

ANNUAL REPORT 2021

ACKNOWLEDGING
OUR PAST FOR OUR
FUTURE



Lincoln
Museum & Cultural Centre
Home of the Jordan Historical Museum of the Twenty



CONTENTS

1

Our Team

2

A New Museum

3

Introduction

3 - From the Chair

4 - From the Team

5

The Museum in 2021

5 - Vision, Mission, Land Acknowledgement

7

Strategic Priorities

7 - Governance

8 - Fundraising, Revenue Development & Diversification

9 - Exhibits, Outreach & Programs

11 - Collections & Research

12 - Marketing & Branding

13 - Community Partnerships

15

By the Numbers

15 - Meaningful Statistics

16 - Participant Feedback Metrics

17

Community Support

17 - Grants

18 - Donations

19

Exhibitions

20

A Year at a Glance

27

Community Feedback





STAFF

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Students

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Cara Di Teodoro (Former)

Jenna Straughan (Former)

Keerthana Srikanth (Former)

Naia Crowley

Spencer Alder (Former)

ADVISORY COMMITTEE

Community Members (Voting Members)

Anna Chiota

Angela Lytle

Donna Betts

Jane Woolsey

Pauline Creighton, Vice Chair

Ruth Smith

Steve Barnhart

Terry Teather, Chair

Council Appointed Members (Non-Voting Members)

Councillor Pachereva

Councillor Timmers



A NEW MUSEUM

Completing the construction of the new museum represents an outstanding achievement for the community of Lincoln. The project has culminated in an 8,400 sq ft building designed to address the unique needs of a museum.

A dedicated collections storage room is located on the lower-level of the museum building, accessible by elevator. A custom high-density shelving system enables the museum's vast collection to be stored in a single, secure, climate-controlled location for the first time in the museum's history. The artifact processing lab is equipped with the supplies and technology to perform specialized preservation and conservation.

A multi-purpose room has expanded community engagement opportunities by providing a space to for the public to interact with history and culture in new and exciting ways.

The flexible main galleries will see rotating exhibits twice annually. The opportunity to curate in-house exhibits using objects from the collection represents an exciting development for the museum and for the community.

The new building has increased the museum's capacity in innumerable ways. The community now has a space in which its collections are cared for to the highest standards; its educational offerings are delivered in a fully accessible facility; and its exhibits provide an immersive, dynamic, and engaging experience of local history.



FROM THE CHAIR

Welcome. The doors are finally open. This beautiful museum is here only because of the hours of volunteer work, the commitment of advocates and the generosity of patrons. Congratulations to all for the countless hours of work to make it happen. The Town of Lincoln has reason to be very proud of this wonderful facility.

The museum of today is not just a physical space. It is an evolving entity that connects its community with the world, in multiple ways. A new brand and website provides an inviting pathway to the museum for citizens and visitors alike. Our social media platforms are increasingly accessed for programming and information, and

the digitization of our collection enables a glimpse at the artifacts of Lincoln's history. The popular educational programs will be expanded to reach more grade levels. Increasingly, partnerships will ensure greater connections with local businesses. Our artist community will have opportunities to grow and display their work. Our climate-controlled facility provides for the safe storage of our artifacts. However, it also provides a future opportunity for a greater variety of rotating exhibits accompanied by exciting programs.

The Museum Advisory Committee joins me in the belief this museum will fast become recognized as one of the finest community museums in the country.

Terry Teather
Chair
Museum Advisory Committee



FROM THE TEAM

Looking back, the museum team would define 2021 as a year in transition. The first half of the year was spent at our interim location, packing in the quiet of a museum closed for pandemic restrictions. The move started slowly, and then, it happened all at once. The collection was packed into trucks, dynamic exhibits were installed, and we proudly celebrated the monumental achievement of our new build with the community with a series of new events and programs.

After the change in venue and with shifting pandemic restrictions, the latter half of the year was spent loudly, and joyously, immersed in culture and history.

In just 5 months, from the opening of our new doors to the end of the year, we saw over 2400 exhibition visitors—a 10-fold increase from 2019. Again, in just 5 months we tripled participation in programs and special events. Overall, we engaged over 3,900 enthusiastic participants, an exciting contrast from 2019 which saw just 1,130 participants in the 12-month period.

Our museum team is small, but mighty, and we are passionate about what this museum can be for our community. We cannot wait to welcome you back in 2022 to share in our enthusiasm for art, history, and culture with a new series of events, exhibitions, and programs.

Thank you for taking this journey with us.

Yours in Culture,
The Lincoln Museum
2021 Staff Team



MUSEUM IN 2021

Vision

The Lincoln Museum and Cultural Centre: Home of the Jordan Historical Museum of the Twenty will be a vibrant gathering place that shapes our community by engaging and inspiring residents and visitors in the celebration of heritage and culture.

Mission

The Lincoln Museum and Cultural Centre is dedicated to the interpretation, exhibition, research, collection and preservation of past, present, and future narratives relevant to the Town and the Niagara Region. Enriching the cultural fabric of our community through inclusive engagements will empower us to listen, learn, and acknowledge our history.

Land Acknowledgment

The Lincoln Museum and Cultural Centre is situated on treaty land.

This land is steeped in the rich history of the First Nations such as the Hatiwendaronk, the Haudenosaunee, and the Anishinaabe, including the Mississaugas of the Credit First Nation. There are many First Nations, Métis, and Inuit people from across Turtle Island that live and work in Niagara today. The Lincoln Museum and Cultural Centre: Home of the Jordan Historical Museum of the Twenty stands with all Indigenous people, past and present, in promoting the wise stewardship of the lands on which we live.





STRATEGIC PRIORITIES

GOVERNANCE

GOAL: The Lincoln Museum and Cultural Centre is supported by a responsible and accountable governance structure rooted in municipal ownership and operation, while engaged with community members through the establishment of a Museum Advisory Group. The Museum's policies align with provincial requirements and reflect industry best practices.

1. Creation of a Museum Advisory Group with a defined terms of reference for the group.

100%

Council established a Museum Advisory Committee and approved the Terms of Reference on March 1, 2021. Council appointed 8 members of the public to meet a minimum of 8 times per year. Sub-committees in the areas of Fundraising and Revenue Development and Collections, Research and Exhibitions have also been established.

2. Update policies in accordance with Standards for Community Museums in Ontario and Regulation 877, Grants for Museums, the legislation governing the Grants for Museums awarded through the Ministry of Heritage, Sport, Tourism and Culture Industries. Review policies on a biennial schedule and submit changes to Council for Approval.

100%

Museum policies are updated in accordance with the Standards for Community Museums in Ontario as defined by Ontario's Ministry of Heritage, Sport, Tourism and Culture Industries. In 2021 staff updated the museum's Collections Policy and Exhibitions Policy.

3. Produce annual report on Museum progress and operations to improve transparency and accountability, and to demonstrate the invaluable position of the Museum to funders, partners and community members.

 100%

The 2021 Annual Report will be submitted to Council in Q1 of 2022.

FUNDRAISING REVENUE DEVELOPMENT & DIVERSIFICATION

GOAL: The Museum will have consistent revenue streams outside of the municipal levy that reflect engagement in a variety of initiatives (i.e. funding and community support through grants, sponsorships, and partnerships) to increase financial capacity.

4. Identify and apply for grants that will enable the Museum to enhance its operations.

 ONGOING IN PERPETUITY

The museum has applied for grants in order to fund new initiatives and enhance operations. In 2021 the museum was successful in being awarded \$388, 700 in funding*

*not all funds awarded will flow through fiscal year 2021.

5. Identify new revenue streams to grow earned revenue (i.e. merchandising, rentals, events, etc.)

 ONGOING IN PERPETUITY

The museum has grown established revenue streams, whilst also implementing new ones. These include a museum 'gift nook', a facility rental program, and new revenue generating events.

6. Develop a long-term fundraising strategy for the Museum aimed at increasing private sector funding, sponsorships, and planned annual giving.

 50%

The museum has launched phase 1 of its fundraising strategy with the establishment of an Endowment Fund, installation of the donor recognition tree, and the creation of other recognition opportunities.

Fundraising, Revenue Development & Diversification cont'd

7. Identify capital and operating projects that require targeted fundraising outside of regular museum operation (i.e children's educational space)

 100%

The museum identified two capital projects for 2022; the restoration of the historic buildings and cemetery, and the children's education space. The museum secured funding for both projects in 2021

8. Develop a special events hosting program, marketing the Museum as a small premier venue with both a charming location and unique assets.

 25%

The museum is assessing various avenues for delivery of this program, including management by a third party events vendor. A RFP for an event management contract will be issued by the municipality in early 2022.

9. Establish corporate partnerships/sponsorships that enable the Museum to increase revenues and offset costs (i.e. beer, wine, catering).

 ONGOING IN PERPETUITY

The museum has established relationships with local vendors and businesses which have provided discounted and/or donated goods and services. The museum will continue to develop and grow its relationships with local vendors in order to further achieve this goal.

EXHIBITS, OUTREACH & PROGRAMS

GOAL: The Museum will offer high-quality and engaging exhibits and programs that educate, inform, and entertain visitors. The Museum will see an increase in attendance, engagement, feedback, and capacity as a result of its activities in these areas.

10. Create free opportunities for repeat visits in order to establish the Museum as a community space.

 ONGOING IN PERPETUITY

In 2021 the museum team developed the Museum Explorer Backpacks, re-launched the summer historical building tours, and developed workshops to correspond with events.

11. Celebrate relevant community events through exhibits and programming.

 ONGOING IN PERPETUITY

The museum planned a number of programs to correspond with community events and anniversaries, including the Starlight Market, the Poppy Project, and Cemetery Tours.

Exhibits, Outreach & Programs cont'd

- 12.** Develop new programming offerings that target underserved groups/individuals. Align planning of these activities with partnership, promotion and communications goals.

 ONGOING IN PERPETUITY

Outreach initiatives have been expanded to reach seniors and people facing barriers in Lincoln. The Museum has established new partnerships with organizations that provide support to people facing barriers in Lincoln.

- 13.** Expand educational programming to K-12

 65%

Two new educational programs linked to curriculum objectives have been developed and delivered to gr. 2-8 students.

- 14.** Implement children's education space in Museum

 5%

The museum received \$195,002 in combined federal and provincial funding towards this project. Additionally, the Wise Guys Charity Fund committed of \$75,000 towards this project, bringing the total project budget to \$270,002. Work will begin on this project in the federal fiscal year of 2022-2023, and will be completed before March 31, 2024.

- 15.** Develop a 2 year exhibitions plan that balances the community's desire to see the collection with topics that appeal to broader and more diverse audiences.

 100%

The museum has developed a 3 year exhibit plan that showcases its unique collection, and highlights the talents of local artists.

- 16.** Develop related programming for each new exhibit.

 ONGOING IN PERPETUITY

The museum now offers programs which relate to current exhibitions, thus helping visitors engage more deeply with the exhibits.

- 17.** Make exhibits interactive and dynamic using a range of technology features (including interpretation of the Fry House and School House).

 75%

Technology has been integrated into the exhibitions in a number of ways, including listening stations and touch screens.

- 18.** Use digital presence (social media and website) to extend and enhance access to programs and exhibits.

 ONGOING IN PERPETUITY

The museum has used social media and its website to provide digital access to lectures, behind the scenes tours, and programs.

- 19.** Collect appropriate data to enable effective evaluation of programs, events, exhibits.

 ONGOING IN PERPETUITY

Feedback is solicited from museum participants by survey and questionnaire.

- 20.** Develop a Lincoln Youth Cultural Council to enhance youth engagement within the Museum

 15%

The Museum has initiated programs geared towards ages 13-18 and youth-led volunteer initiatives. These programs will be the foundation of the museum's future Youth Council.

COLLECTIONS & RESEARCH

GOAL: The Museum's collection will be cared for in a way that ensures that it is preserved and accessible for future generations. Scholarly and accurate research on the collection will be generated by the Museum and will be made accessible through a variety of channels.

- 21.** Continue process of systematic accessioning, deaccessioning, and cataloguing all objects in collection in order to maintain accurate and up-to-date records.

 ONGOING IN PERPETUITY

The museum presented accession and deaccession reports to Council in 2021. 720+ items were accessioned and 170+ items were deaccessioned.

- 22.** Write a Collections Development Plan (CDP) to guide collecting/deaccessioning efforts. Ensure that the CDP includes strategies to capture intangible cultural heritage and the repatriation of First Nations artifacts. Define the CDP in relation to Friends of Lincoln's History to ensure optimal coordination.

 0%

The Museum Advisory Committee established a Collections, Research and Exhibits sub-committee with Terms of Reference that delegate work to the committee and staff.

- 23.** Make collection accessible online through website, social media and online exhibits (Google Arts + Culture).

 50%

The museum launched a new website with access to an online searchable collections database. Over 1,000 records have been added.

- 24.** Strengthen loan program with other institutions to promote the Museum and the history of Lincoln.



The museum has consulted with other institutions regarding future loans from collection.

- 25.** Contribute to discourse and scholarship through presentation at academic conferences and written contributions to industry publications.



The museum will host a museum education conference (SLATE) in 2023.

MARKETING & BRANDING

GOAL: The Museum will actively maintain and develop its audiences by promoting its programmes, exhibitions, and events. This will ensure that audiences are aware of our activities and services, and information on the Museum, its collection, exhibitions and programming will be easy to locate, accessible and engaging.

- 26.** Develop a clear and recognizable brand for the Museum that reflects a distinct identity.



The museum announced a new visual identity and branding in March 2021. This has created an identity that is distinct, memorable, flexible, and cohesive.

- 27.** Develop standalone museum website.



The museum launched its new website in June 2021. The development of a new website reflects several of the museum's strategic objectives, including supporting increased visitation to the museum and enhancing access to programs, collections, and exhibits.

- 28.** Develop a marketing and communications plan that enables the Museum to connect with new and established audiences.



The museum has established new communication methods in order to reach its audiences. These include a monthly newsletter, website updates, social media posts (Facebook, Instagram, YouTube), and press releases to media.

29. Coordinate with staff in the Economic Development Department to raise the profile of the Museum and Jordan Village as a tourism destination.

 ONGOING IN PERPETUITY

The Cultural Development Coordinator has worked with the Tourism Coordinator and the Economic Development Department to raise the profile of the museum and culture within Lincoln through participation in the Tourism Strategy Implementation Taskforce.

30. Revise Museum operating hours to increase accessibility for visitors and residents during peak demand times (evenings, weekends, holidays).

 100%

Museum hours have been adjusted to accommodate visitors outside of typical business hours. The museum is now open Friday's until 8pm and Sunday's 10-5.

31. Ensure AODA compliance to enhance accessibility for visitors.

 25%

Staff have all completed AODA accessibility training. A museum accessibility audit has been scheduled for Q1 2022.

32. Ensure the Museum takes advantage of national, provincial, regional and local promotional events highlighting the cultural sector (i.e. Culture Days, Museum Week, Heritage Week, Doors Open, etc.).

 ONGOING IN PERPETUITY

The Museum has participated in a number of promotional events since opening in July 2021, including Culture Days, Museum Week, and Historic Places Days.

COMMUNITY PARTNERSHIPS

GOAL: The Museum will have meaningful partnerships with local community organizations and representatives. These partnerships will be the foundation of the Museum's commitment to the community; they will enable the Museum to tell the stories that reflect the diversity of the community.

33. Develop a volunteer program, establish 'Volunteer Coordinator' responsibilities within current staff complement, and develop a strong base of volunteers with defined task descriptions.

 75%

Volunteer Coordinator responsibilities have been assigned within the museum staff, task descriptions have been defined, and a base of over 90 volunteers has been established.

- 34.** Cultivate community partnerships that enable the Museum to reach extended and diverse audiences, develop new programs, tell new stories, and offer new experiences.

 ONGOING IN PERPETUITY

The Museum has partnerships with The Jordan Historical Museum of the Twenty Volunteer Association and Friends of Lincoln's History which includes representation of these two organizations on the museum's Advisory Committee and its sub-committees. A partnership with CANOO and The Institute for Canadian Citizenship is set to increase the museum's reach to Canadian Newcomers.

- 35.** Take an active role within Museums Of Niagara Association (MONA) in order to enhance the Museum's capacity through collaboration in the areas of marketing, promotion, programming, and professional development.

 100%

The museum staff are active members of MONA and attend monthly board meetings.

- 36.** Develop a formal partnership with the Niagara Region Native Centre (NRNC) to increase the profile and visibility of the local Indigenous community and the history of Indigenous settlement of the area.

 90%

The museum has been fostering a relationship with the NRNC since 2019, and has engaged with the organization on a number of initiatives including programming and outreach, stakeholder engagement, and consultation. The Town of Lincoln will be formalizing the partnership with the NRNC in 2022 through the signing of a Friendship Agreement.

- 37.** Consult, advocate, decolonize, and collaborate with Indigenous peoples and communities in order to move towards the goal of reconciliation.

 ONGOING IN PERPETUITY

The museum takes this responsibility very seriously, and is continuously striving towards the goals of Reconciliation. The museum has embarked on a new partnership with the Mississaugas of the Credit First Nation that has resulted in an application to Canadian Heritage that would support the hiring of an Indigenous Curatorial Consultant to work within the museum's collection.

2451 EXHIBIT VISITORS



49 PROGRAMS
5 EVENTS



745 HISTORIC BUILDING TOURS



3906 PROGRAM & EVENT VISITORS



BY THE NUMBERS

\$403,700
GRANTS AWARDED



\$44,400
ENDOWMENT DONATIONS

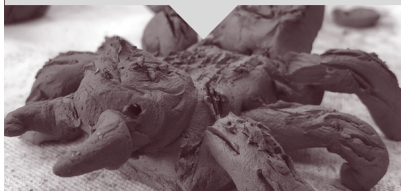
90+
VOLUNTEERS WORKING
1000+ HOURS



2051
ENGAGED VIA
OUTREACH



347 STUDENTS
FROM 17
SCHOOLS



51 EXPLORER
BACKPACKS
BORROWED

 **776** ^ OF 262
FOLLOWS
 **969** ^ OF 281
FOLLOWS



14,300+
COLLECTION ITEMS
MOVED



70%
COLLECTION UNPACKED



2672
NEWSLETTER READS

1825
UNIQUE ONLINE
EXHIBIT VIEWERS



~10,000
DONOR & OBJECT
RECORDS FILED



720+
OBJECTS ACCESSIONED



25 RESEARCH
INQUIRIES

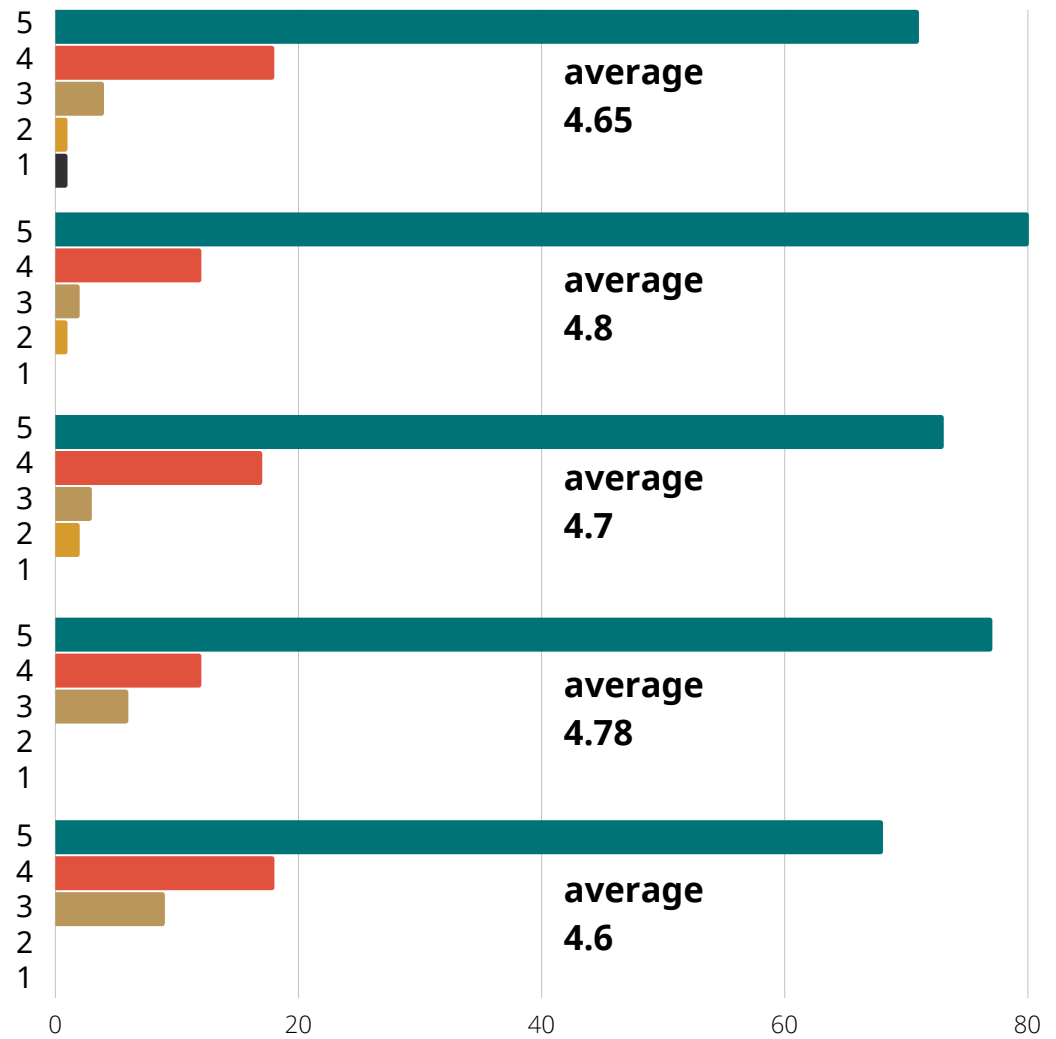
Rate your overall experience

Rate your overall satisfaction with the museum & site

Would you recommend the activity?

Would you register again?

Rate the ease of registration





COMMUNITY SUPPORT

GRANTS

Department of Canadian Heritage

MAP Reopening Fund \$51,043

Young Canada Works Building Careers in Heritage \$17,710

Employment and Social Development Canada

Canada Summer Jobs - \$5,998

Investing in Canada Infrastructure Program - Community, Culture and Recreation Infrastructure

Children's Education Space \$195,002

Meridian Credit Union

Meridian Good Neighbours Program \$1,500

Ministry of Heritage, Tourism, Sport, and Culture Industries

Community Museum Operating Grant \$25,461

Summer Experience Program - \$3,723

Ministry for Seniors and Accessibility

Seniors Community Grant \$17,463

Nikkei Seniors Health Care & Housing Society

Japanese Canadian Survivors Fund Grant \$5,800

Wise Guys Charity Fund

Children's Education Space -\$75,000

880 Cities - Ontario Community Changemakers

Accessible Outreach Programming \$5,000

Total Grants Awarded 2021: \$403,700

(reflecting a 104% increase from 2020)

DONATIONS

Guide: \$501 - \$5,000

Jane Woolsey & David Jacobs
Dr. Donna Betts and Michael Seaman
J. Grabuski & S. Cagampan
In Memory of Mary Jane Tanner
The Creighton Family
The Teather Family
Pierrette Farrell
Art Ellis
Lewis and Marilyn Coffman Family
- In Memory of Barbara Coffman

Interpreter: \$5,001 - \$24,500

Carolyn and David Vilim
The Moyer Family
Margaret Tufford Romagnoli U.E.
Sharon Romagnoli Macdonald U.E.
Anthony and Mayor Sandra Romagnoli Easton U.E.
Lois Jean Tufford Kaytor U.E.

Archivist: \$25,001 - \$50,000

Curator: \$50,001 - \$100,000

Benefactor: 100k+



Total Endowment Fund Donations: \$44,400
(1/5 of \$250,000 goal)

Other Donations

Val and Art Fleming
Troup Family Memorial Fund
In Memory of Rick Rittenhouse

Major Donors

Jordan Historical Museum of the Twenty
Volunteer Association/Heritage Gift Shop
Jerry Haines Farrell
Bench Brewing Company
Wise Guys Charity Fund
Vintage Hotels
Cave Spring Vineyards
Phelps Homes Limited

Canada 

Niagara  Region

Town of
Lincoln 

The new museum facility was funded in part by the Government of Canada through Canadian Heritage's Canada Cultural Spaces Fund, The Region of Niagara through the Waterfront Investment Program, and the Town of Lincoln.



EXHIBITIONS



Fraktur

With bold pen strokes and brightly coloured nature motifs, Fraktur folk art presents a glimpse into the culture and every-day lives of early German-speaking settlers in this area. Immerse yourself in the beauty of some of the museum's most prized objects.



Our Story

Our Story explores the history of Lincoln from early settlement to post-WWII. Learn about early migration and settlement, first peoples, and the communities that have called Lincoln Home.



Common Ground

The exhibit showcases artifacts uncovered during the archaeological excavation of the museum site. Visitors were provided the opportunity to learn about the land that rests at the heart of our community, both past and present.

Here, we can all find common ground.



Belonging

The cultural tapestry of our community is beautifully rich. In telling the stories of our community, we explored the diverse experiences of the people who have called our region home. This is a place to belong.

A YEAR AT A GLANCE



JANUARY

#MuseumFromHome

Following Public Health guidelines, our doors were closed throughout January and February. To keep the community engaged with history and culture, we pivoted from our traditional in-person programs and workshops to online instructional and collections-based videos.

These online videos were posted on our social media platforms: Facebook, Instagram, and YouTube. Videos include behind-the-scenes peeks at our museum collection and hands-on activities. A total of 26 unique videos were created.

"Thank you for sharing this important information about the history of where we live."

   @LincolnMuseumON

FEBRUARY

First staff facility tour



Historic Structure Report

Willowbank School completes a Historic Structures Report on the Fry House. A Historic Structures Report provides valuable information for the restoration and stabilization of historic buildings.

MARCH

Museum Branding

The museum team liaised with stakeholders and community members to develop a brand that both reflects our new place in the community, whilst demonstrating our commitment to preserving history and celebrating culture.



Collection fully packed

The collections team reached a major milestone when they completed the work of packing and preparing each object in the collection for the upcoming move.

Spring Shutdown

Following Public Health guidelines, our doors were closed throughout much of the Spring. In March we were able to open our doors for just two weeks. This would be the last time the museum was ever open at our interim location on Beam Street.

APRIL

First Advisory Committee meeting

On April 15, the new Museum Advisory Committee met for the first time. This committee plays a significant role by acting in an advisory capacity to Council, overseeing the implementation of the Museum's Strategic Plan, and supporting the work of the Museum and its staff.

Collections team practices safety first while filing in the new building



MAY

Build Complete

The Town took possession and occupancy of the new Museum and Cultural Centre: Home of the Jordan Historical Museum of the Twenty. The 8,400 square foot facility is purpose-built to house the entire permanent collection. Our team was able to begin moving into the new facility May 17.

Samuel Fry's Birthday

May 15, 2021 was famed local weaver, Samuel Fry's 209th Birthday. Fry lived in the Museum's Fry House. We celebrated with a week of daily features on his remarkable life on social media.

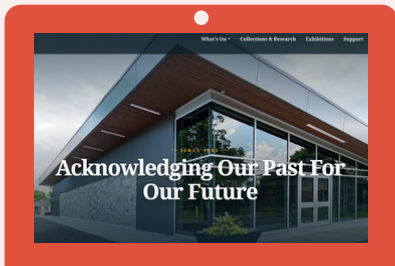
May is Museum Month

We celebrated Museum Month with a social media campaign. The month coincides with International Museum Day on May 18 - just one day after we took possession of the site! The team celebrated by setting up the schoolhouse and documenting it on our social media channels.

JUNE

Museum Website Launch

The entirely new website highlights the full range of the museum's exciting offerings - the collection, exhibits, and public programming - and will help users connect with the museum through the comfort of their home.



Museum Explorer Backpacks

To help ensure the museum experience is always engaging for all ages, 20 unique backpacks were developed. Each themed backpack is filled with intriguing items and fun activities and are available anytime during museum opening hours from the museum information desk.

Exhibition Installation

The inaugural exhibitions were installed and ready for their debut.

Museum Smudging Ceremony

Led by Phil Davis, a Niagara resident and a member of the Mohawk of the Six Nations, the new museum began the first steps on its new path with a smudging ceremony. The ceremony at the Lincoln Museum and Cultural Centre helped to prepare the museum and its staff for the responsibility of creating a place of belonging for everyone in our community, and was an opportunity to reflect on the past and our goals for the future.



Summer students

Our team doubled in size! An amazing group of students joined us to help with summer visitor engagement, tours, and the monumental task of unpacking and digitizing the collection.

JULY

Collection Move

After months of preparation, the high-density storage was finally complete. The move of the collection started on July 7, with a specialized team of movers.



July 24th Opening day

Our first visitor, arriving at exactly 10 a.m., was history lover and former Mayor Ray Konkle. Opening day included activities, exhibitions viewing, and tours of the historic structures.

In our first week we saw over 260 exhibition visitors.



Cleaning and staging the Fry House

In preparation for our opening, the Fry House was re-staged with objects of daily living, creating a warm space to engage visitors with living history. After several years off-site, this was quite the undertaking!

July 17: Council Preview

The Town of Lincoln Council came out for a special preview of the museum exhibits.

Summer Camp

In July and August, before our doors were allowed to open to the public, we welcomed junior scientists to the museum for summer camp. Kids aged 6-12 got messy with science and artmaking fun.

"My girl loved it so much she asked if she could do the whole summer next year. Definitely pleasantly surprised by everything! Love that it was fun and educational especially since COVID ended school early it was nice to have her learning again"



AUGUST

Collection Training

The collections team received special training from conservator Laura Fedynyszyn on how to make different kinds of mounts to help safely store the collection. Training included the construction of stabilizers, bases and storage techniques for larger textiles.



Textile Preservation

Exhibitions and Collections Curator, Jasmine Proteau, and conservator Laura Fedynyszyn completed an important conservation project by assessing the conservation needs of the large, rolled textiles. The museum has many large and historically significant textiles in its collection, including coverlets woven by some of Ontario's first professional weavers such as Samuel Fry, Wilhelm Armbrust, and Moses Grobb.

July/August Programming Statistics

5 outreach visits to the NRNC
4 weeks of camp
11 stand-alone programs/events
Daily drop in tours

SEPTEMBER

Donor Tree Installed

Inspired by our unique branding, the donor wall is an opportunity to recognize the financial contributions that individuals and businesses have made to the museum.



Schoolhouse re-opens for School Trips and new school programs delivered

To compliment the successful schoolhouse Strict but Nice program, two entirely new school programs launched for school groups grades 2-8. The new programs make use of the new museum building, and offer a one-of-a-kind interactive learning opportunity. The museum's school programs combine local history with creativity in order to bring the curriculum to life. With either Fraktur Folk Art or Hand building with Clay, students will handle artifacts, learn about the region's history, and exercise critical thinking skills on this fun and interactive building tour.

OCTOBER

Grand Opening Weekend

At the beginning of October, we were finally able to celebrate the new museum with the community. A weekend of festivities was planned, beginning with a special VIP reception for donors and funders that took place on October 1, 2021.



Special Reception with the Mayor

In a special evening reception, we acknowledged and celebrated the historic and ongoing contributions made to Lincoln by families who have lived here for generations.



Special Opening Reception

The special reception welcomed dignitaries, donors, stakeholders, and Council. After the ribbon was cut, Mayor Easton toasted the future with special blackberry cordial, a recipe that was a special part of the museum's history.



Pioneer Day

The museum's 55th annual Pioneer Day festival was celebrated on Saturday, October 2 for the first time at the museum's new home.



Art Lives Here

On October 3 the museum hosted a new annual arts and culture festival. Art Lives Here was a celebration of artists and the vibrant contemporary arts community.

NOVEMBER

Starlight Market

The first annual Starlight Market brought the magic of the season to Jordan Village. Lit entirely by holiday lights, the Starlight Market had all our favourite local artisans, food, kid's crafts, s'mores and the polar express train!

"The Christmas light festival was so much fun! We were there for around 2 hours and tried to take it all in. Such a great way to kick off the holiday season!"

DECEMBER

Wise Guy's Charity Fund Donation

The Wise Guys Charity Fund presented a \$25,000 donation to the museum. This is the first installment of a \$75,000 commitment to support the development of a new Children's education space.

Fall Programming draws to a close

From September-December the community came time and again for events, talks and well-loved programs like STEAM Saturday, Stroller Time, and the Historical Cemetery Tour.

17 school groups
11 outreach visits
31 Workshops and events
5 events

Poppy Project Installed

The Poppy Project, a collaborative community art installation, hung from the museum façade in a powerful visual statement of respect and remembrance for all those who died in the service of our country.

"I had the pleasure of adding a poppy in memory of my dad who was a veteran of both World Wars to the display on Pioneer Day!"



Museum Team receives CAO Award for Excellence



Not pictured here: Beth Labrie

"William had a wonderful week at camp! We really enjoyed hearing about his adventures daily and we were impressed with all the cool treasures he created! Thank you to the camp councillors for providing a fun filled, safe week for our son! "

"A great experience trying this art style for the first time. Peaceful environment with the sun coming through the windows, autumn colours, music in the background and a friendly, knowledgeable instructor"

"My kids attended the PD Day and loved every minute of it. Thank you for offering such amazing programs that are not only fun but educational. We look forward to winter camp and summer break"

"Lots of great things happening! It's been wonderful trying new things, we have enjoyed all the events we have been to as a family and the children especially loved the pioneer days!"

"Love the new building and have enjoyed the interaction with staff. The activities with my granddaughters have been well received by them, and they look forward to more!"

"I just wanted you to know how much I enjoyed the tour tonight. Your information and passion was excellent."

"I had the great honour of volunteering on Pioneer Day, inviting guests to attach a poppy. It was so touching to hear many people share stories of their loved ones who served or are serving in the military and then watch as they attached their poppy and stood to attention for a moment of silence. Each person who did this did it spontaneously without me ever suggesting it. It was very moving. And then also so many families came and attached poppies with their children and took the time to listen as I explained to the children why poppies are a symbol we use to remember and honour our military vets. It turned out to be one of the most rewarding volunteer experiences I've ever had."

"Beautiful Cemetery Walk under the bright moon tonight. Thank you Lincoln Museum for this wonderful, respectful, and moving exploration of the human experience and the history of Beamsville"





"I loved volunteering at the museum, and I hope I can do it again in the future. I loved all the events, but especially Pioneer Day!"

"Volunteering at the museum for the past 4 years has been a very rewarding experience. From teas and pioneer days to working in the collection, I've made a lot of wonderful memories. The opportunities the museum has granted me have helped guide my future career path, and have allowed me to gain valuable skills. I couldn't have done it without the staff's constant support!"

"It was so authentic! [The students] were attentive. They love the games and role playing. They loved planning Christmas, the ink pens and the tug of war."

"A truly authentic experience. Siblings who have done this program previously tell their sibling 'that it is the best trip you will ever go on!'."

"Miss Welstead played her part well. She made us feel that we were really back in 1908. The décor made it feel as if we were back in time. Very authentic. Our teacher was informative-she knew her history and details."

"The whole day was planned beautifully! All of the kids loved how immersive the experience was. My children are going to want to learn more about pioneers and local history. Thank you!"

"The kids were so excited, some couldn't sleep last night!"

"We've been attending this program for almost 10 years and it is our children's favourite field trip, incredibly well done, informative, fun. "Miss Welstead" does a fantastic job recreating a one room schoolhouse."

"I'm forever grateful for the opportunities the museum has given me and provided me with the opportunities to explore my interests."

"The event was very well planned! I loved that there was something for every single person who came out."



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