Museum of Vancouver 2016 Annual Report



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Letter from the Chair of the Board

2016 was a year of transition and progress for the Museum of Vancouver. We launched the year pairing with the Vancouver Urbanarium on Your Future Home, a highly engaging exhibit which invited Vancouver citizens to dive deep, discuss and debate our favorite topic: housing, real estate, and the emerging cityscape.

We followed that with All Together Now, an exquisitely curated collection of 20 unique and unconventional collections which delighted visitors and encouraged reflection on a central question for any museum: why we collect. We continued our Vancouver in the Seventies photography exhibit which highlighted some wonderful gems from the Vancouver Sun newspaper collection.



Our highly successful School and Education program welcomed 161 schools and 9164 students from across the Lower Mainland. And on the Collections side we made selective additions of 233 artifacts and continued our important work to digitize the collection, increasing access to BC's historical resources.

Mid-year we bid a fond farewell to former CEO Nancy Noble and a warm welcome to Marg Vandenberg who stepped down from her role on the Board to step into the role of Interim CEO. Marg provided superb leadership to the team during the transition period as we completed our CEO recruitment, and ensured that the Museum stayed focused on delivering the 4 key goals of the multi-year strategic plan adopted in 2015:

- 1. Grow public awareness of the Museum's brand
- 2. Grow, diversify and engage audiences
- 3. Increase earned and contributed revenues
- 4. Strengthen operational and financial capacity

As we closed the year we welcomed our new CEO, Mark Richards, who brings an exciting vision of what the Museum of Vancouver can become, many new and compelling ideas and a focus on finding a way to display many more of the unique treasures of the collection, notably the unparalleled First Nations collection.

We welcomed several new Board members in the year who brought strong skills in marketing and operations, deep roots in the community and extensive Board governance experience. In my time as Chair we have transformed the Board to a high performing team of fully engaged, highly committed and passionate advocates, with a shared determination to realize the potential of the Museum of Vancouver. Their voluntary contribution is immense and I thank the whole Board for their superb service to the community.

And finally, a word of thanks to our many supporters – members, donors, funders, sponsors, visitors, volunteers and our talented and dedicated staff. Your contributions are invaluable and much appreciated.

Jill Tipping
Chair of the Board

Letter From the CEO

The Museum of Vancouver was created in the grand tradition of Victorian museums, and its extraordinary collection reflects the often-chaotic nature of donations made in its early years. As the steward of this great collection for the people of Vancouver and British Columbia the museum bears a great responsibility.

Many of the real treasures of some museums lie in the object stores – unseen by anyone but their curator. They are a quiet testimony to the dedication of collectors in the past, and a silent anthology of multiple histories.



This museum is no different except that it has in storage one of the most significant First Nations collections in the world, together with other internationally important assemblages from across the globe. This collection has never been displayed in its entirety and is a hidden gem for Vancouver, British Columbia, and Canada.

Throughout its various iterations this museum has never managed to display its legacy collections fully and they have sat in the darkness for decades waiting to be reawakened. In 2017 we will develop a plan that will help this museum to realise its full potential and become a world-class museum for Vancouver and its communities.

Only by understanding our past can we plan properly for the future. We are the stewards of this collection but our communities are the holders of its stories - by bringing these together we can finally unlock the power of these objects. Our long-term goal is to reconnect communities with their material culture, empower them to tell their stories through the collection and to use this as a trigger for new creativity.

Embracing many ways of looking at the world makes for a better community and empowering our communities to tell their own stories will make a profound difference to those communities' sense of place in Vancouver. Put simply we believe in the power of stories because they can change the world.

Financial sustainability lies at the heart of our stewardship role as a museum, so we are also working to diversify our income streams, maximise earned and contributed revenue, and reduce costs to ensure we can live within our means.

Everything we do as a museum is for a single purpose, to serve all the communities of Vancouver by protecting their heritage as a legacy for future generations. Our work is vital to understanding each other and our place in the world and I look forward to another successful year for the Museum of Vancouver.

Mark Richards CEO

2016 Board of Directors

Jill Tipping (Chair)

Nigel Bullers (Vice Chair)

Bill Cox (Treasurer)

Mary Lou Gazeley

Pamela Goossen

Raymond Greenwood

Dr. Bruce Miller

Marg Vandenberg

Virginia Weiler

Kory Wilson

Joan Young

Feature Exhibitions

Your Future Home: Creating the New Vancouver

January 21st, 2016 to May 15th, 2016

Lead Curator: Gregory Dreicer

Co-presenters Museum of Vancouver and Vancouver Urbanarium explored challenges and solutions relating to citizens' greatest concerns.

Your Future Home invited people to discover surprising facts about the city and imagine what Vancouver might become. This major exhibition engaged visitors with the



bold visual language and lingo of real estate advertising as it presented the visions of talented Vancouver designers about how we might design the cityscapes of the future. Throughout the run of the exhibition, visitors deepened their experience through a series of programs, including workshops, happy hours, and debates among architectural, real estate and urban planning experts.

The Vancouver Urbanarium Society and Museum of Vancouver are grateful for the support of Rositch Hemphill Architects, Marcon Investments Ltd., Wesgroup Properties LP, Macdonald Development Corporation, Glotman Simpson, Richard Henriquez, Henriquez Partners Architects, Rethink, Adera Development Corporation, BTY Consulting Group, Brooks Pooni Associates, PFS Studio, Bruce Haden, Andrew Gruft, Leslie Van Duzer, and Marta Farevaag. Additionally, the Museum would like to thank its institutional funders: City of Vancouver, Province of British Columbia, and BC Arts Council, and the exhibition media sponsor: CBC Vancouver.



All Together Now

June 23rd, 2016 to March 19th, 2017

Curator: Viviane Gosselin

All Together Now: Vancouver Collectors and Their Worlds featured 20 beautiful, rare, and unconventional collections, with something for everyone including corsets, prosthetics, pinball machines, taxidermy, toys, and much more. In this exhibition both collector and collected were objects of study, interaction, and delight.



All Together Now explored the act of collecting,

the collector's vision and the role collections play in building identity, public memory and social connections. The exhibition will explore the questions: Why do people collect, and how do private collections touch public consciousness?

The project built on the fascination with private collections, as evidenced by TV shows dedicated to the subject and thriving online and in-person communities of collectors. Vancouverites were invited to submit their collections for inclusion in the exhibition.



Vancouver in the Seventies

October 13th, 2016 to July 16, 2017

Guest curator: Kate Bird

MOV curator: Viviane Gosselin **Exhibition Sponsor:** Vancouver Sun

The exhibition featured 400 photographic gems from the Vancouver Sun newspaper collection, as well as several 1970s artefacts from the Museum's collection.

These stunning shots illustrated an intense period of selfdiscovery and growing up for Vancouver. They captured the beauty of everyday events and chronicle the drama of pivotal moments that continue to shape the city.

The images were organized around themes of protesting, building, performing, and playing in Vancouver. Visitors were invited to add their significant 1970s Vancouver happenings to a visual timeline of events and factoids.

Vancouver in the Seventies builds on the book of the same name by Greystone Books. It is authored by retired Vancouver Sun research librarian Kate Bird with an introduction by columnist Shelley Fralic.

To encourage Vancouverites to think about the future of their city, the Museum of Vancouver invited people to come together to reflect on the 1970s through the lenses of activism, arts, and business. Public programs included an event where news photographers and journalists shares their perspectives and invited debates on the evolving field of photojournalism.





School & Education Programs

Introduction

As an institution, we are deeply committed to positioning the MOV as a leader in educational innovation to stimulate and encourage audiences to explore and connect with their history and culture.

In that regard, the Museum remains an invaluable resource for K-12 students and



teachers, with attendance for this audience holding relatively constant this past year. Both attendance and revenue goals were achieved despite reduced staffing levels. Much activity this year coalesced around preparations for the eagerly anticipated June opening of the *All Together Now* exhibition. We conceived and produced a new school program that fostered a greater understanding of the theme of collecting. The innovative program, utilized the concept of "trading cards" to engage students with the activity and concepts associated with collecting.

Our work to engage undergraduate students attending Lower Mainland colleges and universities led to a rise in attendance, with interest being paid to the *Your Future Home* exhibition. Opportunities for college and university students to engage in discussion with curators about housing affordability, urban density, mobility, and public space generated lively discussion focused on ways of dealing with Vancouver's housing challenges. Students from diverse disciplines, including geography, architecture, urban planning, and sociology, discovered surprising facts about the city and were encouraged to imagine what Vancouver might become.

ESL Audience

Our efforts to connect with groups and organizations providing support to recent immigrants resulted in an increase in attendance for our ESL audience and raised awareness of the Museum as a resource as well as a social destination for newcomers. We have had great success in positioning the MOV as a natural starting point for those seeking to gain a better understanding of their new home. Strong word of mouth has resulted in growth in all areas of our ESL program offerings, including English language schools, newcomer groups, and foreign exchange programs. Ongoing efforts to build relationships with ESL schools and organizations has resulted in steady growth for this segment of our audience.

Animating History

We continued to see growth in attendance of the *Animating History* program; an innovative hands-on workshop that connects media literacy and storytelling through the creative exploration of BC history. In this full day workshop, students create a short-animated film retelling a piece of local history. Stories include, the Great Vancouver Fire, Cariboo Gold Rush, 1907 Anti-Asian Riot, WWII Japanese-



Canadian Internment, and The Mummy "Panechates". Students work cooperatively with a professional animator and museum interpreter to experience BC history and the stop-motion animation process. Use of a variety of social-media platforms, blogs, and strategic partnerships have generated increased awareness of this innovative program which combines creative expression and technology with history education.

Teacher Professional Development

Convening and providing professional development opportunities for teachers remained paramount to our mission to help cultivate and share expertise related to the museum field and beyond. Throughout the course of the year, teachers were offered a range of workshops and events designed to enhance their knowledge and appreciation of educational experiences offered at the Museum of Vancouver.

With historical thinking now a foundation for history and social studies curricula across the country, the MOV hosted teachers and instructors from schools, universities, and museums for the *Historical Thinking Summer Institute* in July. Participants were offered a range of new perspectives and entry points for teaching history courses and programs with explicit attention paid to historical thinking. Teachers commented that the breakout sessions were a great way to think about how to enhance their expertise when designing history lesson plans and programs.

For the province-wide Professional Development Day in October, teachers were invited to visit the Museum for one-on-one discussions with MOV educators and to preview feature exhibits and programming for the upcoming school year. In March, teachers were invited to tour the *Cesna?em* exhibition utilizing resource materials aligned with the historical thinking framework. This critical thinking model is embedded in the learning standards of the new B.C. curriculum so we continue to adapt and align our programming to support teachers in achieving their learning objectives.

Other Activities

Student focused events included the Vancouver Regional Heritage Fair and the VSB gifted student initiative called the *Evening of Eminence*. Museum education staff and docents lent their support to the school heritage fairs through their role as adjudicators and the museum itself being a source of information for many of the student projects. *The Evening of Eminence* event saw a record turnout with over 60 students and 225 friends and family enjoying lively dialogue and performances from a diverse selection of eminent persons. Summer activities included programming for community day camp groups, art classes seeking inspiration from the eclectic mix of objects in the *All Together Now* exhibit and tours for foreign language students enrolled in summer English courses. Visitation from English language learners extended into the Fall term with international students enrolled in the LEAP program participating in the MOV's signature archeology program *Ancient Worlds* as well as the highly touted *Immigration Nation* program.

Conclusion:

This past year was exceptional for its innovative programs and varied approaches that connected increasingly diverse visitors with our collection, our exhibitions, and each other. We look forward to rolling out an improved departmental structure that will allow us to work more effectively and execute the Museum's organizational priorities. In closing, we will continue our work to cultivate new partnerships and fruitful collaborations, and to create programs that bring the compelling story of Vancouver to new and returning audiences.

Total Number of Schools	Total Number of Students	Public Schools	Private Schools	ESL Schools
161	9,164	95	36	30

Public Programs & Events

The public programming schedule of 2016 was both robust and diverse. More than 30 programs were developed in conjunction with two featured exhibitions.

Programs were additionally developed independent of exhibitions of which featured a spectrum of interests, concepts, and partnerships. Program attendance topped 6,000 patrons in 2016 - a highly successful *Winter Wander* greatly helped bolster this statistic. The number of public programs in



2016 totalled 43, the highest number of MOV programming in recent memory.

Your Future Home exhibition provided an opportunity for the museum to develop programs that drew attention to local housing and real estate issues and created opportunities for the public to voice their observations and concerns. Happy Hours focused on creating environments for the public to learn of initiatives that advocate for greater use of public space, affordable housing, and progressive approaches to urban density.

Your Future Home also provided an opportunity for participants to get out and explore our city. Four Out and About events connected patrons with city planners, urban critics, and architects who guided participants on interactive walking and bicycle tours, each of which focused on various sections of the city. This program celebrated the concept of offsite audience engagement, allowing the museum to guide patrons and members to the very neighbourhoods featured in Your Future Home exhibition.

All Together Now's twenty plus collectors/contributors provided many opportunities to develop programs featuring personal narratives, eclectic collectors and their relationship to exhibited objects, and their inextricable link to broader cultural associations. MOV hosted 6 All Together Now Talk and Tours which varied from formal presentations to more informal tours of the collections.





We commemorated the transportation theme highlighted in Expo 86 installations with a *Happy Hour* event that coincided with Bike to Work Week. Transporting Expo featured speakers from various disciplines (architecture, media arts, public art and design); the speakers addressed both Expo's transportation vision and the inevitable long-term impact the fair had on Vancouver.



MOV featured two programs in conjunction with *Cesnaem: The City Before the City* Exhibition in 2016. Musqueam community member Kelly Louis hosted an off-site tour of the Musqueam Cultural Centre Gallery. The audience viewed traditional wood working tools from the 4,500-year-old Musqueam village site. Kelly shared his knowledge of canoe making providing a unique opportunity for visitors to appreciate the revitalization of canoe building traditions through x^wəÿθət - Awakening the Spirit, a canoe building project offered in partnership with UBC. Members of the Musqueam Language and Culture department hosted an informal talk and workshop as an introduction to Musqueam's traditional language həngəminəm.

Total Number
of Participants
2867

Marketing

The goal of the Marketing Department is to drive awareness of the Museum's exhibitions, programs, and brand in the local and tourism market. Metrics are based on admissions, social media, and website statistics

Visitation Summary

Medium	2016	Change
General Admissions	46,052	5.55%
Member Visits	1,626	0.00%
Education Programs	8,630	5.48%
Public Programs	2,867	-29.37%
TOTAL VISITATION	59,175	2.92%
Rental Event Attendance	13,041	-9.18%
TOTAL GUESTS	72,216	0.50%

Social Media & Website Stats

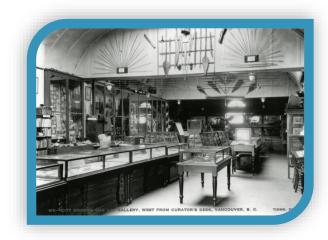
Social Micala & Website Stat	<u> </u>	
Medium	2016	Change
MOV Website Sessions	213,069	-1%
MOV Website Pageviews	580,751	-20%
MOV website new sessions	77.42%	9%
YouTube views	9956	91%
Facebook video views (10 sec +)	19,978	177%
New Facebook Followers	1688	40%
New Twitter Followers	2896	NA
New Instagram Followers	3670	NA
Total Facebook Followers	9704	21%

Collections

The Museum of Vancouver has been building its collection for over 120 years. The museum preserves for research and presents to the public important historical, ethnographic, archaeological, Asian, and natural history objects.

Acquisitions

In 2016 it was decided to develop a plan that would align collecting with our institutional approach to audience engagement and curatorial priorities, along with our strategic



plan and vision. We formally acquired 233 artefacts whether it was to support an exhibition, augment a key collection, or was simply a "must have".

Several items exhibited in *Artware: Northwest Coast Designs* and *Everyday Objects* (Oct 2015-Jan 2016) were acquired including a Bee refuge by Shain Jackson of the Sechelt Nation. Timely acquisitions of a Greenpeace t-shirt and memorabilia from Habitat '76 supported the *Vancouver in the Seventies* exhibition (Oct 2016 to Feb 2017) We also added to our significant collection of Vancouver transportation artefacts through the acquisition of a collection that had belonged to Rene Jean Temoin (1915-1990) who had worked for the B.C. Electric Railway in the 1930s and 40s as a conductor. We acquired key material associated with the Expo 86 event documenting the planning and marketing of the event. A critical addition to our neon collection was the iconic Ridge sign that used to sit atop the Ridge theatre at 16th and Arbutus.

Thanks to a grant from the Museum Assistance Program at Canadian Heritage, MOV received funding to host *Mindful Collecting*, a symposium exploring participatory approaches to collection planning with members of the community and museum colleagues. The grant was received, and the planning was carried out, in 2016 and the event itself was held in early 2017.

Digitizing the Collection

For seven consecutive years, the Museum of Vancouver has been the grateful recipient of a BC History Digitization Programme grant from the Irving K. Barber Learning Centre at UBC. The programme promotes increased access to BC historical resources by providing matching funds for digitization projects that result in free online access to provincial historical material. The funding has allowed the museum to digitally photograph approximately 2,500 artefacts each year. The ongoing digital photography of new acquisitions now covers nearly 40% of MOV's collection.

Visitor Services

In 2016, MOV developed and implemented an improved visitor strategy. Our focus was on amenities and customer feedback we could address short term. First, we reopened the gift shop in August that had been closed since 2014. The Museum of Vancouver has collaborated with local makers and businesses to curate this eclectic collection of garments, toys, home decor, and books that represent the city and the Museum's themes. Second, we listened to feedback on our membership program to streamline the offer and bring back programs that our members requested. Third, we increased our operating hours for our customers buy opening late on Friday and Saturday and we are now open Monday all year.

Looking forward, we are continuing to make the museum more accessible to families and make wayfinding easier for everyone.



Development & Fundraising

Community Support

The Museum of Vancouver extends its thanks to the generosity of all those who continue to support us - our donors, funders, and community supporters.

Your contributions and participation help us deliver outstanding programs and exhibitions to our many communities and visitors.

Thank you!

Institutional Funders:







Partners:





\$20,000 +







ALDRICHPEARS ASSOCIATES

\$5,000 +

vancouver foundation



The Andrew Mahon Foundation

Friends of MOV

Tom Annandale Simone Artaud Diana Belhouse William S. Blackie Marilyn Books Marion Boyle Georgina Brunette **Nigel Bullers Beth Carter** Stephanie Chan Michael Clague **Charles Clapham** Marylin Clark Heather Clarke Kate Clifford **Ruth Comisarow** Lynn Copeland Mary Coward Bill Cox Tara Cullis Jane Davidson Anne-Marie Dekker William D.S. Earle John Edmond Jim Evans Allen Feider **Graham Fraser** Graham Fraser Robert Gauf Mary Lou Gazeley Claire Giberson Claire Giberson

Debra Gibson Pamela Goossen Raymond Greenwood Evelyn Harden R. Cole Harris Susan Harvey Henry Hawthorn Johanna Hickey Evelyn Hortobagyi Florence M. Hungerford Elizabeth Hyde Audre-Barbara Jackson Linda Johnston Olive Kloepfer Anthony Lee Imogene Lim **Hugh Lindsay** Barbara Lindsay Margaret Lyons Connie Maclean Mike Mallen Christiane Markgraf **Robert Matas**

Mark McKim
Hilary Meredith
Cathy Michitsch
Bruce Miller
Thelma D. Mulholland
Shinichi Omatsu
Marti Oppenheimer
Wayne Phillips
Anne Piternick

George Read Mary Reynolds Linda Robeson Diana Sanderson Joan Seidl Marie Singh Karen Stearman Ken Stephens Ronnie Tessler Anona Thorne Jill Tipping Joan Tyldesley Marg Vandenberg Elizabeth B. Walker Charlotte L.V. Warren Virginia Weiler Linda Weinberg Eleanore Wellwood **Gregory Went** Deryk Whitehead Eva (Billie) Williamson Eric Wilson

Kory Wilson
Larry Wong
Gordon Wong
Yosef Wosk
M. Anne Wyness
Joan Young
Donald Luxton &
Associates Inc.

Eric Wilson

Membership

Membership is a great way to connect with your city and like-minded locals. The Museum of Vancouver gathers people for exhibitions on contemporary city issues, explorations of our history, and discussions about our future. We welcome you to participate in as many ways as you can: attend an opening reception, experience our galleries, join in a workshop, or debate, listen to a speaker, or attend one of our tours.



Number of Members in 2016

1,612

Staff & Volunteers

CEO

Nancy Noble – January to July 2016 Marg Vandenberg (Interim) – July to December 2016 Mark Richards – December 2016

Finance & Operations

Mike Mallen, Director of Operations & Finance Cecilia von Berg, Accounting and Payroll Coordinator Eloisa Saragpon, Administrative Accounting Clerk Dee Moss, Administrative Accounting Clerk Cali DiLecce, Facility Rentals and Sales Specialist

Visitor Services

Greg Fruno, Director of HR & Visitor Services Asia Siemens, Visitor Experience Supervisor Aerin Hack, Visitor Experience Coordinator Sarah Kamal, Visitor Services Coordinator Neal Pellegrino, Visitor Services Coordinator

Visitor Services

Jeraldine Carcha

Dustin Clark

Jasmine Crisp

Rebecca Cron

Irina Dragnea

Holly Frizell

Barbara Frizell

Kellie A. Haines

Linda Lidstone

Mark Moraes

Naomi Nguyen

Justine Rego

Kevin Shipales

Audience Engagement

Alan Kollins, Public Programs Manager Ivanka Lupenec, Public Programs Manager

Development & Marketing

Amanda Burrows, Director of Development Erin Reddekopp, Development Coordinator Myles Constable, Marketing Manager Angela Yen, Marketing Assistant

Collections & Exhibitions

Gregory Dreicer, Director of Curatorial & Engagement
Viviane Gosselin, Director of Collections and Exhibitions, Curator of Contemporary Culture
Wendy Nichols, Curator of Collections
Carol Brynjolfson, Conservator
Jillian Povarchook, Collections Associate
Klaus Koa, Fabrication Coordinator
Heather Turnbull, Museum Technician
Nicholas Farrell, Assistant Museum Technician
Paola Merkins, Collections Assistant
Brandon Rivas, Summer Collections Assessment Technician
Christine Pennington, Summer Collections Technician
Lanna Lastiwka, Summer Collections Assessment Technician

Education

Jane Lougheed, Education Programs Manager Ashley Jones, Bilingual Prog. Assistant Cristella Marrufo, Bilingual Prog. Assistant Cody Fraser, Prog. Assistant

Montanna Mills, Curatorial Assistant

Volunteer Hours Worked (Including Board)

3,030

VANCOUVER MUSEUM SOCIETY
FINANCIAL STATEMENTS
31 DECEMBER 2016
// OV museum of vancouver

Financials

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CHARTERED PROFESSIONAL ACCOUNTANTS

1500 – 1090 West Georgia Street Vancouver, B.C. V6E 3V7 Tel: 604-684-1101 Fax: 604-684-7937 E-mail: admin@rolfebenson.com

INDEPENDENT AUDITORS' REPORT

To the Directors, Vancouver Museum Society

Report on the Financial Statements

We have audited the accompanying financial statements of Vancouver Museum Society, which comprise the statement of financial position as at 31 December 2016, and the statements of changes in net assets, operations and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the society's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the society's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.





INDEPENDENT AUDITORS' REPORT - Continued

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Vancouver Museum Society as at 31 December 2016, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Emphasis of Matter

Without qualifying our opinion, we draw attention to Note 1(b) in the financial statements which discloses the premise upon which the Society has prepared its financial statements by applying the going concern assumption. The Society incurred a deficiency of revenues over expenses of \$37,437 during the year ended 31 December 2016, and, as of that date, the Society's current liabilities exceeded its current assets by \$629,503. These conditions, along with other matters as set forth in Note 1(b), indicate the existence of a material uncertainty that may cast significant doubt about the Society's ability to continue as a going concern.

Report on Other Legal and Regulatory Requirements

As required by the Societies Act of British Columbia, we report that, in our opinion, the accounting principles in the Canadian accounting standards for not-for-profit organizations have been applied on a consistent basis.

Holfe, Berson LLP
CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada 3 May 2017



Vancouver Museum Society Statement of Financial Position 31 December 2016

		2016		2015
Assets				
Current				
Cash	\$	15,185	\$	11,043
Accounts receivable		7,595		11,264
GST receivable				4,849
Inventory		44,984		24,697
Prepaid expenses	_	27,040		3,405
		94,804		55,258
Internally restricted cash (Note 11)		111,400		21,815
Guaranteed investment certificate (Notes 3 and 11)		-		111,000
Property and equipment (Note 4)	_	2,540,068		2,910,645
	<u> </u>	2,746,272	\$	3,098,718
Current Operating line of credit (Note 5) Accounts payable and accrued liabilities (Note 6) GST and PST payable Loan payable (Note 7) Deferred contributions (Note 8)	s	175,155 2,202 300,000 246,950	\$	43,568 174,738 300,000 154,623
		724,307		672,929
Deferred contributions related to property				
and equipment (Note 10)	_	2,471,499	_	2,837,886
Commitments (Note 9)	-	3,195,806	_	3,510,815
Net Assets				
Net assets invested in property and equipment (Note 11)		68,568		72,759
Net assets internally restricted (Note 11)		111,400		132,815
Unrestricted net assets		(629,502)		(617,67)
	_	(449,534)		(412,097
	_	2,746,272	\$	

The accompanying notes are an integral part of these financial statements.

APPROVED BY THE SOCIETY:

4



Vancouver Museum Society Statement of Changes in Net Assets For the year ended 31 December 2016

	pro	nvested in perty and quipment		Internally restricted	Ur	restricted		Total 2016	Total 2015
Balance - beginning of year	\$	72,759	\$	132,815	\$	(617,671)	\$	(412,097)	\$ (398,530)
Excess (deficiency) of revenues over expenses for the year		(24,377)				(13,060)		(37,437)	(13,567)
Net transfer from internally restricted fund		-		(21,415)		21,415		-	-
Net transfer to property and equipment	_	20,186	_	-		(20,186)		-	-
Balance - end of vear	S	68,568	\$	111.400	S	(629,502)	s	(449,534)	\$ (412.097)

The accompanying notes are an integral part of these financial statements.

//OV....

Vancouver Museum Society Statement of Operations For the year ended 31 December 2016

	2016	2015
Revenues		
Grant and project funding - Schedule 1	\$ 1,521,445	\$ 1,434,552
Earned revenue - Schedule 2	714,164	595,345
Sponsorships and donations - Schedule 3	216,396	110,786
	2,452,005	2,140,683
Expenses		
Salaries, benefits and fees (Note 14)	1,581,357	1,349,822
General and administration - Schedule 4	430,933	319,557
Marketing and development	237,699	157,009
Exhibitions	130,458	166,802
Conservation and collection care	40,340	83,631
Educational and public programming	23,810	41,697
Museum enterprises	20,468	10,055
	2,465,065	2,128,573
Excess (deficiency) of revenues over expenses from operations	(13,060)	12,110
Other income (expense)		
Amortization of deferred contributions related to		
property and equipment	390,887	390,890
Amortization of property and equipment	(415,264)	(416,567
	(24,377)	(25,677
Excess (deficiency) of revenues over expenses for the year	\$ (37,437)	\$ (13,567

The accompanying notes are an integral part of these financial statements.



Vancouver Museum Society Statement of Cash Flows For the year ended 31 December 2016

		2016		2015
Cash provided by (used in):				
Operating activities				
Excess (deficiency) of revenues over expenses for the year Items not involving cash	\$	(37,437)	\$	(13,567)
Amortization of property and equipment Amortization of deferred contributions related to property and		415,264		416,567
equipment	20.00	(390,887)		(390,890)
		(13,060)		12,110
Changes in non-cash working capital balances				
Accounts receivable		3,669		101,126
GST and PST payable		7,051		(2,994)
Inventory		(20,287)		11,646
Prepaid expenses		(23,635)		22,769
Accounts payable and accrued liabilities		416		1,971
Deferred contributions	_	92,327		(61,028)
	_	46,481		85,600
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2				
Investing activities		444.000		
Redemption of guaranteed investment certificate		111,000		-
Purchase of property and equipment	_	(44,686)		(22,321)
	_	66,314		(22,321)
Financing activities				
Operating line of credit		(43,568)		(59,592)
Deferred contributions related to property		(45,500)		(37,372)
and equipment		24,500		2
and equipment	_			(59,592)
	_	(19,068)		(39,392)
Net increase in cash		93,727		3,687
Cash - beginning of year	_	32,858		29,171
Cash - end of year	s	126,585	\$	32,858
one or jett		120,000	4	52,000
Cash consists of:				
Cash	\$	15,185	\$	11,043
Internally restricted cash	_	111,400	100000	21,815
	101			
	- \$	126,585	\$	32,858

The accompanying notes are an integral part of these financial statements.



1. Purpose of organization and basis of presentation

On 17 April 1894 the Art, Historical and Scientific Association of Vancouver (AHSAV) was formed to run a museum in Vancouver. The Society was incorporated on 8 May 1901. The AHSAV handed over its collection to the City of Vancouver in 1903, but continued to manage the collection and a museum for the City until 1958 when the City took over operations. In 1972, the AHSAV changed its name to the Vancouver Museum and Planetarium Association (VMPA) and took back the operation of the museum complex (Vancouver Museum, Maritime Museum and Planetarium) from the City. At the end of 1987 the three organizations devolved and became three legal entities with the Vancouver Museum Association (VMA) being formed on 1 January 1988 to operate the Vancouver Museum. The VMA ran the museum until 1996 when the Vancouver Museum Commission (VMC) was registered as a charitable society and on 1 October 2006 took over the assets, liabilities and funds from the VMA as agreed and operated the museum.

Effective 1 August 2008, the VMC and the VMA amalgamated under the provisions of the Society Act of British Columbia to form a new Society under the name Vancouver Museum Society (the "VMS"). The VMS is a membership-based organization with the mandate to fund, facilitate, promote, and carry out activities and programs which are beneficial to the community through the operation of a museum in a way that maintains the VMS as a charitable institution for the purposes of the Income Tax Act and is not subject to taxation.

(a) Nature of operations

The VMS receives operating grants from the City of Vancouver, the British Columbia Arts Council and other federal grants and assistance programs.

The VMS occupies and manages the Museum facilities, including receiving janitorial and security services, and an annual subsidy grant from the City of Vancouver.

(b) Continuing operations

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations that apply to a going concern. Under the going concern assumption, an entity is viewed as being able to continue its operations in the foreseeable future and realize its assets and discharge its liabilities in the normal course of operations.

The VMS incurred a deficiency of revenues over expenses of \$37,437 in the current year and \$13,567 in the prior year. The VMS also has a working capital deficiency of \$629,503 (2015 - \$617,671) and an accumulated deficit of \$449,534 (2015 - \$412,097), of which \$629,502 (2015 - \$617,671) represents accumulated operating losses.



1. Purpose of organization and basis of presentation - Continued

(b) Continuing operations - continued

The VMS's ability to continue as a going concern is dependent upon achieving profitable operations, restructuring its financing arrangements and upon the continued support of the City of Vancouver and donors. Certain funding to be received for VMS's 2017 fiscal year is dependent on VMS achieving certain quarterly financial and non-financial performance targets. These financial statements do not include any adjustments to the amounts and classification of assets and liabilities that might be necessary should the VMS be unable to continue in business.

2. Summary of significant accounting policies

These financial statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant policies are detailed as follows:

(a) Financial instruments

(i) Measurement of financial instruments

The Society initially measures its financial assets and liabilities at fair value and subsequently measures all of its financial assets and financial liabilities at amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statement of operations.

Financial assets measured at amortized cost include cash and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities, and loan payable.

(ii) Impairment

Financial assets measured at cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in the statement of operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in the statement of operations.



2. Summary of significant accounting policies - Continued

(a) Financial instruments - Continued

(iii) Transaction costs

The Society recognizes its transaction costs in the statement of operations in the period incurred. However, financial instruments that will not be subsequently measured at fair value are adjusted by the transaction costs that are directly attributable to their origination, issuance or assumption.

(b) Management estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Accounts subject to significant estimates include recognition of accrued liabilities, amortization of deferred contributions related to property and equipment, and amortization of property and equipment. Management believes that the estimates utilized in preparing its financial statements are reasonable and prudent; however, actual results could differ from these estimates. Adjustments, if any, will be reflected in the financial statements in the period that the change in estimate is made, as well as in the period of settlement if the amount is different.

(c) Cash and cash equivalents

The Society's policy is to disclose bank balances under cash and cash equivalents and term deposits with a maturity period of three months or less from the date of acquisition. Term deposits that the entity cannot use for current transactions because they are pledged as security are also excluded from cash and cash equivalents.

(d) Collections

The collections protected, cared for and preserved by the VMS include historical treasures, natural history specimens and works of art. During the year ended 31 December 2016, contributions of items with a fair value of \$2,646 (2015 - \$7,668) on the date of donation, were received by the VMS. Collection items with a value of \$86,051 (2015 - \$2,322) were sold during the year and put in an internally restricted fund. No collection items were purchased during the year. The collections are not recorded in the statement of financial position.

(e) Inventory

Inventory is measured as the lower cost and net realizable value, with cost being determined as the actual cost including the cost of acquiring the inventory plus freight costs. Net realizable value is the estimated selling price in the ordinary course of business, less any applicable variable selling costs.



2. Summary of significant accounting policies - Continued

(f) Property and equipment

The City of Vancouver owns the land, buildings, and collections of the VMS.

Purchased property and equipment are recorded at cost. Contributed property and equipment are recorded at fair value at the date of contribution. Amortization is provided on a straight-line basis over the useful lives of the assets, which for leasehold improvements is 20 years and for equipment is 4 years.

Purchased property and equipment acquired during the year but not placed into use are not amortized until they are placed into use.

(g) Exhibition costs

Costs of special temporary exhibitions are recorded as prepaid expenses and then expensed over the period of the exhibitions to which they relate. Costs of permanent exhibitions are recorded as deferred exhibition costs and then capitalized. Amortization of permanent exhibitions is provided on a straight line basis over 10 years.

(h) Leases

Leases are classified as either capital or operating. Leases which transfer substantially all of the benefits and risks incidental to the ownership of assets are accounted for as if there was an acquisition of an asset and incurrence of an obligation at the inception of the lease. All other leases are accounted for as operating leases wherein rental payments are expensed as incurred.

(i) Revenue recognition

The VMS follows the deferral method of accounting for contributions. Restricted contributions related to expenses are recognized as revenue in the year in which the related expenses are incurred. Restricted contributions for the purchase of property and equipment that will be amortized are deferred and recognized as revenue on the same basis as the amortization expense related to the acquired property and equipment. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets.



2. Summary of significant accounting policies - Continued

(j) Donated goods and services

Donated goods and services are recorded when a fair value can be reasonably estimated and when the materials and services are used in the normal course of VMS's operations and would otherwise have been purchased.

Management estimates that volunteers contributed approximately 3,030 (2015 - 3,442) hours during the year to assist the VMS in the evaluation of the collection, fundraising, advisory boards and committees. The value of this contributed time is not reflected in these financial statements.

In-kind contributions recorded in these financial statements consist of the estimated fair value of certain marketing expenses that were contributed to the VMS during the year.

(k) Pension Plan

The VMS is a member of the British Columbia Municipal Pension Plan (the "Plan"). The Plan is a multi-employer contributory defined benefit pension plan providing a pension on retirement based on various factors including age at retirement, length of service and earnings. As the assets and liabilities of the Plan are not segregated by member, the Plan is accounted for as defined contribution plan and any contributions of the VMS to the Plan are expensed as incurred.

3. Guaranteed investment certificate

The guaranteed investment certificate of \$111,000 with interest at 1.10% per annum was redeemed on 18 October 2016 and transferred to the VMS's bank account to be used for general operations. This amount has been internally restricted by the Board.

The investment represents the balance of the contingency fund which relates to a grant received from the Province of British Columbia. In 1978, to recognize the 10th anniversary of the Vancouver Museums and Planetarium Association, the Province of British Columbia approved a grant of \$1,000,000 to establish the Vancouver Museums and Planetarium Association Contingency Fund, the annual interest of which could be used to support programs of the Vancouver Museums and Planetarium Association. Over the years, the Vancouver Museums and Planetarium Association became three separate organizations, and the \$1,000,000 Contingency Fund was split equally amongst the three organizations. In 2009, the Board approved the withdrawal of two-thirds of the funds for use in operations. In 2016, the Board approved the withdrawal of the remaining balance of the funds for use in operations.



4. Property and equipment

	_	Cost		ccumulated nortization	_	2016 Net		2015 Net
Equipment Leasehold improvements Permanent exhibition Deferred exhibition costs	\$	327,606 7,653,608 125,178 41,247	\$	311,368 5,271,167 25,036	\$	16,238 2,382,441 100,142 41,247	\$	28,948 2,765,121 112,660 3,916
Deterred exhibition costs	-	8,147,639	•	5,607,571	•	2,540,068	¢	2,910.6

The balance of the deferred exhibition costs are related to the construction of new permanent exhibitions. As at 31 December 2016, the Society has not recorded amortization on its deferred exhibition costs because they are still under construction and have not been put into use.

5. Operating line of credit

The VMS has a demand operating line of credit with a credit union available to a maximum of \$125,000, bearing interest at bank prime plus 1% per annum. The line of credit is collateralized by a General Security Agreement over all present and after acquired property. Prime rate at 31 December 2016 was 2.70% per annum (2015 - 3.00%). As at 31 December 2016, \$Nil (2015 - \$43,568) was drawn on the line of credit.

6. Accounts payable and accrued liabilities

	_	2016	2015
Accounts payable - trade	\$	83,762	\$ 100,941
Salaries payable		62,165	47,807
Payroll deductions payable		22,117	18,836
Employee benefits payable	_	7,111	7,154
	s	175,155	\$ 174,738

7. Loan payable

The loan from the City of Vancouver is non-interest bearing, unsecured and has no specific terms of repayment.



8. Deferred contributions

Deferred contributions represent operating and capital funding received in a prior or the current period that is related to expenses or acquisitions of a subsequent period.

	_	2016	 2015
Funding for capital based projects	S	99,822	\$ 99,822
Funding for specific programs and exhibits		123,816	39,550
Rental deposits		21,463	13,854
Unearned revenue	_	1,849	 1,397
	\$	246,950	\$ 154,623

9. Commitments

The VMS leases its current premises from the City of Vancouver, effective 17 December 2015, for a period of 10 years for an annual payment of \$1.

10. Deferred contributions related to property and equipment

Deferred contributions related to property and equipment include the unamortized portions of restricted contributions from various government agencies and other sources used for leasehold improvements, permanent exhibits and the acquisition of equipment. Deferred contributions are amortized in the statement of operations at the same rate as the related property and equipment are being amortized.

	_	2016	2015
Balance - beginning of year	\$	2,837,886	\$ 3,173,088
Add: restricted amounts received during the year		24,500	55,688
Less: amounts amortized to revenue	_	(390,887)	(390,890)
Balance - end of year	\$	2,471,499	\$ 2,837,886



2016

11. Restrictions on net assets

Net assets invested in property and equipment represent leasehold improvements made and equipment purchased with unrestricted net assets of the VMS.

Internally restricted net assets include the following:

	-	2010		2013
Funds donated for the purpose of making acquisitions	\$	99,339	\$	10,022
Funds donated for the restoration of the VMS's totem poles		12,049		11,793
Funds donated for other special purposes	_	12		-
Internally restricted cash		111,400		21,815
Contingency Fund (Note 3)	_	-	-	111,000
	\$	111,400	\$	132,815

12. Financial instruments

The VMS is exposed to various risks through its financial instruments. The following analysis provides a measure of the Society's risk exposure and concentrations at the statement of financial position date, 31 December 2016.

(a) Liquidity risk

Liquidity risk is the risk that the VMS will encounter difficulty in meeting obligations associated with financial liabilities. The VMS is exposed to this risk mainly in respect of its accounts payable and accrued liabilities and loan payable. It is the VMS's intention to meet its financial obligations through the collection of current accounts receivable, cash on hand and future funding from the City of Vancouver. The VMS's principle source of funding is from the City of Vancouver. The risk exposure has decreased from 2015 as \$Nil was drawn on the operating line of credit as of 31 December 2016.

(b) Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The VMS's main credit risks relate to its accounts receivable. The Society provides credit to its customers in the normal course of operations. Assessment for uncollectible accounts are performed by management and amounts that are not collectible are provided for in the allowance for doubtful accounts. There has been no change to the risk exposure from 2015.



12. Financial instruments - Continued

(c) Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency risk, interest rate risk and other price risk. The Society is mainly exposed to interest rate risk.

(d) Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The VMS is exposed to interest rate risk on its floating interest rate operating line of credit which subjects the VMS to a cash flow risk.

13. Pension plan

The VMS and its employees contribute to the British Columbia Municipal Pension Plan (the Plan), a multi-employer contributory defined benefit pension plan. The plan is a jointly trusted pension plan, with a Board of Trustees whom represent plan members and employers, and is responsible for overseeing the management of the Plan, including investment of the assets and administration of benefits. Basic pension benefits are based on a formula. As at 31 December 2016, the Plan has about 188,000 active members and approximately 84,000 retired members.

The VMS contributed 9.16% (rate in effect from 1 July 2015 to 31 December 2016) of the employees' salaries to the Plan. The employees contributed 8.50% on the first \$54,900 of their salaries and 10.00% on the excess (rates and salary level in effect from 1 July 2015 to 31 December 2016) to the Plan. Effective 1 January 2017, the employer rate increases to 9.74% while the employee rates remain the same.

Every three years, an actuarial valuation is performed to assess the financial position of the Plan and the adequacy of plan funding. The most recent valuation as at 31 December 2015 indicated a surplus of \$2,224 million for basic pension benefits. The next actuarial valuation will be performed as at 31 December 2018 with results available in 2019. Defined contribution plan accounting is applied to the Plan, as the Plan exposes the participating members to actuarial risks associated with the current and former employees of other members, with the result that there is no consistent and reliable basis for allocation the obligation, Plan assets and cost to individual members participating in the Plan.

The VMS paid \$75,785 during 2016 (2015 - \$81,056) for employer contributions to the Plan. Employee contributions during 2016 amounted to \$72,460 (2015 - \$77,432).



14. New British Columbia Societies Act

The new British Columbia Societies Act ("new Act") came into effect on 28 November 2016. The new Act requires a society (other than a member-funded society) to include, in its financial statements, the disclosure of any remuneration paid to its directors, and remuneration paid to employees and contractors earning more than \$75,000 during the fiscal year. For the fiscal year ended 31 December 2016, the VMS had 4 employees with remuneration in excess of \$75,000, and the total amount of their remuneration of \$409,617 is included in salaries, benefits and fees. The directors of the VMS did not receive any remuneration during the 2016 fiscal year.

15. Comparative figures

Certain comparative figures have been reclassified from those previously presented to conform to the presentation of the 2016 financial statements.



Vancouver Museum Society Schedule 1 - Grant and Project Funding For the year ended 31 December 2016

	2016		2015
Civic			
- City of Vancouver	\$ 1,158,000	9	1,008,000
- City of Vancouver - Olympic	68,91	1	67,560
Provincial			
- British Columbia Arts Council	200,000)	200,000
- British Columbia - Community Gaming Grant	80,000)	80,000
Federal			
- Employment grants	8,45	7	10,892
- Museum Assistance Program	6,07		68,100
	\$ 1,521,445	5 \$	1,434,552



Vancouver Museum Society Schedule 2 - Earned Revenue For the year ended 31 December 2016

		2016	2015
Admissions	S	435,996	\$ 410,525
Museum enterprises		148,854	112,909
Proceeds on disposition of assets		85,970	-
Memberships		27,128	24,872
Miscellaneous income		15,691	31,931
Recovered costs		525	14,362
Investment income	_	-	746
	\$	714 164	\$ 595 345



Vancouver Museum Society Schedule 3 - Sponsorships and Donations For the year ended 31 December 2016

		2016	 2015
Sponsorship	\$	73,209	\$ 45,000
In-kind contributions (Note 2 (j))		56,007	-
Corporate donations		48,966	25,000
Individual donations		23,651	12,397
Foundation donations	_	14,563	28,389
	s	216,396	\$ 110,786



Vancouver Museum Society Schedule 4 - General and Administration For the year ended 31 December 2016

		2016	2015
Professional services	\$	203,706	\$ 80,272
IT and software		102,142	88,841
Office and business		63,430	60,090
Bank charges		30,960	39,974
Insurance		17,764	16,810
Miscellaneous		7,006	17,761
Small equipment and maintenance		3,948	2,609
Travel		1,599	8,146
Bad debt		378	5,054
	s	430,933	\$ 319,557

