PARKSVILLE MUSEUM

ANNUAL REPORT 2025

Vision

To be alive with stories and activities that celebrate Parksville's past and present.

Mission

Our past anchors the present, creating a sense of community. Parksville's museum tells our stories, preserves our heritage, and welcomes everyone.

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A Message from the President

TIn 2025, the museum embarked on year two of our five year strategic plan 2024-2029 – a plan that lays the track for the work we strive to accomplish by 2029.

We continue to attract an increasing number of visitors to our heritage village and tranquil outdoor courtyard. Each one of our historic buildings reveals something interesting about the people and their lives in Parksville's past - capturing the essence of what life was like over the last hundred years where they can see and feel it for themselves. Visitors can engage in simple and enjoyable activities: from the longest hop scotch in Parksville to old fashioned lawn games or make your own souvenir button. This past fall we hosted specially designed activities that complimented and coincided with celebrating Culture Days in the province and across Canada.

This year our beautifully tended gardens were further enhanced with the addition of our first Pollinator Hotel. We produced our favourite annual events - the successful summertime Music at the Museum concert series, our 7th annual Railway Day and this year's Witchyville Thrill - a family focused Hallowe'en event plus our Christmas carolling singalong in our Knox heritage church.

Our focus is to raise awareness of our museum as a lively, fascinating, must see destination and consequently have risen to #5 of the top ten things to do in Parksville on Trip Advisor.

We are discovering new ways to serve and connect to our community by improving the visitor experience. As of April this year we hired a full time manager and are now increasingly accessible to the public with extended hours of opening to the public. As well our manager will concentrate on creating revenue generating activities that will assist with our operational costs.

I would like to thank our Board of Directors for their dedication and assistance, and our many volunteers and supporters for helping make the Parksville Museum a must see destination. We couldn't have done it without you!

Nancy Martin
President – Parksville & District Historical Society

2025 Board of Directors

President	Nancy Martin
Secretary	Sydney Tomchenko
Treasurer	Ken Fanning
	Pam Foster
	Ed Mayne
	Karen Schad
	Jon Walters
	Susan Wismer

Staff & Volunteers

As a non-profit organization, the Museum relies on the support of our members and volunteers. And what an amazing group they are! This year, our volunteers contributed several hundred hours to keep the Museum moving forward. We couldn't have done it without them!

A special thanks to our gardening volunteers, who did an outstanding job of keeping our grounds looking beautiful. And a big thank-you to our Museum manager and summer student, who helped to make this season one of our best yet!

Volunteer 'Mystic Meg' – gazing into a crystal ball and predicting the future at the Witchyville Thrill event.

Looking Ahead

A key priority in our 5-year Strategic Plan is continuing to build our membership and volunteer base. There are rewarding volunteer opportunities at the Museum for everyone!

Collaborations & Supporters

We are so grateful for the support of our community, and the many individuals and organizations that help the Museum thrive!

This year, we would like to extend a special thank you to the following:

Friends of the Museum
The City of Parksville
Government of Canada
Government of British Columbia
Regional District of Nanaimo
The Parksville & District Chamber of Commerce
Kingfisher Foundation
Parksville Qualicum Community Foundation
PQB News
Parksville Fire Department
Bayside Oceanfront Resort
Choices Market
Melissa Koop
The Irrigators
Coastal Ballance Property Services
Knox United Church
Miss Dahlias Farm Stand
French Press
Island Blacksmith
Thrifty Foods
Coastal Community Credit Union
Parksville Legion
Save-On-Foods
Arrowsmith Brewing
Unleashed Heart Theatre
Steve Hawkins Videography
Bob Hughes
Ren the Handyman
Earthman Contracting

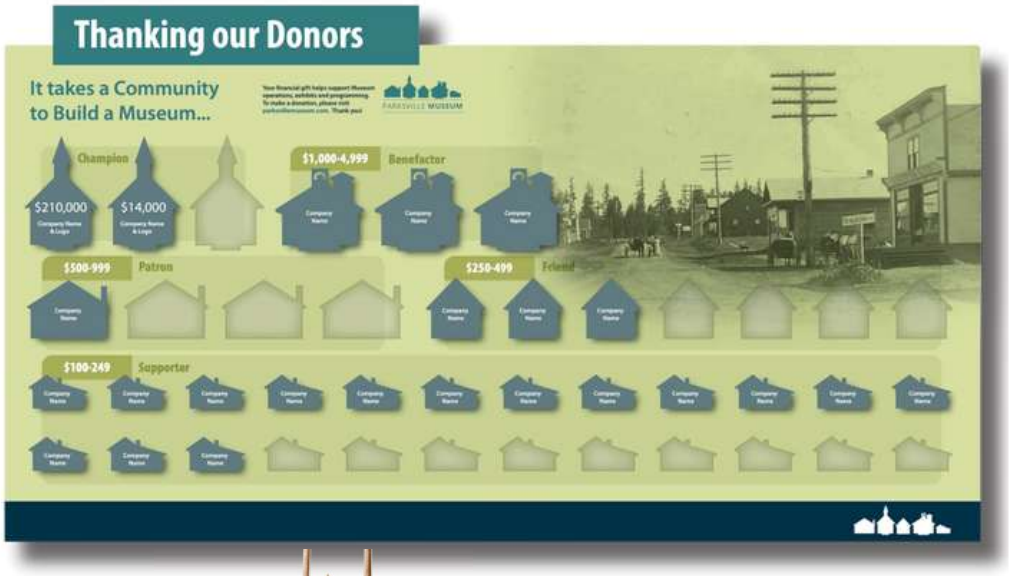
Looking Ahead

We look forward to working with our many community partners as we continue to position the Parksville Museum as one of the most engaging community museums on Vancouver Island. We're already at #5 in Trip Advisor's top ten things to do in Parksville!

Friends of the Museum Campaign

2025 marked the fourth year of our annual Friends of the Museum fundraising campaign. The generous support of our Friends helps to make the Museum a vibrant part of our community, and allows us to continue offering family-friendly events, programming and exhibits.

This year saw the launch of a fundraising campaigning for $50,000 to make some much-needed improvements to repair and restore our 115 year old Knox Heritage Church on site.



Champion *$5000 +*

Benefactor *$1000-4999*

Patron *$500-999*

Supporter *$250-499*

Friend *$100-249*

3D Heritage Church ornaments now available in our gift shop.

Looking Ahead

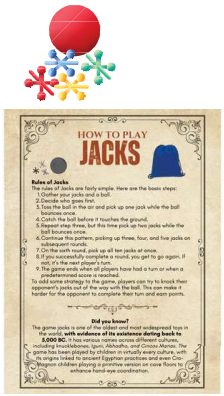
There are a few spaces left on our donor recognition board! We hope to fill those spaces when we launch our 2026 Friends of the Museum campaign next year!

Exhibition Master Plan

Our 5-year Exhibition Master Plan outlines a vision and strategy for the renewal of the Museum experience. We are confident that by continuing the path outlined in the Plan, we will become one of the most engaging community museums on Vancouver Island!

1. **Relevance**: We focus on the lives of people. We help people of today connect with people of the past.
2. **Storytelling:** We value good storytelling and use it to communicate history.
3. **Simplicity:** We tell our stories simply and clearly.
4. **Collaboration:** We welcome collaboration in the creation of exhibits.
5. **Engagement:** We look for creative ways to engage visitors, and seek their thoughts and opinions.
6. **Comfort:** We make visitors comfortable.
7. **Fun:** We hope that visitors will learn something new and have fun doing it.

'How to Write a Letter' was a very popular takeaway this summer!



Many people enjoyed a game of jacks this summer!

Looking Ahead

Enhancement of the museum visitor experience will continue in 2026. This year we designed and installed a Pollinator Hotel in our beautiful gardens. Future plans include bringing in travelling museum exhibit(s).

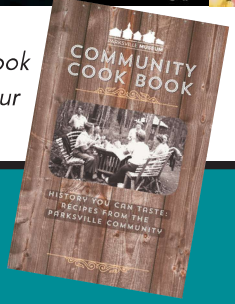
Events

The Museum has truly become a community gathering-place, where residents and tourists alike can enjoy the many events and activities on offer: scavenger hunt, nature walk, our Mosaic forest pavilion, lawn games and Parksville's longest hopscotch (over 400 hops! - with a certificate of completion!)

In July 2025 Music at the Museum returned for a sixth season, bringing the Marion Craig Courtyard to life as visitors gathered to hear some great local blues and jazz. - Harry Manx, Jim Byrnes, Brandon Isaak Trio, and Andrew Greenwood Jazz Quintet. Our concert presentations in our outdoor courtyard have greatly improved with the addition of a permanent built stage.

Early this fall we presented three concerts in the intimate and cozy atmosphere of our heritage Church – the iconic Prairie songstress and story teller Connie Kaldor and her family band, the Andrew Greenwood quartet performed an unforgettable Evening of Gershwin and lastly, Canadian Music Hall of Fame's most recent inductee - the incomparable singer and songwriter Jane Siberry.

Our ever-popular annual Railway Day event welcomed over 800 train enthusiasts, young and old alike, who were delighted with the model trains on display with opportunities to shop and swap and The Backporch Banjos providing musical entertainment.
We also held several Saturday Socials and encouraged people to bring in their family recipes to contribute to our Community Cookbook.



Community Cookbook now available in our gift shop.

In September we hosted several Culture Days activities, including Market Day at The Museum as well as the Archival Search Experience, which gave visitors the opportunity to search through some of our digital photo collection and learn a bit more about our collection.

Although these events occurred outside the fiscal year-end, we are reporting them in 2025 as the preparatory work was carried out within our fiscal year:

We again hosted a well attended family-friendly Halloween event – Witchyville Thrill.

This fall, we hosted our first-ever Heritage Gift Gallery, set up on site in the Englishman River Building for five weeks. The gallery attracted both museum visitors and shoppers with a juried selection of creations from 28 local artists and makers.

We also presented a limited run of the popular classic holiday live theatre production of Dylan Thomas' A Child's Christmas in Wales in partnership with Unleashed Heart Productions. In addition, we offered the ever-popular Caroling & Christmas Cheer event, and we will be hosting our first-ever Solstice at the Museum event on December 21, which is already receiving an enthusiastic response from the community.

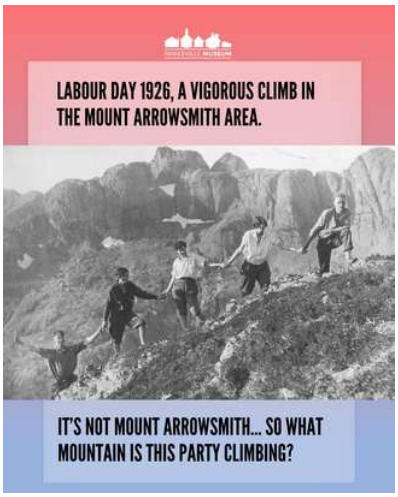
Looking Ahead

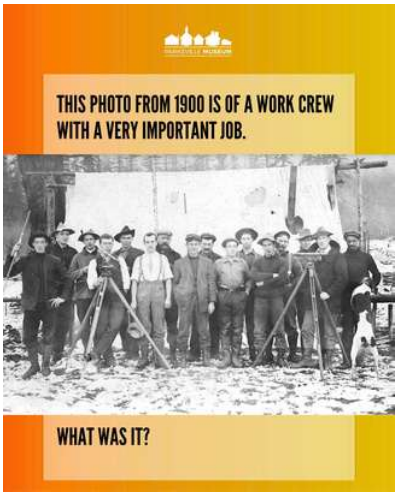
We will present our summer Music at the Museum concert series in addition to other exciting community events.

Archives

The Museum Archives are a treasure trove of information about the history of Parkville and the surrounding area, as well as the families that settled here. Our volunteer archivists are always happy to assist both professional and amateur researchers with their projects.

In addition, the Manager and Archives volunteers collaborate on exhibits and special projects—such as Culture Days and other community events—to showcase the archives to the general public.





This year, we produced a new set of postcards featuring images from our archival collection, and they have been very popular with both locals and visiting tourists in the gift shop. We look forward to continuing our collaboration with the archives on social media initiatives and fact-sharing projects in 2026.

CULTURE DAYS

What our visitors said...

Our 7,000 visitors had a lot to say about their museum experience!

'Well worth the visit. Very well laid out. Lots of interesting things to see. Very well curated with great details about island history.'

'What a sweet little museum in a village setting! So many artifacts and so much history hidden here. We particularly enjoyed the houses and post office.'

'Incredibly well preserved, the best museum I've been to!'

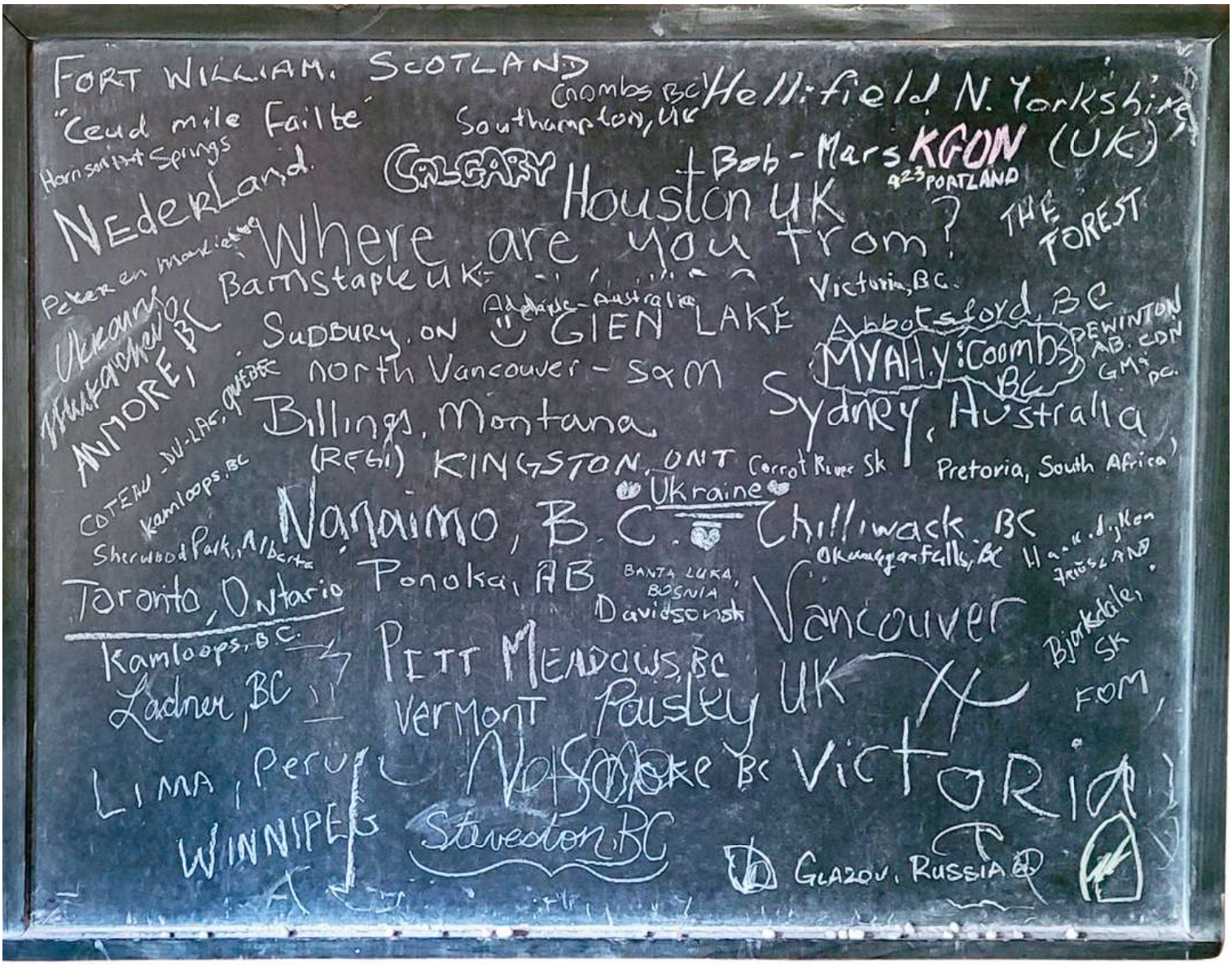
'Awesome community museum – child friendly & fun. Well done.'

'Very helpful looking for a picture of a relative.'

Looking Ahead

A key priority in our Strategic Plan is improving the visitor experience. Our Exhibition Master Plan will continue to guide us as we implement significant enhancements to the Museum exhibits, and the overall visitor experience.

Where our visitors are from...



Parksville BC, Richmond BC, Toronto ON, Hythe AB, Wasaga Beach ON, Ayr ON, Calgary AB, Tacoma WA, Gimli MB, Langford BC, St. Paul AB, Stony Plain AB, Port Alberni BC, Montreal QC, Halifax NS, Perth Australia, Mission BC, Comox BC, Nanaimo BC, Germany, Kelowna BC, Edmonton AB, Pender Island BC, Cochrane AB, Burnaby BC, Lake Cowichan BC, Abbotsford BC, Ladysmith BC, Vietnam, Victoria BC, Eastport NL, Nelson BC, Errington BC, Surrey BC, Brandon MB, Caerdydd Wales UK, Penticton BC, Creston BC, Frankfurt Germany, Connecticut US, Sydney Australia, Whitehorse Yukon, Squamish BC, The Netherlands, Kyiv Ukraine, England, Drumheller AB, Slovenia, Berlin Germany, Campbell River BC, Tipperary Ireland, Oliver BC, Port Moody BC, Coombs BC, Graham WA, Saanich BC, Courtenay BC, New Zealand, Lewisporte NL, New Westminster BC, Las Vegas NV, Lincoln New Zealand, Japan, Texada Island BC, Guangdong China, Shanghai China, French Creek BC, Qualicum Beach BC, Niagara Falls ON, West Malling Kent UK, Seattle WA, Barrie ON, Switzerland, Duvall WA, Brazil, Kitimat BC, Great Oakley Northamptonshire England, Newcastle UK, Ottawa ON, Houston Scotland, North Yorkshire UK, Powell River BC, Waitsfield Vermont US, Sherwood Park AB, Duncan BC, Lake Country BC, Cloverdale BC, Groningen Netherlands, Snaw-Naw-As First Nation, Maple Ridge BC, Solihull UK, White Rock BC, Hereford UK, Longview AB, Coquitlam BC, 108 Mile House BC, Elora ON, Clearwater BC, Cherry Point AB, Bowser BC, North Bay ON, Whitecourt AB, Sundre AB, Vancouver BC, Red Deer AB, Minden Germany, Sedona AZ US, Saskatoon SK, Anmore BC, South Africa, Slovenia....

2025 Financials

Revenue

44,742	Grants
38,793	Donations & Admissions
5,193	Rentals
7,503	Gift Shop Sales
24,880	Events & Memberships
7,284	Investments Revenue
816	Other
$129,211	TOTAL

Expenses

10,081	Administration
13,993	Insurance
30,203	Professional fees/event costs
24,015	Buildings/Grounds
56,972	Salaries
10,894	Utilities/licenses
3,524	Other
$149,682	TOTAL

Restricted Funds

20,879	Knox Church Renovation
183,038	Exhibit Hall Renovation
30,000	Music Series

Project Specific Donations

50,000	Kingfisher Foundation

Looking Ahead

A key priority of our Strategic Plan is to maintain financial stability, based on diverse sources of revenue. We will continue to maximize operational efficiencies, and pursue sustainable revenue streams such as rentals, revenue generating activities like concerts and special events, including our annual Friends of the Museum fundraising campaign.

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