

ANNUAL REPORT

FY 2018-2019

Vernon Cadet Camp Museum

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TO OUR STAKEHOLDERS

To Our Stakeholders

STRATEGIC HIGHLIGHTS

After last summer's success with structured opening and closing times, we instituted them again this year. We were open Tuesday-Sunday from 11am – 6pm for the public and Tuesday – Friday from 6pm – 8 pm for just the camp. We purchased new media devices and removed the old word panels from the walls, giving the museum a bright, new look this year that was well received. We created a total of four new exhibits in 2019 and will be updating and renewing most of the exhibits again in 2020.

FINANCIAL HIGHLIGHTS

This year's kit shop offered a number of different items that were not available last year. As a result, our overall gross sales were just over \$8,500. Our organic donations totaled \$3,872 with our fundraising donations totaling \$9,917 after all fees. At the auction this year we raised just over \$8,500 bringing our total donation and fundraising income to \$21,221.91, after all debit fees have been subtracted. As of August 31, we had \$21,666.34 in the account.

OPERATING HIGHLIGHTS

During the summer of 2019 we had just over 2,600 visitors, not including visits to our website, or Facebook and Instagram pages. Of those visitors, 1,000 were walk-in visits. We credit most of these visits to the new media strategies we've put in place.

LOOKING AHEAD

Last year, we recognized that the Vernon Cadet Camp Museum (VCCM) satellite museum was growing well beyond the Greater Vernon Museum & Archives (GVMA's) ability to continue to support us. We have moved forward in making the VCCM a recognized independent military museum. We are now looking at expanding our 1,000 sqft building to better support the many hundreds of items we currently have on display.

Our goal for the 2019-2020 year is to focus on acquiring a building that will allow us to have the museum open seven days a week, year-round. With this facility, we would no longer occupy space on the Vernon Military Camp nor would we need to rely on their security system.

We will be working with different partners over the next year to apply for additional grants and funding to purchase and expand the museum into a larger and more functional building.

Sincerely,



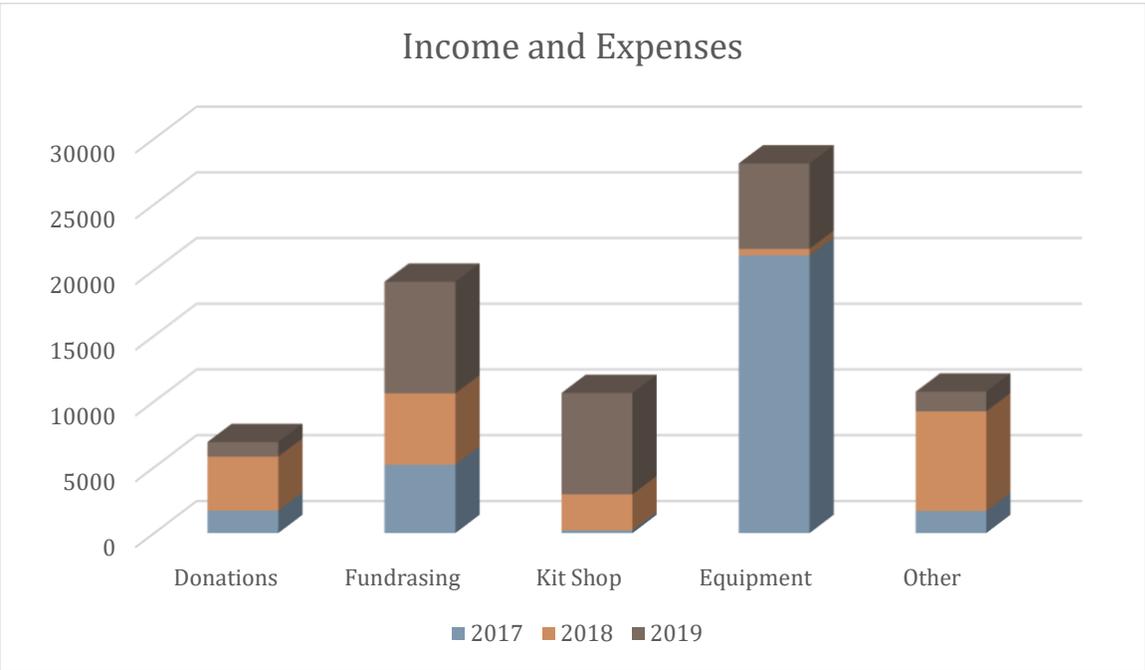
Mitch Steck
Director
September 18, 2019

FINANCIAL SUMMARY

Financial Summary

This summer was our highest revenue year yet since the cadet museum’s launch in 2013. The kit shop grossed just over \$8,500 in sales and raised over \$25,300 in donations and fundraising for a total of just over \$33,000 in gross earnings this summer. This allowed us to pay off all outstanding debits and hire a summer student and three cadets who did not attend a CTC this summer.

This summer we purchased two new televisions to display videos of past summers and highlight our WWI display. We also purchased six small photo displays and touch screens for every uniform cabinet to provide more information and highlight the time period for visitors.



FINANCIAL STATEMENTS

Financial Statements

STATEMENT OF FINANCIAL POSITION

2019 PROJECTIONS AND ACTUAL COMPARISONS

Description	Projected Revenue	Actual Revenue	Difference	Projected Expenses	Actual Expenses	Difference
Equipment				5000	2285.37	2714.63
Fundraising	10,000.00	17,349.87	7,349.87	300	300	0
Donations	2500	3872.05	1,372.05			0
Kit shop	8000	8532.77	532.77	4000	6600.8	-2600.8
Office /Advertising				300	166.43	133.57
Wages	5000	6600	1,600.00	10000	15095.95	-5095.95
Membership	300	120	-180	30	12	18
Total	25,800.00	36,474.69	10,674.69	19,630.00	24,460.55	-4,830.55

STATEMENT OF CHANGES IN EQUITY

We purchased six photo/video display screens that currently hold interviews and related video footage, each valued at approximately \$150; two 32-inch TV sets that currently display videos of past years at the CTC, each valued at around \$400; a DVD player valued at \$60; card readers and other digital assistance devices valued at \$500, and a touch screen displaying our memory board years valued at \$350. These and the purchase of a till, barcode scanner for the point-of-sale (POS) system were the only changes in assets this financial year.

With the assistance of the GVMA, we obtained a Young Canada Works (YCW) grant that paid 80% of the wages for our student, thereby reducing our expected wage payout by over half.

We were over-budget by \$4,830.55 on expenses. This was due to the cost of new items in the kit shop and the additional cost of hiring three cadets. We underestimated on the budget for our fundraising by \$7,349.87 and our donations by \$1,372.77. At the end of the summer, the account total was just over \$21,000.

2020 FINANCIAL FORECAST

2020 Financial Forecast

2020 BUDGET

Description	Revenue	Expenses
Fundraising	10,000.00	500.00
Donations	2,500.00	
Kit shop	10,000.00	5,000.00
YCW Grant	32,250.00	
Gaming Grant	30,000.00	
Membership	300.00	30.00
Equipment		2500.00
Maintenance		1,500.00
Office		3,200.00
Insurance		3,500.00
Advertising		500.00
Wages		70,600.00
Other		3,000.00
Total	85,050.00	84,830.00

STATEMENT OF CASH FLOWS

For the 2020 fiscal year we plan to once again obtain a YCW grant for three students to fill the following roles: Assistant Manager, Assistant Curator and Tour Guide. In addition, we would like to have a six-month intern student to work specifically on archival and data management and be one of our fulltime staff for visitor experiences. These hires will depend on the grant as to what the payout in wages will be. We have also increased the office budget as we anticipate hiring a bookkeeper and the cost of payroll as well as the accountant projected costs.

On the income line we added the grants we will be applying for. The gaming and the YCW grants deadlines are in the next couple of months and we will not know if these will be granted to us until April 2020.

With the success of the kits shop this past year, we will be increasing our inventory and adding items that will only be sold online.

With the proposed budget we hope to have a total income of \$85,050 with the expenses coming to \$84,830, leaving us underbudget by \$220.

Ongoing

GRANTS

We plan to apply for a \$30,000 gaming grant for operations. With this grant we will be able to expand the kit shop, pay additional wages, purchase more audio displays, and hopefully add one more interactive display for visitors.

In December of 2018, we applied for a YCW grant, however we were not awarded this grant as the society was too young. We were able to hire a Marketing and Sales Manager, Marina, through the GVMA's grant. She, along with the assistance of Wayne Emde, our volunteer Media Manager, worked to increase our visitor ship. We will again be applying for the YCW grant for 3 students; Assistant Manager, Assistant Curator and Tour Guide. We also plan to hire an Intern Student and finish our goal of cataloging all items on display by September 2020.

We will again be applying for a Virtual Museums of Canada (VMC) grant valued just under \$250,000 to develop our online exhibit: "History of the Canadian Cadet Program, the Sea, Army & Air Cadets". We have partnered with all three leagues as well as the GVMA and individuals to develop this project. We hope to continue our work on this project in 2020. At that time, we will be looking at the possibility of hiring cadets currently in the program to assist in the development of the exhibit. This is exciting as currently there is no one place to get information and view the history of the Cadet program in Canada.

DISPLAYS AND ARCHIVES

This year was exciting! The staff at the museum worked together and brought the VCCM displays into the 21st century with the use of technology. The old word boards were removed as we purchased screens to display the year panels that use to dominate the walls in the museum. We paid tribute to LCol Terry Kopan, as it was his vision that put inspiration into action, by displaying his uniform and other personal effects in the museum for the 2019 season. One of our board members built and donated a diorama of a former 1978-era H-hut. We were also successful in finishing our Sea Cadet display, and added interactive areas such as a morse code display for the cadets to learn and play.

Given that the current museum structure is unheated, work on new displays will start in late April or early May 2020. The Terry Kopan items on display will potentially be removed and returned to his family.

We will be looking at purchasing software to manage our artifacts and archives. The software for the data base could run as high as \$5,000. When we have found a system that fits our needs, we will be applying for a grant through the BC Archives Association.

We are looking at obtaining outdoor static display space and will be working with the camp personnel to place items.

ONGOING

FACILITIES

This past year we were able to update our doors and lighting so that they comply with current building codes. For the 2020 season we will finish painting and any renovations we did not finish prior to the 2019 opening.

An alarm system will be installed in the building at a monthly cost of \$50. This amount has been added to our maintenance expenditures.

We will be adding a phone line and hope to be able to be part of the current camp phone system. If this is not an option, then the extra costs for a phone line will come from the contingency fund.

We are still in talks with the Department of National Defense (DND) and the owner of the Watson house to look at purchasing the building and entering into a long-term lease with the military for the use of the building and property.

OPERATIONS

In the 2019 season, Maria Brunskill was appointed the Operations Manager, a position that will carry over for the next season. Marina Craig was the Manager of Marketing and Sales and together, they developed different sales and fundraising strategies.

MEMBERSHIP

We have formed a number of different memberships for the History Society that will benefit the museum. Currently all members receive 10% off all purchases (excluding books) both online and in-store.

Vernon Military History Society

LOOKING BACK

The Society was formed in July of 2018 with the then current volunteers forming the board of directors. For the 2018 year we applied for different grants, however as the society had not existed for a full year our grant applications were denied due to our lack of history.

CURRENT

Our first AGM took place in April of 2019. Mitch Steck holds the President's position, Maria Brunskill is Vice President, Lisa Devine is Secretary, and Corey Schultz is Treasurer. Dale Dicky, Graham Brunskill and Francois Arseneault all hold directors' positions.

After the museum becomes a registered Military Museum, an AGM will be scheduled, and Mitch Steck and Maria Brunskill will be required to step down from the board.

We have applied for non-profit status and are awaiting approval.

We purchased two domains: VMHS.ca and VMHS.com for future website development. These pages will be administered separately from the current museum page.

THE WAY FORWARD

Currently, our museum's insurance is covered under the GVMA's policy plan and therefore the VCCM has not incurred any building insurance costs to-date. While we are on the Military Camp, we are required to hold insurance on our museum's contents and hold \$5 million liability insurance for our visitors. Once we become an independent Military Museum all assets in the museum owned by the society will no longer be covered under the GVMA, and will need to purchase director's insurance, as well as content and liability insurance

The museum is quickly outgrowing our current location in the old post office/military police (MP) shack. The Society will be looking to relocate the museum to a larger facility. We may need to rent a storage facility for the short term until this is accomplished.

We now offer Society members a special log-in for the members-only portion of our website so that they can access past Society minutes and historical data. We will need our own web administrator as the volunteers at the museum are becoming overburdened.

MEMBERSHIP

By the end of September 2019, we had a total of 22 Society members: 19 voting and three non-voting.

We have formed three types of memberships as follows:

VERNON MILITARY HISTORY SOCIETY

1. **Non-voting member** – Museum newsletter, one free guided tour on posted date at the VCCM, 10% off of kit shop excluding books and consignment items and access to the members-only webpage.
2. **Voting member** – Museum newsletter, one free guided tour on posted dates at the VCCM, 10% off of kit shop excluding books and consignment items, must be 19 and a Canadian Citizen to be a voting member. Access to the members only webpage, and an ability to vote and run for an office position within the society.
3. **Corporate member** – different tiers as shown on our web page [here](#).

Our goal is to increase our membership in 2020 by 100%.

CONTACT INFORMATION

Contact Information

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