

ANNUAL REPORT 2024

ACKNOWLEDGING
OUR PAST FOR OUR
FUTURE



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



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STAFF

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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 Mikolic

Councillor Murre



FROM THE CHAIR

People have often heard me say we have one of the finest community museums in the country. Few others can offer the spectacular physical space, eye-candy setting or the intriguing pocket of history that we have. Our staff, the Museum Advisory Committee and the Town of Lincoln are incredibly proud of our accomplishments, not just in 2024, but in the past four years as we come to the end of our 5-year Strategic Plan.

As an institution, we take our responsibility of developing 'historically literate citizens' seriously as obligated by the Truth and Reconciliation Commission Final Report. We have a significant community heritage of Indigenous contributions in Lincoln and we

celebrated this in our 2024 exhibitions, partnerships and programming.

We are thankful to have had Jessica Wilson as Cultural Coordinator. During her tenure she ensured our museum was guided by current and future museum best practices setting the high standard we benefit from today. Our dedicated and flexible staff ensured each visitor was provided the best possible experience. Their varied knowledge and skills will be invaluable as we move forward in successfully effecting the next five years.

Finally, we acknowledge the incredible community and volunteer support that has provided the very foundation of our museum. Their contributions continue to be immeasurable. Thank you all and we look forward to your next visit.

Terry Teather
Chair, Museum Advisory Committee



FROM THE TEAM

In 2024, at the Lincoln Museum & Cultural Centre: Home of the Jordan Historical Museum of the Twenty, we continued to enrich the community through arts, culture, and heritage.

As we approach the end of our 2020-2025 strategic plan, we are proud to have achieved or made meaningful progress on all our goals. These achievements underscore our commitment to placemaking, placekeeping, and community building as we create space to share stories, foster connections, and inspire new perspectives.


Among the year's highlights, the inaugural Walk for Reconciliation brought together the community to reflect on our duty to acknowledge

our history and move forward together. The Exiles in Our Own Country exhibit drew vital attention to the stories of Japanese Canadians in our community, amplifying voices that must be heard. Through programs, events, exhibits, and outreach like these, we engaged an incredible 13,900+ museum users.

In 2024, we also celebrated the completion of the courtyard and Children's Education Space. This dynamic space features a play element inspired by Canadian Fraktur. It is a hub for active and passive play where the community can gather, socialize, and listen.

As we look to the next five years and reflect on our achievements and commitments, we are inspired by what we've accomplished. Thank you for taking this journey with us.

Yours in Culture,
The 2024 Museum Team



MUSEUM IN 2024

Vision

The Lincoln Museum & 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 & 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 & 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 & 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.



INDIGENOUS PLACEKEEPING



Museums have an ethical responsibility to foster national reconciliation.

The Truth & Reconciliation Commission Canada: Calls To Action (2015) holds 94 recommendations. #67 to #70 are specific to museums. The Summary of the Truth & Reconciliation Commission of Canada's Final Report states:

"In the Commission's view, there is an urgent need in Canada to develop historically literate citizens who understand why and how the past is relevant to their own lives and the future of the country. Museums have an ethical responsibility to foster national reconciliation, and not simply tell one party's version of the past."

Honouring the Truth, Reconciling the Future: Summary of the Final Report of the Truth and Reconciliation Commission of Canada, page 251

The Lincoln Museum & Cultural Centre is steadfast in its commitment to Truth and Reconciliation. Through several 2024 projects, the museum has assisted in helping the community to engage with Truth and Reconciliation, while learning about Indigenous culture.

- Cross-department collaboration on the inaugural *"Steps Towards Reconciliation"* community walk for National Day for Truth and Reconciliation. This initiative brought over 100 community members together to commit to understanding the truths of our past and taking meaningful steps toward reconciliation.
- Cultural learning opportunities which include a partnership with Lincoln Pelham Public Library for the Indigenous Reads Book Club and site installations like the REDress project and Tracey-Mae Chambers #HopeandHealingCanada.
- Public art mural on the museum facade titled *Sge:no eye:twahs - She is Planting the Peace* by Odadrihonyanisoh (Sara General).

- Programming partnership with the Niagara Regional Native Centre, including a multi-year outreach commitment at NRNC summer camps, reaching 300+ children/youth in 2024.
- Partnership with Mississaguas of the Credit First Nation in a project to catalogue and interpret the museum's Indigenous collections. This included renaming the collection to "Anooj Gegoo" meaning various things in Anishinaabemowin.
- Placekeeping project in partnership with the Mississaguas of the Credit First Nation to develop and install interpretive signage throughout Lincoln telling Indigenous histories from Indigenous perspectives.
- Collaborations with Indigenous Knowledge Keepers for consultations. Bringing in consultants like Alyssa General and partnering with Indigenous communities & organizations has ensured programming continues to reflect authentic voices and foster deeper connections to the land and its stories.

Museums play an important role in a community's understanding of its history, and we take this responsibility very seriously. At the Lincoln Museum, we are committed to reconciliation and the work that that needs to be done. Reconciliation for museums involves acknowledging past wrongs and working towards building, healing, and repairing relationships.

Museums are not neutral and carry the weight of our colonial past. For many years, they have been responsible for upholding colonial narratives. It is our responsibility to challenge these systems. An important step in this process for museums is the repatriation of collections and also providing space within the institution for Indigenous voices and perspectives.





STRATEGIC PRIORITIES

GOVERNANCE

GOAL: The Lincoln Museum & 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.

 100%

Council established a Museum Advisory Committee and approved the Terms of Reference in 2021, appointing 8 members of the public and 2 members of Council. Sub-committees and working groups have also been established to support staff and special projects.

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 Tourism, Culture, and Sport. Review policies on a biennial schedule and submit changes to Council for Approval.

 ONGOING IN PERPETUITY

Policies have been updated and reviewed in accordance with the guidelines for Community Museums in Ontario. In 2024, the museum team developed the Collections Emergency and Disaster Management Plan to meet a new requirement for written standard procedures related to collections emergencies and disasters, and training of all staff in these procedures.

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 2024 Annual Report will be submitted to the Museum Advisory Committee and Council in Q1 of 2025.

FUNDRAISING REVENUE DEVELOPMENT AND 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

In 2024 the museum was successfully awarded \$84,500 in new funding.

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.

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

 ONGOING IN PERPETUITY

The museum has implemented its fundraising strategy which included an Endowment Fund and donor recognition wall. The Endowment Fund is at over 57% of the \$250,000 goal. An Annual Fundraising and Development Plan was also developed.

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

 100%

The museum completed capital projects including the courtyard and children's educational space, and the schoolhouse accessibility ramp in 2024.

Fundraising, Revenue Development, and Diversification cont'd

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

 ONGOING IN PERPETUITY

The museum has increased bookings for private events in 2024, particularly for birthday parties and small gatherings.

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. A Sponsorship Opportunity framework was developed and is ready for implementation.

EXHIBITS, OUTREACH, AND 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 2024 the museum team continued to deliver free programming including summer building tours, the schoolhouse speaker series, special events, and outreach initiatives.

11. Celebrate relevant community events through exhibits and programming.

 ONGOING IN PERPETUITY

The museum planned programs and pop-up exhibits for observances, including the inaugural Walk for Reconciliation, the Red Dress Project, and the Poppy Project.

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

 ONGOING IN PERPETUITY

The museum engaged 2000+ people at outreach initiatives in 2024, reaching many who may face barriers to access. Museum programming and engagement plans were presented to the Joint Accessibility Advisory Committee in May 2023.

Exhibits, Outreach, and Programs cont'd

13. Expand educational programming to K-12



The museum hosted over 2,500 students from multiple school boards and homeschools, increasing attendance over 2024 by 19%. We also welcomed a university co-op student.

14. Implement children's education space in museum



The Children's Educational Space was completed in September 2023 and includes a custom play structure and outdoor classroom.

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.



2024 exhibits included *Exiles in Our own Country: Japanese Canadians in Niagara*, *Generations of an Archive: Emma Nishimura*, *Growing Up: Rural Canadian Childhood 1800-1914*, *Lincoln Remix: Steve White*.

16. Develop related programming for each new exhibit.



The museum offers programs, lectures, and events which relate to current exhibitions.

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



Digital exhibits were developed to provide broader access to the museum. The Fry House tour video has been used to interpret the Fry House whilst the building is closed. Exhibit interactives and play areas were incorporated into all 2024 exhibits.

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



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

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



Feedback is solicited from participants through a variety of methods. 70+ online survey and 85+ paper feedback responses were collected in 2024. Feedback is also collected at the museum, on social media, and via Google Business.

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



The museum has developed youth-led volunteer initiatives, with over 50 youth volunteers completing 1000+ hours. These programs are the foundation of the future Youth Council.

COLLECTIONS AND 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.



The 2024 accession and deaccession report will be presented to the Museum Advisory Committee in Q2 2025. The museum collected 119 objects in 2024.

- 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.



A partnership between the library, museum, and archives saw a joint application for funding to hire a coordinator to complete the plan. A Collection Development Coordinator has been retained and is in the beginning stages of the project.

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



6,200 records have been added to the museum's online searchable database.

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



The museum collaborates with other institutions by actively loaning and borrowing objects to create dynamic and engaging exhibits.

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

 ONGOING IN PERPETUITY

Staff participated in professional development courses through the Ontario Museum Association and attended the 2024 Canadian Museum Association Conference.

MARKETING AND 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.

 100%

The museum has further promoted its new brand identity through its use in marketing and publicity materials and through a cohesive use of brand standards and guidelines.

- 27.** Develop standalone museum website.

 100%

The museum launched its website in 2021 and uses it to promote programs, collections, and exhibits. Functional updates were made in 2023 to enhance user experience.

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

 100%

Communications and marketing tools developed by staff include a newsletter, website, social media, 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 museum team has worked with the Tourism Coordinator and the Economic Development Staff to raise the profile of the museum and culture within Lincoln through participation in tourism initiatives.

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

 100%

Museum hours and programs accommodate visitors outside of typical business hours.

- 31.** Ensure Accessibility for Ontarians Disability Act (AODA) compliance to enhance accessibility for visitors.

 100%

Staff have all completed AODA accessibility training. A museum accessibility audit was completed in 2022 and adjustments were made to ensure the museum is fully accessible. An Accessibility Plan was submitted to the Ministry in 2023.

- 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 participated in several annual promotional events in 2024 including 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.

 100%

Volunteer Coordinator responsibilities are assigned within the museum staff, task descriptions are 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 maintained 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. Other valued partnerships include the Mississaugas of the Credit First Nation, Niagara Regional Native Centre, and the Japanese Canadian Cultural Centre.

- 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, in addition to sitting on MONA's Professional Development Committee.

- 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.

 100%

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, and consultation.

- 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. As a result of a partnership with the Mississaugas of the Credit First Nation, the museum has been able to contextualize a special collection of 480+ artifacts through an Indigenous lens.




11,953

TOTAL VISITORS
^ FROM 11,491



9,039

PROGRAM/EVENT
PARTICIPANTS



2,028

ENGAGED
VIA OUTREACH



5398

EXHIBITION VISITORS



64 36

PROGRAMS EVENTS



2,926

HISTORIC
BUILDING TOURS

BY THE NUMBERS



6,440

UNIQUE ONLINE
EXHIBIT VIEWERS



2,514

STUDENTS FROM
92 CLASSES



1936

NEWSLETTER READERS



90+

VOLUNTEERS WORKING
1100+ HOURS



6,200+

OBJECTS LISTED IN
ONLINE DATABASE



150+

UNIQUE DONORS



16,983

OBJECTS IN
COLLECTION



\$84,500


GRANTS AWARDED



MEMBERSHIPS

8 23

FAMILY INDIVIDUAL



57%

ENDOWMENT FUND



119

NEW OBJECTS
ACCESSIONED

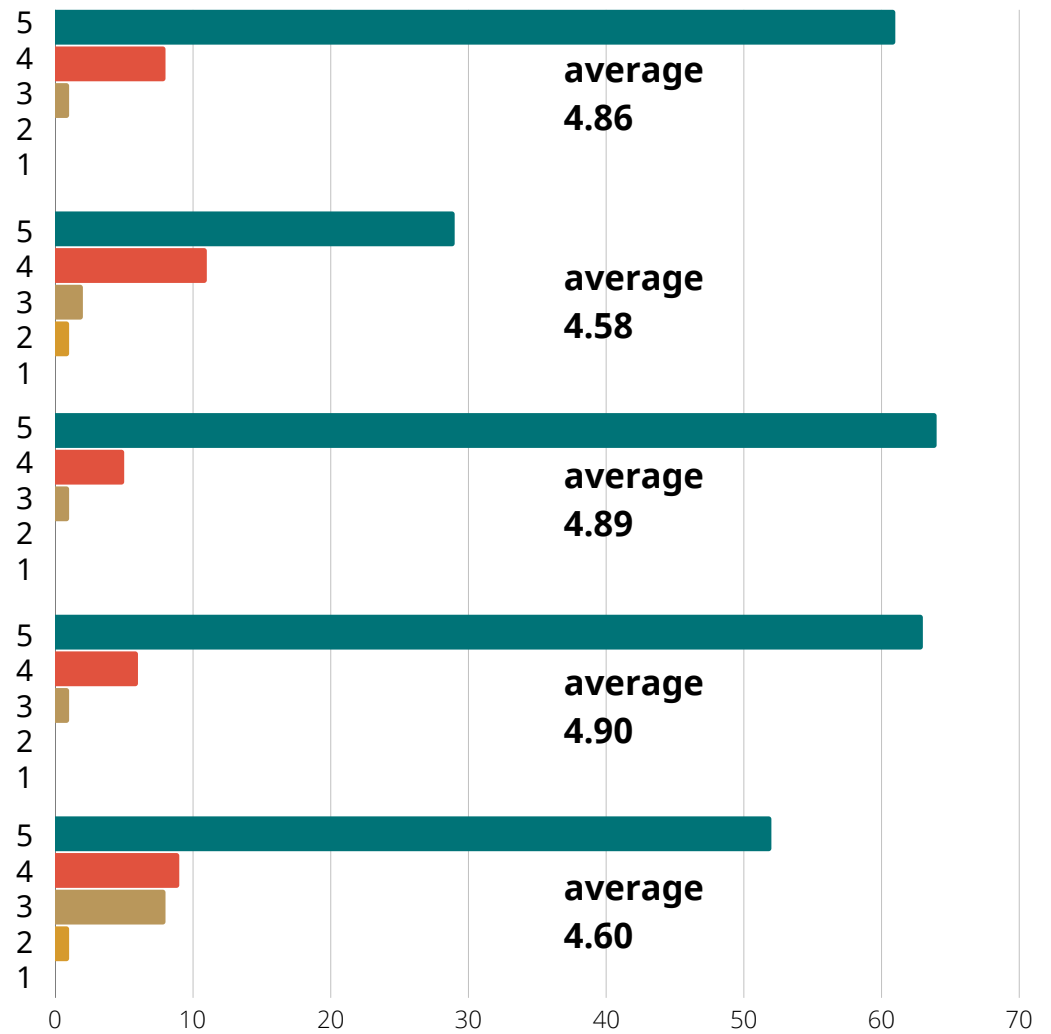
Rate your overall experience

Rate your overall satisfaction with the exhibits

Would you recommend the activity?

Would you register again?

Rate the ease of registration



A photograph of three children participating in a tug-of-war competition on a grassy field. The child in the foreground is wearing a white patterned dress and is pulling the rope with effort. Behind her, a boy in a green shirt and a girl in a blue shirt are also pulling. In the background, a woman in a black and white patterned top is visible. The scene is outdoors with trees and foliage in the background.

COMMUNITY SUPPORT

GRANTS & FUNDS

Department of Canadian Heritage (Museum Assistance Program)

MAP Collections Development - \$32,729

Young Canada Works Building Careers in Heritage - \$10,703

Ontario Arts Council

Exhibition Assistance Program - \$5,000

Ministry of Heritage, Tourism, Sport, and Culture Industries

Community Museum Operating Grant - \$25,461

Ministry of Employment and Social Development Canada

Canada Summer Jobs Wage Subsidy - \$2,319

Ministry of Tourism, Culture and Gaming

Ontario Summer Employment Opportunities - \$3,816

Niagara Community Foundation

Art & Val Fleming Fund - \$2,340.60

Troup Family Memorial Fund - \$2,131.74



Government
of Canada

Gouvernement
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario

Total Grants Awarded 2024: \$84,500

(A 56% decrease from 2023, reflecting the wrapping up of several infrastructure, multi-year and capital projects)

Endowment Fund & Major Gifts

Guide: \$500 - \$5,000

Art Ellis
Dr. Donna Betts and Michael Seaman
Herb and Cece Schreiber Family Foundation
In Memory of Mary Jane Tanner
In Memory of Marjorie Hagerman
Jane Woolsey and David Jacobs
Jennifer Elliotson
Joan Romagnoli *
- In Memory of Margaret Tufford Romagnoli
Lewis and Marilyn Coffman
- In memory of Barbara Coffman
Mary Betts
Orson Sharpe
Pierrette Robillard *
S. Cagampan and J. Grabuski
The Creighton Family
The Earle and Janice O'Born Foundation *
The Sarah M. McKinnon & *
Peter J. Dawes Foundation
The Teather Family
Tony and Sandra Easton
Trenchline & Roads Inc.
Verhoef Electric

Interpreter: \$5,001 - \$25,000

Carolyn and David Vilim
Irma J. Brydson Foundation
Lois Jean Tufford Kaytor U.E.
Margaret Tufford Romagnoli U.E.
Nu-Forest Canada Inc.
Richard Adams
The Moyer Family
The Westerkirk Foundation *

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

Fleming Family Foundation *

Benefactor: 100k+

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

* Donations from 2024 identified with an asterisk



Total Endowment Fund Donations:

\$142,546.61
(57% of \$250,000 goal)

2024 General, Object and In-kind Donations

180 Estate Winery	Jackie Troup	Michael & Victoria Zwiep
1st Vineland Scouts	Jacqueline Marrama	Micheal Kirkopoulos
Al Ernest	James Bradley	Michelle A. Killins
Alison Benning	Jane Woolsey & David Jacobs	Mike & Danielle Mikolic
Angela Lytle	Jason Payne	Mike & Debbie Culp
Anna Chiota	Jay Moyer	Mingle Hill Farms
Anna Murre	JD & Melanie Pachereva	In Memory of Margaret Romagnoli
Arlene Grierson	Jim and Simone Lounsbery from	City of St. Catharines
Bayview Flowers Ltd.	Vineland Nurseries	Diane Strickler
Bench Brewing Company	Jim Raptis	Elaine Healey
Brenda Zawalick	Joan Romagnoli	Joan Romagnoli
Campden Grain	John Bryan Mullen	Julie Andrews
Carolyn & David Vilim	John Coffman & Fran Freeman	Lincoln Chamber of Commerce
Cave Spring Vineyard	John Layton	In Memory of Patricia High
Chef Justin Downes	Jordan Historical Museum of the	Konkle Plumbing and Heating
Chris Humphries	Twenty Volunteer Association	Mr. and Mrs. D.J. Creighton
Cloudsley Cellars	Heritage Gift Shop	Mutlu Turunc
Colleen & Robert Logan	Jordan Station United Church	Niagara IceDogs
CosMic Plants	Karl & Julie Stobbe	Niagara Parks Commission
Craig Moyer	Kathy Laidman	Niagara Regional Native Centre
D.H. Koop Family	Kenneth James Bakker	Niagara River Lions
Dana Purvis	Kevin Smith	Orson Sharpe & Mabel Sin
Dean Troup	Kikuye Inouye	Pauline Creighton
Donna Betts & Micheal Seaman	King + Victoria Winery	Pearl Morissette
Douglas Troup	Knights of Columbus Council 15999	Peninsula Ridge Winery
Dr. Wesley Turner	Kristen Smith	Senator Peter Harder
Edgewater Manor Restaurant	Kristine Casement	Ray & Pat Konkle
Elizabeth High	Kvas Fine Beverage Co.	Rebecca Smith
Elizabeth Oliver-Malone	Lakehouse Restaurant	Revalee Brunch Café
Emilia Amaro	Laura Petrunick	Ric Corman
Emma Vary	Len Gamache	Richard Baker
Fielding Estate Winery	Leonard Pennachetti	Rob Wismer
Flat Rock Cellars	Linda Griffin	Robert & Sue Foster
Foodland Vineland	Lisa Newbigging	Ronald Shimizu
G MEX Incorporated	Lloyd & Jennifer Haines	Ruth Pallek
Gary Dandridge	Magnotta Winery	Ruth Smith
Grand Oak Culinary Markey	Marg Gierula	Sabrina Farrace
Greenlane Farms	Margaret Andrewes	Sandra & Tony Easton
Helen Ash	Mark Zelinski	Sarah Rittenhouse Johnson &
Humyra Hafiz	Martin Cooper	Mary Johnson Scriven
Ian Potter	Marylin Bardeau	Sharon Romagnoli & Richard
In the Event by Maria	Mayor Sandra Easton	Adams
Inn on the Twenty	Megalomaniac Wines	

Shawn & Ed Brewing Company
Shriner's Creek Kettle Corn
Stacey Inouye
Sue-Ann Staff Estate Winery
TAOTATs Mystic Tea & Brooms
Terry & Andria Teather
The Mobile Mixer
The Watering Can

Theresa Baldassara
Tim Hortons - Beamsville
Tim Hortons - Vineland
Timmins Martelle Heritage
Consultants
Tintern Road & Jack Style Collective
Tom & Mary Pearsons
Tom Platts

Vieni Estate Winery
Vineland United Church
Vintage Hotels
Violet Turl
Warners Farm
Wynne Nicholson
Upper Canada Cheese Company
Victoria Berry

Thank you to all of our community supporters!





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.



Exiles in Our Own Country: Japanese Canadians in Niagara

Family separation. Forced labour camps. Stolen property. Over 22,000 Japanese Canadians were subject to injustices from 1942 to 1949 that destroyed their communities. The exhibit explored the experiences, hardships, and trauma of Japanese Canadians who were forcibly displaced to Ontario.



Generations of an Archive: Emma Nishimura

These works examine the legacy of multigenerational memory about the Japanese Canadian Internment and forced dispersal (1942-1949) through the family archive. The artworks encourage us to think about memory through material objects and invite us to consider stories long told but partially forgotten within our communities.



Growing Up: Rural Canadian Childhood 1800-1914

Exploring how the concept of childhood has evolved through history this exhibit offered a unique look at children's experiences with work, education, home life, and play. Featuring stories and artifacts the exhibit offered a glimpse into the lives of young Canadians.



Lincoln Remix: Steven White

What if? What if a machine was made to drop bouncy balls onto a drum made from a propane tank? What would it sound like if eight Happy Apple toys were spinning at the same time?

With a child-like sense of wonder and freedom, White's works are whimsical, fun, and interactive; transforming viewers into active collaborators.



Sge:no eye:twahs - She is Planting the Peace

Designed by artist Odadrihonyanisoh (Sara General), this piece depicts Jikohnsaseh, the first clan mother. Jikohnsaseh is considered by many Iroquois to be the 'mother of nations'. She was an important proponent for peace between warring nations that later became the Haudenosaunee Confederacy.



Site Installations

Moccasin Identifier Project: Designed and led by the Mississaugas of the Credit First Nation, the Moccasin Identifier builds treaty and Indigenous awareness by covering Canada in moccasins.

Red Dress Project: On the National Day of Awareness for Missing and Murdered Indigenous Women, Girls and Two-Spirit people red dresses are hung in public spaces as a call for justice for the victims and their loved ones.

#HopeAndHealingCanada: Led by Métis artist Tracey-Mae Chambers, the project draws attention to decolonization through large crochet and knit pieces made with red yarn.

Poppy Project: This collaborative community art initiative is a powerful visual statement of respect and remembrance for all those who have served our country.





A YEAR AT A GLANCE

JANUARY

Winter Exhibit Installed



Winter exhibits are installed at the museum, ready for their February opening reception.

Exiles in Our Own Country: Japanese Canadians in Niagara explores the experiences, hardships, and trauma of Japanese Canadians who were forcibly displaced to Ontario from 1942 to 1949.

Generations of an Archive by artist Emma Nishimura used imagery from family archives to examine the legacy of multigenerational memory about the Japanese Canadian Internment and forced dispersal.

"Wonderful new exiles exhibit. Very deep sharing of important local history. I loved how you brought the historical exhibit in conversation with the art exhibit."

Museum Digitization Project



The museum's digitization project is complete, making over 6,000 artifacts from Lincoln's history accessible online. Technology means that features like built-in browser translation, allows users to search in multiple languages.

Project Funding:



Government
of Canada

Gouvernement
du Canada

FEBRUARY

Archeology Volunteers



A team of archaeologists from Timmins Martelle Heritage Consultants volunteered their expertise to sort through dozens of boxes from the Stage 4 archaeological dig conducted on the museum site during construction. Notable discoveries include slate pencils, fragments of slate boards, and small toys such as dominos and marbles. These items offer a glimpse into life in the one-room schoolhouse.

Welcome, Adam Montgomery



Adam Montgomery joined the team as Curator of Exhibitions and Collections. Adam brings extensive experience in national and local history, and a deep passion for public history. With his background as a Program Officer for National Historic Commemorations at Parks Canada and as an accomplished author, Adam's vision and expertise are an asset.

MARCH

Moving to Beamville, WWII



Ken Teshima shared his family's story of arriving in Beamsville during WWII. This heartfelt talk brought to life the challenges and resilience of Japanese Canadians during this period. Ken's story was also featured in our newest exhibit, *Exiles in Our Own Country: Japanese Canadians in Niagara*. It was a memorable event of learning and reflection with our community.

Farewell Jessica

Farewell to Jessica Wilson, Cultural Development Coordinator. At the end of March, Jessica left the museum team after making significant contributions, including leading the museum's move, developing its first Council-Approved Strategic Plan, and expanding cultural access.

Winter Programming

Program Wrap-Up

- 10 School Groups
- 29 Workshops and Events

"Absolutely fantastic program! My daughter was enthralled and couldn't stop retelling all she had learned today."

APRIL

Collections Development

The museum received a grant from the Museums Assistance Program to support the drafting of a Collection Development Plan. This initiative will assess the cultural assets held in our community and foster collaboration with partners like the Friends of Lincoln's History and the Library to enhance the preservation of local stories and artifacts.

OMA Conference

The museum team attended the Ontario Museum Association (OMA) conference, gaining valuable insights and networking opportunities to support their work.

Emma Nishimura Talk



Artist Emma Nishimura and curator Emily Putnam discussed the exhibit *Generations of an Archive*. The exhibit uses family photographs to explore what stories get passed through generations, which get left in the past, and why. Their conversation highlighted themes of exile, memory, and the meaning of home.

MAY

Collections Highlight



May saw exciting additions to the collection, including an Armbrust coverlet donated by Ric Corman and a doll owned by Annie Fry donated by Michelle Kilins.

Mutual Aid Agreement

A Mutual Aid Agreement was established with the Museums of Niagara Association (MONA). This agreement allows for the sharing of resources, staff, and equipment to mitigate the effects of any collections emergency.

REDress Day



A Red Dress installation was mounted on the museum site on May 5th for the National Day of Awareness for Missing and Murdered Indigenous Women, Girls and Two-Spirit people (MMIWG2S+) in Canada. Red dresses are hung in public spaces around the country as a call for justice for the victims and their loved ones. The empty dresses are a visual representation of the pain and loss felt by the families of victims and act as stand-ins for the staggering number of people who have been murdered or gone missing.

Samuel Fry's Birthday



The museum hosted a special event on Samuel Fry's 212th birthday. This evening brought together donors, members, and dedicated volunteers to celebrate our community and recognize their contributions.

Inaugural Deep Roots Award for Volunteer Service: Since its founding in 1953, the museum has relied on volunteers to help preserve and share Lincoln's story. This award acknowledges the contributions of these volunteers and their impact on the community.

Mayor Easton presented the first annual Deep Roots Award for Volunteer Service to the volunteers of the Heritage Gift Shop, in recognition of their vital role in fundraising for the museum since 1993.

Unveiling of the Ellis Property Plaque: In 1982, Art Ellis acquired 60 acres along the Twenty Valley, including the land where the museum now stands. Recognizing its value, he donated the property to the Ontario Heritage Trust in 1984 to preserve the unique Carolinian forest. This donation ensured a permanent home for the museum and its future security. To commemorate this donation a plaque has been mounted in the museum's courtyard.

"The spirit of volunteerism and community involvement we see here is truly inspiring. From preserving our history to creating vibrant community spaces, the collective efforts of our volunteers, donors, and members have been pivotal in sustaining and advancing the museum's mission. It is an honour to recognize and celebrate their exceptional dedication and hard work." - Mayor Sandra Easton

Courtyard Ribbon Cutting



Mayor Easton and members of Council cut the ribbon for the museum courtyard and Children's Education Space. The courtyard is the final element of the museum development project. It has been transformed into a vibrant public space where people can gather, socialize, and connect with their community. The central feature of the courtyard is a charming play feature inspired by Canadian Fraktur.

100% of the Children's Education Space was funded via external partners and grants.

Project Funding:



Government
of Canada

Gouvernement
du Canada



Recovered Footstones



Footstones from the Haines Cemetery were recovered on an adjacent property. They were carefully matched with the corresponding monuments and reinstalled in their proper locations.

Exiles Community Event



During the Exiles exhibition, the museum hosted a multi-generational 'Homecoming' luncheon and discussion for members of the Japanese Canadian community with family ties to Lincoln.

Community members shared their recollections and discussed their experiences and hardships during WWII. Many recognized themselves or their family members in the photos and artifacts on display.

"I wanted to send a big thank you for organising the special reception for the Japanese Canadian community at the museum the other weekend. I really enjoyed it, as did my brother. It was great to learn more about the museum itself - it's very impressive how much you and your team are able to do!"

Spring Programming

Program Wrap-Up

49 School Groups
23 Workshops and Events

"Thank YOU and your team for putting this together and for promoting the arts. You all should be proud of yourselves and the difference you make in your community."

"All staff were exceptional. They made my usual shy son come out of his shell and be comfortable. He loved his time there and we are so grateful for this program."

Art Lives Here



The Art Lives Here Trail returned from June 21-23, celebrating creativity with 23 events and exhibits across 12 venues and featuring the work of over 100 artists and makers. The public explored exhibitions, connected with artists in their studios for a behind-the-scenes look at the creative process, and enjoyed concerts and pop-up craft sessions throughout the weekend.

On the 22, the museum hosted a pop-up art village where contemporary artists brought the space to life with demonstrations and immersive installations.

Collections Highlight



In June, the museum received a fine example of early pottery. The jug was donated by Orson Sharpe for the Troup collection.

Welcome Summer Students

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

#HopeandHealingCanada



Métis artist Tracey-Mae Chambers installed her artwork #HopeandHealingCanada at the museum. Her work is designed to spark conversations about decolonization and reconciliation in spaces that often present a colonial perspective.

Fry Reproductions



The museum commissioned exact replicas of several Samuel Fry textiles created by Upper Canada Weaving. The textiles were made with wool from the same type of sheep that Fry favoured and were dyed, spun, and woven using historical methods. The replicas help us preserve the original while still displaying Fry's artistry.

Summer Camp Kicks Off

Summer camp is back with a full 8-weeks of getting messy with science and artmaking fun.

"Really loved the camp, and the communication, and the counsellors. My child, on Friday, complained she did not want it to be the last day of camp."

Collections Highlight



August brought exciting new additions to the museum, including a Fraktur for Johanna Honsberger donated by Linda Summer and an Armbrust coverlet, donated by Craig Moyer.

Fleming Foundation

A meaningful donation of \$20,000 is received by the museum from the Fleming Foundation. The Foundation was established by Art and Val Fleming, who are recognized by for their devotion to community and philanthropy.

SEPTEMBER

Harvest Pioneer Day



The museum's 58th annual Harvest Pioneer Day festival was celebrated on Saturday, September 20. We celebrated with music, dancing, food, and historical demonstrations.

"Love Pioneer Day! We go every year. Keeps getting better and better."

"Keep it up! The museum is such a valuable part of our community."

Fall Exhibits



Fall exhibits are installed at the museum, ready for their opening reception.

Growing Up: Rural Canadian Childhood, 1800-1914 explores the evolution of the concept of childhood, highlighting work, education, home life, and play.

Lincoln Remix: Steve White inspires curiosity and play with interactive sculptures full of movement, sound, and colour.

Walking Together



We came together with partners from the NRNC, Library, and BIA for the inaugural *Walking Together: Steps Toward Reconciliation* at the Fleming Centre in Beamsville. The event was held for the National Day for Truth and Reconciliation and was an opportunity for the community to reflect on the children who never returned home from residential schools, how we can support survivors and their families, and to commit to change.

The event began with music and teachings, followed by a 1.3km walk for the 100+ community members. Participants also engaged in educational activities such as the Moccasin Identifier project, medicine wheel teachings, and beading workshops.

"It was incredibly moving to see so many people come together to honor this important day. The stories shared and the sense of togetherness reminded me how important it is to keep learning about and supporting reconciliation efforts."

Indigenous Networking

Curator of Education, Visitor Engagement & Partnerships, Courtney Corbeil, was invited to join the Indigenous Museum Professionals Networking Group hosted by the Canadian Museum Association. This network fosters collaboration among Indigenous staff in Canadian museums and promotes shared learning and support within the field.

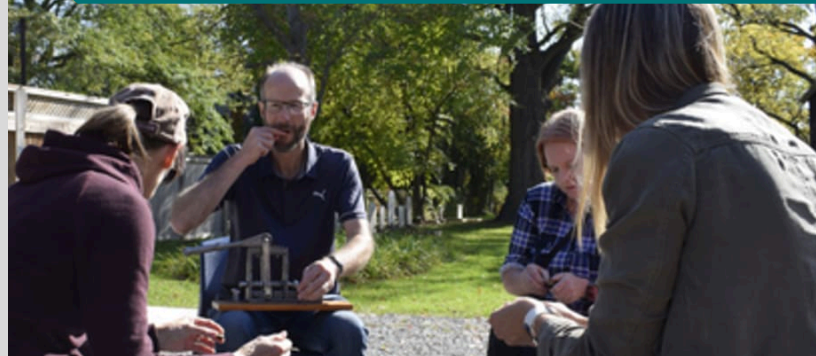
OCTOBER

Powwow Outreach



The museum was happy to attend the Niagara Regional Native Centre's Annual Traditional Pow Wow at the Meridian Centre. Over **400** kids engaged with the museum outreach craft station.

Harvesting History



John Coffman led an exciting program on the historical importance of the black walnut tree in early Canada. Participants got hands-on and learned how this tree was vital for food, medicine, and dyes across the centuries.

NOVEMBER

JVIP Opening

The Town of Lincoln celebrated the completion of the Jordan Village Improvement Project. This weekend saw nearly **400 visitors** from across Niagara to the museum.

The Poppy Project

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.

Fry House for Christmas

The museum decorated the historic buildings for the holidays to show the heartfelt yet simple traditions of the past. Visitors were welcomed every weekend to experience the charm of the season.

Starlight Market



The 4th annual Starlight Market brought the magic of the season to Jordan Village. Lit up by holiday lights, the market had our favourite local artisans, food, kid's crafts, s'mores and the Polar Express train. Kid's this year reported Grinch-y encounters!

Our family loves the Starlight Market! The festive atmosphere is amazing, and the kids were thrilled to meet the Grinch—it was the highlight of their night! there's something for everyone. Its a holiday tradition!

Indigenous Site Signage



Two permanent signs were installed at the museum to tell the Indigenous story of Lincoln, and make this history visible even as exhibits change. The new signage includes an exterior plaque and a didactic panel in the vestibule. These tell the history of the Neutral Nation.

"...for communities like Lincoln and other smaller communities throughout the Niagara Peninsula, it's very important that they understand the past, understand the relationships today between First Nations people and the community, and [the project] gives some sort of indication of where we're going to go in the future together...it helps foster a spirit of reconciliation as we move forward in time. - Darin P. Wybenga

Indigenous Collections

The museum completed a multi-year project to document and interpret its collection of Indigenous artifacts, originally assembled by W.R. Moyer. The 481 objects were researched, identified, and digitized to make them accessible to the public.

Under the guidance of an Indigenous consultant, the collection was named "*Anooj gegoo*" (meaning "various things" in Anishinaabemowin). The project centred Indigenous knowledge and ensured cultural significance was accurately represented. The project deepened the museum's partnership with the Mississaugas of the Credit First Nation (MCFN), introduced protocols for ceremonial items, and created permanent signage for the Hatiwendaronk (Neutral people) and the story of the land now known as Lincoln.

Project Funding:



DECEMBER

Deep Roots Dinner



To acknowledge her amazing contribution to culture, Ruth Smith was awarded the Deep Roots Contribution to Culture award, at the annual fundraising dinner. Ruth Smith is a passionate advocate for Lincoln's history, dedicating her career and volunteer efforts to preserving the town's past through teaching, research, and archival work.

Fall Programming

Program Wrap-Up

33 School Groups
31 Workshops and Events

"My students' didn't want to leave! Lasting impression that will positively impact my kiddos. I am positive they will share their experience with others and remember memories to come! (My partner and his siblings had this trip 20 years ago and remember it to this day!)"

"A wonderful place to see, play and enjoy, no matter with your children or not. The exhibitions are in full details in an engaging story-telling way to show you the history of childhood and children's education, how we get here and where to go for your thinking. Strongly recommended!"



"Our interpreter was amazing! I have had repeated remarks about her exuberance, knowledge of the area and enthusiasm. She was mesmerizing!"

"My daughter had a fabulous time. We are brand new to the area and this is our first time exploring summer camps in Jordan; the facility itself is beautiful, clean, and well taken care of which both me and my daughter appreciate, the camp counselors were warm and friendly, and overall it was well organized. Thank you very much for a great, calm, safe, experience."

"My Grandmother and I visited your museum. Thank you so much for guiding us through the history, it truly was like being brought back in time."

"My wife was fortunate enough to donate a part of history to this museum, and they were very pleasant and appreciative. My wife was able to preserve a piece of history for future generations."

"It was a wonderful immersive interactive experience. A variety of hands-on experiences for all types of learners and very accommodating to students with ASD or who are ESL. They really enjoyed it!"

"The Lincoln Museum is one of Niagara's hidden treasures. Your exhibits are fascinating. I love the crafts you have for children."

"The staff did an outstanding job leading the class! This is an experience the students will never forget. I will come back with my family to explore the area."

"I went to the lecture on the home children. It felt very intimate and cozy, a nice atmosphere to hear the information. the lecturer was great and I learned a lot. I'm new to this region so learning about its history helps me feel better my community."

"The kids had an amazing time while learning. This gave them a chance for a once in a lifetime hands on learning experience! They will never forget it! (This is true as I visited here when I was their age)"

"From the moment we arrived, the students were immersed. I love the magic of bringing my class each year."





"The program was seamlessly adapted for students' academic and behaviour needs. It was incredibly engaging for each student! They seemed in awe of the procedures of the classroom and by how well they followed along. I could tell they loved it. "

"My daughters and I attended the event and as expected, you and your team put on an excellent event. One interesting comment I overheard was 'didn't think country folk knew "Nihonjin" existed'. I led him to the display and pointed out. He admitted this was new knowledge to him. Thanks for all your work. You have great staff. "

"Very organized. Well promoted. [The team] did a great job communicating all the information. Thank you. 10/10 I heard lots of comments from kids & parents."

"Красивая локация. Девочка экскурсовод открыла дом и провела экскурсию абсолютно бесплатно. Было интересно окунуться в историю жизни одной семьи живших 200 лет назад."

"It's a cool place to explore. My kids love it there. Super friendly knowledgeable staff. You won't be disappointed."

"A wonderful authentic experience. The First Nations introduction was a great addition to the day."

"the children did not want to leave and wanted the experience to be longer. Thank you for another GREAT day!"

"I've learned so much. The immersive experience really enriched the learning!"

"Volunteering at the museum has helped me feel more connected to my community, as well as Niagara. As a transplant from the GTA, it has been a great opportunity to meet my neighbours and learn more about the founding families of Lincoln."

The Christmas events have become part of our family's traditions and I know our daughter will look back on her time spent in the Schoolhouse fondly. It is a really special thing to have all of these family-friendly activities happening just outside our front door. "

2020-2025 STRATEGIC PLAN SUMMARY

CELEBRATING
BREAKTHROUGHS,
INSPIRING PROGRESS



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

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

2020-2025

Celebrating Breakthroughs, Inspiring Progress

As we reach the end of the 2020-2025 Strategic Plan, we reflect on and celebrate an extraordinary period of transformation, growth, and resilience. Guided by a new mission and an ambitious framework of 36 action items, the Lincoln Museum & Cultural Centre has truly become *our museum*: a place where stories are shared, connections are made, and our community comes together.

This period has been nothing short of transformative. The move to the new state-of-the-art facility marked the beginning of this era, enabling us to deliver innovative exhibitions and programming that has captivated a growing and diverse audience. Despite substantial challenges, including pandemic disruptions, major construction projects, and site access limitations, the museum has seen record-breaking engagement. These achievements are a testament to the resilience, passion, and collaboration that define the community of Lincoln as well as their museum.

Together, we have built sustainable relationships with cultural partners, amplified new voices, and expanded opportunities for programming, education, and stewardship of our collective history. More than just a museum, we have created a space that reflects who we are and inspires who we can be.

The future of *our museum* is bright. With the completion of the Jordan Village Improvement Project and new opportunities on the horizon for engagement at Sho'arishon Indigenous Cultural Park, we are once again planning for the next five years. As we look to the future, we remain committed to growing, evolving, and continuing to make our museum a place where we uncover untold stories, hold space for many voices, and reflect the heart of the community.

**SINCE
2019**

↑ **819%**
Exhibit Visitors

↑ **14k+**
Engaged via
Outreach

↑ **320%**
Programs/Event
Participants

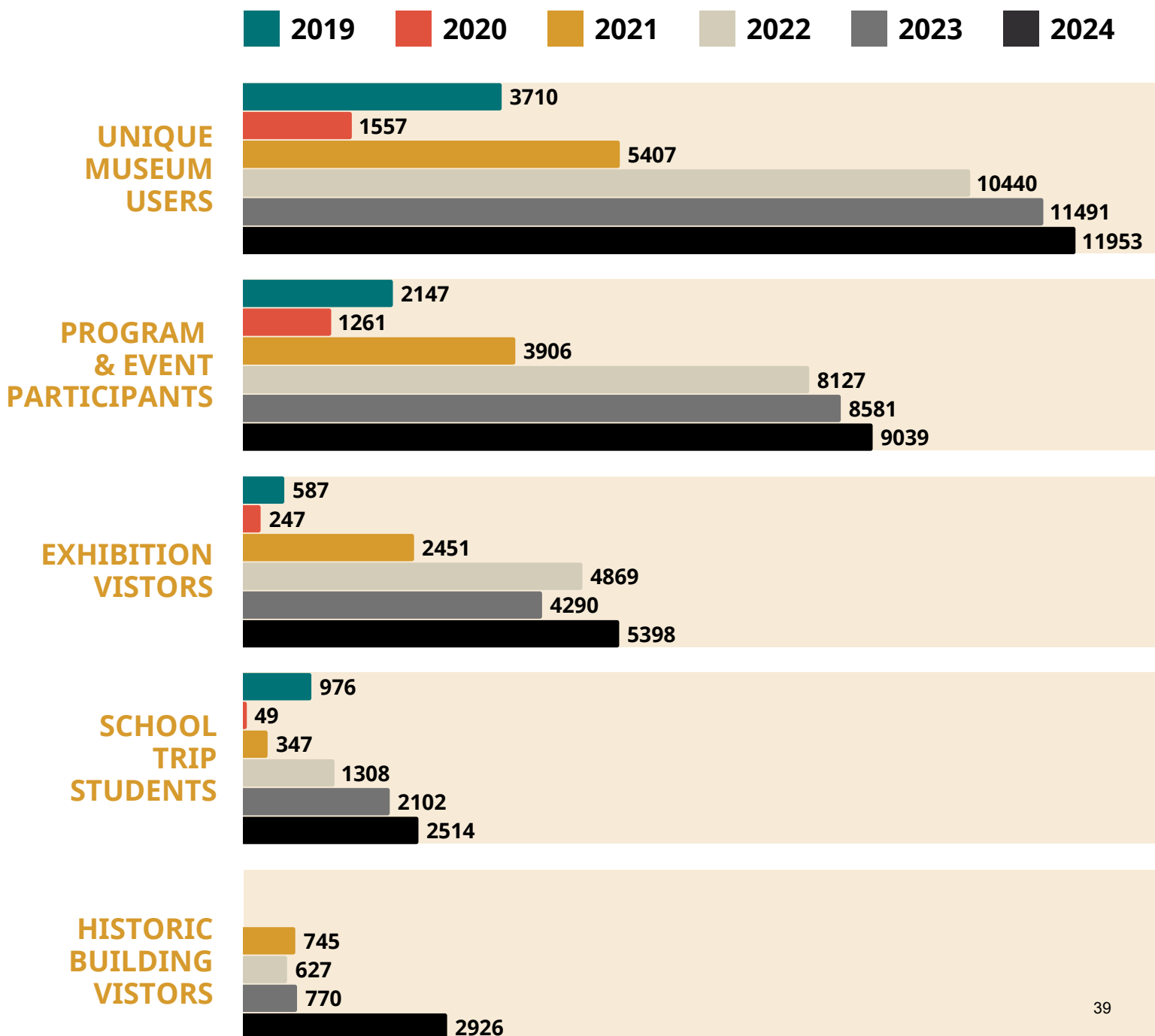
↑ **157%**
School Visits

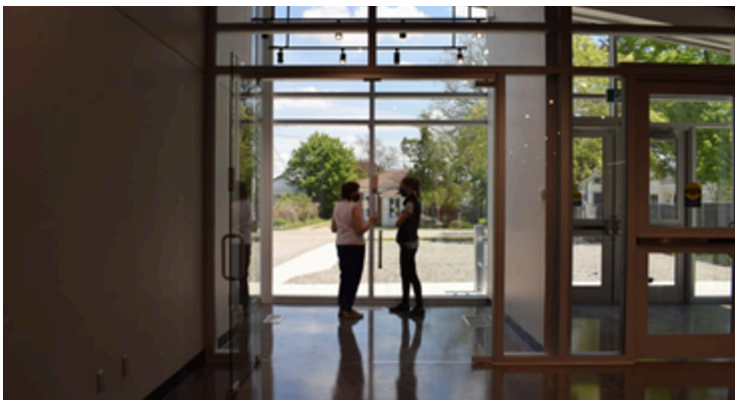
↑ **3.3k**
Social Media
Followers

↑ **400+**
Public Programs &
Events

Building Community

Since 2019, there has been year-over-year growth in all key areas of audience engagement. Notably, there is a **321%** increase in program/event participants, reflecting the success of targeted efforts to diversify offerings and deepen community involvement. Similarly, exhibit visitation saw an **819%** growth. These metrics highlight the museum's continued ability to attract and capture the imaginations of a diverse and expanding audience.





I remember....

Over the last 5 years the museum has truly become a place where community thrives. A dedicated team of staff and volunteers have worked tirelessly to foster connection, promote inclusivity, and facilitate dialogue. The museum team has built upon an incredible legacy that started as the JHMT, and continues as the LMCC. I am so proud to have been a part of this story.

- Jessica Wilson



The museum has created significant opportunities to support relationship-building between Indigenous communities and Settler-Canadians. I will never forget the power of the Red Dress day ceremony visited by bald eagles and the opportunity to experience Jingle Dress healing in the museum. Thank you for your work that builds bridges & community connections.

- Angela Lytle



When we stepped into this empty building with polished concrete floors and white walls, there was a palpable sense of excitement and possibility. We were all dreaming of what this place could become. Every decision we made—loading in the collection, re-staging the buildings, writing programs—felt like laying a foundation for the an amazing future.

- Olivia Rozema



Watching adults of all ages play with Steve White's art throughout the exhibition's run was heartwarming. We all need to regain and relive a bit of our childhood every now and then. It was great to see the museum help people bring out their playful side.

- Adam Montgomery

One school group brought a low-vision student. We prepared the braille notes for her arithmetic and spelling. With some adaptation, she engaged in everything—from desk work to drills, inspections, and outdoor play with stilts and tug of war. At the end of the day, she came up to me and gave me a hug, and said, 'Thank you for a wonderful day. You were strict and so very, very kind to me!'

- Beth Labrie



My husband and I were married in the Museum's historic schoolhouse building – the perfect site for a magical, intimate wedding. The interior and exterior of the schoolhouse, as well as the Fry house, served as scenic backdrops for our photos. Our family will treasure memories of this special event forever.

- Donna Betts

Being part of the Indigenous Collections Project with MCFN was deeply meaningful to me. Bridging my settler and Kanyen'kehà:ka roots, I felt like I honoured the Neutral Nation's legacy and illuminated stories silenced by colonialism.

- Courtney Corbeil

The paper-making workshop with Beth was informative and productive. Not only was the process fun but I used the knowledge to make our own 40th anniversary invitation cards! Our friends loved receiving these mementos with a hand-made personal touch.

- Terry Teather

The LMCC achieved incredible things in the last five years and I feel very fortunate to have been a part of the growth and development of the museum. My most memorable moment is definitely the museum's move of the collection and the curation of the four exhibitions all within the same month - what a whirlwind. I'm excited to see how the LMCC grows in the next five years!

- Jasmine Proteau

As I reflect on the past several years since the successful completion of Lincoln's Museum and Cultural Centre, there is much to be proud of. The individuals who have played a vital role in operationalizing the museum, activating its site and spaces, and elevating it to a standard beyond what many could have imagined are truly impressive. Furthermore, the Town is incredibly fortunate to have such dedicated, professional, and passionate staff who love what they do and collectively form an unmatched team in the industry.

- Shannon McKay





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

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