



2024 ANNUAL REPORT

Port Coquitlam Heritage And Cultural Society



Year ended March 31, 2024

Table of Contents

1	Message from the President
3	Personnel and Governance
5	Exhibits
6	Events, Programs, Fundraisers
7	Museum Attendance
8	Grants
10	Collections
12	Volunteer Hours & Membership
13	Online Presence
15	Supporters
16	Community Partners
17	Financial Statements



Message from the President

I am pleased to share the 2023/2024 Annual Report of the Port Coquitlam Heritage and Cultural Society (PoCo Heritage).

We had an excellent year!

Thanks to the amazing work of our Grant Committee we were awarded 10 grants this year totaling \$106,330 - an increase of \$47,126 (180%) over our previous year.

We used this money to hire well-qualified museum professionals and to purchase needed equipment, materials and services. We employed: a full-time museum manager, a part-time assistant curator, a temporary outreach coordinator and three summer students - some 4,400 staff hours in total, the largest number in the 35 year history of PoCo Heritage.

Staff and volunteers developed numerous exhibits and events throughout the year. Highlights included the colorful May Day 100th Anniversary exhibits at City Hall, at the Community Centre as well as banners on Shaughnessy Street; and the excellent PoCo Lax: A History of Lacrosse in Port Coquitlam. PoCo Heritage members were very active in the May Day parade, the Mid-Autumn Festival, the Persian Nowruz Festival, Car Free Day, Farmer's Market, Heritage Detectives, Rhymes of Times, Heritage Writer's Group and the Poco Genealogical group. PoCo Heritage was everywhere.

This boost in our profile helped PoCo Heritage smash a number of records this year. Our in-person attendance increased by 64% (3,574 people), our online searches went up 5.4% (1,877 searches) and our social media reach expanded by 119% (33,000 people) thanks to our popular "Throwback Thursdays" pages on Facebook.

So, a banner year for PoCo Heritage. Hooray!

Looking ahead to 2024/2025, I see a mix of challenges and opportunities.

Our greatest challenge is that our \$55,000 annual operating grant from the City of Port Coquitlam has not increased in five years falling greatly behind inflation and the cost of living. We will again be applying to the City this year to make up the shortfall.

Another source of concern is the ending of federal Covid relief grants. PoCo Heritage has been very successful in funding projects through these grants and for the foreseeable future we will have to look elsewhere for funding.

Fortunately, we have a plan. Or rather, the start of a plan. In 2023 PoCo Heritage used a grant from the federal government to hire museum advisors the Hatley Group to help us develop a long-term sustainability plan. Their 186 page final report arrived in late May 2024 and the current Board is reading and digesting their findings. The report is full of best practices, sensible recommendations and where necessary, tough love. It will take years to implement most of the recommendations but the report provides the Board with a road map including directions and a destination. We will keep you posted.

Finally, I would like to thank staff, volunteers, board and general members for their hard work, courtesy and kindness throughout the year. I am also appreciative of the advice and support of City staff and elected officials and the generosity of funding agencies at the federal, provincial and municipal levels. We couldn't do it without you!

Kind regards,

Jack Choules

President
Port Coquitlam Heritage
and Cultural Society



Personnel & Governance

Board of Directors & Governance Committees

Board Of Directors

President	Jack Choules	Director	Lily Liu
Vice President	Marg Owens	Director	Brian Hubbard
Treasurer	Aynsley Wong	Director	Meg McLaughlin
Secretary	Pam Murray	Director	Marilyn Trautman
Past President	Julie Schmidt	Director	Pippa Van Velzen

Finance Committee

Co-Chair	Aynsley Wong
Co-Chair	Jack Choules

Human Resources Committee

Co-Chair	Aynsley Wong
Co-Chair	Jack Choules

Election Committee

Chair	Julie Schmidt
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Operational Committees, Staff, and Representatives

Exhibit Committee

Co-Chair	Julie Schmidt
Co-Chair	Meg McLaughlin
Staff Rep	Alex Code
Member	Brian Hubbard
Member	Bryan Ness
Member	Marilyn Trautman

Grant Committee

Chair	Margaret Owens
Staff Rep	Alex Code
Member	Julie Schmidt
Member	Marilyn Trautman
Member	Jack Choules

Personnel & Governance

Operational Committees, Staff, and Representatives

Collections Committee

Chair Alex Code
Member Mallorie Francis
Member Jack Choules
Member Pippa Van Velzen
Member Chantelle Huard
Member Mio Oi Si Tou

Events, Programs, and Fundraisers Committee

Chair Alex Code
Member Margaret Owens
Member Pam Murray

Technology Committee

Chair Brian Hubbard
Staff Rep Alex Code

Other Representatives & Roles

Heritage Council Designate Councilor Nancy McCurrach

Staff

Museum Manager & Curator Alex Code
Assistant Curator (Part-Time) Mallorie Francis, Chantelle Huard
Museum Assistants (Seasonal) Cynthia MacMillan, Alexandra Fox, Keagan Edwards, Rebecca Kirkham, Katrina Yaskowich



Exhibits

This year saw the continuation of the most PoCo Heritage exhibits around town ever with the 100th May Day exhibits in the Port Coquitlam Community Centre, City Hall, street banners, and construction fencing. Our feature exhibit “A Fishy Story” was taken down and in its place “PoCo Lax: A History of Lacrosse in Port Coquitlam” was launched in September. Additionally, upon completion of our May Day exhibits, our permanent exhibits were updated to include elements of our recently ended exhibits.

In total 10 exhibits of various size and scope were featured throughout the year.



Events, Programs, and Fundraisers

PoCo Heritage recorded the highest number of attendees to museum events and programming on record this year. This includes school tours, our regular programming including Heritage Detective, Rhymes of Times, and Heritage Writers group as well as outreach at events like May Day, the Farmer's Market, Pride, the Mid-Autumn Festival, Car Free Day, and more.

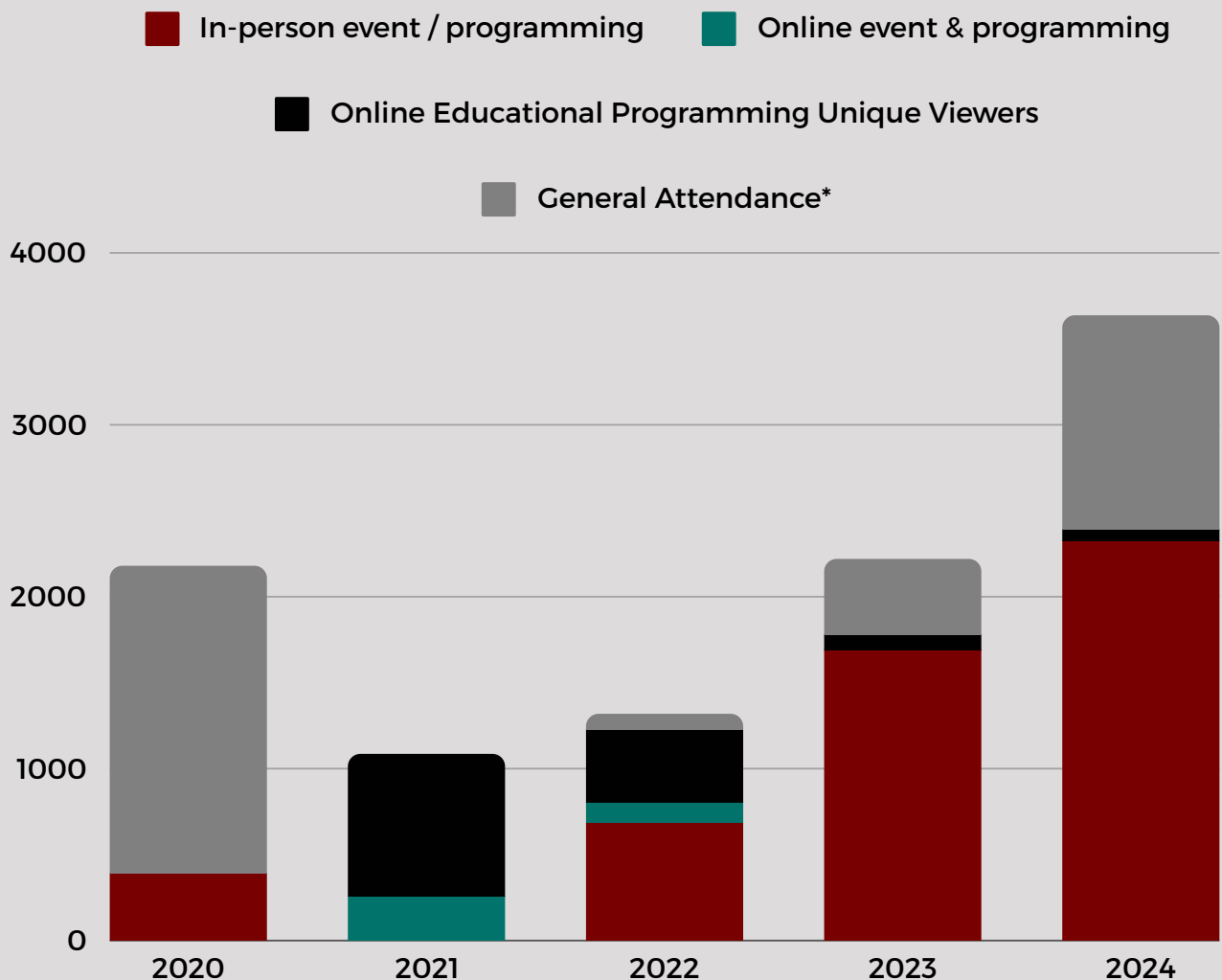
Outside of grant revenues, PoCo Heritage generated **\$18,952** which represents a **64% increase** year over year. The majority of this increase is from contract revenue earned by PoCo Heritage from exhibit development. Otherwise fundraising levels remain relatively similar to the prior fiscal year.



Museum Attendance

Our offerings this year drew the highest combined event and general attendance on record, including a significant increase in general attendance (+283%). Part of this increase can likely be attributed to better capturing the number of visitors as well as the high levels of attendance during events like Car Free Day.

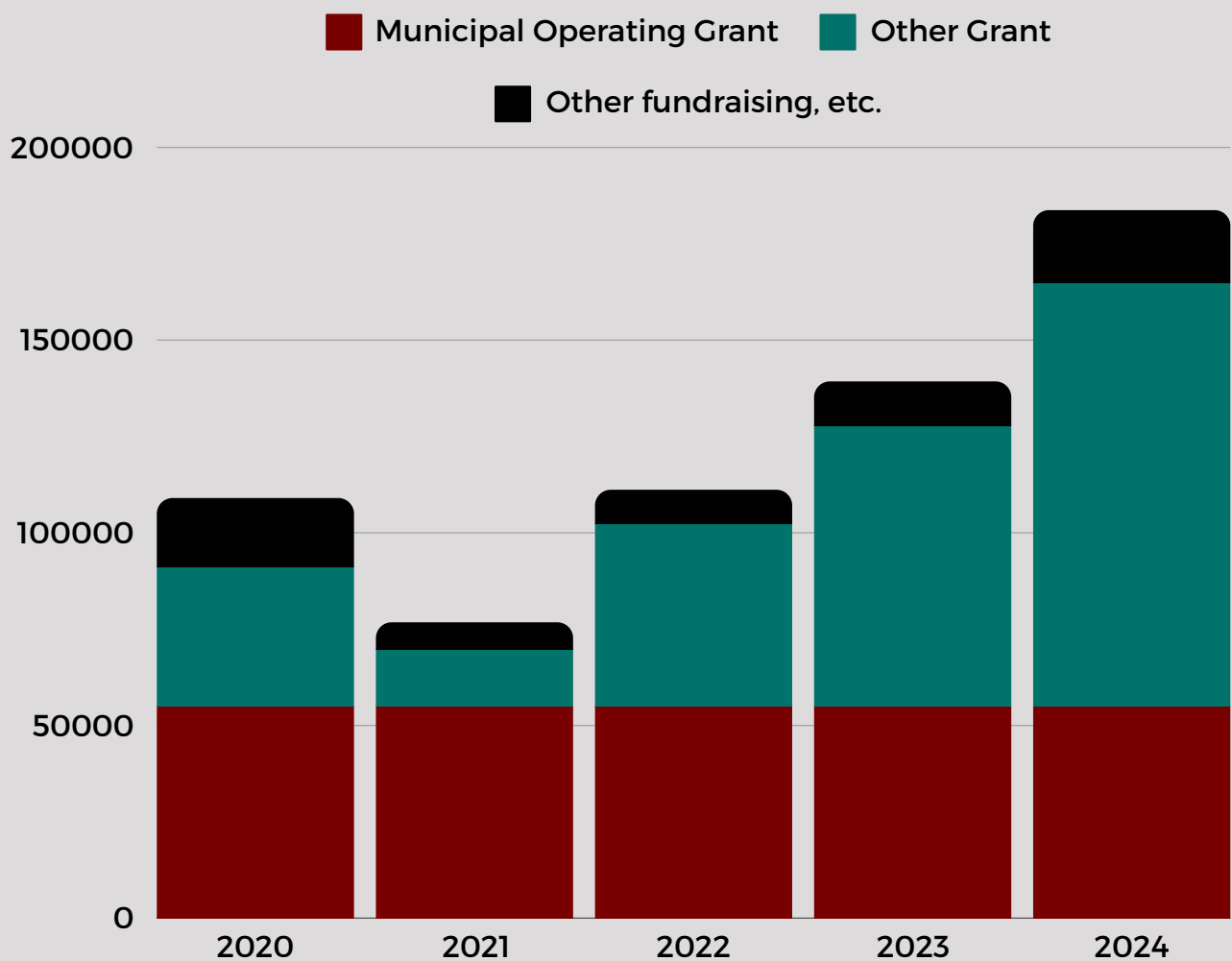
Our numbers here, however, miss a significant amount of our reach. As we had exhibits all around the city, but we are only able to count those who enter the museum space, we are likely missing thousands of people who viewed our in-person exhibits over the course of the year.



Grants

This year was PoCo Heritage’s most successful year on record in terms of grant revenues. **\$164,780 of grant revenue** was recognized, a **31% increase** year over year. 60% of PoCo Heritage’s total revenue came from grants, excluding our municipal operating funding.

Between these grants and other fundraising, 2024 saw the highest recorded level of revenue on record for the Society. See a list of grants applied for and received within the fiscal year below.



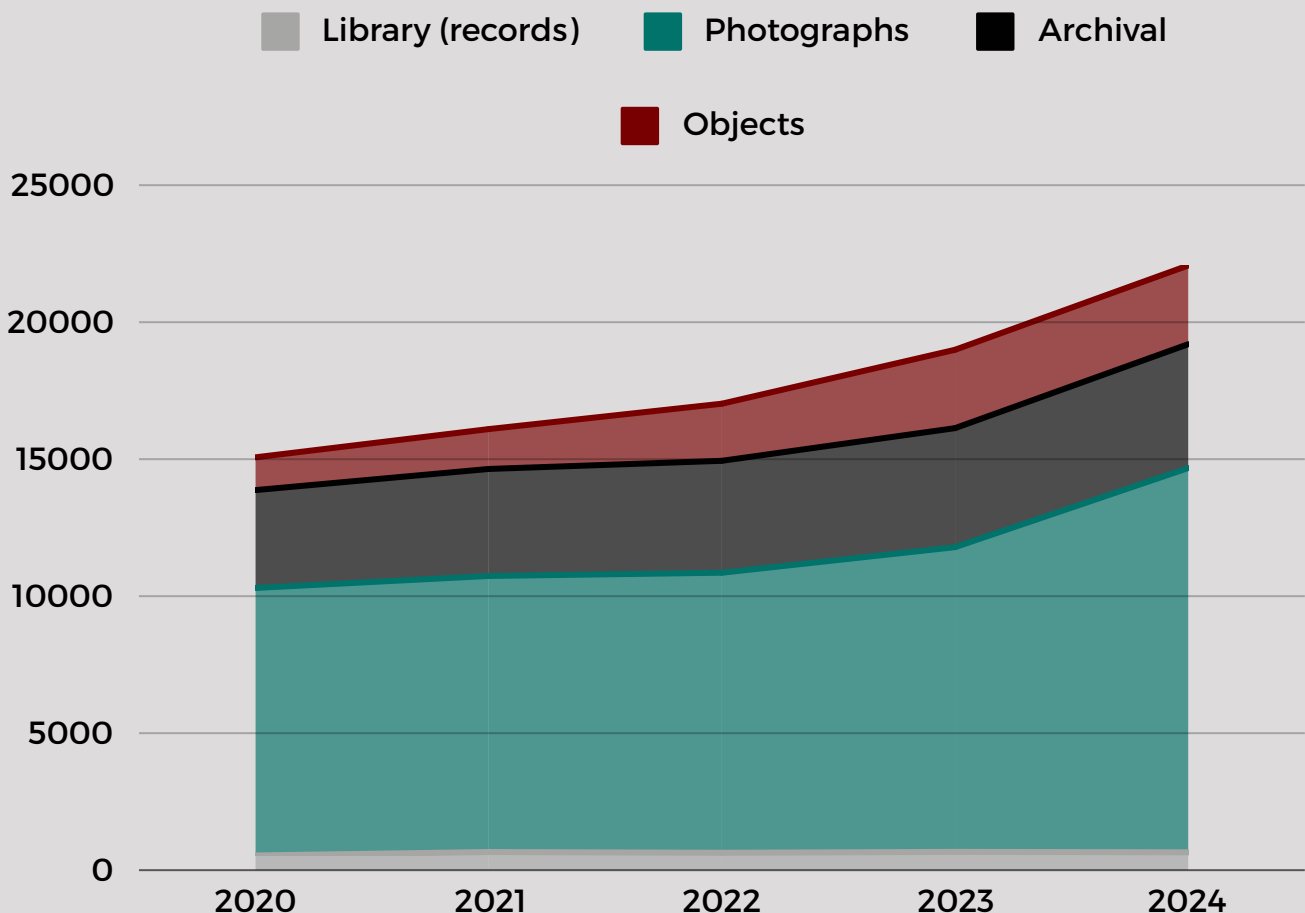
Grants Received in 2024*

Grant	Amount	Source
Young Canada Works at Building Careers in Heritage	\$11,000	Government of Canada
Canada Summer Jobs	\$13,884	Government of Canada
Community Services Recovery Fund	\$61,100	Government of Canada
Community Grant	\$2,000	Port Coquitlam Community Foundation
BC Heritage Legacy Fund	\$7,500	Province of British Columbia
Family Day Grant	\$1,000	Province of British Columbia
Community Gaming Grant	\$5,650	Province of British Columbia
Community Capital Projects (Matching Grant)	\$4,196	City of Port Coquitlam
Total	\$106,330	

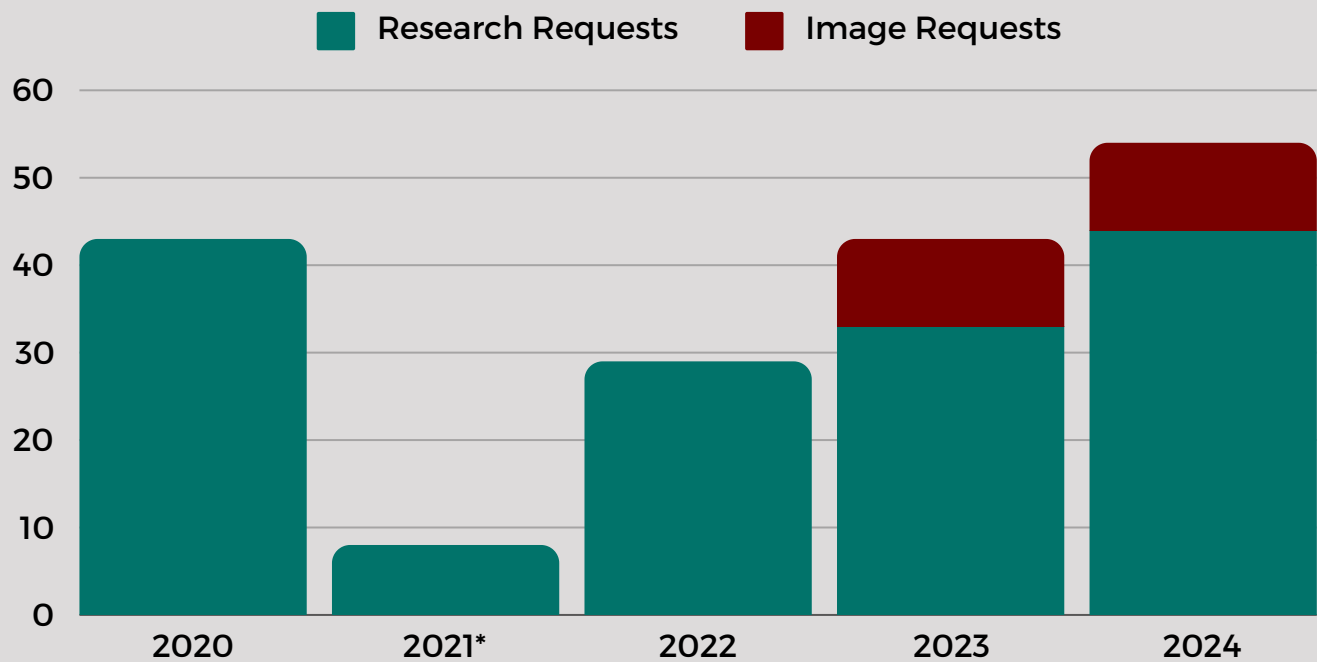
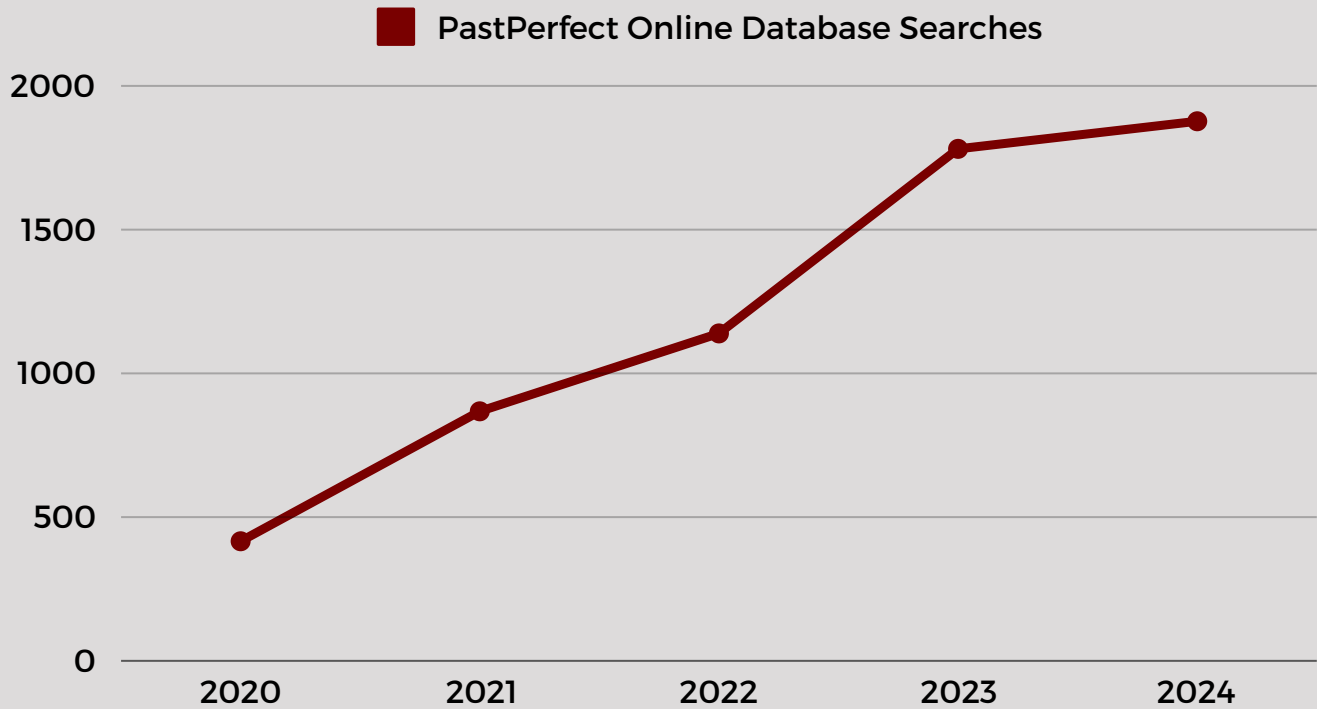
Collections

2024 saw the largest single-year increase in records since the adoption of our PastPerfect Database (a **16% increase** year over year). Although there were some new acquisitions, this primarily represents a significant effort by staff and volunteers to digitize our print and negative photograph collection. Many of these images were utilized in our exhibits, social media, or are now available on our PastPerfect Online site.

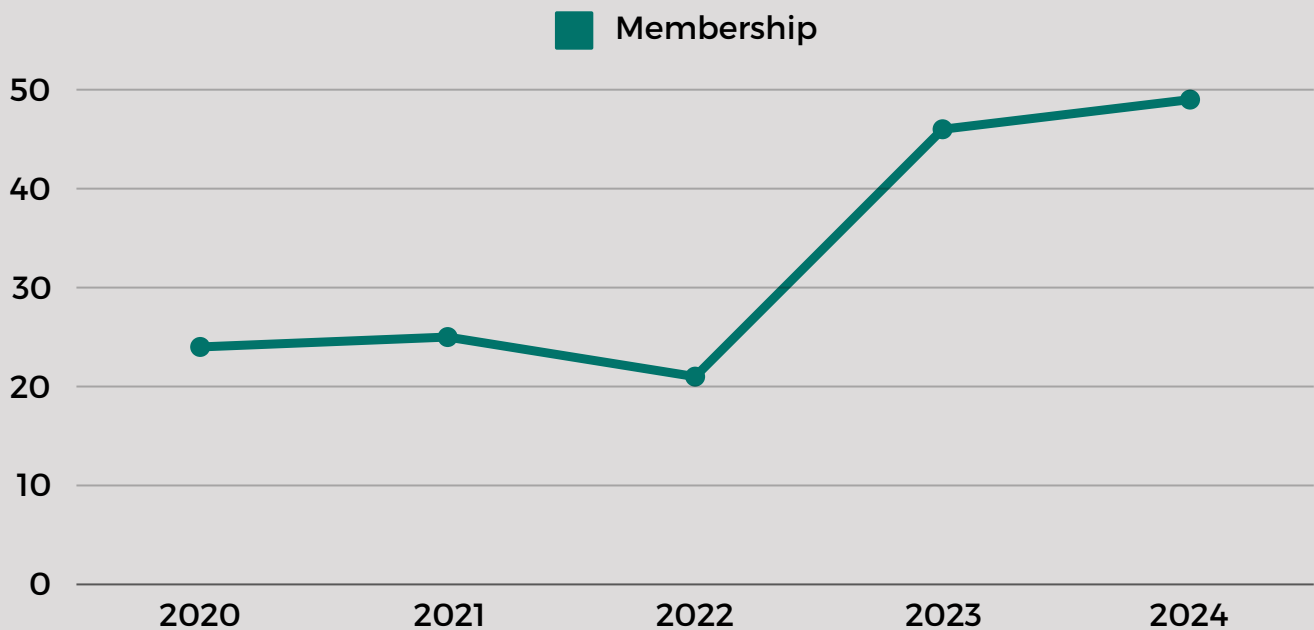
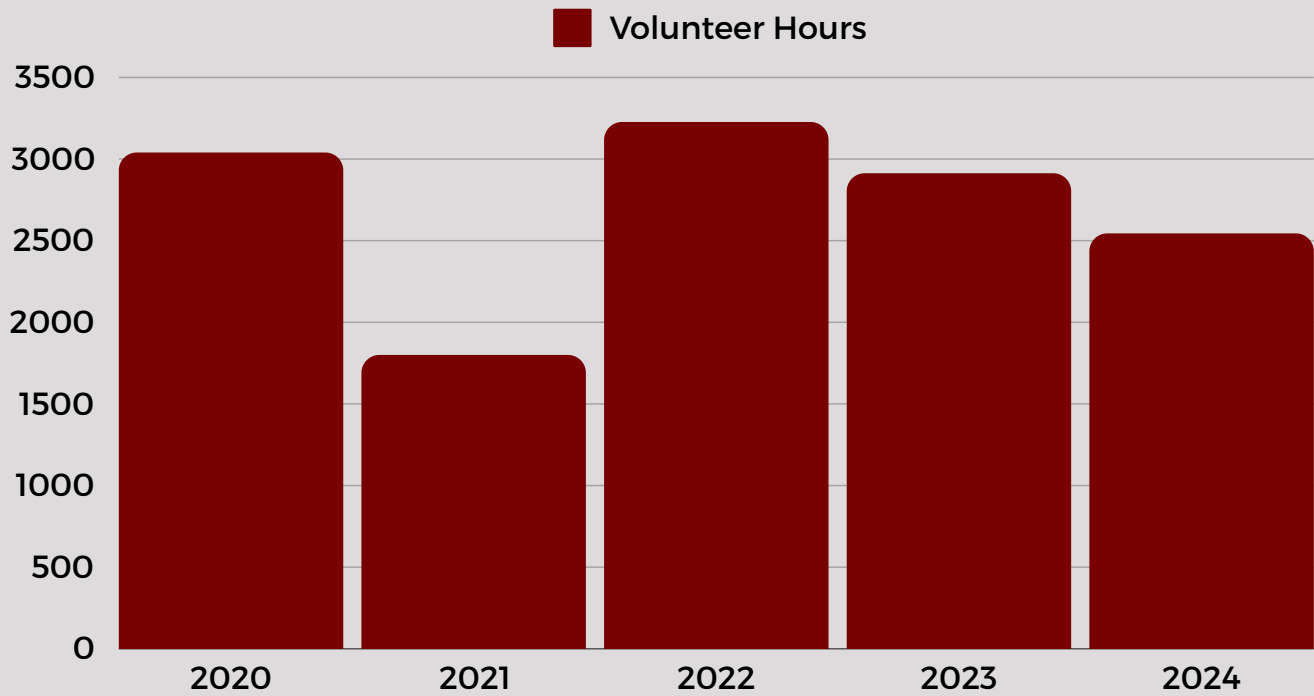
44 research requests were completed by staff and volunteers as well as **10 digital image distribution** requests. Our public **PastPerfect online database**, which enjoyed a significant increase to over 6,000 records available to search, saw **1,877 searches** (a **5.4% increase** over the previous year).



Collections



Volunteer Hours & Membership

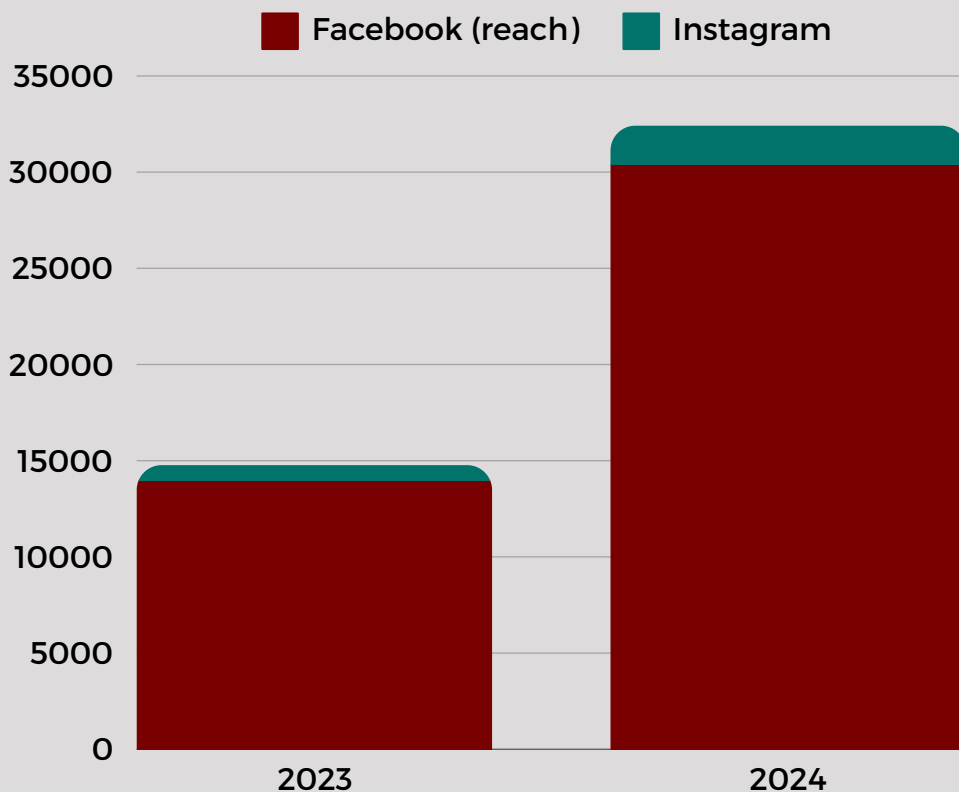


Online Presence

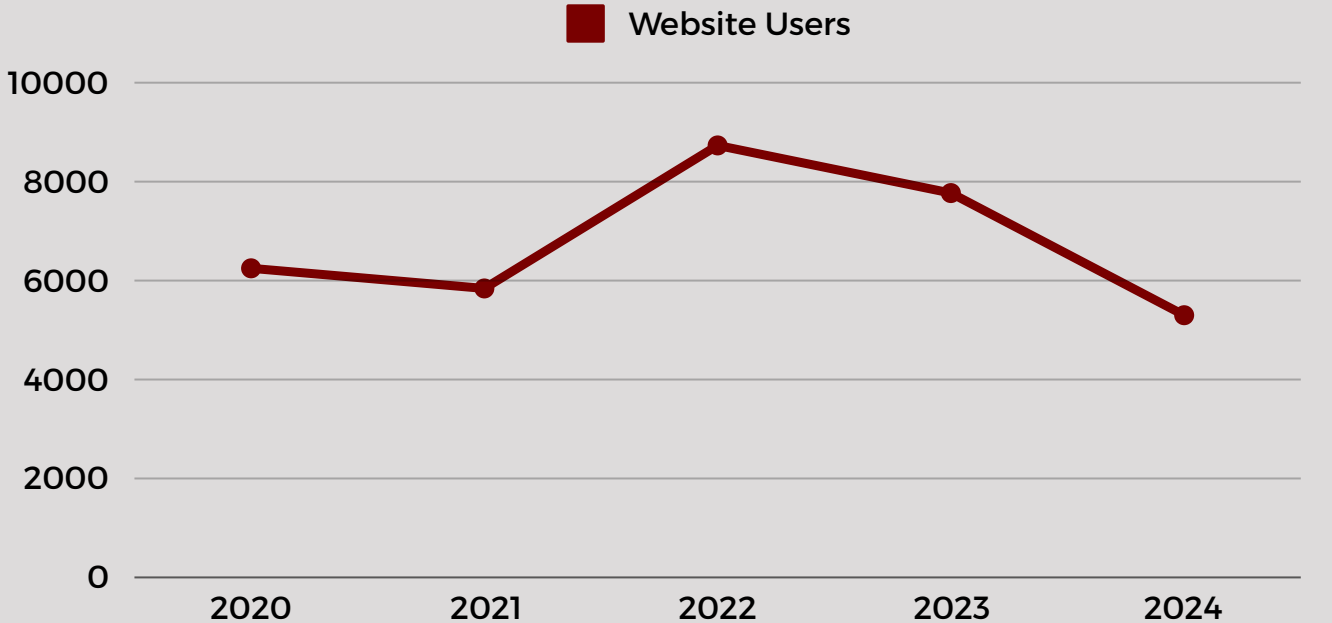
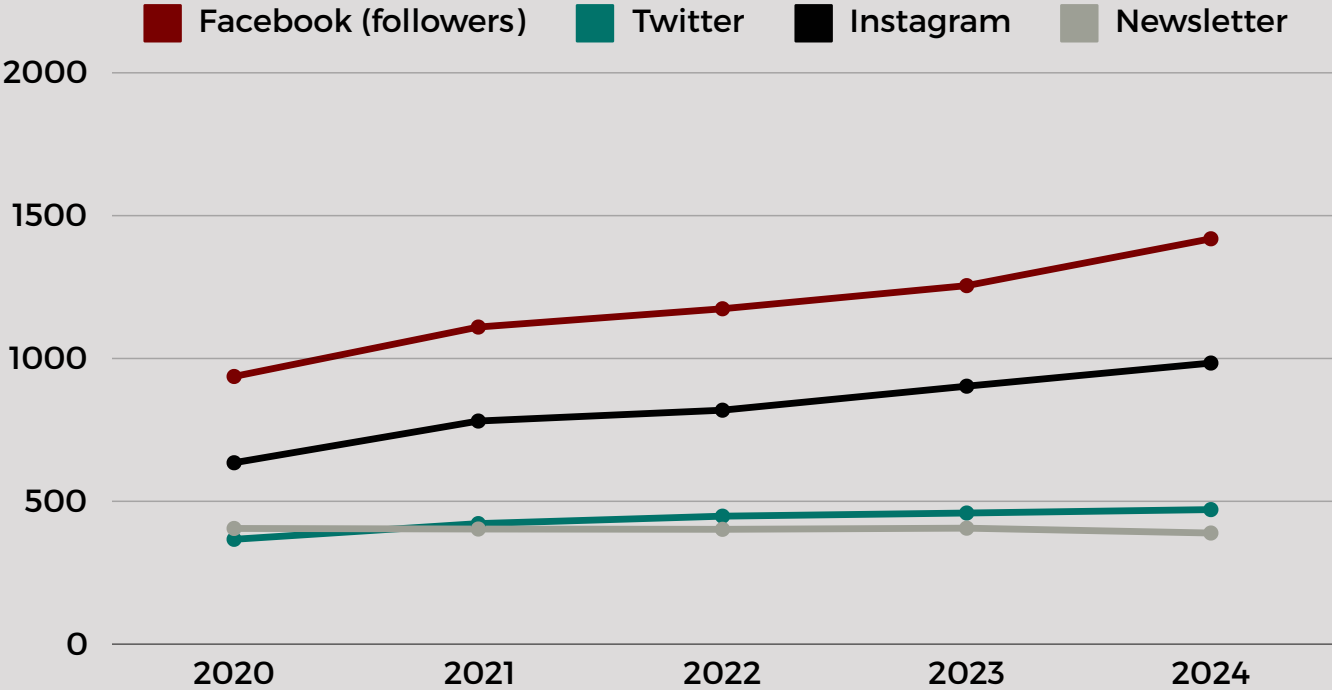
PoCo Heritage’s social media pages had a significant increase in reach year over year. This is primarily thanks to the popularity of our Throwback Thursday posts as well as our use of Facebook community groups to share posts. **Over 30,000 people** were reached through our Facebook page this year, an **increase of 119%** year over year.

Facebook is by far the most popular social media page both in terms of reach and in audience, with Instagram following. Twitter (now ‘X’) and our email newsletter have not seen as much growth.

PoCo Heritage’s website audience decreased slightly, which is likely attributable to the Downtown PoCo BIA’s administration of the Xmas Tree Festival that previously drew a significant amount of traffic. Secondly, PoCo Heritage has focused much less of its efforts on the website and online content since the shift back to in-person programming after COVID lockdowns ended.



Online Presence



Thank you to our funders

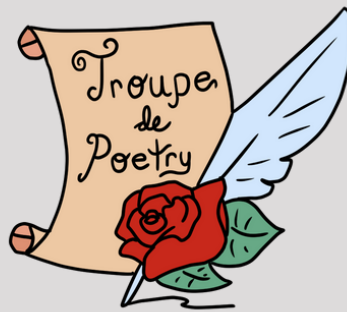
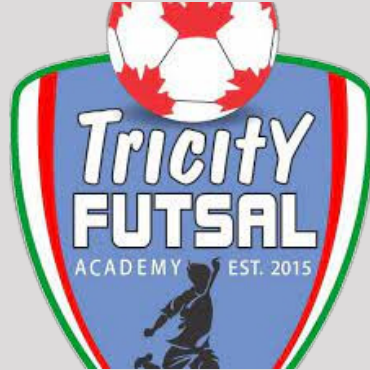


PACIFIC SALMON
FOUNDATION

Government of Canada Gouvernement du Canada



Thank you to our community partners



THE PORT COQUITLAM HERITAGE AND CULTURAL SOCIETY

Financial Statements
(Unaudited)

March 31, 2024

THE PORT COQUITLAM HERITAGE AND CULTURAL SOCIETY
STATEMENT OF OPERATIONS

Year Ended March 31, 2024

(Unaudited)

	2024	2023
Revenue		
Grants	\$ 164,780	\$ 125,573
Fundraising	2,063	2,343
Sponsorship		2,100
Donations	1,543	7,363
Membership dues	542	949
Contract revenue	13,993	-
Program revenue and sales	811	952
	183,732	139,280
Expenditures		
Advertising and promotion	315	732
Archival supplies	2,764	7,408
Bank charges and interest		98
Capital assets - note 4	8,378	3,735
Display and program expenses	18,514	9,351
Fundraising expenses	65	135
Insurance	3,473	3,363
Licenses, dues and subscriptions	682	272
Office and IT	3,875	3,005
Payroll	140,623	104,416
Professional fees	32,025	-
Website	362	775
Scholarship Distribution		2,300
	211,077	135,591
Excess (deficiency) of revenue over expenditures	(27,345)	3,689
Interest earned	1,509	808
GST rebate	1,236	455
Excess (deficiency) of revenue over expenditures for the year	\$ (24,600)	\$ 4,953

THE PORT COQUITLAM HERITAGE AND CULTURAL SOCIETY
STATEMENT OF FINANCIAL POSITION

March 31, 2024


(Unaudited)

	2024	2023
ASSETS		
Current:		
Cash	\$ 18,700	\$ 23,431
Restricted cash - note 1	76,687	37,665
Accounts receivable	-	29,500
Government agencies recoverable	2,472	1,236
Vancity Member Share	6	6
	\$ 97,865	\$ 91,838
LIABILITIES AND NET ASSETS		
Current:		
Accounts payable and accrued liabilities	\$ 1,006	\$ 500
Government agencies payable	2,202	2,764
Deferred contributions - note 2	61,594	30,956
	64,802	34,220
Net assets:		
	33,063	57,618
	\$ 97,865	\$ 91,838

On behalf of the board

JUNE 27 / 2024 Date

JUNE 27, 2024 Date



 Stanley May

THE PORT COQUITLAM HERITAGE AND CULTURAL SOCIETY
NOTES TO THE FINANCIAL STATEMENTS

Year Ended March 31, 2024

(Unaudited)

STATUTE OF INCORPORATION AND NATURE OF BUSINESS

The Port Coquitlam Heritage and Cultural Society (the "Society") was incorporated under the Society Act of British Columbia as a not-for-profit organization. The Society is a registered charity under the Income Tax Act and is exempt from income taxes under section 149(1)(f) of the Act.

The Society was established to preserve the history of Port Coquitlam, to maintain a community archive and provide a public museum in Port Coquitlam, British Columbia. The Society has entered into a lease agreement with the City of Port Coquitlam for the use of the land and building located at #150-2248 McAllister Avenue (the museum) free of rent. The lease expires on December 31, 2027.

1. RESTRICTED CASH

Restricted cash consists of the following amounts

	2024	2023
Carol Hubbard Memorial Fund (Note 3)	\$ 9,393	\$ 9,187
Capital Asset Replacement (Note 3)	1,726	5,817
Church Bell Project (Note 3)	1,015	1,012
Collections Fund (Note 3)	-	6,901
Continuum Maintenance (Note 3)	519	507
Heritage Markers (Note 3)	19,076	9,578
Program Coordinator Fund (Note 3)	-	4,662
Strategic Plan Fund (Note 3)	8,300	-
Terry Fox Project, contract (Note 3)	36,657	-
	\$ 76,687	\$ 37,665

2. DEFERRED CONTRIBUTIONS

Deferred contributions represent grants and donations received to fund projects to be completed or undertaken in a future period.

	2024	2023
Carol Hubbard Memorial Fund donations	9,008	9,008
Port Coquitlam Annual Grant*	(9,697)	7,398
BC Gaming Grant	1	-
Canada Covid Museum Grant	-	9,550
Heritage Marker Project Grants	18,750	5,000
Project Grant for Strategic Plan	7,875	-
Project Billing for Terry Fox Project	35,657	-
	\$ 61,594	\$ 30,956

3. INTERNALLY RESTRICTED NET ASSETS

The Society has internally restricted net assets totaling \$9,393 for the Carol Hubbard Memorial Fund (2023 - \$9,187), \$1,726 for Capital Asset Replacement (2023 - \$5,817), \$1,015 for the Church Bell Project (2023 - \$1,012), \$519 for Continuum Maintenance (2023 - \$507), \$19,076 for the Heritage Marker Project (2023 - \$5,018), \$8,300 for the Strategic Plan Project (2023 - \$0), and \$36,657 for the Terry Fox Project (2023 - \$0). The Society may not use these internally restricted amounts for any other purpose without the approval of the Board of Directors.

4. CAPITAL ASSETS CHARGED TO THE STATEMENT OF OPERATIONS

The cost of the capital assets acquired by the Society during the year is as follows:

	2024	2023
Computer equipment and projector	\$ 8,378	\$ 3,735
	\$ 8,378	\$ 3,735