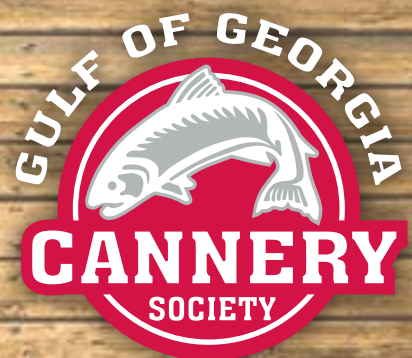


2017 Annual Report





Photograph: Great Northern 5 brailing herring in Barkley Sound
(Wally Paultik Collection G2005.050.004)

Cover photograph credit: Yamamura Family
Collection 2000.001.003.063

“

...something that everyone should see.

I have lived in the Greater Vancouver area for 75 years and I have never been inside the Cannery Museum until now. It is something that everyone should see. Wandering the expansive layout on your own time is fine, but the guided tours with costumed “cannery workers” are terrific and make this an experience that

should not be missed. Coupled with a visit to the nearby pier (and the boats where fresh fish is sold) and lunch in any one of the numerous restaurants, this can easily be an entertaining entire-day adventure for couples or families.

Tripadvisor review, North Vancouver, August 2017.

CHAIR'S MESSAGE

A Year of Celebration

2017 marked a significant moment in Canadian history as Canada celebrated the 150th anniversary of Confederation. As part of the year-long festivities, Parks Canada offered free admission to all of their sites. As a result, the Gulf of Georgia Cannery National Historic Site experienced a very successful year with record-breaking attendance and gift shop sales as visitors came from around the world.

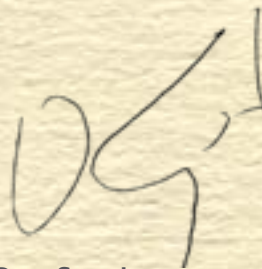
Our relationship with Parks Canada continues to grow as we work in partnership to steward this locally loved landmark. Looking toward to the future, and in the spirit of collaboration and cooperation, we have renewed our contract with Parks Canada anticipating many more years of working together to preserve and promote the history of Canada's West Coast fishing industry.

We remain committed to a locally based approach, inviting the world to Steveston and the Gulf of Georgia Cannery by building long lasting relationships with partners like the Steveston Harbour Authority, City of Richmond, Japanese Canadian Culture Centre, Steveston Community Centre, Tourism Richmond, Steveston Historical Society, Britannia Shipyards, Steveston Interurban Tram and other community organizations.

This year our staff did a remarkable job of engaging our visitors, creating informative exhibits, developing educational programs and hosting exciting events. In September, Executive Director Rebecca Clarke moved to Ottawa to start a new chapter in her life. Rebecca did an incredible job and we can't thank her enough for her dedication to the Society. Taking up the helm as Executive Director is Charlotte Murray who has stepped up without missing a beat.

Moving forward we anticipate 2018, the Canada-China Year of Tourism, to be another very successful year. We will launch several projects including a new film, virtual museum exhibit, and herring exhibit. Our winter farmers' market, programs, and special events continue to attract and delight visitors and residents alike. I invite you to join us for another exciting year at the Cannery.

Lastly, I would like to thank the staff, volunteers, Board of Board of Directors and Parks Canada staff for making the Gulf of Georgia Cannery a very special place. We are expecting a great year in 2018!



Dave Semple
Chair, Gulf of Georgia Cannery Society

ABOUT US

In 2017, the Society had over 210 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 2017

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

Geoff Matheson

Elizabeth Batista

Paul Schaap

Peter Liu

Susan Steine

Ex Officio

Melissa Banovich, *Parks Canada*

Councillor Carol Day, *City of Richmond*



The Gulf of Georgia Cannery gives you an in-depth perspective

of not only the fishing industry but the life and times of Steveston and it's cultural diversity and challenges, told through an interesting combination of actors, film and narrative... history brought alive.

Tripadvisor review, Richmond, September 2017.

THE GULF OF GEORGIA CANNERY NATIONAL HISTORIC SITE

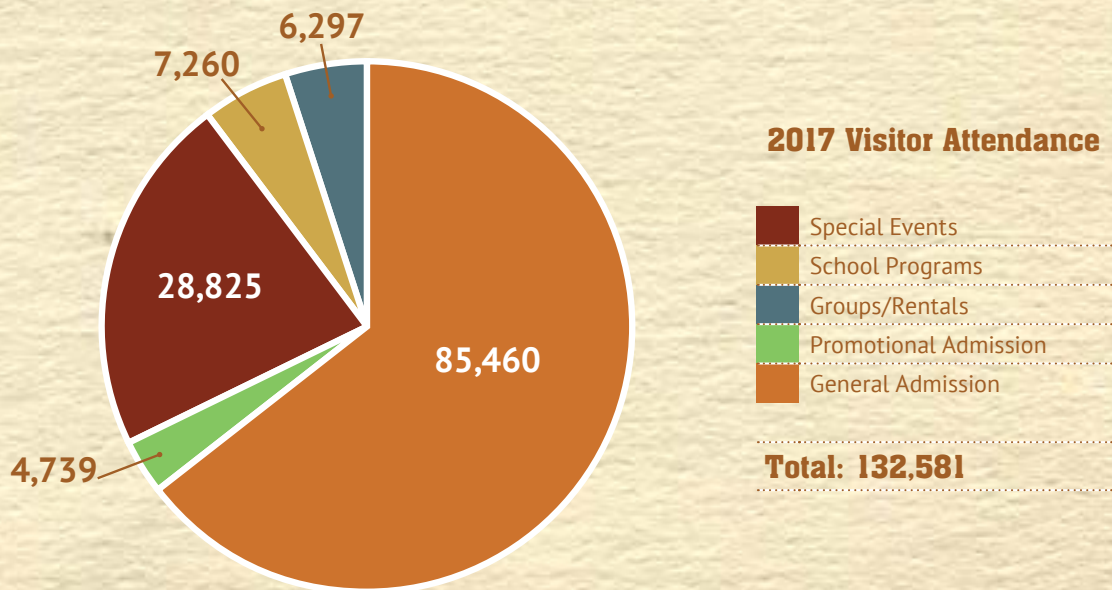
Constructed in 1894, the Gulf of Georgia Cannery was one of fifteen canneries that once lined the banks of the Fraser River in Steveston. The facility canned salmon until 1930 when it was repurposed as a net loft, fresh fish depot, and later as a herring reduction plant. After operating for 85 years, the facility was designated a national historic site in 1976 and opened to the public in 1994.

Located on the South Arm of the Fraser River, the site is a hallmark of the historic fishing village of Steveston, located in the southwest corner of Richmond BC. Permanent exhibits include a functioning salmon canning line, a herring reduction plant, and fishing methods used on the West Coast. These are complemented by a flexible feature space which, in 2017, displayed the *Pull of the Net* exhibit.

2017 VISITATION

In 2017, the Cannery offered free regular admission as part of the Canada150 celebrations as with all other Parks Canada sites. As a result, visitation surpassed previous records with over 132,000 visitors. We are very proud of the fact that even with double the visitation, feedback remained favourable:

91% of comment card respondents ranked their visitor experience as 8/10 or higher and 90% of Tripadvisor respondents ranked the site as excellent or very good.



2017 SOCIETY ACTIVITIES



Photographs this page: *The Pull of the Net: Commercial Fishing in Canada* exhibit.

The Pull of the Net: Commercial Fishing in Canada, May 2017 to Spring 2019

Canada's celebration of the 150th anniversary of Confederation laid the foundation for a remarkable year at the Cannery. Our feature exhibit, new signature multicultural event, and speakers' series programming were all inspired by the sesquicentennial. Parks Canada's offer of free admission at all sites during Canada 150 was a spectacular success.

Our main programming goal in 2017 was to celebrate the importance of commercial fishing to the Canadian identity. Our feature exhibit, *The Pull of the Net: Commercial fishing in Canada*, laid the foundation for all programming. The exhibit focused on the cod fishery on Canada's east coast and the salmon fishery on the west coast. While highlighting the history and growth of the fishing industries on both coasts, it also explored commonalities in the immigration and sustainability stories of the two fisheries.

Awards

In June, the Gulf of Georgia Cannery Society was inducted into the Fraser River Hall of Fame by the Fraser River Discovery Society, in recognition of our society's contributions to the Fraser River's culture, people,

industry and environment. The honour was marked by a fundraising dinner for the Fraser River Discovery Society, held inside the Cannery.



Few visitors to BC realize the importance of the fishing industry to BC

and Steveston in particular. Steveston still has a thriving fishing industry with a daily waterfront fish market. However, it is the Gulf of Georgia Cannery that puts everything into perspective. This is a well laid out museum and the guides are very knowledgeable.

Tripadvisor review, Kelowna, June 2017.



Top photograph: Rebecca Clarke and Society Directors (l-r) Ralph Turner, Eileen Carefoot and Geoff Matheson accepts Fraser River Hall of Fame recognition on behalf of the Gulf of Georgia Cannery Society. Bottom photograph: Rebecca Clarke and Kim Anderson at the Fraser River Hall of Fame event.



In June, the Gulf of Georgia Cannery Society was inducted into the Fraser River Hall of Fame by the Fraser River Discovery Society.

.....

FACILITY

2017 saw Parks Canada continue the Cannery rehabilitation project. The focus was to develop the hardscape elements in front of the Cannery, and the emphasis was to build on its industrial authenticity, increase safety, and create an inviting space for visitors that could also be used for outdoor events. The front plaza area was resurfaced with concrete slab and composite wood plank pavers. Landscaping included the removal of an overgrown cedar hedge and the planting of low-maintenance greenery, which has allowed visitors a better view the shoreline and an understanding of the unique position of the Cannery overlooking the river. Benches were installed to allow visitors the opportunity to sit and enjoy the area.

The Tank Deck also saw major improvements as the rotting red fence was replaced with a new metal fence in the same style as the tank deck railing. The planks were resurfaced, and a new ramp now allows access straight onto the deck. These improvements were designed to visually open up the tank deck so that it could be better used for events such as *Music at the Cannery*.

New interpretive elements were installed to highlight the space, including rail tracks leading up to the Cannery and the installation of a large net drum near the Bayview Street entrance. Interpretive panels were reinstalled giving the area an overall finished appearance.

The design has opened up the space in front of the Cannery creating an inviting plaza that has been used for many of our events such as *The Pull of the Net: A Multicultural Celebration*, Canada Day, and the Cannery Farmers' Market. The improvements have greatly enhanced the visual appeal of the site, beckoning visitors to come and experience this amazing cultural space.

Photograph: New Cannery exterior landscaping.

We thank Parks Canada for their continued support in making the Gulf of Georgia Cannery National Historic Site the extraordinary place that it is.



“

A fascinating preserved building

with a detailed history of the canning industry and related fishing of the area - well worth the entry fee and a couple of hours of your time.

Tripadvisor review, UK, September 2017.



Photographs, clock-wise: New Cannery landscaping. | New interpretive panels outside the Cannery.



EVENTS

Cannery Led Events

The Pull of the Net: A Multicultural Celebration, opened our feature exhibit with what we hope will become signature event, not just for the Society, but for the City of Richmond: a vibrant community festival celebrating the multiculturalism of the fishing industry. It was an inspiring day of cultural performances by community groups, a variety of partnered exhibits, and multicultural activities. The well-attended festival also coincided with the City of Richmond's *Ships to Shore King of the Sea* festival, which was highlighted by a visit by the Japanese tall ship *Kaiwo Maru*.

The Pull of the Net Speakers Series with Richmond 150 grant support was presented over four events to delve deeper

into fishing stories: Aboriginal salmon origin stories, multiculturalism in the industry, the history of Canfisco, and the *Rivers End Fisher Poets* gathering.

In addition to our annual participation in community events including Doors Open Richmond and Culture Days, the Society continued to offer our winter Cannery Farmers' Market on selected Sundays from October to April. The summertime *Music at the Cannery* saw a change in operations – after a ten-year partnership with the Beatmerchant retail store in Steveston, we flew solo in producing the concert series, which we are very excited to continue.

Photographs left to right: National Aboriginal Day celebration. | Canada Day parade. | Shady Isle Pirates at the Pirates at the Cannery event. Lion dance at the *Pull of the Net* multicultural celebration.



2017 EVENT ATTENDANCE

Easter Scavenger Hunt	2,747	Music at the Cannery	958
<i>Pull of the Net</i> Multicultural Festival & Exhibit Opening	2,211	Pirates at the Cannery	2,419
<i>Pull of the Net</i> Speakers Series (including <i>Fisher Poets</i>)	141	Culture Days	36
Oral History Project Celebration	75	Cannery Farmers' Market	14,988
Doors Open Richmond	56	Halloween	840
National Aboriginal Day	350		
Canada Day	5,300		

Photograph: *Music at the Cannery*.

Partner Led Events

The following events led by our community partners have become repeat annual events at the Cannery:

- *Rivers End Fisher Poets*, a wonderful partnership with local fisherman Wilfred Wilson. An intimate afternoon with poets and speakers inspired by the commercial fishing industry.
- A celebration marking National Aboriginal Day, continuing our partnership with Richmond's Pathways Aboriginal Society.
- The always fun Pirates at the Cannery with Steveston's own Shady Isle Pirates, coinciding with *Talk Like a Pirate Day*.



In total, these events brought over 30,121 visitors to our site and accounted for almost a quarter of our total visitation. More importantly, they allowed us the opportunity to reach a wider range of audience to discover and learn more about the site and its history.

COLLECTIONS & ARCHIVES



Photographs: Oral History Project celebration event.
Screenshot of the Society's new Oral History Project database.

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 Canada's West Coast fishing industry.

In 2017, the Society continued to work on collecting the personal stories of the West Coast fishing industry through our revitalized Oral History Program. In March 2017, we celebrated the achievements of this program to date by hosting a celebration event for all our program participants, volunteer interviewers, and Society members. It was at this

event that our new database, which provides public access to these stories by making them available online, was launched.

In the future, this database will be a valuable tool for managing and providing access to not only our oral history collection, but for our other collections as well. In summer of 2018 for example, we will be adding our historic photograph collection to the database. This will help to further the Society's vision to be the place to showcase the past, present, and future of Canada's West Coast fishing industry.

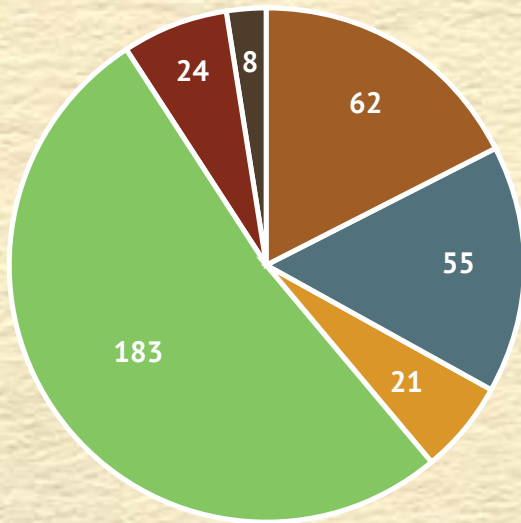
PROGRAMS

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.

With 353 bookings, we saw an increase of 8% in group bookings, including a notable number of new immigrants and seniors groups, who contacted us with newfound interest due to the Canada150 anniversary year. Our most popular school bookings were for our *Cannery Stories* and *Salmon People* program.

In 2017, a new inquiry-based school program for grades 6 to 9 was developed, focussing on the impacts of the 1913 Hells Gate landslide on Fraser River sockeye salmon. The *Save Our Salmon* program has been tested with students from local Richmond schools including McMath, Diefenbaker and Hugh Boyd.

We have expanded our presence with the education community at large, having hosted the Surrey Teachers Association for Pro-D workshops, resulting in an increase of bookings from this school district. We have also hosted Richmond School District Pro-D, attended the BC Social Studies Teachers' Association Pro-D day conference, and the BC Schools Field Trip Fair.



Program Booking Group Types

- Elementary Schools 183
- Adult & Senior Groups 62
- English Language Schools 55
- Out-of-School Care 24
- Secondary Schools 21

Total: 353

Photograph: Parks Canada



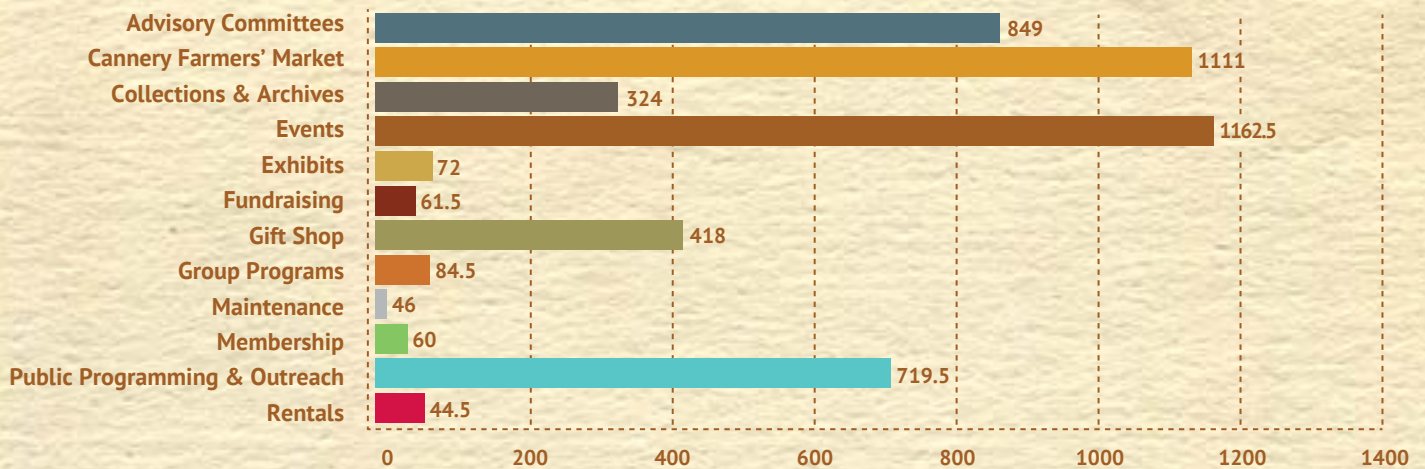
VOLUNTEERS

The Society is fortunate to have a dedicated group of volunteers who appreciate the value of preserving and promoting local, regional and national heritage and culture. In 2017, under the leadership of Events & Volunteer Coordinator Carina Harris, our volunteer program once again exceeded our expectations providing over 4,900 hours of volunteer time and service. As a show of appreciation, our 1st Annual Volunteer Appreciation BBQ took place in May – a tradition that we are planning to continue for years to come.

This year saw the continuation of our Youth Leadership Volunteer program, as six enthusiastic young people committed their time and energy to events such as the Cannery Farmers' Market and Christmas at the Cannery. The program has allowed our youth volunteers to connect and give back to their community while developing marketable skills for the future.

2017 saw our volunteers devote themselves to a variety of tasks and services. It is through their hard work and dedication that we are able to fulfill our mandate and we are extremely grateful for their sincere commitment to the Society. We continue to build and strengthen the diversity of our team of long-term volunteers and encourage civically minded individuals to get involved.

2017 Volunteer Hours



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



Photograph: Volunteer Ray Chin at the Pink Salmon Festival outreach event.



Photograph above: Volunteer Jane Schmidt at the Pink Salmon Festival outreach event.

Photograph below: The Cannery's salmon mascot (volunteer Rachel Meloche) at the Canada Day festivities.

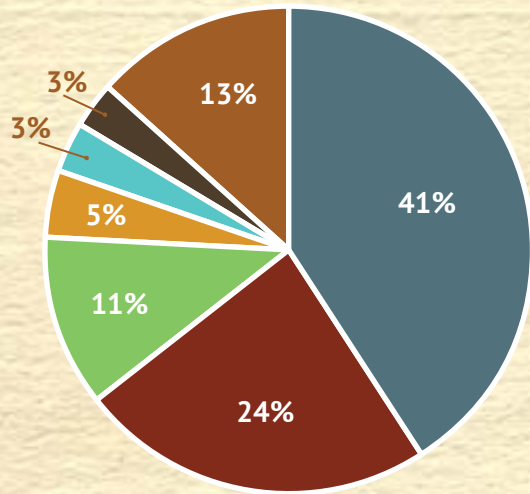


Photographs below, left to right: Society volunteers Bud Sakamoto, Jim Kojima and Everett Pierce at the Volunteer Breakfast. | Music at the Cannery volunteers with coordinator Carina Harris (l-r) Audrey Protosavage, Carina, Anne Ikeda, Anne and Tom Green. | Easter at the Cannery volunteers.



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



2017 Revenue

Parks Canada Contract	\$500,000
Gift Shop Sales	\$ 286,714
Admission Fees	\$ 139,159
Membership, Fundraising & Donations (Cash & In-Kind)	\$ 55,540
Site Rentals & Parking	\$ 41,911
Special Events	\$37,422
Grants & Sponsorships	\$ 159,415

Total: \$1,220,161

2017 SUPPORTERS

GRANTORS

Summer Students - Service Canada YCW	\$47,000
Virtual Museum of Canada	\$25,360
BCMA/Canada 150	\$56,250
Inter-Action	\$7,000
BC Multicultural Event	\$5,000
BC Gaming Commission Community Gaming	\$15,000
Richmond Community Foundation	\$4,990
Pacific Salmon Foundation	\$1,500
City of Richmond Parks, Recreation and Community Events Grant	\$750

SPONSORS

G&F Financial Credit Union	\$7,918
Steveston Harbour Authority	\$1,000

MEDIA SPONSORS

Steveston Insider
Tourism Richmond
Richmond Sentinel

DONORS

G&F Financial Credit Union, Pacific Rim Montessori Academy, Harpdog Brown, Jack Dlugan, Sheila Dutka, Ron Hyde, Robert Johnson, Nettie Klimec, Jim Kojima, Ronald Stunden

IN-KIND DONATIONS

Canfisco, Fairmont Vancouver Airport, G&F Financial Credit Union, North Pacific Cannery, Ocean's Brand, River Rock Casino, Royal BC Museum, Steveston Harbour Authority, Vancouver Whale Watch, Angela's Naturals, ARC Restaurant, Blue Canoe Waterfront Restaurant, The Candy Shoppe, Catch Kitchen & Bar, Juniper Salon, Loblaws City Market, Gordon Kibble, Kisamos, Lulu Island Winery, Pajos, Pieces, Safeway, Save-On-Foods, Shoppers Drug Mart

REPORT ON 2017 GROWTH TARGETS

TARGET



Increase visitation
by 20%

ACTUAL



(132,581 visitors)

Total admissions up 138%



Increase group
bookings by 12%



(353 groups)

Group bookings up 9%



Increase gift shop
sales by 8%



(\$286,713)

Gift shop revenue up 28%



Increase fund
development

(a) **\$7,667** earned – below target due to staffing changes.

(b) **18** grant and sponsorship requests made.



Increase community
development

(a) Grew volunteer pool with 35 new on-going volunteers

(b) Created new format for exhibit opening that focused more on community involvement and attendance. Members were offered an exclusive guided tour of the exhibit. Speakers' Series was also developed with the members' interests in mind.

LOOKING FORWARD: 2018 GROWTH TARGETS

As 2017 was an unusual year due to free admission - offered at all Parks Canada sites for Canada150 - which produced record-breaking attendance and gift shop sales, some of the following increases align with 2016 targets.

1

Maintain admission **TARGET 56,000**



- a Free youth admission starting in 2018 at all Parks Canada sites.
- b Increased promotion to groups.
- c Promote new film, virtual museum exhibit, and herring exhibit.
- d Enhance special events and increase event promotion.

2

Increase group admissions by 2% **TARGET 360 GROUPS**



- a Added promotion for existing programs.
- b Programs for seniors' and ESL groups.
- c Work with school districts to promote school programs.

3

Maintain store sales **TARGET \$249,000**



- a Capitalize on visitation brought from free youth admission.
- b Offer appealing products associated with the new herring exhibit.
- c Link merchandise to "Canada-China Year of Tourism."

4

Increase fund development



- a Take advantage of grant and sponsorship opportunities **(22 requests made)**.
- b Increase revenue from fundraising activities **(\$8650)**.
- c Develop donor database.

5

Increase Society community engagement



- a Increase social media followers **300**.
- b Grow volunteer team by **15**.



They are organized and very knowledgeable.

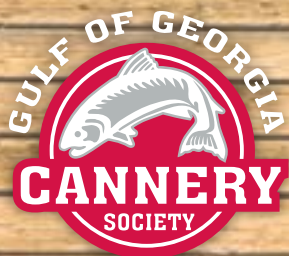
I love that even the teachers and the parents can enjoy the tour/experience. Very informative and kept the students engaged. I appreciated that they dealt with racism and discrimination in an appropriate way for their age level. Excellent! Kept the students organized and highly engaged. Great control of the group. Very knowledgeable. ...Thanks again for a wonderful day!

Teachers comments, April 2017.
Photograph: Parks Canada

Photograph: View of Scottish Canadian Cannery boardwalk (G2009.027.007).



gulfofgeorgiacannery.org



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