

**ANNUAL  
REPORT  
2022**

**the  
canmore  
museum**







# acknowledgement

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“ These mountains are our temples, our sanctuaries, and our resting places. They are a place of hope, a place of vision, a place of refuge, a very special and holy place where the Great Spirit speaks with us. Therefore, **these mountains are our sacred places.**

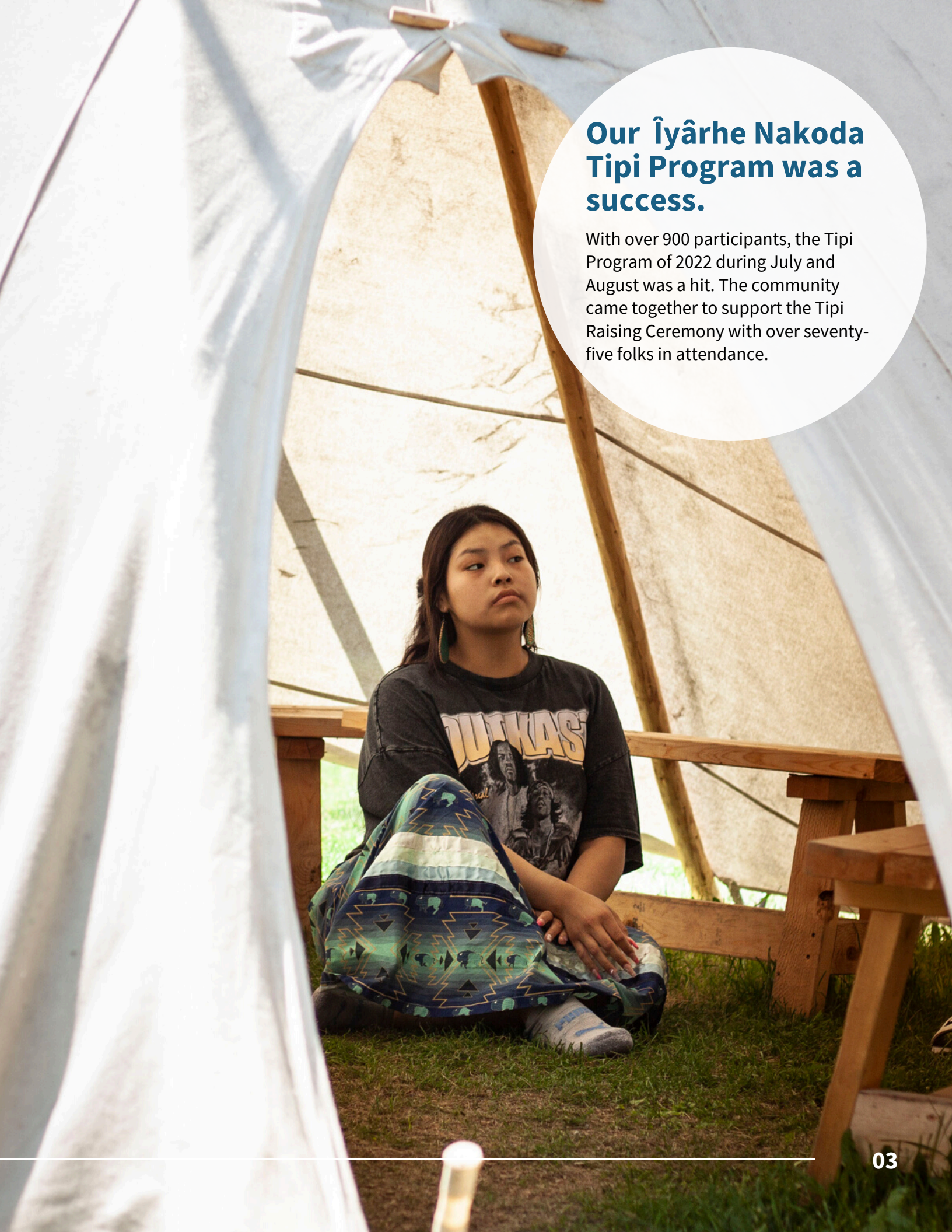
— Chief John Snow

Canmore and all the Bow Valley are located on the traditional lands of Indigenous Peoples as referred to in the United Nations Declaration on the Rights of Indigenous Peoples. This relationship to the land is further declared by the National Indian Brotherhood (now Assembly of First Nations), in A Declaration of The First Nations (1981).

Historically, there is a long-standing connection to the Bow Valley around Canmore for many Indigenous nations—Îyârhe Nakoda, Siksikaitsitapi, Tsuut’ina, Ktunaxa, Secwépemc, Dene, Mountain Cree, and Métis.

The Canmore Museum is located within Treaty 7 territory, traditional territories and home of the Îyârhe Nakoda (Bears paw, Chiniki, and Wesley), Siksikaitsitapi (Kainai, Piikani, and Siksika), and Tsuut’ina Nations, as well as Zone 3 Métis. We acknowledge and appreciate that we live, work, and play in their territory and commit to the work of reconciliation.





## **Our Îyârhe Nakoda Tipi Program was a success.**

With over 900 participants, the Tipi Program of 2022 during July and August was a hit. The community came together to support the Tipi Raising Ceremony with over seventy-five folks in attendance.

# message from the chair

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On behalf of the Board of Directors of the Canmore Museum and the Canmore NWMP Barracks Provincial Historic Site, I am pleased to present the 2022 Annual Report. As ‘normal’ operations finally resumed post-pandemic, this year we continued to build from the platform of the previous two years, and really bring the framework laid out by our Canmore Re-Imagined Strategy to life.

Tangible metrics show the organization continues to head in the right direction with growth in activities, membership and stakeholder engagement. Less tangible, but equally important, is the continued growth and development of relationships between the Museum and our local community. This essential work has allowed us to build an effective operating group of advisory committees that will ensure that the Museum’s future operations are guided by local expertise, including that of our local Indigenous community.

I would like to thank all my Board colleagues for their ongoing dedication – their hundreds of volunteer hours ensure the Canmore Museum has strong governance and an effective framework to support the organization. I want to pay special thanks to our outgoing directors, **Carter Cox** and **Joel Paul**, and of course to those who have let their names stand for the 2023–2024 term.

Simple words in an annual report can never do justice to the generous support of our donors and volunteers, but on behalf of the Board, I offer sincere thanks to each of you and hope that you are seeing the positive impact of your contributions. And of course, to the team of staff that manage operations and lead us forward. Your talent and commitment show in everything that the Museum does.

While the Museum keeps going from strength to strength, the spring of 2023 sadly saw the departure of our Executive Officer **Ron Ulrich** to take on an exciting new opportunity in Edmonton. We have secured excellent interim leadership as we seek to fill the role on a permanent basis.

To close, I would like to give thanks on behalf of the Canmore Museum to Ron for such stellar leadership during his 3 years in Canmore. Without him, the dramatic change seen by someone who last walked into the Museum in late 2019 would not be seen when walking in today. I think we can call it a successful and exciting transformation.



**ANDREW NICKERSON**  
BOARD CHAIR



# our vision and mission

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## vision

We deliver **compelling and remarkable experiences** which celebrate community, place and culture.

## mission

Our mission is to **ignite shared experiences and unexpected connections** by bringing people together around local art, culture, heritage and places to build a stronger, more connected community. To do this, we find, spark, preserve and trade stories, ideas and elements of creativity drawn from people in Canmore and the Bow Valley.







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# IMPLEMENTING CHANGE

**If 2022 demonstrated anything, it was the power of the Canmore community and the Museum's members donors and patrons as they became the engine powering the Museum's strategic plan.** By the entire organization and its stakeholders working cohesively, 2022 saw the Museum continue to make advancements in several key areas that will help shape the Museum's future and community relevancy for years to come.

While many initiatives will require additional funding, resources and community support to complete in 2023 and 2024, the building blocks are in now place for the organization to complete its strategic plan and many of the foundational initiatives on which the Museum's bright future can continue to be built.

I want to thank the Museum's core and associate teams who have been the backbone of the organization. These teams have been tremendously fun to work as we built on 2021 early successes. I also want to thank the Board for their strategic guidance and support and to the many members, donors and stakeholders without whom none of 2022's successes would have been possible.

**RON ULRICH**  
EXECUTIVE OFFICER



Early in 2023, Ron's many skills and unwavering enthusiasm came to the attention of the Department of Canadian Heritage in Edmonton. While their gain is the Canmore Museum's loss, his vision for the Social Museum will be carried on by the committed staff, volunteers, advisory circles, and associates.

In the interim, we are implementing the exhibits and programs envisioned in the Strategic Plan while undertaking the search for a permanent replacement to fill Ron's very large shoes.

**LINDA WHITTAKER**  
INTERIM  
EXECUTIVE OFFICER







# UNVEILING CANMORE MUSEUM'S HIDDEN GEMS

*The Canmore Museum has many tiny objects in the collection, like pins and buttons. We hosted a workshop to explore our tiniest objects and methods for storing, labelling and preserving the tiniest treasures!*

In 2022, the Canmore Museum continued to curate engaging exhibitions that showcased the history and artistry of our region. We successfully relocated approximately 60% of the Museum's artifacts to the **Kananaskis Way Collection Storage**. This move allowed for improved preservation and accessibility of our valuable collections

One notable addition to our storage facilities was the hanging garment storage system, which was purchased, assembled, installed, and populated at the Kananaskis Way Collection Storage. This acquisition ensures proper care and storage for our diverse range of garments.

We are also proud to report that we have begun transferring the teaching collection items and soon they will be fully displayed on permanent shelving units in the Collections Workroom. This development allows for enhanced educational opportunities for both students and visitors.

The Canmore Museum has undertaken a comprehensive data cleanup initiative as part of our planned migration to a new database. Our team continues to work diligently on utilizing, cleaning up, and populating the database on a daily basis, resulting in significant improvements in its functionality and usability.



**MERCEDES CORMIER**  
COLLECTIONS OFFICER



# highlights

## OBJECTS ADDED

1,356 objects were moved to their new permanent home in our Offsite location



## DONATIONS ADDED TO RECORDS

These donations were received or 'found' in our collections. They were properly researched, documented, and properly added to the collection and data base.

## VOLUNTEERS & RESEARCHERS

4 very active volunteers helped support collection work including cataloguing, transcribing, documenting and caring for the collection. At the same time, 4 researchers made use of our quality collection to support their own studies.



## BEHIND-THE- SCENE TOURS

These tours provide insight into how the Canmore Museum is managing its collections and the progress it is making in the RE-ORG project.



## COLLECTIONS MEETINGS

Our volunteer collections committee held several meetings through the year to assist with decision making regarding receiving donations and deaccessioning items in the collection, ensuring our collection remains relevant and of high quality.







# IYÂRHE NAKODA CULTURAL HERITAGE

The Canmore Museum applied for and received core project funding from the Department of Canadian Heritage. This funding helps us to support two new exciting Indigenous-led initiatives that would be guided and supported by a new four-member **Advisory Circle**.

Îyârhe Nakoda members on the Advisory Circle are:

- **Glenda Crawler**
- **Tony Snow**
- **John Snow Jr.**
- **Trudy Wesley**

The **Indigenous Cultural Residency Program** to develop capacity at the local community level to tell stories in a Museum or gallery setting was first proposed by **John Snow Jr.** The Canmore Museum became the impetus for the Alberta Museums Association and Athabasca University to develop and pilot a provincial Indigenous Internship Program with 5 museums participating. This provides the Museum with an opportunity to learn current Museum practices and to further the conversation surrounding decolonizing the Museum along with hands-on work.

This program, alongside the Îyârhe Nakoda Tipi Program, provides space and new opportunities for Stoney voices to be heard as equal to settler narratives.

The Îyârhe Nakoda Tipi Program continued at the Canmore NWMP Barracks in partnership with Nakota Îtipi n Ryder Style Craft—an eco-tourism venture by **Travis Jimmy John** and his wife **Ronine Ryder**, and also including his mother and **Elder Bonita Jimmy John**—which creates a space for cultural experiences to thrive and storytelling to connect communities.

These initiatives represent the early steps in building respectful and inclusive processes, that will guide learning and growth as the Museum and its community moves into the future.





A visitor exploring our permanent collections at the Museum.

# SPOTLIGHTS ON CANMORE'S HERITAGE

With heritage buildings and places of important cultural and historical significance continuing to be lost in the wake of widespread development in the eastern Bow Valley region, the Canmore Museum initiated three heritage research and awareness initiatives.

**Rediscovering Canmore's Heritage** took us back to 2002, when the last heritage study was done, and evaluated the community's current heritage building stock (1880s to 1990). This study, along with a sister report that links these places to historical themes and key development eras, has been led with the support of a 13-member community committee and the input of over 200 local residents.



**"The Festival offers a near perfect platform to reach out to existing residents as well as visitors of all ages and make them fully appreciate all what the town has to offer including its roots, present cultural wealth and future vision.**

— Heritage Festival Goer

The **Canmore Museum Digital App** offers a first-ever digital walking tours of 17 local stops and 6 local public art installations along with guides to Îyârhe Nakoda place names and the Barracks heritage gardens to help build awareness with local heritage with visitors and residents alike. To raise this awareness through tours and access to historic places with local guides, the Museum organized the **first-ever Canmore Heritage Festival** (with Doors Open events anchoring the festival) in July 2022.



**LYNN KERGAN**  
PROGRAMS OFFICER

**Exciting news: the Heritage Festival will be returning from Sept 7 to 10, 2023.**

# education programs

As a result of generous community sponsors, the Canmore Museum's education programs ignite new ideas, foster wonder, and feed inquiry as we connect curriculum concepts taught in the classroom with learning that comes from engaging with Indigenous and community knowledge keepers, Museum collections, and the local places and spaces around us.



**Museum @ School** program inspires curiosity and wonder in your students as they explore treasures from the collection and local landscapes.

**Self-Directed Activity Kits** offer fun while learning in the form of Dinosaur Excavation Kits, Museum Scavenger Hunts, and Mountie Recruits at the Barracks.



Working with the local teachers and school boards, these are some of the creative programs we develop and deliver:

- Welcome to the Canmore Museum | ECS + Gr 1
- Five Stories of Canmore + Community | Gr 1
- Canmore Culture + Diversity | Gr 2
- Our Land, Our People, Our Stories | Gr 2 to Gr 5
- Mountains, Coal + Limestone | Gr 3
- Strangers in a Strange Land | Gr 5
- Mystery at the Canmore Mine | Gr 6







# VISITING OUR GIFT SHOP

Books are among our most popular items.

The Gift Shop has been incredibly fortunate to be able to showcase a wide range of artists in all styles from across Alberta, including **Andrew Holloway**, **Deanna McGillivray**, **Puck James**, and **Naomi Wiebe**.

In addition, our books and gifts are a delight for locals looking for something special and for visitors finding a meaningful memory of their visit. Our best sellers include tumbled rocks, stick and coal candy, postcards and plush bears in hoodies.



**SARAH FLETCHER**  
VISITOR + MEMBERSHIP  
SERVICES OFFICER



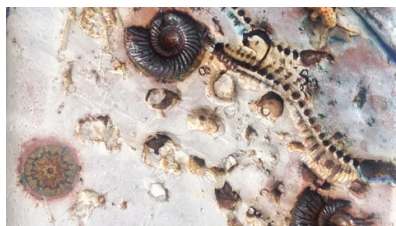
Deanna McGillivray



Andrew Holloway



Naomi Wiebe



Puck James



# volunteer spotlight

**Emerson Sanford** goes all in on any project he undertakes. Be it building a home for himself and Cheryl after moving to the area in 1997, writing a series of 8 books on the history of the trails, following several years volunteering in Banff National Park, to supporting the **Canmore Museum's Heritage Garden**.

Originally from a small farm in Nova Scotia, his gardening interest took off with a large garden at Pigeon Lake. Fortunately for everyone in Canmore, Emerson turned his attention to the once-neglected NWMP Barracks ground and gardens about 10 years ago. There, he built a picket fence and designed and installed a watering system. As other volunteers joined the effort, (8 as of last count), the grounds and gardens gradually turned into the showpiece they are today.

**Each year, produce grown at the NWMP Barracks Provincial Historic Site garden is donated to the local food bank.** The garden produces radishes, raspberries, carrots, swiss chard, kale, beet greens, radishes, asparagus, beans, and more, supporting the community with more than 500 pounds of fresh produce through the local food bank. Weekly harvesting begins in May (rhubarb) and continues through to freeze up.

Check out **our Canmore Museum App** for more information about our Heritage Garden.



**EMERSON SANFORD**  
VOLUNTEER





# our operations

For the fiscal year ended  
December 31, 2022.

## REVENUE

Grants - Municipal	\$185,000
Grants - Federal	70,164
Grants - Provincial	61,850
Grants - Other Organizations	79,131
Other Sources (Govt & Casino)	34,943
Donations & Sponsorships	77,551
Retail	41,331
Admissions	15,495
Programs	9,819
Memberships	3,265
Interest	1,974
<b>Total Revenue</b>	<b>\$580,523</b>
<b>Excess of revenue over expenses</b>	<b>\$13,390</b>

## EXPENSES

Programming and Digital Projects	\$125,043
Human Resources	269,436
Collections and Exhibitions	12,409
Office and Administration	41,917
Stakeholder Relations	14,022
Facilities	14,157
Merchandise	24,666
Insurance	4,897
Amortization	31,559
Advertising and Marketing	25,518
Bank and Credit Card Fees	3,509
<b>Total Expenses</b>	<b>\$567,133</b>

**PRIOR** 2021: \$485,488  
**YEAR** 2020: \$365,009  
**REVENUE** 2019: \$453,987

**PRIOR** 2021: \$468,063  
**YEAR** 2020: \$384,983  
**EXPENSES** 2019: \$436,929

# our team

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Our sincere thanks to the many devoted staff, volunteers, committee members and board members who have given countless hours to the Canmore Museum to build a stronger, more connected community through the exploration of local arts, culture, heritage and place.

## BOARD OF DIRECTORS

**Andrew Nickerson** | Chair  
**Charles (Tony) Teare** | Treasurer  
**Glen Taylor** | Secretary  
**Tanya Foubert** | Town of Canmore  
Council Representative  
**Carter Cox** | Director-at-Large  
**Christine Moreland** | Director-at-Large  
**Joël Paul** | Director-at-Large  
**Rob Seeley** | Director-at-Large

## STAFF + ASSOCIATES

**Ron Ulrich** | Executive Officer  
**Mercedes Cormier** | Collections Officer  
**Sarah Fletcher** | Visitor + Membership  
Services Officer  
**Lynn Kergan** | Programs Officer  
**Mary-Beth Laviolette** | Associate Curator of Art  
**Anna Rebus** | Associate Curator of History  
**Jeanie Gartly** | Associate Heritage Planner  
**Tony Snow** | Associate Curator of  
Indigenous Content  
**Jenny Spurr** | Associate—Communications

## COMMUNITY ADVISORY COMMITTEE MEMBERS

**Barracks Committee** | Travis Jimmy John, John Snow Jr., Emerson Sanford, Susan Suttie, Lauren Thomas (Town of Canmore); Staff: Sarah Knowles, Ron Ulrich

**Collections Committee** | Robert Kuzminski, Gail Niinimaa, Glen Taylor, Greg Wooley; Staff: Mercedes Cormier, Ron Ulrich

**Heritage Committee** | Rob Alexander, Tanya Foubert (Town of Canmore), Jeanie Gartly, Cathy Jones, Florian Jungen, Jessica Karpat, Anna Rebus, Ian Schofield, Rob Seeley, Susan Suttie, John Snow Jr.; Staff: Ron Ulrich



# by the numbers

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## SUPPORT BY OUR COMMUNITY IN 2022

Members - 121

Volunteers - 23

Volunteer Hours - 1,578

Newsletter Subscribers - 631

## MUSEUM VISITATION FOR 2022

This reflects the number of drop-in gift shop visitors and paid admissions to the Canmore Museum **from June 24 to December 31.**



## BARRACKS VISITATION FOR 2022

This reflects the number of walk-in visitors to the Canmore NWMP Barracks **from June 26 to August 31;** it does not reflect program participants.

## TOTAL PROGRAM ATTENDANCE

This reflects the number of virtual and in-person program participants for 2022, for both the Canmore Museum and the Canmore NWMP Barracks.



**Total 2022 visitation = 15,312**



**I live in Calgary & travelled to Canmore for this presentation. I thoroughly enjoyed it & hope to attend more events. It was worth the drive!"**

— Collections Tour Attendee

**At Canmore Museum, we are amplifying our storytelling approach to foster deeper connections with our communities through innovative digital engagement initiatives.**

In 2022, Canmore Museum embarked on an exciting journey by introducing our user-friendly Canmore Museum App. As part of our commitment to archival access, we have also expanded the Stories That Matter Project, gaining significant digital traction within our community.



## DIGITAL VISITORS IN 2022

The Canmore Museum's website was launched in 2020. In 2022, we acquired 18,070 new unique visitors. We grew in traffic by 46% from last year.

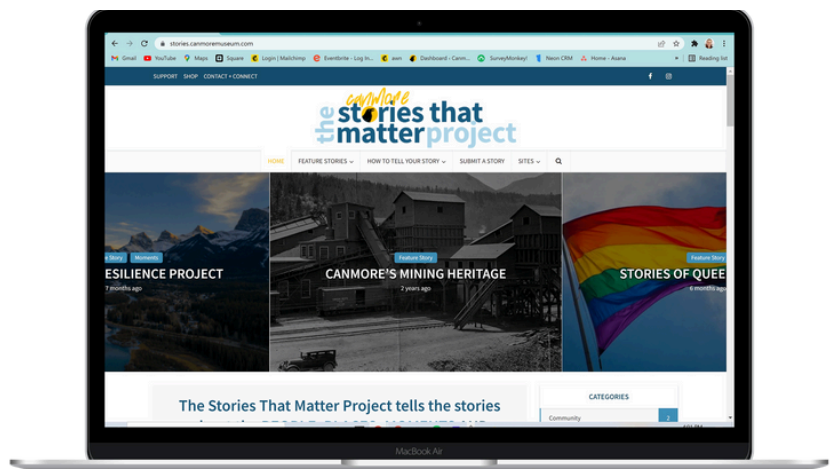
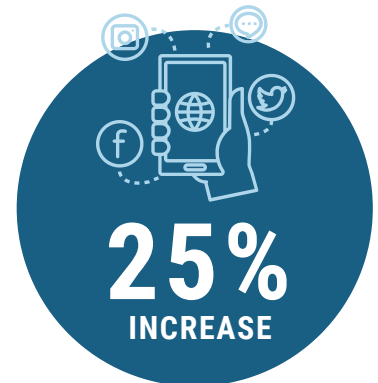


## ONLINE ACCESS TO COLLECTIONS

Through the RE-ORG project, our online database tells clearer community stories and access will become even more valuable to researchers and students.

## SOCIAL MEDIA ENGAGEMENT IN 2022

In 2022, our Facebook reach increased by 25%, growing to 61,981 people in 2022 from 49,460 in 2021. We now have 1,235 followers.





# thank you

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## A HUGE THANK YOU TO OUR SUPPORTERS IN 2022

\$100,000+



\$50,000 - \$99,000

\$25,000 - \$49,000



\$10,000 - \$24,000



**Wes + Pat  
Campbell**



**Judy Vincent**

\$5,000 - \$9,000



# our supporters + donors

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Building a vibrant and welcoming community which celebrates and connects with Canmore's culture, history and natural environment is only made possible by our donors, sponsors and supporters. We gratefully acknowledge your contributions in 2022.

## THANK YOU TO OUR 2022 DONORS

### \$5,000 - \$9,999

Clint Cawsey, Patti Morris, and Richard V. Green

[Donate](#)

### \$1,000 - \$2,499

Darren Henricks, Nelson Henricks, Robert and Priscilla Janes, Charles and Jennifer Teare

### \$500 - \$999

Grassi Developments, Heather MacPherson, Susan Shellian-Frey, and Ron Ulrich

### \$250 - \$499

Rob Chapman, Shelley Sopher, Susie Sparks

### \$100 - \$249

Linda and Dwaine Korshbrek, H. Henley, Rob Seeley, Ron Suttie, Christine Moreland-Giraldeau, Carla Cumming Sojonky, Cathy Jones, Rhonde LeSueur, John Frederick, Gail Niinimaa, Glen Taylor, Nancy-Ann Trabysh, Sheilagh A. Ross, Lindsey Uniat, Murray MacDonald, and Cheryl Sanford

### < \$100

Anonymous, Kathy Arney, Simon Moreau, Carol Poland, Peggie Wright, Nancy Hall, Donna Potter, Sonja Jovanovic, Sandra Follett, Anna Belli Paul, Rob Heighington, Michele Hardy, and Angela Taman





the  
canmore  
museum

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