

# **2021-2022 Annual Report**

New Iceland Heritage  
Museum

# New Iceland Heritage Museum



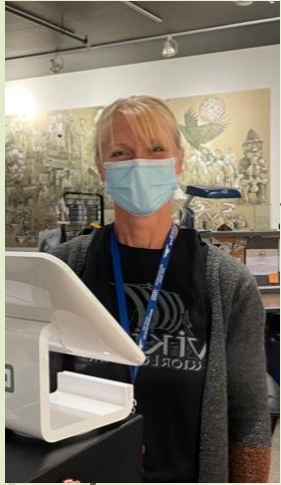
- Board of Directors
- 2021-2022
  - Johanne Kristjanson, Chair
  - Ryan Eyford, Past Chair
  - Christine Brooks, Vice Chair
  - Brenda Riddell
  - Bill Barlow
  - Darlene Barylski, Secretary
  - Noreen Barkman
  - Ardith Sigurdson
  - Laurie Bertram
  - Heather McIntosh
  - Gunnvor Asmundsson, Treasurer



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# Staff



Jennifer Vigfusson  
Gift Shop Manager  
& Visitor Experiences



Julianna Roberts  
Executive Director



# Summer Students

## New Iceland Heritage Museum

Jordan MacVicar

Jasmine Henry

Rebekah Hryhorchuk

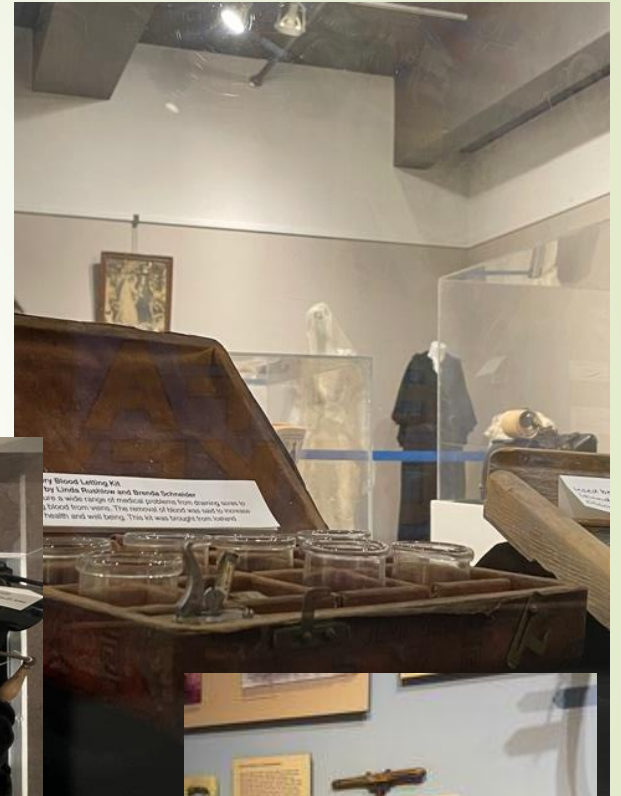
Clint Torfason

## Lake Winnipeg Visitor Centre

Jakob Hill

Cadence Whiteway

# Exhibits



# Events



# Collections Management

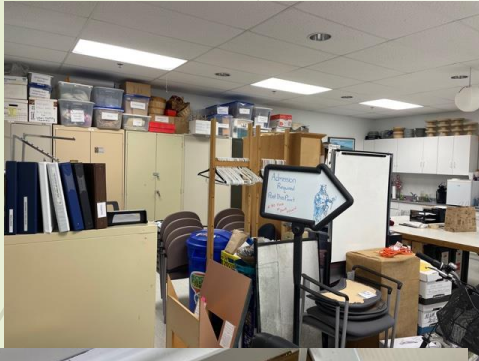
Throughout 2017 – 2021 the collections management system was upgraded and transferred to a new database.

In 2021-2022 our strategic goal of upgrading our storage system became a reality. With thanks from funding from Cultural Spaces, Canadian Heritage we were able to purchase and install museum grade artifact storage in all three of our storage areas. We had run out of space to accession any more artifacts.

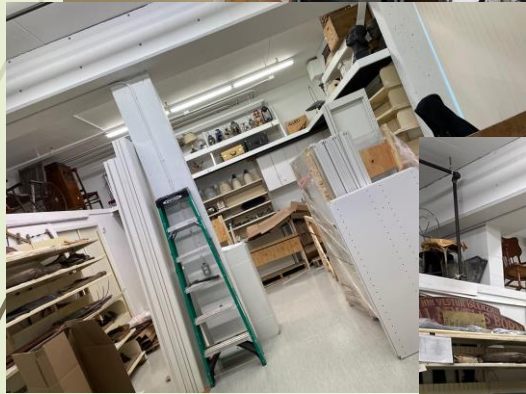
This meant that all 4000 artifacts, archival material, library and all the other “stuff” had to be moved, sorted, documented and then moved back into the new system. We were able to install new storage which gave us 7500 linear feet – this in space to expand into.



# Collections Management



3764  
Artifacts  
moved



7521 linear  
free inches





# New Acquisitions:



Accessioned over 100 objects



## Westshore Community Foundation – Endowment Funding

In June of 2020, the Province of Manitoba established a \$1.4 million New Iceland Heritage Museum Inc. Signature Museum Sustainability fund with the Westshore Community Foundation. Income from this endowment fund generates revenue for the NIHM on an annual bases in perpetuity.

The NIHM is responsible for ensuring that these funds are allocated towards three priority areas.

- \* **Governance and Management Expenses:** Funds are used to secure Audit services, strategic planning

- \* **Museum Standards Eligible Expenses:** Collections expenses and workshop hosting

- \* **Visitor Experience :** Installation of 2<sup>nd</sup> phase on Interactive Exhibit at the Lake Winnipeg Visitor Centre

The Westshore Community Foundation is also home to the New Iceland Heritage Fund, an endowment established through the Manitoba Heritage Trust Program and now combined with our endowment.



# Year in Review

Once again the closures and restrictions impacted the way we did business this year. Summer students accomplished a lot of projects that were on the back burner and on the wish list.

One of our strategic plan goals was to upgrade our collection system. This year with thanks to the Cultural Spaces program through Canadian Heritage, we were able to upgrade all of our storage areas.

Exhibits that were installed stayed a little longer to minimize the changes during closures.

We took this opportunity to install an exhibit from our own collection. This allowed us to showcase some of our artifacts.

We also had a visual art exhibition from the Manitoba Arts Network called Prairie Days by Helene Blanchet. We hosted the history of the local Minerva Ladies Aid in our viewable storage to celebrate their 100 year anniversary.

We also upgraded our digital sound system in the Lady of the Lake Theatre and also upgraded our Point of Sale System and online shopping platform.

We welcomed back our volunteers and donors for long overdue appreciation events.

# Online Presence

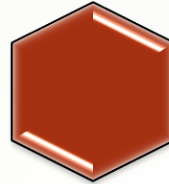
69.3K  
Facebook  
Reach



2564  
Facebook  
Follows



5.3K  
Instagram  
reach



1051  
Instagram  
Follows



3.0k  
Facebook  
Page Visits



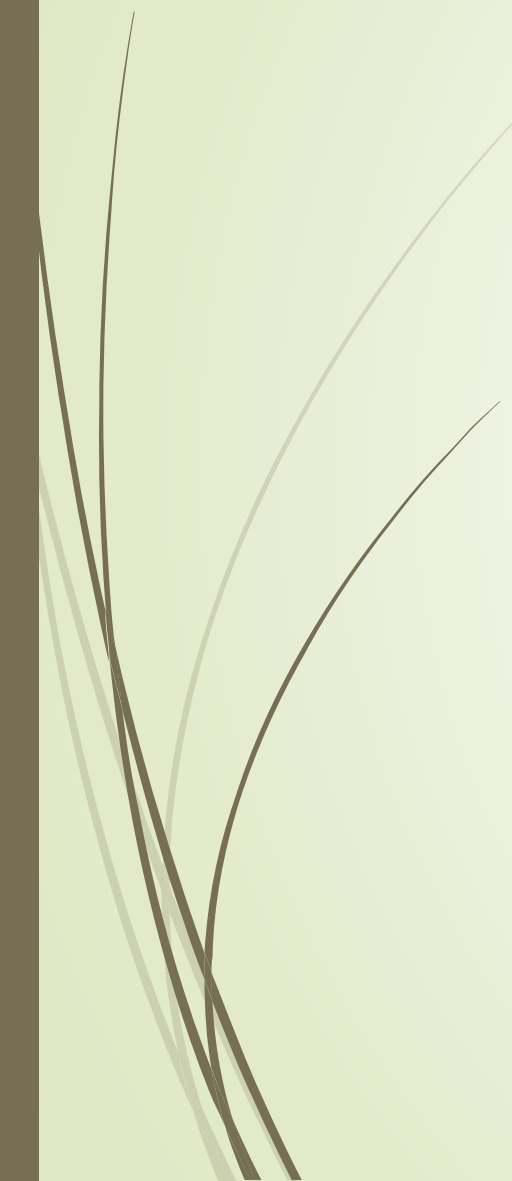
1.8k  
Instagram  
profile Visits



690,859  
Views on  
Webcam



# Thank you to our Supporters

- Westshore Community Foundation  
- Signature Museums Endowment Fund.
  - Endow Manitoba
  - Federal and provincial government pandemic-related programs that provided support through this time.
  - Thanks to the Urban Green Team, Young Canada Works and Canada Summer Jobs for allowing us to hire and maintain staff.
- 



# Thanks to our project Supporters

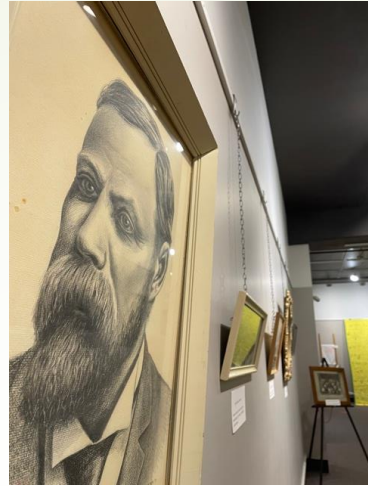
**Province of Manitoba**, Community Support Program

– LWVC Interactive Quiz stations

Cultural Spaces, Canadian Heritage: Storage Upgrade

Digital Manitoba Initiative, Manitoba Chamber of Commerce – Theatre Sound System Upgrade and Square point of sale system

Government of Manitoba, 150 Fund surplus, 2 Interpretative Signs LWVC





# With thanks ....

- ▶ Manitoba Sport, Culture and Heritage
- ▶ Canada Summer Jobs
- ▶ Travel Manitoba
- ▶ Canadian Museums Association
- ▶ Association of Manitoba Museums
- ▶ Urban Green team
- ▶ Young Canada Works in Heritage Organizations
- ▶ Westshore Community Foundation
- ▶ Icelandic National League of North America
- ▶ Gimli Icelandic Canadian Society
- ▶ Logberg – Heimskringla
- ▶ The Icelandic Festival of Manitoba
- ▶ Gimli International Film Festival





# Thanks and Recognition

- ▶ NIHM recognizes the sustainable support instituted by the Province of Manitoba in 2020, with the establishment of the Signature Museum's Endowment Fund in partnership with the Winnipeg Foundation and the community foundations served by Endow Manitoba.
- ▶ NIHM recognizes the continued support of the RM of Gimli, with the cooperation of the operation of the Lake Winnipeg Visitor Centre.
- ▶ NIHM also acknowledges the support from three federal programs that provided stability during uncertain times: the Canada Emergency Wage Subsidy, Canadian Emergency Rent Subsidy and the Museums Assistance programs Covid-19 Emergency Support Fund for Heritage Organizations.
- ▶ Thank you to our community, who continue to approach us to offer artifacts from their families, towns or associations, to be entrusted into the public domain.
- ▶ Thank you to our partners, sponsors and other funders

