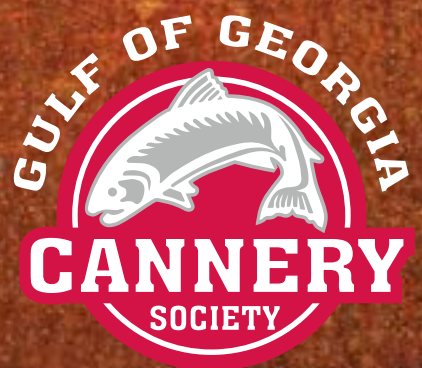
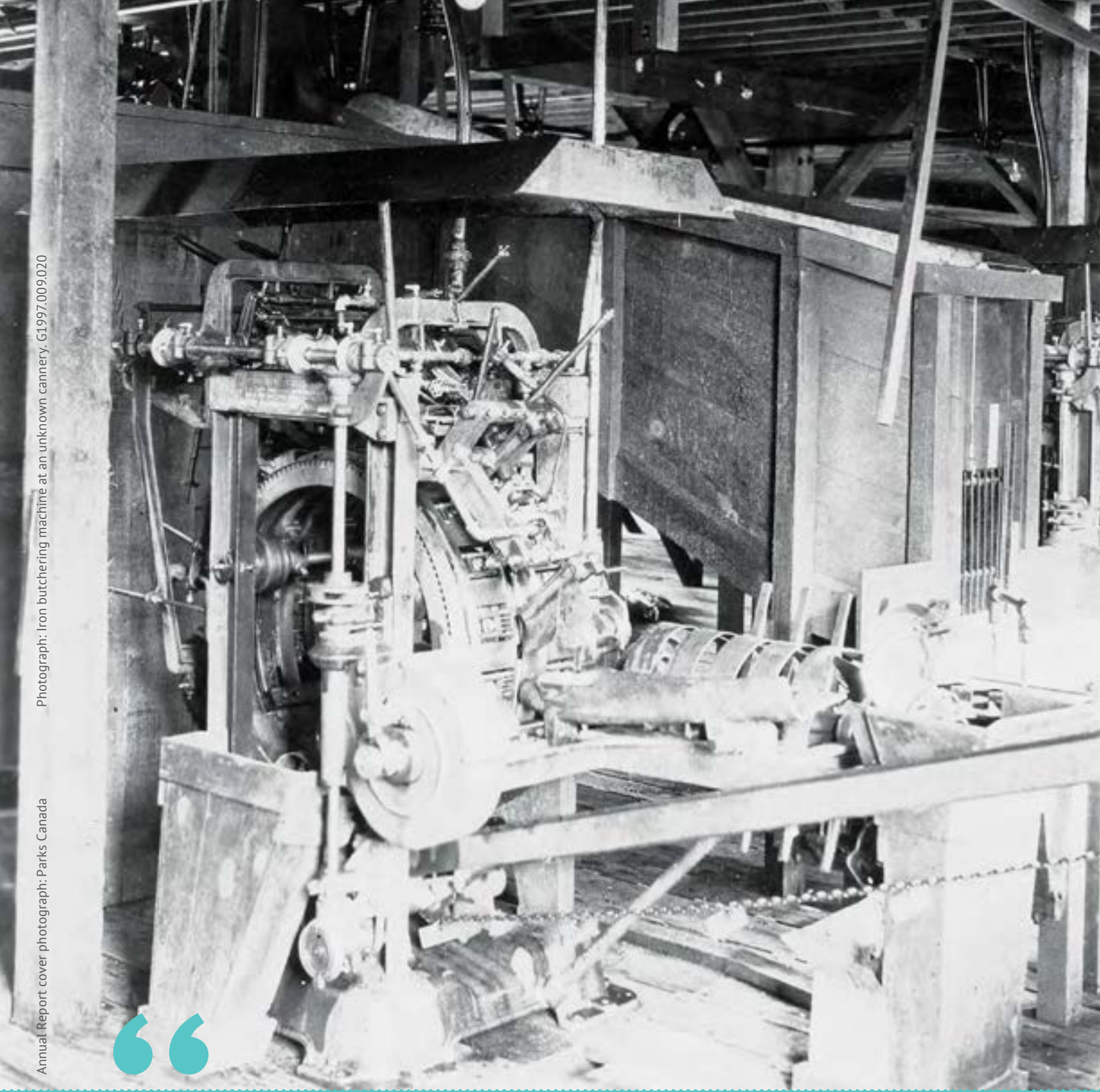




2016 ANNUAL REPORT





A wonderful collection of original equipment

The Cannery is a must see for anyone with an interest in the history of the Pacific NW/BC. As you walk through the building you cannot help but picture each workstation in action back in the day. The mix of original equipment and interactive displays caters for all ages and tells the story in a number of different ways. Make sure that you take the time to read the quotes from the

original workers....Some of them are guaranteed to bring a smile to your face. Overall - A wonderful collection of original equipment in its original location with very informative displays and activities as well as very helpful and keen staff. A great place to visit!

(Tripadvisor review, November 2016)



CHAIR'S MESSAGE

Grateful for our Success

2016 has gone by very fast with many amazing things happening that continue to make the Gulf of Georgia Cannery a beacon for heritage within the nation, the province, and the community. This success is built on the relationships and common goals of our Society and our many partners.

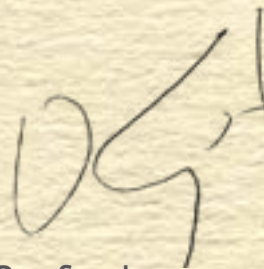
We have been blessed with a great team of Parks Canada staff giving us guidance and championing our work within the framework of Parks Canada. In particular, our collaboration has been successful in maintaining the heritage structures and other assets on our site as shown by the capital investments made in the Cannery over the past four years. The generous investments Parks Canada has made ensure the Monster Cannery is alive and well and is ready for the next hundred years. Our heartfelt thanks to the Government and the staff of Parks Canada for their support for this important landmark in our community.

Our own staff, led by Rebecca, have done an outstanding job of engaging the community on many fronts. I am proud of the staff team and the efforts by all to meet our annual goals and in delivering many exciting programs and exhibits this past year. The hard work and dedication our staff show is incredible and is something our Society and the Steveston community can be proud of.

To our dedicated and caring Board of Directors and committee members, I thank you for the countless hours spent in service of the Cannery. It is an honour to work together with you to move the Cannery forward. Your ideas and energy help make our Society sustainable and relevant.

To the ever-growing volunteer core who make the Cannery what it is today – thank you! Your contributions make the Cannery what it is today and ensure we have a bright future ahead of us. Our success is built on your commitment.

It is by working together that we create success for this important national landmark, we call the Cannery. I look forward to listening to your ideas and sharing our successes as we embark on a new year to celebrate the 150th anniversary of Canada's confederation.



Dave Semple
Chair, Gulf of Georgia Cannery Society

ABOUT US

In 2016, the Society had over 250 active individual and corporate members.

Established in 1986, the Gulf of Georgia Cannery Society is an independent, non-profit society and registered charity whose mission is to preserve the history of Canada's West Coast fishing industry and to promote it in an engaging and relevant way. Working in partnership with Parks Canada, the Society is responsible for the operation of the Gulf of Georgia

Cannery National Historic Site. In addition to operating the National Historic Site, the Society endeavours to interpret the history of the West Coast fishing industry through exhibitions, educational programming, special events and other activities.

BOARD OF DIRECTORS ELECTED APRIL 2016

Chair	Dave Semple
First Vice-Chair	Kit Grauer
Second Vice-Chair	Ken Flores
Treasurer	Jim Kojima
Secretary	Ryan Garnett
Past Chair	Ralph Turner

Directors

Eileen Carefoot

Everett Pierce

Jon Spalding

Geoff Matheson

Elizabeth Batista

Paul Schaap

Peter Liu

Mindy Phipps

Ex Officio

Melissa Banovich, *Parks Canada*

Councillor Carol Day, *City of Richmond*

THE GULF OF GEORGIA CANNERY NATIONAL HISTORIC SITE

Constructed in 1894, the Gulf of Georgia Cannery was one of fifteen canneries 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 designated 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, fish and fishing methods used on the West Coast, and a flexible feature exhibit space.



“
A visit to this museum is a very educational and interesting adventure

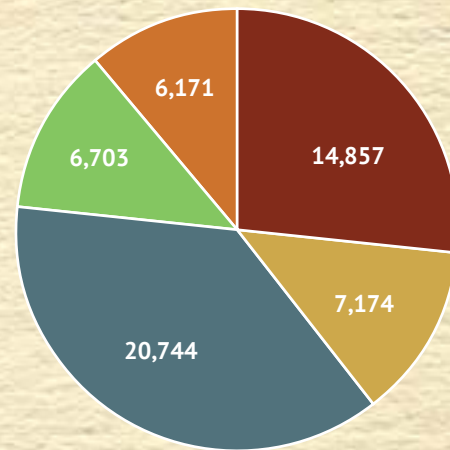
I try to visit the Gulf of Georgia Cannery once yearly to remind me of the days that I used to spend my summers working at Imperial Cannery on the foot of Gore Avenue (Vancouver) to earn funding for my tuition. A visit to this museum is a very educational and interesting adventure.

(Tripadvisor review, November 2016)

Photograph: Fishermen working on a table seiner, ca. 1942. G2005.050.003, Paulik Collection.

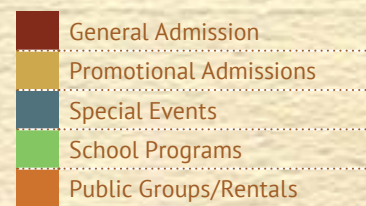
2016 VISITATION

2016 maintained a strong visitation of over 55,000 individuals. 91% of comment card respondents ranked their visitor experience as 8/10 or higher and 94% of Tripadvisor respondents ranked the site as excellent or very good.



2016 Visitor Attendance

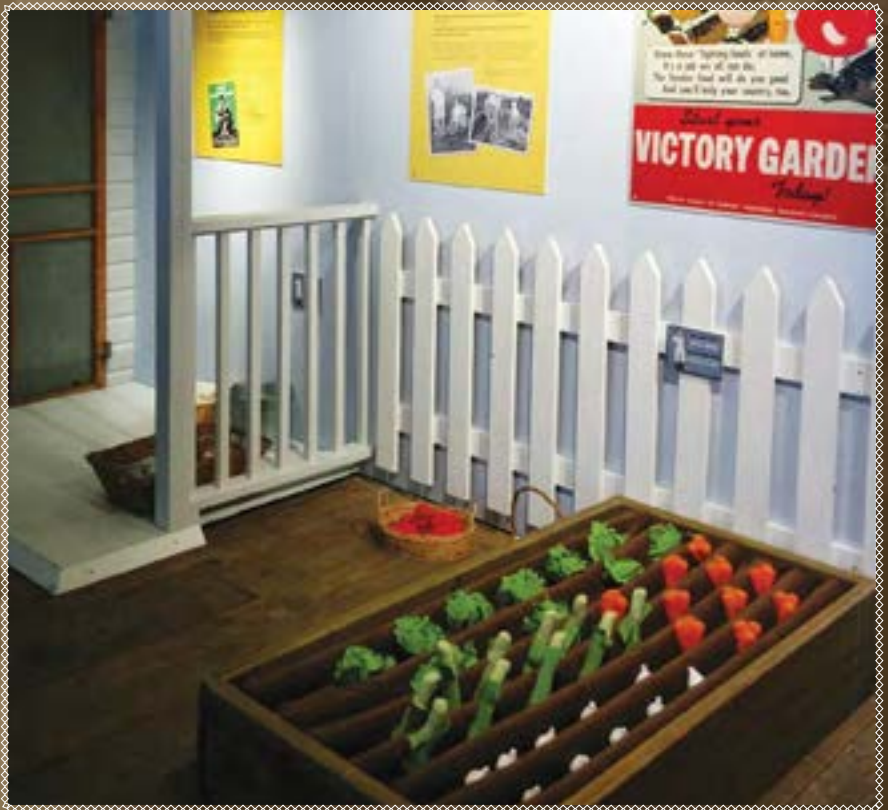
Total: 55,649



2016 SOCIETY ACTIVITIES



Left photograph: 2016-17 feature exhibit *Women on the Homefront*.



Right photograph: "Victory Garden" activity in the *Women on the Homefront* exhibit.

Women on the Homefront: Women's Contributions during WWII – April 2016 to April 2017

With thousands of Canadian men overseas, it was the women of Canada who harvested the crops, kept factories running, looked after the children, and raised money for the war. Using newspaper articles, propaganda posters, and magazine advertisements, *Women on the Homefront* examined women's roles at the Gulf of Georgia Cannery and the creative ways women saved resources for the war effort inside their homes.

This multi-generational exhibit allowed visitors to experience the past by putting on a uniform and joining the workforce, exploring rationing recipes, knitting, recycling, or planting a row in our fabric "victory garden". These activities were designed to prompt discussions about personal experiences and connect visitors to the skills women used to contribute to the war effort, many of which are still relevant.

In conjunction with the exhibit, the Society offered a variety of "Life Hacks" drop-in programs teaching visitors to can, use Morse Code, upcycle, and garden. Working with groups like the Richmond Amateur Radio club and local knitters, these programs encouraged visitors of all ages to learn the skills that helped women on the home front survive during wartime rationing.

The Society gratefully acknowledges the support of the Province of British Columbia and Parks Canada in the creation of this exhibit.

2016 SOCIETY ACTIVITIES

Growing and Planning

In many ways 2016 was a rebuilding year for the Society. In the Spring, we hired a new Programs Coordinator, Wilf Lim who, for the first time, will offer full-time support for our education programs. With his teaching background, Wilf has a wealth of experience to help us take our programs to new heights.

Following Wilf's arrival, Carina Harris was brought on board as our new Event and Volunteer Coordinator. Carina's experience at the Museum of Anthropology and in working with youth has brought new enthusiasm and creativity to our events calendar and volunteer program.

In the Fall, our Audience Engagement Manager, Shannon King, led a stakeholder session to help us re-envision our Interpretive Plan to include the many ways we interact with our communities. This session led to the creation of a brilliant Audience Engagement Plan that will guide virtually every aspect of our work in the upcoming years.

With these talented new staff on board and a solid plan to direct our work, we have a full team and a strong direction to support our many important audience engagement activities.

Awards

In the Fall, the Gulf of Georgia Cannery Society was honoured by the Steveston Historical Society with its Heritage Recognition Award. These awards were given on the occasion of the 40th Anniversary of the Steveston Historical Society and recognized a number of local organizations who have done exceptional work to preserve the heritage of Steveston over the years.



Photograph: Board member Elizabeth Batista accepting the Steveston Historical Society award on behalf of the Society.

Photograph below: Local knitting and spinners groups volunteered to host a "Knit-in" at the Cannery as part of the Life Hacks of the 1940's programming.



Photograph below right: Events Coordinator Carina Harris (left) and Programs Coordinator Wilf Lim (right) enjoying our Parks Canada Red Chairs.



FACILITY

In 2016, Parks Canada continued work to rehabilitate the Cannery buildings and associated objects. The focus this year was the numerous metal objects associated with the building, including our well known Stinkeroo and other large items at the front of our site such as the oil tanks and ice machine. Over the years, the local climate took its toll on these objects causing rust and corrosion. The rehabilitation included sand blasting to remove the rust, repainting, welding in new pieces to repair rusted sections and stabilization work such as guy wires, footings and support beams.

The highlight of the work was the reassembly of the ice machine in a new location at the northeast corner of our property on Chatham St. In this location, the ice machine will be a focal point for our site, encouraging curiosity about the fishing industry and allowing additional public interpretation.

Photograph: The Triumph Ice Machine being installed in its new location at the north-east corner of the Cannery parking lot along Chatham St.

We are grateful for all the support of Parks Canada and the hard-working crews that put in many cold and muddy hours to help save our important history. With this work complete, these pieces will be preserved for many more years to come.



Photograph below: MP Jonathan Wilkinson speaking at the media announcement for Federal Infrastructure Initiative funding for Parks Canada BC Coastal Field Unit sites.





Photograph above: Oral History project interviewee Bill Hannay with volunteer interviewer Eileen Carefoot.



Photograph to the right: Oral History Project volunteer interviewer Cathy Lin with interviewee Jim Kojima.

COLLECTIONS & ARCHIVES

Rationalizing the Collection

The Gulf of Georgia Cannery site is home to two collections belonging to Parks Canada and the 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.

Work in 2016 continued to focus on rationalizing the collection by inventorying, photographing and researching each artifact. This project has been a valuable learning experience for our summer students who, under the careful supervision of the Collections Manager, Heidi Rampfl, have made great strides in putting our collection in order over the past four years. At the end of the year, 100% of the Parks Canada collection and 80% of the Society collection were complete.

This year also began the next step in rationalization. Heidi worked with Parks Canada staff to evaluate the condition and relevance of the artifacts in the Parks Canada collection. Upon completion, this work will provide the basis for creating a Collecting Plan to guide future acquisitions of the Society.

Collecting Oral Histories

A highlight for our collections work in 2016, was the oral history project. Supported by funding from the New Horizons for Seniors program, the Society renewed its efforts to save the personal stories of Canada's West Coast fishing industry. After a break of many years, the Society began actively collecting oral histories from people who were involved in fishing in BC.

To accomplish this, the Society recruited and trained a team of volunteer interviewers to speak to seniors who fished commercially, worked in a cannery, or otherwise played a role in the fishing industry. These interviews were digitally recorded and will be available to the public through a new online database in spring of 2017.

This project goes to the heart of the Society's mission and was driven by our own members and volunteers who saw the need to save the important stories of the men and women who spent years of their life working in the industry. Our intention is that 2016 is only the start of what will become a regular part of our collecting going forward.

A highlight for our collections work in 2016, was the oral history project. Supported by funding from the New Horizons for Seniors program, the Society renewed its efforts to save the personal stories of Canada's West Coast fishing industry.

EVENTS

Cannery Led Events

2016 continued the traditions of many of our popular seasonal events such as the Easter Scavenger Hunt, Canada Day, and Halloween's *The Case of the Haunted Cannery* production which catered to a family audience with new ways for the young and old to experience the site and its history. Doors Open Richmond and Culture Days gave history enthusiasts an opportunity to see behind the scenes with our "Under the Rafters" tour and "White Glove" collections tour. Music at the Cannery and the Cannery Farmers' Market appealed to locals who come time and again to hear a variety of musical acts or purchase new locally made products from market vendors.

Partner Led Events

In addition to the various special events developed by Society staff, the Cannery hosted a number of interesting partner events in 2016. These include:

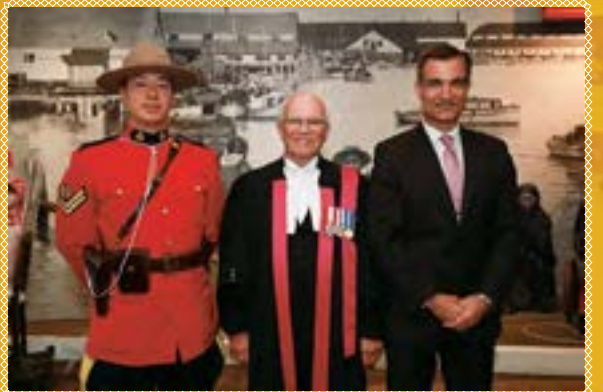
- The 100th Episode Party for the TV show *Once Upon a Time*
- A celebration of Aboriginal Day with Pathways Aboriginal Society
- The fashion show *From Rationing to Ravishing* with fashion historian Ivan Sayers

Photograph: Ivan Sayers' fashion show *From Rationing to Ravishing*.



Photograph above: ABC TV's red carpet set up for *Once Upon A Time's* 100th Episode celebration.

Photograph below: Citizenship ceremony held at the Cannery on Oct. 14, 2016 (Credit: Institute for Canadian Citizenship, Kevin Hill).



2016 EVENT ATTENDANCE

Once Upon a Time 100th Episode Celebration	325	Culture Days	42
Easter Scavenger Hunt	1,245	Cannery Farmers' Market	14,720
Doors Open Richmond	76	Citizenship Ceremony	70
Aboriginal Day	153	Paranormal Presentation	25
Canada Day	4,707	Halloween	263
Music at the Cannery	609	Fisher Poets readings	30
From Rationing to Ravishing Fashion Show	107	Santa Day	180
Talk Like a Pirate Weekend	357		

Photograph this page: Shady Isle Pirates entertained visitors once again during Talk Like a Pirate Day.

- A weekend of pirate activities for Talk Like a Pirate Day with Shady Isle Pirates
- A Citizenship Ceremony with Immigration, Refugees and Citizenship Canada and the Institute for Canadian Citizenship
- A paranormal investigation and presentation with the Northern Paranormal Investigators
- Poetry readings by fishermen organized by the Fisher Poets group
- Santa Day and Festival of Trees with the Steveston Merchants Association

Working with these organizations allows us to offer unique performances and experiences which are otherwise outside our expertise and to provide exciting engagement opportunities for a variety of different audiences.



In total, these events brought over 20,700 visitors to our site and accounted for over 37% of our total visitation. More importantly, they gave us an opportunity to share our story in new and different ways, and for visitors to learn about and experience our site.

OUR VOLUNTEERS

In 2016, we continued to build on the past success of our volunteer program. We recruited over 30 new volunteers to support the delivery of our programs and events and expand our collections work. The Cannery Farmers' Market continued to be an important way volunteers participate in the Cannery. Additionally, we added a number of new volunteers to our collections team, inventorying our maritime charts, researching BC's canneries and conducting oral history interviews.

2016 also saw the addition of Carina Harris as Event and Volunteer Coordinator. Carina brought a passion to her role

and under her leadership, our volunteer program is thriving. Carina continued to build on the partnership with McMath Secondary's leadership program and worked with the City of Richmond to coordinate volunteer efforts for the Canada 150 celebrations in 2017.

Volunteers allow the Society to offer more and better public engagement and help us develop our archival collection further. Working with volunteers also keeps us connected and relevant to our local Richmond community. We are grateful for the generous contributions of our volunteers and rely on their support to stay vibrant.

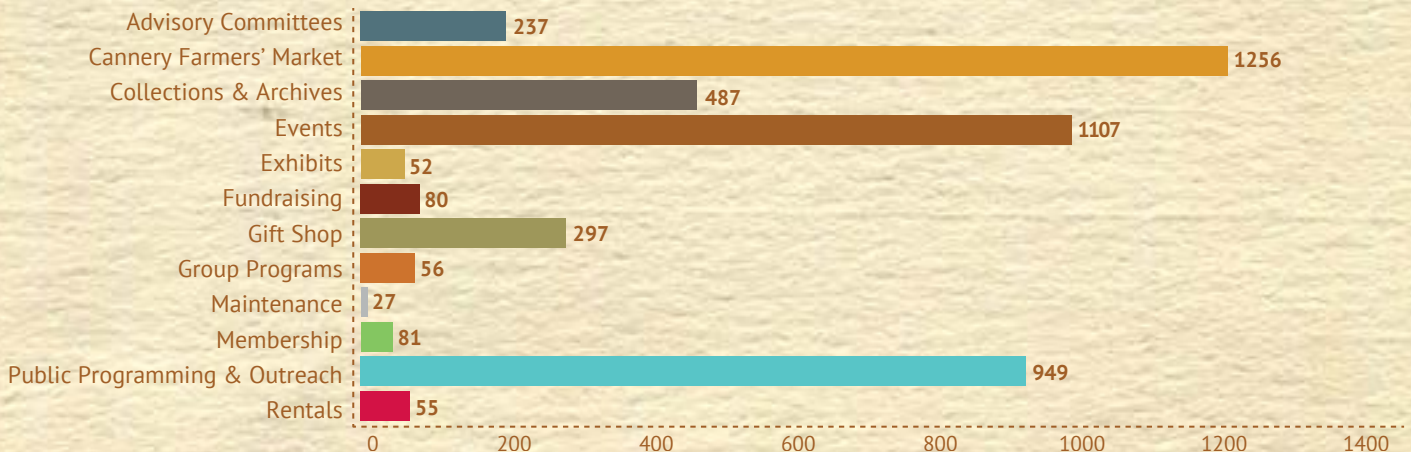
The Society's success is built on the generosity of these volunteers and we sincerely thank each of you for your support.

Photograph below: Society volunteers Eileen Carefoot, Anne Green and Edith Turner at the *Women on the Homefront* exhibit opening.



Photograph: Volunteer Ralph Turner at the Society's salmon BBQ fundraiser during the Richmond Maritime Festival.

2016 Volunteer Hours



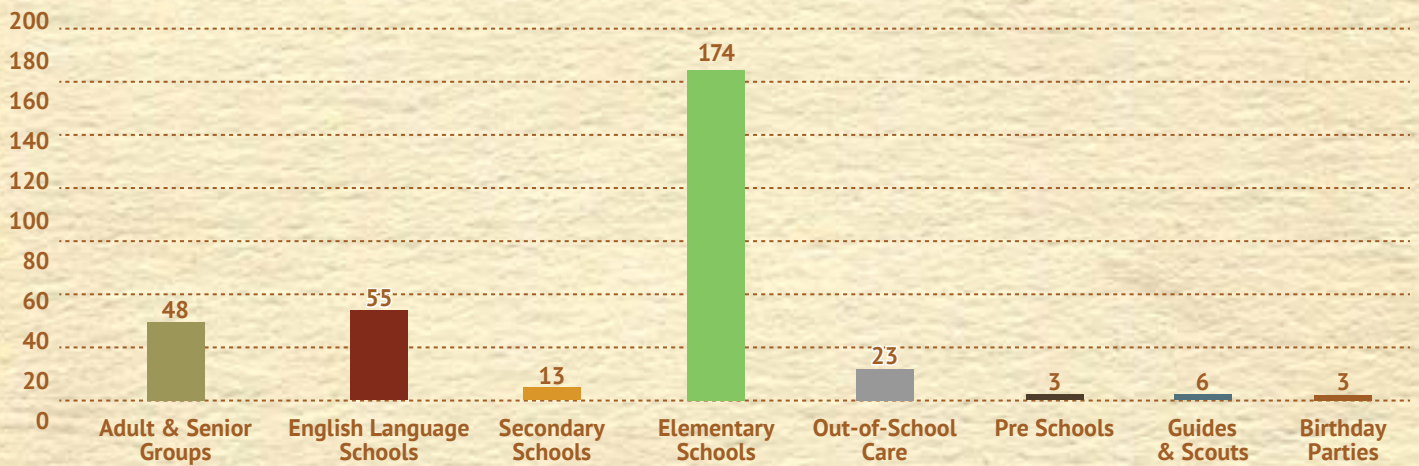
PROGRAMS

The Society offers a variety of interactive educational programs to school and public groups year-round. These programs give participants of all ages a better understanding of the many interesting and complex issues surrounding the West Coast fishing industry.

In 2016, Wilf Lim came on as the new Education Programs Coordinator. Under his leadership and working with our team

of excellent Heritage Interpreters, our group programs grew substantially. 2016 saw a new record number of programs delivered with elementary classes making up the largest percentage of groups. 2016 saw a significant increase in commercial tour groups. Now that the word is out about our year-round opening and under full-time supervision, we look forward to seeing our group programs continue to blossom.

325 Groups Booked



Photograph below: Parks Canada



“**We LOVED the role play portion of the tour**”

Learning about the racism and other issues in this way was powerful!

(Teacher comments about “Cannery Stories” school program)



“

LOVED IT!

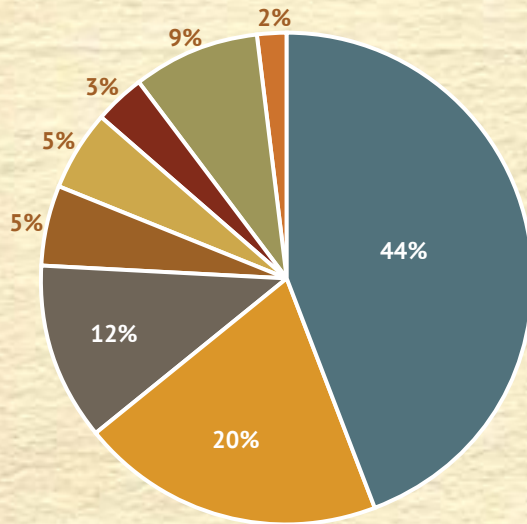
Seeing the original equipment is fascinating especially if you are interested in consumer packaged goods, production lines or just history in general. You can really get a feel for what it was like to work in those conditions so many years ago without using a time machine to go back in time! We also participated in the canned salmon tasting which was an unexpected treat.

Tripadvisor review, June 2016

Photograph: "Taking in the Parts" photo by Jessie Hebert. 2017.001.062.

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, gift shop sales, site rentals, grants, sponsorships and fundraising.



Revenue

Parks Canada Contract	\$500,000
Gift Shop Sales	\$223,052
Admission Fees	\$132,523
Membership, Fundraising & Donations (Cash & In-Kind)	\$58,445
Site Rentals & Parking	\$59,054
Special Events	\$37,378
Grants & Sponsorships	\$96,693
Other	\$18,874

Total: \$1,126,019

2016 SUPPORTERS

2016 Supporters

GRANTORS

Virtual Museum of Canada	\$57,060
New Horizons for Seniors	\$24,775
Service Canada Summer Student	\$20,543
BC Gaming Commission Community Gaming	\$15,000
Pacific Salmon Foundation	\$10,000
City of Richmond Parks, Recreation and Community Events Grant	\$500

SPONSORS

G&F Financial Credit Union	\$2,000
Steveston Harbour Authority	\$750

MEDIA SPONSORS

Western Mariner Magazine

Steveston Insider

DONORS

Sheila Dutka, Ron Hyde, Frances Woodward, Jack Dlugan, Janice Kaminsky, Jim Kojima, Frank Millerd

IN-KIND DONATIONS

Canfisco, Save-On-Foods, Ocean's Brand, Safeway, G&F Financial Credit Union, North Pacific Cannery, John Horton, Neil Bonnell, Rachel Meloche, Steveston Pizza, Steveston Seafood House, D'Original Sausage Haus, Pajos, Fairmont Vancouver YVR, Loblaw's City Market

REPORT ON 2016 GROWTH TARGETS

TARGET



Increase general admissions by 5%

ACTUAL



General admissions up 9%
(14,857 visitors)

\$\$\$\$\$\$\$+

Increase general admission revenue by 8%



General admissions up 12%
(\$92,919)



Increase group bookings by 7%



Group bookings up 21%
(325 groups)

REPORT ON 2016 GROWTH TARGETS

TARGET



Increase gift shop sales by 6%

ACTUAL



Gift shop revenue up 15%
(\$224,194)

fundraising

Increase fund development



- a \$29,706 earned – below target due to staffing changes
- b 16 grant and sponsorship requests made



Increase community engagement



- a Increased social media followers by 1983 individuals
- b Grew volunteer pool with 15 new on-going volunteers
- c Two new member targeted events were offered

LOOKING FORWARD - 2017 GROWTH TARGETS

1) Increase visitation by 20% **TARGET 66,000**



- a Free general admission
- b Increased promotion to groups
- c New oral history launch event, multicultural event and speaker series event



2) Increase group admissions by 12% **TARGET 357 GROUPS**

- a Added promotion for existing programs
- b New "Pull of the Net" program
- c New promotion to seniors groups
- d Improve return rates with existing groups thru better customer service
- e Improved salesmanship with new Coordinator to develop bookings
- f Work with school districts for programming on professional development days



3) Increase store sales by 8% **TARGET \$249,000**

- a Capitalize on visitation brought from free admission
- b Offer appealing products associated with the "Pull of the Net" exhibit
- c Provide training for staff on new merchandise



4) Increase fund development

- a Take advantage of grant and sponsorship opportunities (12 requests made)
- b Increase revenue from fundraising activities (\$8,550)
- c Develop donor database



5) Increase Society community engagement

- a 15 new regular volunteers recruited
- b Increase member engagement – 2 new member programs offered



...an important aspect of Canada's multicultural and natural resource industry...

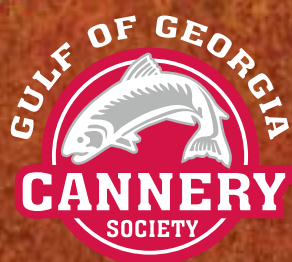
Most historical sites in Canada are forts or some other military places, but some clever people had the foresight of preserving this location for us to learn an important aspect of Canada's multicultural and natural resource industry history. I was surprised on how interesting this place was.

Tripadvisor review, August 2016

Photograph: Aerial view of the Gulf of Georgia Cannery, ca. 1950. CFC-3-11-12.



Photograph: Cannery workers on a break at Namu Cannery, ca. 1948. G2014.007.039, Moysiuk Collection.



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gulfofgeorgiacannery.org