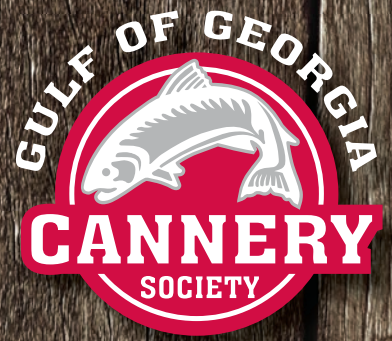


2013 Annual Report





“

I went in on impulse and was so glad I did. The exhibits are fascinating and not being a BC'er by birth, informative. It certainly displays the tenacity of the Fisherman's life and their love of the lifestyle. The staff I spoke to were very knowledgeable and most helpful. I would definitely recommend visiting the Cannery display to all visitors to the Steveston area.

TripAdvisor review

COVER PHOTO: "Reflection", R. Buenvenida. G2014.001.109

ABOVE PHOTO: Unloading fish at Canfisco's Home Plant, ca. October 1945. CFC-3-5-10

CHAIR'S AND EXECUTIVE DIRECTOR'S MESSAGE

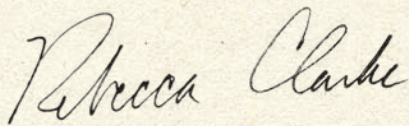
2013 was a year of change and renewal for the Gulf of Georgia Cannery.

Change began early in the year with Executive Director, Marie Fenwick, leaving to take a new position with the neighbouring Britannia Heritage Shipyards. Rebecca Clarke joined as the new Executive Director in April. One of her first tasks was to take a fresh look at the organizational structure and identify areas for improvement in operating year round. The results of this review meant new positions for a number of senior staff and a new Marketing and Visitor Services Manager. These changes position the Cannery to better serve the public and to take advantage of new opportunities as they arise.

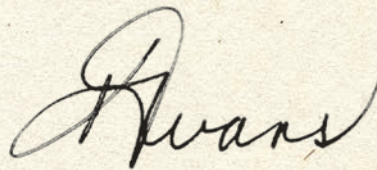
In keeping with the sense of renewal, the Board of Directors welcomed over sixty individuals from the community to participate in a visioning session in October. This session provided useful input into the direction Steveston is headed and how the Cannery might best align with community objectives. Building on this vision, Board and staff created a new five year strategic plan for the Cannery which identified six important strategic directions the Society will work toward.

- I. **Align Internally with Our Vision**
- II. **Engage Our External Stakeholders and Community**
- III. **Raise Our Profile Through Sharing Our Goals**
- IV. **Put a New Lens on Funding**
- V. **Enhance our Core Offer**
- VI. **Plan for the Future while Maintaining Current Spaces**

All in all, 2013 set the scene for an exciting new chapter for the Cannery. The changes we have undergone will allow us to reach new heights of success in preserving and sharing the history of Canada's West Coast fishing industry. We invite you to join us in this important endeavour.



Rebecca Clarke
Executive Director



Kimberley Evans
Chair of the Board of Directors

ORGANIZATIONAL OVERVIEW

About us

Established in 1986, the Gulf of Georgia Cannery Society is an independent, non-profit society and registered charity responsible for the operation of the Gulf of Georgia Cannery National Historic Site. Working in partnership with Parks Canada, the Society's mission is to preserve the history of Canada's West Coast fishing industry and present it in an engaging and relevant way. As a national historic site, Parks Canada is responsible for the on-going preservation of the Cannery, while the Society endeavours to interpret the history of the West Coast fishing industry through exhibits, educational programming and special events.

BOARD OF DIRECTORS 2013

Chair	Kimberley Evans
First Vice-Chair	Dave Semple
Second Vice-Chair	Kit Grauer
Treasurer	Jim Kojima
Secretary	Nikki Barnes
Past Chair	Ralph Turner
Directors	Eileen Carefoot Ed Zyblut Jim van der Tas Nora Medenwaldt Everett Pierce Geoff Matheson
Ex Officio	John Aldag, <i>Historic Sites Manager for Coastal BC, Parks Canada</i> Linda Barnes, <i>Councillor, City of Richmond</i>

In 2013, the Society had over **360 individual and corporate members.**

THE GULF OF GEORGIA CANNERY NATIONAL HISTORIC SITE

At the time of its construction in 1894, the Gulf of Georgia Cannery was the largest cannery on the West Coast.

Today it is the last remaining cannery of the fifteen that once lined the banks of the Fraser River in Steveston. The facility canned salmon until 1930 when it was repurposed as a net loft, fresh fish depot, and later as a herring reduction plant. After operating for 85 years, the facility was declared a national historic site and opened to the public in 1994.

Located on the South Arm of the Fraser River, the site is a hallmark of the quaint village of Steveston, and is situated along the popular Richmond dike trail. Key exhibits include a functioning salmon canning line, a herring reduction plant, exhibits on fish and fishing methods used on the West Coast, and a flexible feature exhibit space. The site is also home to two collections belonging to Parks Canada and the Gulf of Georgia Cannery Society that contain approximately 10,000 artifacts and archival materials relating to the history of the Gulf of Georgia Cannery and the West Coast fishing industry in general.

TOP TO BOTTOM Four cannery workers take a break on a net cart at Butedale Cannery, ca. 1935. G2002.010.002.156

Visitors may choose to explore the Cannery on their own or join a guided tour. © Parks Canada

Admission Rates and Hours

The Gulf of Georgia Cannery is open to the public from 10am-5pm daily, year round.

Admission rates are: Adults \$7.80, Seniors \$6.55, Youth \$3.90, Family \$19.60

Admission is free for children under 6 years old, and Society members.

For more information, visit our website at www.gulfofgeorgiacannery.com.



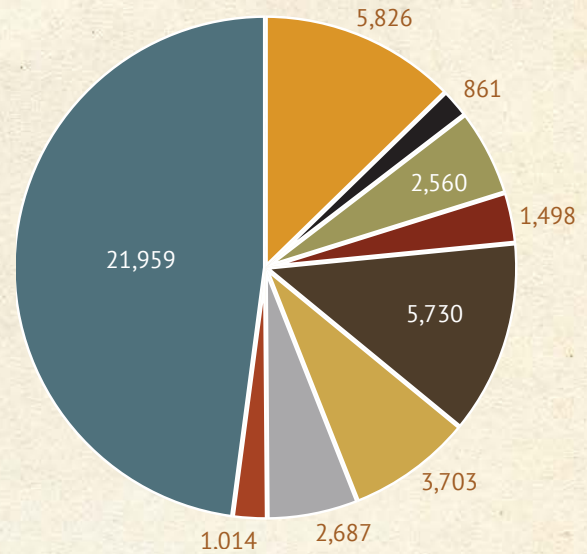
2013 VISITATION

Gulf of Georgia Cannery National Historic Site 2013 Visitor Statistics

	Total
Adult	5,826
Child	861
Senior	2,560
Family	1,498
Promo Admission	5,730
School Group Participants	3,703
Public Group Participants	2,687
Rental	1,014
Special Events*	21,959

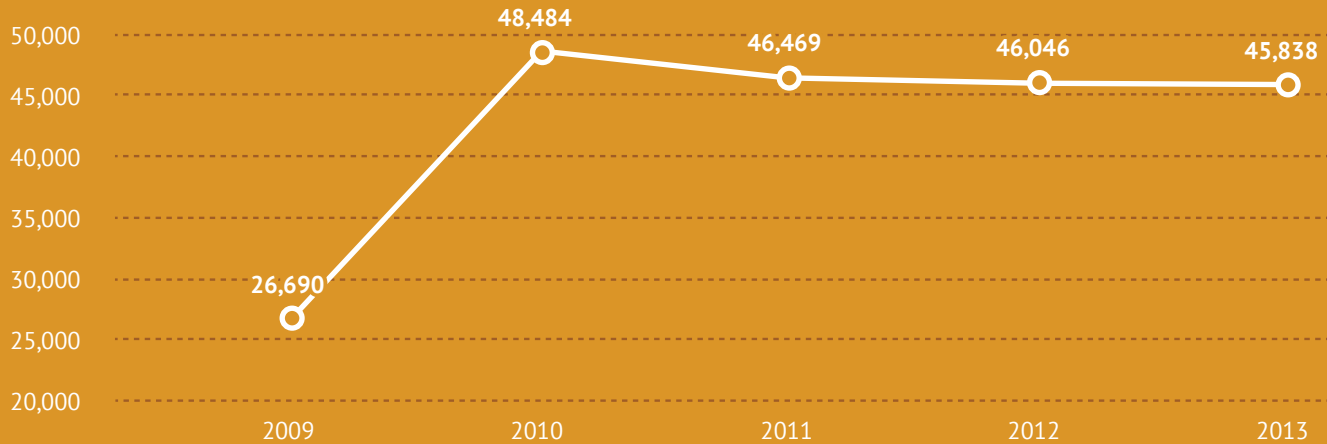
*Note: Special Events includes the indoor Steveston Farmers and Artisans Markets

2013 Visitation Total 45,838



90% of Comment Card respondents ranked their visitor experience as 8/10 or higher.

5 Year Visitation



VISITOR COMMENT HIGHLIGHTS

“ Our docent at the Gulf of Georgia Cannery, Devin, provided an excellent talk on the history and economics of the early fish canning industry. A great time was had by all and the weather was just ideal.

Hayne Wai, Chinese Canadian Historical Society

COLLECTIONS & FACILITY

The Society works with Parks Canada to ensure that the building and both the Parks Canada and Society artifact collections are well maintained. In Spring 2013, Parks Canada made a large investment in the preservation of the Cannery building with a large structural upgrade. In the fall, the Society installed a new gas radiant heating system in the main Cannery area. This system is intended to help heat the building during events and activities during the colder months.

Collections work in 2013 focused mainly on the Rationalization Project. The first phase of this project, which involves creating a detailed inventory of both collections, will continue over the next one to two years. This inventory will provide the basis for evaluating the heritage significance of each artifact and will also help us to create a plan and space for the future growth of the collections.

One significant artifact which was given to the Society this year was the anchor from the former site of the Steveston branch of the G&F Financial Group. G&F generously donated this anchor which was installed at the corner of Fourth Ave. and Chatham St. to give our site a grander entrance and more maritime curb appeal.



ABOVE Anchor donated by G&F Financial Group now displayed at the Fourth Avenue and Chatham entrance.

LEFT New blue tags were attached to Parks Canada artifacts during the first phase of the Rationalization Project.

EXHIBITS

Ryoshi: Nikkei Fishermen of the BC Coast April 2013 to April 2014

Created by the Nikkei National Museum and Cultural Centre in partnership with the Nikkei Fishermen's Reunion Project and the Gulf of Georgia Cannery Society, this exhibit tells the story of the many Japanese Canadian fishermen who worked the waters along BC's coast. From the bustling docks of Steveston to remote inlets on the northern coast, Japanese Canadians made unique contributions to fishing in BC before and after the war. With pride and perseverance, the Nikkei community proved their skill as fishermen and cannery workers, and built a new life as Canadian citizens. This exhibit was developed with funding from the Nikkei Fishermen Legacy Challenge and the BC Community Gaming grants.

Best Catch Multi-Touch Screen

The Best Catch multi-touch screen exhibit educates visitors about making seafood choices that support healthy waterways and oceans. This permanent interactive exhibit gives visitors a better understanding of the marine life in the Strait of Georgia and how different fishing methods affect the area. Building on the Gulf of Georgia Cannery Society's 2012 temporary exhibit, *Seafood for Thought*, the exhibit complements the Cannery's other permanent exhibits about local fish species, fishing methods and contemporary issues in the fishing industry. This exhibit was created with funding from Parks Canada and the Pacific Salmon Foundation.

Caution! Cannery Under Construction

Open as of September 2013, this temporary exhibit was designed to highlight the structural repairs to the Cannery completed in the past year and to put them into the context of the building's evolution over time. The exhibit gives a short history of the typical cannery building structure and introduces visitors to its unique, purpose-built architecture. The exhibit describes the process of transforming an operational fish processing plant into a national historic site, and illustrates the techniques used in preserving the building. This exhibit was sponsored in part by the construction firm Seismic 2000.

Fishing the West Coast Photo Contest

Since 1997, the Society has overseen the *Fishing the West Coast* photography contest and exhibition. In 2013, more than 140 photographs were submitted and added to the Gulf of Georgia Cannery Society's archives to help document today's fishing industry. Photographs capturing the essence and diversity of commercial fishing on Canada's West Coast were selected to display in the Cannery in January and February 2014. During the exhibition, visitors determine the winner by voting for their favourite photo in person or online. This project was sponsored by G&F Financial Group and *Western Mariner* magazine.



LEFT PAGE Feature Exhibit *Ryoshi: Nikkei Fishermen of the BC Coast* created in partnership with the Nikkei National Museum and Cultural Centre.

RIGHT PAGE Entries to the 2013 *Fishing the West Coast* photo contest.



"Posting up in Neville," T. Nordstrom. G2014.001.098



"Reflections of Scotchmen," B. Sakamoto. G2014.001.089



"Beyond the Net," S. Gamliel-Komar. G2014.001.072



"Secure," A. Rampfl. G2014.001.038

Each year, the Society organizes and participates in a number of events which enhance the quality of the visitor experience.

These events allow us to interpret a wider range of issues than what is found within the walls of the Cannery building, and offer new and different options to encourage repeat visitors. They also augment the visitor's experience of the site and are designed to provide connections to the community and to relevant issues facing society and the fishing industry today.

Annual seasonal events include the **Easter Scavenger Hunt**, **Canada Day Open House**, **Music at the Cannery**, **Haunted Cannery Halloween tours**, and **Santa Day**. These events help bring local families to the Cannery and build our connections within the community.

The Cannery also participates in a number of partner events including the **Steveston Farmers' and Artisans' Market**, which is held inside the Cannery during the winter, and outside in the summer. In addition, the Cannery participates in Doors Open Richmond, and national Culture Days events.

2013 also saw the 2nd edition of the **Best Catch Sustainable Seafood Festival**, bringing in sustainable seafood suppliers, organizations, and local chefs to provide cooking tips and sustainability information to visitors about the seafood they consume.

BELOW IMAGE Best Catch Sustainable Seafood Festival, pink salmon with mango salsa, prepared by Karen Barnaby of Albion Fisheries.



ABOVE IMAGE Fishermen peugh salmon onto the fish elevator in front of the Gulf of Georgia Cannery Ice House, ca. October 1945. CFC-3-5-3

TABLE OF 2013 EVENT ATTENDANCE



Steveston Winter Farmers' and Artisans' Market (indoor)	11,938
Easter Scavenger Hunt	240
Doors Open Richmond	2,264
Canada Day	3,883
Music Nights	1,200
Best Catch	1,350
Culture Days	224
Halloween	249
Santa Day	264

PROGRAMS

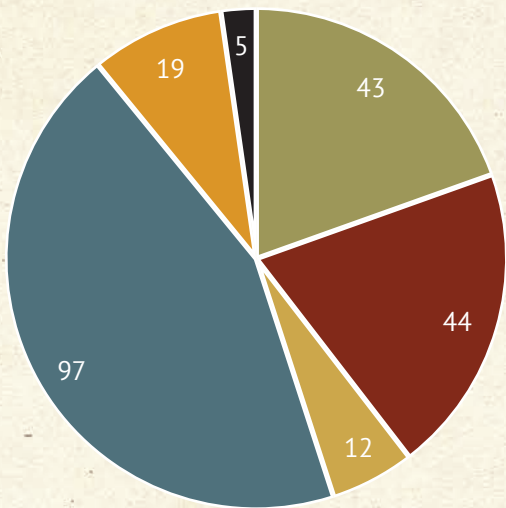
98% of teachers polled gave an overall program rating of 4/5 or higher (70% 5/5)

“Good job of keeping the students’ attention and making it exciting!
Grade 5 Teacher

“Thoroughly enjoyed our visit.
 I am hoping my students will encourage their families to visit also! Thank you!
Grade 4 Teacher

A variety of different educational programs are offered to school and public groups.

These programs give participants of all ages a better understanding of the many interesting and complex issues surrounding the West Coast fishing industry. In 2013, we put a renewed focus on developing and promoting our educational programs for elementary classes. In particular, a new program for Kindergarten/Grade 1 students called From Sea to Me was developed.



2013 Group Bookings

Groups

Adult & Senior	43
English Language Schools	44
Secondary School	12
Elementary School	97
Out of School Care	19
Guides & Scouts	5

VOLUNTEERS

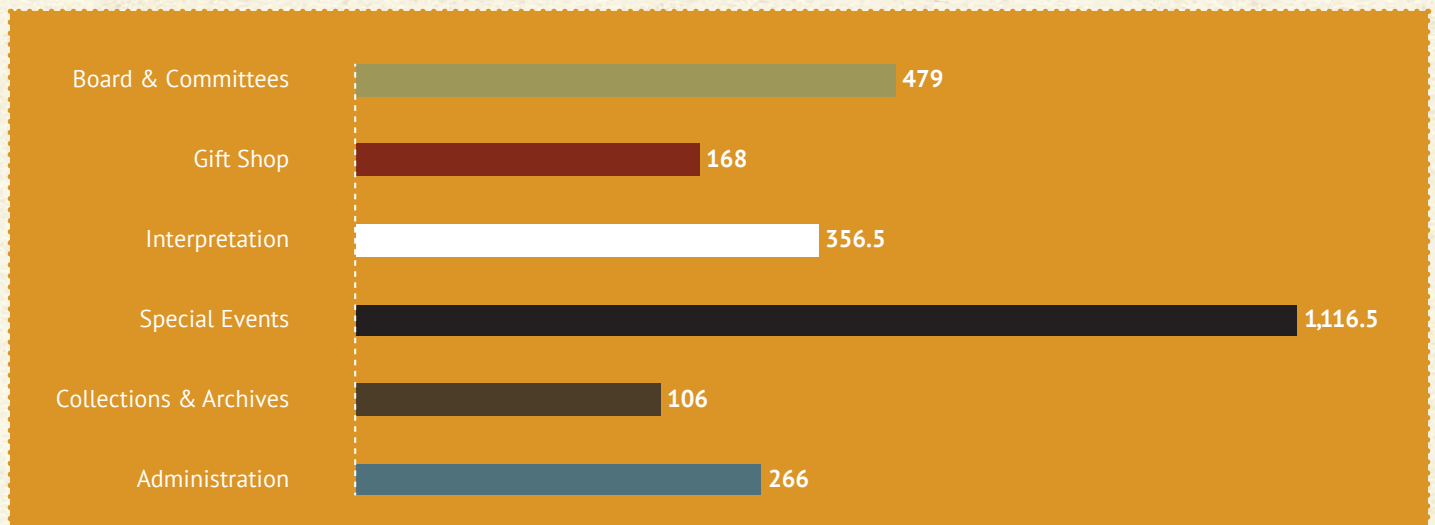


LEFT TO RIGHT:
Society events such as Best Catch Sustainable Seafood Festival rely on the dedication and hard work of volunteers.

Volunteers setting up Ryoshi: Nikkei Fishermen of the BC Coast exhibit.

Every year, the Society relies on volunteers to help operate the Cannery in a number of areas.

In 2013, 90 individuals volunteered almost 2,600 hours. This generous support helps the Society succeed in all of its endeavours.



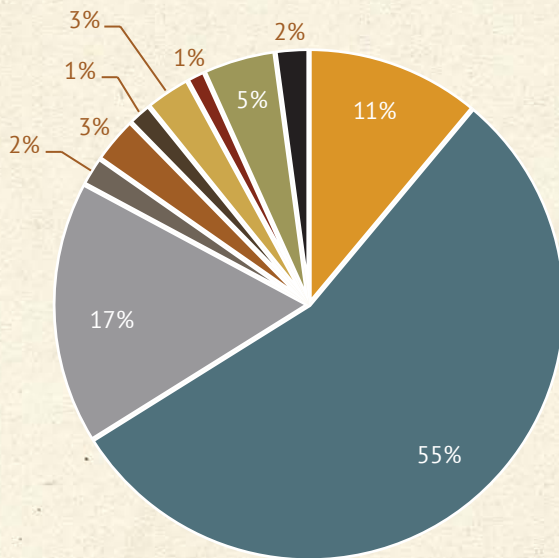


© Parks Canada

FUNDING

The Gulf of Georgia Cannery Society receives funding under contract from Parks Canada to support the site's operations.

Additional funds are generated through admissions fees, memberships, gift shop sales, site rentals, grants, sponsorships and fundraising.



2013 Revenue Sources

Entrance Fees	11%
Parks Canada Contracts	55%
Gift Shop Sales	17%
Parking	2%
Site Rentals	3%
Sponsorships	1%
Grants	3%
Donations	1%
In-Kind Donations	5%
Other	2%

2013 SUPPORTERS

The Gulf of Georgia Cannery Society gratefully acknowledges the following organizations and individuals for their generous financial and in-kind support.

GRANTORS

Service Canada - Summer Student Grants
(\$11,280)

BC Gaming Commission - Community Gaming Grants
(\$10,000)

Tides Canada Foundation - BC Community Based Marine Conservation Fund
(\$2,500)

VanCity Credit Union - Community Project Grant
(\$1,500)

City of Richmond - Arts and Cultural Grants
(\$1,000)

SPONSORS

Nikkei Centre - Nikkei Fishermen Families' Legacy Challenge
(\$10,000)

Georgia Straight
(\$6,500 in-kind)

G&F Financial Group
(\$3,000)

Western Mariner Magazine
(\$2,800 in-kind)

Seismic 2000
(\$500)

Richmond Community Foundation
(\$500)

DONORS

Steveston Harbour Authority
(\$500)

Ichiro Restaurant
(\$500)

Blue Canoe Restaurant
(\$250 in-kind)

"Weight", S. Gamliel-Komar. G2014.001.081



FINANCIAL STATEMENTS



SANDERS, RUSSELL & COMPANY

PROFESSIONAL ACCOUNTANTS

1151 - 11871 Horseshoe Way, Richmond B.C. Canada V7A 5H5
Telephone: 604.270.3004 Fax: 604.270.4577
www.sanders-russell.ca

Principals:

Kenneth M. Sanders, C.A. *

John E. Russell, C.A. * (Retired)

Shuli Ben-Moshe, C.I.A., C.F.E., C.G.A. *

**Denotes Professional Corporation*

REVIEW ENGAGEMENT REPORT

To the Members of Gulf of Georgia Cannery Society

We have reviewed the statement of financial position of Gulf of Georgia Cannery Society as at December 31, 2013 and the statements of operations, changes in net assets and cash flows for the year then ended. Our review was made in accordance with Canadian generally accepted standards for review engagements and, accordingly, consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the society.

A review does not constitute an audit and, consequently, we do not express an audit opinion on these financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not, in all material respects, in accordance with Canadian accounting standards for not-for-profit organizations.

Richmond, B.C.
March 17, 2014

Sanders, Russell & Company
Professional Accountants

Disclaimer of Liability

These financial statements were compiled solely for the use of the directors, shareholders and management of Gulf of Georgia Cannery Society. We make no representations of any kind to any other person in respect of these financial statements and accept no responsibility for their use by any other person or entity.

GULF OF GEORGIA CANNERY SOCIETY

Statement of Financial Position

December 31, 2013

(Unaudited)

	2013	2012
<u>ASSETS</u>		
Current assets		
Cash and cash equivalents	\$ 270,667	\$ 310,820
Accounts receivable	140,000	140,000
Inventory	57,609	45,747
Prepaid expenses	<u>9,704</u>	<u>5,113</u>
	477,980	501,680
Capital Assets (Note 3)	<u>90,686</u>	<u>39,920</u>
	<u>\$ 568,666</u>	<u>\$ 541,600</u>
<u>LIABILITIES AND NET ASSETS</u>		
Current liabilities		
Accounts payable and accrued liabilities	\$ 9,065	\$ 9,672
Due to government agencies	10,422	5,649
Salaries payable	34,914	21,512
Deferred revenue	<u>5,000</u>	<u>-</u>
	59,401	36,833
Net Assets		
Unrestricted Net Assets	409,265	476,291
Restricted Net Assets (Note 4)	<u>100,000</u>	<u>28,476</u>
	509,265	504,767
	<u>\$ 568,666</u>	<u>\$ 541,600</u>

Approved on Behalf of the board

GULF OF GEORGIA CANNERY SOCIETY

Statement of Operations

For the year ended December 31, 2013

(Unaudited)

	2013	2012
Revenues		
Parks Canada	\$ 500,000	\$ 500,000
Gift shop sales	151,817	149,310
Entrance fees and programs	100,480	91,902
Membership, donations and fundraising	79,450	48,087
Sponsorships	13,825	3,000
B.C. Gaming Commission	10,000	12,500
Grants	16,277	28,085
Rentals - Parking and Farmer Market	47,119	53,359
Interest	5,558	3,377
	<u>924,526</u>	<u>889,620</u>
Cost of Sales		
Purchases	81,018	86,703
Wages and benefits	37,703	37,966
	<u>118,721</u>	<u>124,669</u>
Gross Profit	<u>805,805</u>	<u>764,951</u>
Expenses		
Accounting and bookkeeping	15,115	10,010
Advertising and promotion	35,676	38,736
Amortization	12,486	8,184
Exhibits and collection maintenance	15,955	20,028
Insurance	6,289	6,089
Maintenance	59,229	78,639
Office and sundry	30,899	30,526
Programs and special events	27,867	11,562
Society activities	11,090	18,619
Staff Development	18,195	6,649
Utilities	30,699	30,078
Wages and benefits	534,655	465,441
	<u>798,155</u>	<u>724,561</u>
Excess of revenues over expenses before special projects expenses	7,650	40,390
Special projects expenses (Note 5)	3,152	-
Excess of revenues over expenses	<u>\$ 4,498</u>	<u>\$ 40,390</u>

The accompanying notes are an integral part of these financial statements

GULF OF GEORGIA CANNERY SOCIETY

Statement of Changes in Net Assets

For the year ended December 31, 2013

(Unaudited)

	<u>Unrestricted Net Assets</u>	<u>Restricted Net Assets</u>	<u>Total 2013</u>	<u>Total 2012</u>
Balance, beginning of year	\$ 188,767	\$ 316,000	\$ 504,767	\$ 464,377
Excess of revenues over expenses	4,498	-	4,498	40,390
Internal transfer	<u>216,000</u>	<u>(216,000)</u>	<u>-</u>	<u>-</u>
Balance, end of year	<u>\$ 409,265</u>	<u>\$ 100,000</u>	<u>\$ 509,265</u>	<u>\$ 504,767</u>

The accompanying notes are an integral part of these financial statements

GULF OF GEORGIA CANNERY SOCIETY

Statement of Cash Flows

For the year ended December 31, 2013

(Unaudited)

	<u>2013</u>	<u>2012</u>
Operating activities		
Excess of revenues over expenses	\$ 4,498	\$ 40,390
Adjustments for		
Amortization	<u>12,486</u>	<u>8,184</u>
	16,984	48,574
Change in non-cash working capital items		
Accounts receivable	-	(101,700)
Inventory	(11,862)	(11,231)
Prepaid expenses	(4,591)	(418)
Accounts payable and accrued liabilities	(608)	2,559
Due to government agencies	4,773	(11,006)
Salaries payable	13,402	12,356
Deferred revenue	<u>5,000</u>	<u>(25,670)</u>
	23,098	(86,536)
Investing activity		
Purchase of capital assets	<u>(63,251)</u>	<u>-</u>
Decrease in cash	(40,153)	(86,536)
Cash, beginning of year	<u>310,820</u>	<u>397,356</u>
Cash, end of year	<u>\$ 270,667</u>	<u>\$ 310,820</u>

The accompanying notes are an integral part of these financial statements

GULF OF GEORGIA CANNERY SOCIETY

Notes to Financial Statements

For the year ended December 31, 2013

(Unaudited)

1. Nature of Operations

Gulf of Georgia Cannery Society works with Parks Canada to preserve and promote the history of the West Coast Fishing Industry. It does this through an operating contract with Parks Canada, whereby the Society has responsibility for public programming, visitor services, collections management, maintenance of contemporary installations, marketing, community outreach, operation of the gift shop and administration at the Gulf of Georgia Cannery National Historic Site.

The Society is incorporated under the laws of British Columbia and is a registered charity under the Income Tax Act.

2. Accounting Policies

These financial statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant policies are detailed as follows:

(a) Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the balance sheet date and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

(b) Inventory

Inventory is valued at the lower of cost and net realizable value.

(c) Capital assets

Capital assets are recorded at cost. The Society provides for amortization using the straight-line method at rates designed to amortize the cost of the capital assets over their estimated useful lives. The annual amortization rates are as follows:

Building improvements	5-10 years
Office equipment	5 years
Furniture and equipment	8 years
Computer equipment	3 years
Signs	5 years

GULF OF GEORGIA CANNERY SOCIETY

Notes to Financial Statements

For the year ended December 31, 2013

(Unaudited)

2. Accounting Policies, continued

(d) Revenue recognition

The Society follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned.

3. Capital Assets

			<u>2013</u>	<u>2012</u>
	<u>Cost</u>	<u>Accumulated amortization</u>	<u>Net</u>	<u>Net</u>
Building improvements	\$ 83,977	\$ 16,890	\$ 67,087	\$ 36,635
Office equipment	17,021	10,492	6,529	3,285
Furniture and equipment	12,418	3,043	9,375	-
Computer equipment	5,387	808	4,579	-
Signs	3,462	346	3,116	-
	<u>\$ 122,265</u>	<u>\$ 31,579</u>	<u>\$ 90,686</u>	<u>\$ 39,920</u>

4. Restricted Net Assets

The directors of the Society have designated a portion of the Society assets to be expended for certain future project costs and non-operating expenses. The estimated cost of these projects is designated as "Restricted Net Assets". A summary of the restricted net assets at the end of the year is as follows:

	<u>2013</u>
Landscape Plan	\$ 22,000
Site Survey	3,000
5 year plan	10,000
Interps room upgrade	5,000
Fundraising plan	10,000
Seafood touch screens	50,000
	<u>\$ 100,000</u>

GULF OF GEORGIA CANNERY SOCIETY

Notes to Financial Statements

For the year ended December 31, 2013

(Unaudited)

5. Special Projects Expenses

Expenses related to special projects approved by the Board of Directors for 2013 including strategic planning.

6. Financial Instruments

Fair value

The Society's financial instruments include cash and cash equivalents, accounts receivable, inventory and accounts payable and accrued liabilities. The carrying value of these instruments approximates their fair value due to their short-term maturities.

7. Economic Dependence

Gulf of Georgia Cannery Society generates the majority of its revenues from Public Works and Government Services Canada. The nature and extent of this revenue is of such the the Society is economically dependent on this source of revenue.

8. Comparative figures

The financial statements have been reclassified, where applicable, to conform to the presentation used in the current year. The changes do not affect prior year net income.



Watching the Cans
Go by

Regarder passer
les boîtes

Sealing
Emballage
Scellement

LOOKING FORWARD

Increase group admissions by 7% by refining our school programs, developing new public programs and increasing promotion to school and public group organizations.



New Strategic Objectives

In the Fall of 2013, the Society invited stakeholders from the community to participate in a vision session looking at the future of the Steveston community. From this session, board and staff participated in a strategic planning workshop and identified six strategic objectives to work toward over the next five years. These include:

- I. **Align Internally with Our Vision**
- II. **Engage Our External Stakeholders and Community**
- III. **Raise Our Profile Through Sharing Our Goals**
- IV. **Put a New Lens on Funding**
- V. **Enhance our Core Offer**
- VI. **Plan for the Future while Maintaining Current Spaces**

2014 Business Targets

These objectives are the basis for our 2014 operational plan which provides the actions through which we will achieve our business targets. These targets include:

1. **Increase general admissions by 5%** by improving public programming, increasing promotions, and expanding our multi-lingual offer.
2. **Increase group admissions by 7%** by refining our school programs, developing new public programs and increasing promotion to school and public group organizations.
3. **Increase store sales by 5%** by improving merchandising, increase store promotion and creating new Cannery brand items.
4. **Increase revenue streams** by increasing earned revenue at events, establishing a fundraising and donor recognition program, and seeking out new grant and sponsorship opportunities.
5. **Increase visibility** by increasing our web presence, attending local outreach events and participating in local print advertising.
6. **Increase volunteer participation** by growing our volunteer program and recruiting new volunteers.

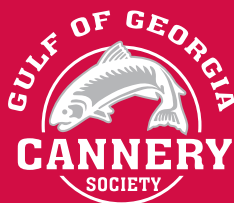


“

I visited the Cannery in December with my 2 nephews and their commercial fisherman father. We were looking for somewhere to kill time before our ferry reservation. Did we ever get lucky finding this place! The boys learned so much about the industry Dad works in, Dad was glowing with pride at this massive showcase and I got to watch! The boys are still talking about all the canning history they learned and the cool things they saw. Three hours was not enough for us to see and hear everything. We will return!

Kellie Spence, on Facebook

Hazel, Esther, and Marg in their cannery uniforms in front of cannery house No. 51 in Steveston, BC, ca. late 1940s-early 1950s. G2009.028.005



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