New Iceland Heritage

MUSEUM

Annual Report

TELLING THE STORY OF THE SETTLEMENT OF NEW ICELAND

April 2025- March 2026

ANNUAL REPORT 2025-2026

LETTER FROM THE PRESIDENT

CHRIS BROOKS



AS PRESIDENT OF THE BOARD OF DIRECTORS FOR THE NEW ICELAND HERITAGE MUSEUM, THIS PAST 2025-2026 YEAR WAS EXTREMELY BUSY BUT REWARDING. THIS YEAR WE CELEBRATED OUR 50TH ANNIVERSARY IN THE COMMUNITY AS WELL AS THE 150TH ANNIVERSARY OF THE LANDING OF THE FIRST ICELANDERS ON THE SHORES OF LAKE WINNIPEG. THE MUSEUM WAS INVOLVED IN A NUMBER OF EVENTS TO MARK BOTH THESE OCCASIONS. OUR PERMANENT AND TRAVELLING EXHIBITS CONTINUED TO ENTERTAIN AND EDUCATE AS WE WELCOMED VISITORS LOCALLY, NATIONALLY AND INTERNATIONALLY. WE MOVED FORWARD ON INCREASING A SUSTAINABILITY FUND WHICH WILL HOPEFULLY ENSURE THE MUSEUM'S PRESENCE FOR YEARS TO COME. THE SUCCESS OF THE NIHM'S PAST YEAR HAS BEEN LARGELY DUE TO A COMMITTED BOARD, A STRONG BASE OF VOLUNTEERS AND A SUPPORTIVE COMMUNITY.

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2025-2026





MISSION

To be a gateway to understanding the unique history of New Iceland in Canada.

VISION

To enrich lives and inspire learning, we provide avenues through which the story of New Iceland, the challenges and achievements of its people, and their relationship with the land and the lake can be experienced. We do this through the presentation of high quality permanent exhibits, travelling exhibits, programs, events and the development and maintenance of a broad network of mutually beneficial partnerships.

BOARD OF DIRECTORS



The Board of Directors of the New Iceland Heritage Museum holds meeting 10 months of the year. The annual general meeting is held in early November, when the Audited Financial Statements are presented and anyone who would like to join the board is nominated.

President: Chris Brooks
Vice President: Ryan Eyford
Secretary: Joan Sigmundson
Treasurer: Gunvor Asmundsson
Past President: Johanne Kristjanson
Directors: Noreen Barkman, Peter Bjornson, Judy Richardson, Donna Roed, Ron Scott, Blair Swanson

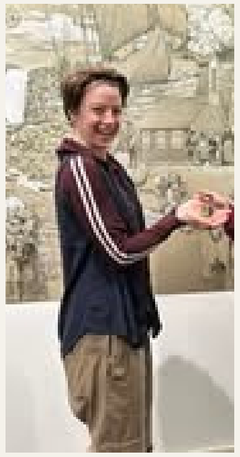
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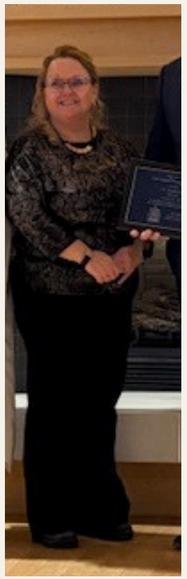
JULIANNA ROBERTS,
EXECUTIVE DIRECTOR



STAFF

ROSE GOOSSEN,
GIFTSHOP SUPERVISOR





SUMMER STUDENTS

CHLOE DOMINO
ALEXIS IRVINE

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EXHIBITIONS







Centennial Celebrations New Iceland

Aldarafmæli Nýja Ísland

1975

2025 marked the 150th anniversary of the arrival of the Icelnaders arrival in New Iceland. To commomerate the occasion we researched, designed and installed a year long exhibit. The exhibit opened on May 2nd, 2025 in conjunction with the start of the Icelandic National League of North America Annual Convention.

The exhibit featured photos, artifacts and clothes (borrowed from the Costume musuem of Canada).
The exhibit was in place for 1 year, May 1st, 2025-May 1, 2026



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YEAR IN REVIEW

The museum celebrated milestones and anniversaries in 2025. The sesquicentinnial of the arrival of the Icelanders to New Iceland. We also celebrated the 50th anniversary of the New Iceland Heritage Museum.

We had a great year, with many visitors from Iceland, including the president of Iceland. The contributions that the Icelandic Population has contributed to Manitoba were noted and celebrated. Events at the Lieuteant Governor's residence, tour of New Iceland, Memorandum of Understanding between the RM of Gimli Council and the city of Akureyri in Iceland.Heritage night at the Winnipeg Jets honouring the Falcons!











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PROGRAM & EVENTS

Throughout the year, we host, sponsor and co-sponsor many events in the community. In 2025-2026, we hosted a tour of New Iceland which had 47 participants take part. Annually we host a volunteer and donor appreciation events and the Christmas market. Our annual fall fundraiser is in October and this year we celebrated the 50th anniversary of the museum. Bolludagur is a favourite that happens in February or March (depending where it lands).
We co-hosted pride coffee house and Gimli Ice Festival events.











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THE NEW ICELAND HERITAGE MUSEUM



STATISTICS

THE NEW ICELAND HERITAGE MUSEUM WELCOMED 9719 VISITORS FROM ACROSS MANITOBA, CANADA, UNITED STATES AND ALL OVER THE WORLD

THE LAKE WINNIPEG VISITOR CENTRE WELCOMED 10,845 VISITORS FROM ACROSS MANITOBA, CANADA, UNITED STATES AND ALL OVER THE WORLD

The Museum was open **356 days** in 2025-2026, and welcomed visitors from all over the world. Field trips and tour groups from all across Canada and Iceland visited to learn about the settlement of New Iceland.

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LAKE WINNIPEG VISITOR CENTRE



The Lake Winnipeg Visitor Centre, which is our secondary location, tells the story of the relationship with Lake Winnipeg. It is also an educational location about the health of Lake Winnipeg. This was the original location of the museum and is operated with the cooperation of the RM of Gimli in an agreement that started in 1999. It is open May - September and welcomed **10,845** visitors .
Staff at this location are paid through an agreement with the RM of Gimli. We supervise and facilitate all programing and events that happen there. Our exhibits here continue to be upgraded.


INSTRAGRAM
FOLLOWERS
NIHM
1,386
LAKE WINNIPEG
VISITOR CENTRE
554


FACEBOOK
FOLLOWERS
NIHM
3,017
LAKE WINNIPEG
VISITOR CENTRE
821


VISITORS
NIHM
9,719
LAKE WINNIPEG
VISITOR CENTRE
10,845
TOTAL: 20,564

THANK YOU *so much*

TO OUR VOLUNTEERS AND SUPPORTERS

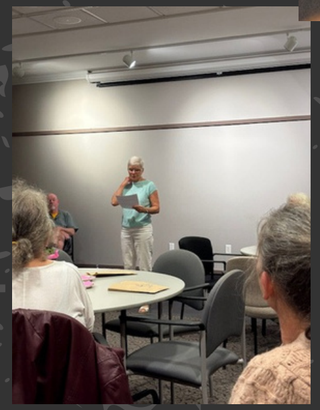
VOLUNTEER HOURS

726

INSTRUCTORS
FUNDRAISING
TOUR GUIDES
RESEARCH
LIBRARY WORK
CLEANING
BAKING
TRANSLATION
PROMOTION
ROOM SET-UP

GIFTSHOP
COLLECTIONS
BOARD MEMBERS

















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PARTNERS

- CANADIAN MUSEUMS ASSOCIATION
- LOGBERG-HEIMSKRINGLA
- TRAVEL MANITOBA
- GIMLI ICELANDIC CANADIAN SOCIETY
- ICELANDIC NATIONAL LEAGUE OF
- NORTH AMERICA
- THE ICELANDIC FESTIVAL OF MANITOBA
- CANADA SUMMER JOBS
- GIMLI INTERNATIONAL FILM FESTIVAL
- URBAN HOMETOWN GREENTEAM
- GIMLI CHAMBER OF COMMERCE
- YOUNG CANADA WORKS IN HERITAGE ORGANIZATIONS
- WESTSHORE COMMUNITY FOUNDATION
- INTERLAKE TOURISM ASSOCIATION
- PROVINCE OF MANITOBA
- INGENIUM
- CANADIAN HERITAGE
- CANADA ICELAND FOUNDATION
- MANITOBA ARTS NETWORK
- ICELANDIC ROOTS
- GIMLI ICE FESTIVAL
- ASSOCIATION OF MANITOBA MUSEUMS
- RM OF GIMLI
- MANITOBA TOURISM EDUCATION COUNCIL





THE NEW ICELAND HERITAGE MUSEUM,
RECOGNIZES THE SUSTAINABLE SUPPORT
INSTITUTED BY THE PROVINCE OF MANITOBA
IN 2020, WITH THE ESTABLISHMENT OF THE
SIGNATURE MUSEUMS ENDOWMENT FUND
IN PARTNERSHIP WITH
THE WINNIPEG FOUNDATION
AND THE COMMUNITY FOUNDATIONS
SERVED BY ENDOW MANITOBA.

NIHM ACKNOWLEDGES THE CONTINUED SUPPORT
OF THE

RM OF GIMLI

WHOSE ANNUAL CONTRIBUTION SUPPORTS
A PORTION OF THE MUSEUM'S OPERATIONS

THANK YOU

TO OUR COMMUNITY,
WHO CONTINUE TO APPROACH US TO
OFFER OBJECTS AND BELONGINGS
FROM THEIR FAMILIES,
TOWNS OR ASSOCIATIONS,
TO BE ENTRUSTED
INTO THE PUBLIC DOMAIN





MANITOBA Signature MUSEUMS

GIMLI
THE HEART OF NEW ICELAND

Manitoba

Westshore
COMMUNITY FOUNDATION INC

IN 2020, THE PROVINCE OF MANITOBA ESTABLISHED THE NEW ICELAND HERITAGE MUSEUM INC. SIGNATURE MUSUEM SUSTAINABILITY FUND WITH THE WESTSHORE COMMUNITY FOUNDATION. INCOME FROM THIS ENDOWMENT FUND WILL GENERATE REVENUE FOR THE MUSEUM ON AN ANNUAL BASES IN PERPETUITY. THESE FUNDS ARE ALLOCATED TOWARDS THESE THREE PRIORITY AREAS:

GOVERNANCE AND MANAGEMENT EXPENSES:

FUNDS ARE USED TO SECURE AUDIT SERVICES

MUSEUMS STANDARDS ELIGIBLE EXPENSES:

COLLECTIONS EXPENSES AND WORKSHOP HOSTING

VISITOR EXPERIENCE EXPENSES:

RESEARCH AND BACKGROUND WORK FOR NEW ICELAND 150 EXHIBIT



SPECIAL PROJECTS, INIATIVES, MARKETING AND COMMUNITY EVENTS, COLLECTING DATA AND HERITAGE PROJECTS WOULD NOT BE POSSIBLE WITHOUT THE GENEROUS SUPPORT AND CONTRIBUTIONS OF
OUR PARTNERS, SPONSORS AND OTHER FUNDERS.
NIHM EXTENDS ITS APPRECIATION TO THE FOLLOWING:

CANADIAN MUSEUMS ASSOCIATION
LOGBERG- HEIMSKRINGLA
TRAVEL MANITOBA
THE ICELANDIC FESTIVAL OF MANITOBA
CANADA SUMMER JOBS
GIMLI INTERNATIONAL FILM FESTIVAL
URBAN GREEN TEAM
GIMLI CHAMBER OF COMMERCE
YOUNG CANADA WORKS IN HERITAGE ORGANIZATIONS
RM OF GIMLI
WESTSHORE COMMUNITY FOUNDATION
INTERLAKE TOURISM ASSOCIATION
PROVINCE OF MANITOBA
ICELANDIC NATIONAL LEAGUE OF NORTH AMERICA
INGENIUM
GIMLI ICELANDIC CANADIAN SOCIETY
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MANITOBA ARTS NETWORK
ICELANDIC ROOTS
GIMLI ICE FESTIVAL
ASSOCIATION OF MANITOBA MUSEUMS
MANITOBA TOURISM EDUCATION COUNCIL



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