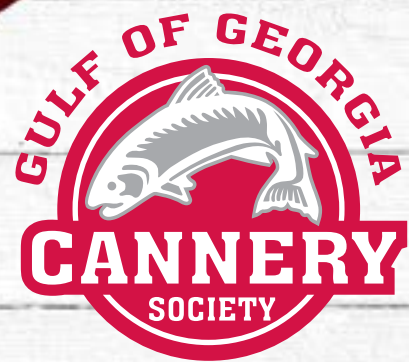


2018 Annual Report





“

...the cannery tour turned out to be one of the unexpected gems of my trip to Vancouver.

(T)he cannery tour does a brilliant job of presenting the fascinating and sometimes dark social history of this region, as well as the history of the fishing and canning industries, and how they changed over time and canning was eventually done in by technological change. Learning

about the experiences of the different immigrant and indigenous peoples who spent their lives working at this cannery was so interesting, and I'm really glad our group had this educational and fun outing to Steveston!

Tripadvisor review, Washington DC, September 2018.

Photograph this page: Two men on a fish boat, ca. late 1930s. GOGCS Archives, 1997.016.005

Cover photographs, top to bottom: Workers repairing pilings under a cannery, ca. 1950s. GOGCS Archives, 1998.001.012;

Two cannery workers sharing a laugh while working at BC Packers' Imperial Plant in Steveston. GOGCS Archives, G2004.034.004

CHAIR'S MESSAGE

A Year of Change

2018 was a year of change and discovery; visitation to the Cannery out performed our target and provided us with our best year on record (aside from 2017's 150th free admission year) with 66,000 visitors crossing our wooden planks and discovering a story unlike any other. 2018 was also the first year that Youth under 18 were free to visit any Parks Canada site. It was a joy to see so many children visiting the Cannery and the free Youth admission was well-received by families and our local community.

We have been blessed with a great partnership with Parks Canada, who continue to champion our work and tirelessly move towards a sustainable and safe site. Our collaboration has been successful in maintaining both the heritage structures and other assets on site through the capital investments made in the Cannery over the last five years. Particularly, we thank Parks Canada for the extensive renovation of the Administration Building and providing our team with an updated and modern office in which to do their important work. The continued investments Parks Canada has made ensure the Monster Cannery is alive and well and is ready for the next hundred and twenty-five years. Our heartfelt thanks to the Government and the staff of Parks Canada for their support for this important landmark in our community.

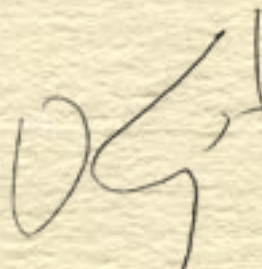
During this year of change, we found the Society in new hands under the direction of our current Executive Director, Stephanie Halapija. Our staff have done an outstanding job engaging the community, our volunteers and partners on many fronts. I am proud of the effort staff have put into maintaining and elevating the momentum of 2017, growing

our repeat visitation and bringing in new audiences through events and programs. The Cannery Farmers' Market continues to offer a unique experience to locals and tourists alike. This past year the Society continued to make a conscious effort to support Richmond organizations, like the Sharing Farm Society and Richmond Food Security Society, which provide countless benefits for our community through food security and awareness. Our feature exhibition *The Pull of the Net* and the multicultural festival of the same name continues the cultivation of our collaborative spirit.

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. To the ever-growing volunteer core who make the Cannery what it is today – thank you! Your contributions and continued support make it a better place and ensure we have a bright future ahead of us. Our success is built on your commitment. In particular, thank you to our Youth Leadership Volunteers who have brought a new energy and ideas to the Cannery.

As we move into 2019 and bring with us collaboration, the development of a new strategic plan, and a focus on reconciliation, I am excited for the positive future before us. It is by working together and boldly conquering tomorrow, that we create success for this important national landmark.

With Warm Regards,



Dave Semple
Chair, Gulf of Georgia Cannery Society

ABOUT US

In 2018, 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 2018

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 Peter Liu Paul Schaap* Elizabeth Batista Susan Stiene
Ex Officio	Melissa Banovich, <i>Parks Canada</i> Chak Au, <i>Councillor City of Richmond</i>

*Please note Paul Schaap departed from the Board of Directors in 2018 and was replaced via Board appointment by Bruce Okabe, who is the current Director serving in a two-year term.

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.

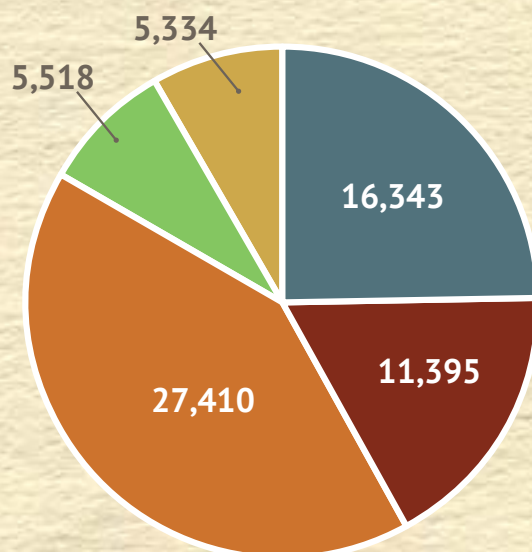
Located on the South Arm of the Fraser River, the site is a hallmark of the historic fishing village of Steveston, located in the southwest corner of Richmond BC. Permanent exhibits include a functioning salmon canning line, a herring reduction plant, and a display of fishing methods used on the West Coast. These are complemented by flexible feature spaces which, in 2018, displayed various temporary exhibitions connected to the Society's mission, including the two-year temporary exhibition *The Pull of the Net*.

2018 VISITATION

2018 saw another record year* of visits to the site at 66,000 visitors.

* Excluding 2017, during which the Cannery offered free admission for Canada150.

Feedback remained favourable, with over 91% of comment card respondents ranking their visitor experience as 8/10 or higher, and 96% of Tripadvisor respondents ranking the site as Excellent or Very Good.



2018 Visitor Attendance

- General Admission
- Promotional Admission
- School Programs
- Special Events
- Group/Rentals

Total 66,000

2018 SOCIETY ACTIVITIES



Photographs this page, left to right: Winter in the Village holiday event kiosk; Steveston Heritage Experience (photograph Tourism Richmond); Executive Director Stephanie Halapija

New Leadership

Executive Director Stephanie Halapija joined the Society in September 2018, bringing with her a wide field of museum and curatorial experience from her time with the Nisga'a Museum, Museum of Anthropology, Canadian Museum of History, and the Bill Reid Gallery.

Pacific Herring: The Fish that Feeds the Coast

In 2018, the Society installed a new exhibit about the ecological, cultural, and economic importance of Pacific herring. The semi-permanent exhibit is located at the entrance of the Herring Reduction Plant. Featuring large scale images of herring fishing, an industry timeline, and a beautiful film, the exhibit brightens up a formerly dark corner of the Cannery and entices visitors into the Herring Reduction Plant. The exhibit was created with the support

of the Hakai Herring School at Simon Fraser University, a multidisciplinary group of researchers, who are working closely with Heiltsuk communities along BC's central coast to study and record the importance of Pacific herring.

Community Partnerships

The Society began a collaboration with the City of Richmond's Steveston heritage sites (Britannia Shipyards National Historic Site, Steveston Tram and Steveston Museum) and Tourism Richmond in a number of co-operative partnerships, including the new *Steveston Heritage Experience* walking and food tasting tour, and a *Winter in the Village* promotion of the Cannery's Christmas holiday events.



Photographs this page, top to bottom, left to right: 2018 Gulf of Georgia Cannery Society Board Members; New Pacific Herring exhibit title panel; Herring exhibition

“

I'm always on the lookout for museums that tell a different story, and this one was just in line with my tastes. I learned about fish, fishing, and canning -- three things I knew next to nothing about when I arrived. The exhibits themselves were informative and interesting, and the free guided tours of the canning lines were awesome. I can't recommend this museum highly enough.

Tripadvisor review, Texas, August 2018.

COLLECTIONS & ARCHIVES

The Gulf of Georgia Cannery Society cares for over 7,500 artifacts in two collections: one belonging to Parks Canada, and the other to the Society. In addition to these objects, the Society maintains a Reference Library and an Archive of historic documents, images, sound recordings, reference books, and more. Collectively, these items tell the story of the West Coast fishing industry, and reflect the people, places, and events that were integral to this history.

In 2018, with help from the G&F Financial Group Foundation, the Society made a significant investment in the Library and Archives spaces by purchasing new, more efficient shelving for the archives and refreshing the library with new paint, flooring, and a window into the main office space. This investment has not only improved the overall storage conditions for the library and archives collections, it has also made both spaces more welcoming and accessible for people. These may be accessed by Society members and the general public by appointment with the Collections Manager.

Photographs this page, top to bottom, left to right: Collections library and archives after renewal; Women patching cans on a canning line, ca. 1940s. GOGCS Archives, CFC-3-21-7.; Workers packing "Rupert Brand" salmon at BC Packers' Imperial Plant in Steveston, ca. 1950s. GOGCS Archives, 1998.001.019.; Collections library and archives after renewal





Photographs this page, left to right: Updated Cannery Administration Building; Cannery Exterior (photograph Parks Canada, F. Mueller)



I think it is a super way to learn about our history and for newcomers to understand what life and work was like through the years... it is really great to have different levels of guided tours. Lots of attention to that kind of detail!

English as a Learned Language tour leader, June 2018

FACILITY

2018 saw Parks Canada complete the Cannery Envelop Project and a total renovation of the Cannery Administration Building (done in 2017). The Society has enjoyed watching our visitors spend time and interact in the improved spaces. The 2017 invigoration of the Tank Deck and front spaces have also greatly assisted our events, by boasting the visual appeal and total workable space available for performances and other event activities.

The renovation of the Administration Building was a welcome upgrade to our out of date offices. Our staff worked through the renovation which often meant the team was scattered around the Cannery and off-site locations. Our hard-working team appreciated the patience and support of our Members and community partners during this long and sometimes challenging renovation. If you haven't been to our offices since the renovations were completed, please drop in

and admire the new changes! Not only is the environment much brighter and modern, but the new HVAC systems keep the team far more comfortable and greatly decreased our environmental impact.

The end of 2018 also brought the beginning of the Fire Suppression Project at the Cannery, which involves a total replacement and upgrade of the fire suppression system originally installed by Parks Canada during the original site restoration work. This is a large improvement to our fire safe capabilities and will continue into 2020.

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

EVENTS



The Pull of the Net: A Multicultural Celebration

The Society hosted the second annual community celebration of the multiculturalism in the fishing industry on the first weekend in May. The event featured cultural performances, skills demonstrations, food tastings, and displays from local cultural and community organizations. It also resulted in a bright new Stream of Dreams fish mural on the exterior fence of the compound.

Salmon Science Expo

On October 6th, the Society presented a Salmon Science Expo on the Parks Canada free admission day. The expo was presented in partnership with the Pacific Salmon Commission, Fraser River Discovery Centre, BC Wildlife Federation, and Beaty Biodiversity Museum. It included several hands-on stations encouraging visitors to explore salmon-related science.

The Haunted Sea: Halloween at the Cannery

In 2018, the Society offered an exciting new event that is expected to become a community favourite – *The Haunted Sea*. The Halloween event was a multimedia and storytelling immersive experience. The Herring Reduction Plant was transformed into an undersea experience with decorations made from repurposed plastic and Styrofoam. Our volunteer 'sea monsters' animated the experience in incredible makeup provided by Blanche McDonald school.

The Society continues to offer many other successful events and public programs throughout the calendar year to encourage repeat visits from local residents and to invite new audiences to discover the Cannery. Annual events include the Cannery Farmers' Market, the incredibly popular Easter at the Cannery, Music at the Cannery series, National Indigenous Peoples' Day celebrations, Canada Day, Rivers End Fisher Poets, and the Festival of Trees.



Photographs this page, top to bottom, left to right: National Indigenous Peoples Day (Photograph: Jessie Hebert); Salmon Science Expo; Cannery Farmers' Market (photograph: Jessie Hebert)

In 2018, these activities drew 28,617 visitors to our site and accounted for over one third of total visitation.

2018 EVENT ATTENDANCE

Easter at the Cannery	1,839	Talk Like a Pirate Weekend	503
The Pull of the Net Multicultural Festival	2,235	Culture Days Behind the Scenes Tour	22
Doors Open Richmond	68	Salmon Science Expo (Free Day)	661
National Indigenous Peoples Day	350	Cannery Farmers' Market	16,682
Canada Day	4,967	Halloween	235
Music at the Cannery	1,055		

Photographs this page, clock-wise, left to right: *The Pull of the Net* Lion Dancers; The Haunted Sea tentacle toss game - Halloween at the Cannery; The Easter Salmon; Canada Day



VOLUNTEERS



We continue to build and strengthen the diversity of our team of long-term volunteers and encourage civically minded individuals to get involved.

Photographs this page, left to right: Our dedicated Society volunteers; Volunteers and staff on Canada Day **Photographs opposite page, top to bottom, left to right:** Cannery Crew on Canada Day; Salmon Science Expo activity; Volunteers on Canada Day; The Haunted Sea Halloween volunteers

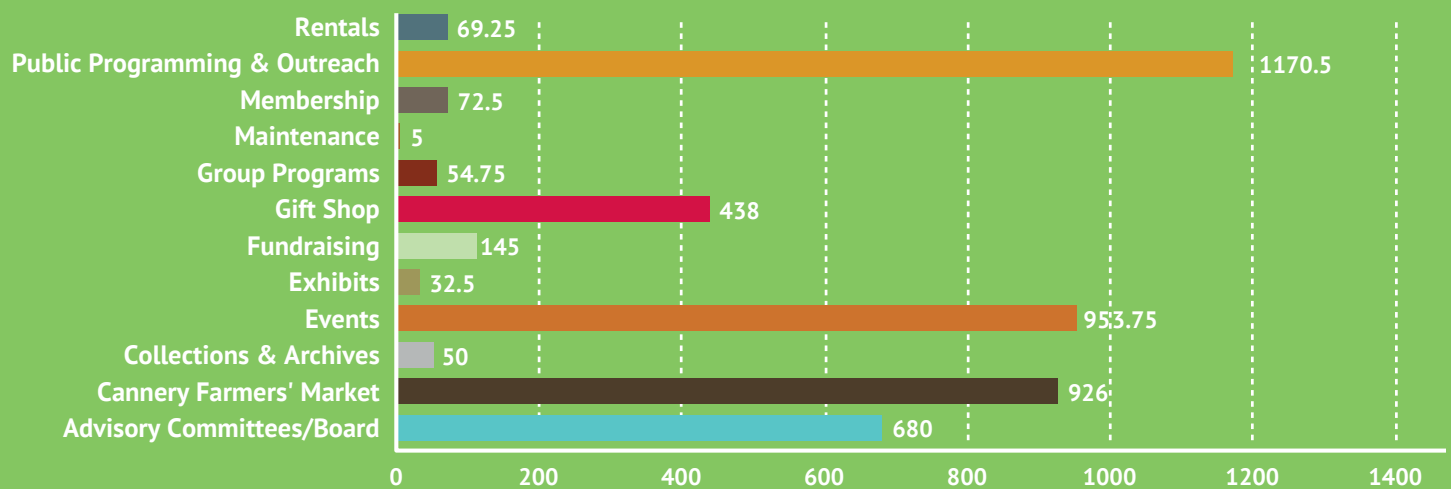
The Society is fortunate to have a dedicated group of volunteers who appreciate the value of preserving and promoting local, regional and national heritage and culture. In 2018, under the leadership of Volunteer Coordinator, Tara Miller, our volunteer program once again exceeded our expectations providing over 4,450 hours of volunteer time and service. As a continued show of appreciation our 2nd 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 enhanced the environment of the Cannery and has allowed our youth volunteers to connect and give back to their community while developing marketable skills for the future.

2018 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.



2018 Volunteer Hours





Photographs this page: Parks Canada

“

The program was modified for my grade one class, as the content in this program fit better for what we were learning than the regular primary aged program. Wilf did a fantastic job of modifying the program to make it enjoyable for my class. While it was still a lot of listening, the kids (surprisingly - to be honest) were excited about what they learned and wanted to keep talking about it and asking questions when we got back to school. It was a great result!

Salmon People program, Grade one teacher, June 2018

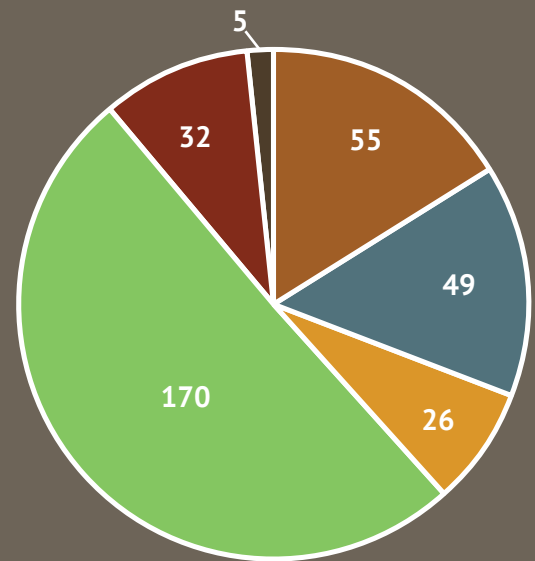
PROGRAMS

The Society offers a variety of interactive group tours throughout the year for varied audiences including schools, seniors, English language learners, and out of school care groups. These programs give participants of all ages and backgrounds a specialized learning experience at the Cannery.

337 group programs booked
at the Cannery in 2018.

44% of these programs were booked
by Elementary school groups in the Lower Mainland.

The most popular group
program remains *Cannery Stories* which was booked 60
times in 2018.



Program Booking Group Types



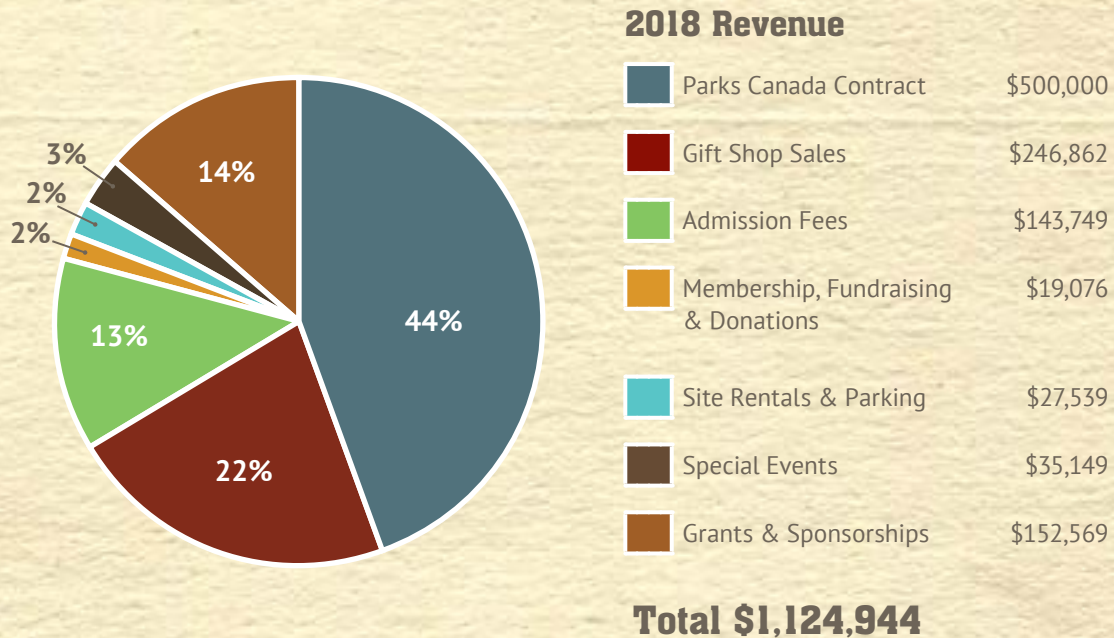
Total 337

Photographs this page, left to right: A cannery worker packs herring into oval cans at the Gulf of Georgia Cannery, October 1945. GOGCS Archives, CFC-3-5-5; Chinese cannery workers loading cans into boxes, ca. 1930s. GOGCS Archives, 1997.067.002



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.



2018 SUPPORTERS

GRANTORS

Summer Students – Canada Summer Jobs	\$11,000
Virtual Museum of Canada	\$35,316
BC Gaming Commission Community Gaming	\$15,000
British Columbia Museum Association	\$18,750
Pacific Salmon Foundation	\$3,000
City of Richmond Parks, Recreation and Community Events Grant	\$500

SPONSORS

Port of Vancouver	\$20,000
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MEDIA SPONSORS

Steveston Insider, Tourism Richmond, Richmond Sentinel

DONORS

G&F Financial Credit Union, Jim Barlow, Jack Dlugan, JTB International Ltd., Jim Kojima, Rachel Meloche, Tomoko Kakehi, Bonita Hunter, Carl Yokota

IN-KIND DONATIONS

Canfisco, Fairmont Vancouver Airport, G&F Financial Credit Union, North Pacific Cannery, Ocean's Brand, River Rock Casino, 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

REPORT ON 2018 TARGETS

TARGET



Maintain admission
target by 56,000

ACTUAL



66,000 visitors
to the Cannery



Increase group
admissions by 2%



Group bookings
down 3% (337 groups)



Maintain store
sales at \$249,000



Gift shop revenue slightly
short at \$247,000



Increase fund
development

a

\$11,087.55 earned above the
target of \$8,650.

b

15 grant and sponsorship requests made.



Increase community
engagement

a

Grew volunteer pool with **24**
new on-going volunteers.

b

Grew Social Media following to **6,930**
from 6,400 in 2018.

LOOKING FORWARD: 2019 TARGETS

1

Increase admission

TARGET 68,000



- a Increase promotion to international travel groups.
- b Promote new programs and feature exhibition: *The Label Unwrapped*.
- c Enhance special events and increase event promotion.

Increase group admissions by 1%

2

**TARGET
348 GROUPS**



- a Added promotion for existing programs and promote *Save Our Salmon* school program.
- b Programs for diverse audiences that address socio-economic barriers.
- c Work with school districts to promote school programs with outreach and enhanced marketing.

Maintain store sales

3

**TARGET
\$245,000**



- a Engage with a retail consultant to review overall effectiveness and viability of the Gift Shop.
- b Offer appealing products associated with the mission of the Society.
- c Link merchandise to events and new feature exhibition.
- d Explore the potential of Cannery centric merchandise in the Gift Shop.

4

**INCREASE FUND
DEVELOPMENT**



- a Take advantage of grant and sponsorship opportunities.
- b Increase revenue from fundraising activities by diversifying funding opportunities.
- c Develop modern and relevant fundraising practises through collaboration.

5

**INCREASE SOCIETY
COMMUNITY
ENGAGEMENT**



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



“

A must see....

Congratulations to the people who saw a future for this establishment once the cannery closed. This is a look back in time and history. Presentation is superb and display is so realistic. Staff are knowledgeable and there is a very nice gift/souvenir shop.

Tripadvisor review, Australia, September 2018.
Photograph: G2018.019.024 - K. Isomura - Process



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gulfofgeorgiacannery.org