Harmonized Sales Tax	25,732	21,033		Excess of Rev. over Exp.	156,844
Advertising and Website	23,324	19,711		<b>2022 Balance</b>	<b>576,265</b>
Gift Shop Merchandise	15,423	11,383			
Programs and Events	12,808	19,880	<b>Total Net Assets</b>		<b>966,120</b>
Tiny Museum	10,169	3,261			
Curatorial	6,941	21,224			
Exhibition	6,137	5,230			
Special Projects	3,525	0			
Publishing and education	2,276	4,619			
Planning studies and Other	174	5025			
Niagara Community Foundation Endowment	0	10,160			
	<b>583,775</b>	<b>518,626</b>			
<b>GENERAL FUND—EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>139,480</b>	<b>83,227</b>			

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



# 2022 DONORS

## PHOENIX CIRCLE

Bell, Faith & David  
Bottum, Joel  
Combe, Donald  
Davey, Albert  
Hansen, Cindy & Michael  
James, Janet  
Joyner, Geoffrey & Lorraine  
Kam, Dennis  
Klotzbach, Thomas  
Knight, Jamie & Betty  
Masson, Betsy  
Sayers, John & Judith

## CAPITAL CAMPAIGN

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Charnetski, William  
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Ferrara, Mario & Annabel  
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## GENERAL

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Christensen, Bill & Sheryl  
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Cochrane, Cal & Marilyn  
Cohen, Steve  
Corcoran, Roberta  
Coyne, Joan  
Coyne, Richard  
Curtis, Sharon  
Darling, Michele  
Davie, George & Kathleen  
Deyholos, Richard  
Disero, Betty & Dan Williams  
Donnelly, Jacqueline  
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Doyle, Heather  
Doyle, Kevin & Shirley  
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Ferley, Steve & Helen  
Foster, Dr. Kevin  
Fox, Beckie

# 2022 DONORS

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Rogers, Joy  
Rossa, Michael  
Roy, Jenifer  
Sanders, Dean  
Sayers, John & Judith  
Saytar, Cathy  
Shepherd, Marilyn  
Sherlock, Kevin  
Solomatenko, Victor & Anne  
Stevenson, David & Sonia  
Sweeny, Dave & Donna  
Sweeny, Mike  
Szabo, Haley

Taylor, Tim & Kathy  
Thornton, Judy  
Topps, Alexander  
Trivett, D.  
Varga, Lesley  
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Walker, Peggy  
Webber, George & Audrey  
Pellett  
Webber, Michael & Julia  
Weld, Sis  
West, Rob & Darlene  
Whittall, Barbara  
Whyte, John & Ingrid  
Wright, Alicia  
Young, Alan & Claudette  
Zalepa, Gary & Tammy

**NEW LIFE MEMBERS**  
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Collard, Jim  
Devlin, Margot  
Goulding, Jan & Kathy  
Harber, Paul  
Harvey, Bruce  
James, Clifford  
Lawrence, Sandra & Chuck  
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# 2021 DONORS

## IN KIND

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Butts, Shawna  
Cacio Pepe  
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Knight, Robert & Sabina  
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McArthur, Brenda & Blair  
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Mell, Richard  
Merritt, Richard  
Miele, Joy  
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Reynolds, Jim & Pat Hartman  
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Sears, Robert  
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Smith, Glenn  
St. Mark's Anglican Church  
Stone Road Dental  
The Exchange Brewery  
The Old Winery  
Upper Canada Travel  
Woodman Wines Spirits  
Zalepa, Gary  
Ziraldo, Donald

## 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.**

## COLLECTIONS

Allen, Chris  
Bedell, Barbara  
Bradley, Hope  
Burtniak, John  
Chisholm, Tony  
Clement, Marnie  
Collard, Jim  
Gordon, Jane  
Howe, Louise  
Ignatczyk, Liz  
Knight, Robert  
Lowrey, Tim  
Macdonald, Cathy  
MacKenzie, Inez  
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Meloan, Rick  
Merritt, Dr. Richard  
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Rumble, Ted  
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Sherlock, Brett  
Sissons, Coreen  
Smith, Jim  
St. Mark's Anglican Church  
Stevens, Jennifer  
Taylor, Marnie  
Yocom, Patricia

# 2022 DONORS

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



## **THE PHOENIX CIRCLE**

In 2022, the Phoenix Circle contributed \$8,500 towards our operating costs. As a thank you for their annual contribution, they enjoyed a special private tour of the new Niagara Parks Power Station as well as a “sneak peek” of our fall exhibition.

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, 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 appreciate the importance of our future sustainability.





## 2022 Ontario Volunteer Service Award Winners:

25 year pin: Peggy Bell

15 year pin: Steven Baxter

10 year pin: Gail Santsche and Judy Thornton

5 year pin: Rene Bertschi and George Dell

Our volunteers are the heart of the Niagara-on-the-Lake Museum, and they truly showed up for us in 2022 as restrictions changed and we were able to offer more programs and events for the community.

We were finally able to bring many of our long-term volunteers back for collections and archival work. Together with our walking tour guides, gardeners, Poppy Brigade, cemetery tour actors, special event volunteers, and Board and committee members, we started to feel like things were back to normal

With our major polo event in September, which brought in many new helpers, we decided to hold our annual Volunteer Recognition Event at the end of the year. On December 13th we invited our volunteers for "Brunch & Bubbly" as a small token of our appreciation for the many hours (3,363 counted in 2022, but we know this is much higher!) that these generous people share with us. As the Museum continues to garner attention in the community for the work we are doing, know that without our volunteers, this could not happen.



# VOLUNTEERS



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