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# PRESIDENT'S REPORT

Not-for-profit organizations in Alberta continue to face difficult and serious threats to their funding and sustainability. In 2017 we realized significant decreases in our grant money, specifically our Ag Society Grant. Recognizing our limitations, we endeavored to improve or even eliminate the areas at the Centre that come in as deficiencies. We continue to keep a close watch on our Administrative costs, working diligently to create a more resilient and sustainable model.

Our partnership with both the Town of Stony Plain and Parkland County remains healthy and beneficial. We anticipate strengthening those ties and working together on several joint ventures in 2018.



This summer we began to repurpose the Oppertshauser House, moving the administrative offices to the Perc building and returning the house to a museum that we would hope to see open to the public this summer. It is our intention to utilize that space for school programming and a magnificent venue for various public and private events.

It was encouraging to see the grounds at the Centre transformed into a space of beauty this summer. They were stunning and surely a place of pride for the town and all those who chose to delight in their splendour. It was heartening to see people once again returning to this place of Art, Culture, History, and Agriculture.

I'd like to thank all our Board Members for their commitment and effort to the Heritage Agricultural Society. Their wisdom and input navigating difficult issues is commendable and is imperative in order to realize our vision and achieve our goals in 2018 and beyond.

We enter 2018 with pronounced anticipation and some trepidation, but know that challenges in life can bring out the best in individuals and organizations. We are moving forward with excited expectancy, knowing that the Multicultural Heritage Centre can once again be the jewel of our community.

Thank you,

Debi Mills  
President  
Heritage Agriculture Society

# MANAGING DIRECTOR'S REPORT

This is the time of year where we take a moment to evaluate our success over the past year and identify areas where we can improve.

This letter comes at a time of key transition for our organization. You will see, as you review this annual report, that in this last year we have accomplished a number of key initiatives. Concurrently, we have been spending a great deal of time working on the future of the Multicultural Centre, to ensure that it will be there to serve our community in the long term.



In some ways, the upcoming year is a new beginning for us as an organization.

During these financially difficult times, we have downsized and we have adopted a new business model that moves us away from an overdependence on grant revenue into a donor and membership-based model with an emphasis on partnerships. While this is a departure from our past, the Board needed to find a way to assure our continued existence. The fundraising for the renovation of the Opp house is a fine example of the success of our new forward thinking model that shall serve our community for generations.

Programs like Electrical Safety, City Slickers, OMG and our art classes continue to shine as service programs and the Easter Egg Hunt, Old fashioned Christmas and Valentines' Tea are beacons of our service to the Tri County community.

Through key Board leadership decisions, we are working to strengthen the organization and to position us for longevity. This year my focus on marketing has been key for us as well as user input. We are aligning our organization to offer more strategic input from our users evidenced by our November display in the art gallery. Implementing many of the things people identified they want to see from us can only assist us to serve and engage our community.

As you read this annual report, we hope it will remind you of our recent successes and energize you for the future as you envision the mission of the Centre in 2018. For those of you who have tirelessly committed time and energy to the success of this organization, I thank you. For the many of you who are new, I welcome you and I look forward to working with all of you in the future.

Regards,

Melissa Hartley  
Managing Director  
Multicultural Heritage Centre

## ABOUT THE SOCIETY



**The Heritage Agricultural Society operates as the Multicultural Heritage Centre offering a dynamic range of programs and services to the communities in the region and beyond.**

### **Mission:**

The Heritage Agricultural Society will engage local residents, businesses, governments, community organizations and visitors as we record, promote and celebrate the agricultural heritage, cultural roots and historic values of the region. We will develop and deliver creative and innovative programs and services. These programs and services will provide quality experiences focused on our areas of excellence for our residents and visitors and will provide private, public and philanthropic partnership opportunities.

### **Vision:**

The region we serve celebrates our agricultural heritage and our rural values. The arts, culture, sound agricultural practices and strong economic opportunities play pivotal roles in building our future. The Heritage Agricultural Society is the recognized leader in the region in recording, preserving and celebrating the agricultural heritage and rural values of our region. We engage our residents and visitors in the arts, culture and sound agricultural practices. We are recognized for the excellence of our programs and services.

# OUR MANDATE

## Model

To be recognized as an Agricultural Society where creative and courageous thinkers and leaders establish an innovative model designed to celebrate agriculture, art, culture, heritage and community, through strategic partnerships and provision of private sector opportunity.

## Leadership Role

To be the “go to” organization that promotes and celebrates the agricultural heritage, cultural roots and historic values of the region; that educates the community in sustainable agricultural/horticultural practices; and that succeeds through innovation and partnerships.

## Organizational Role

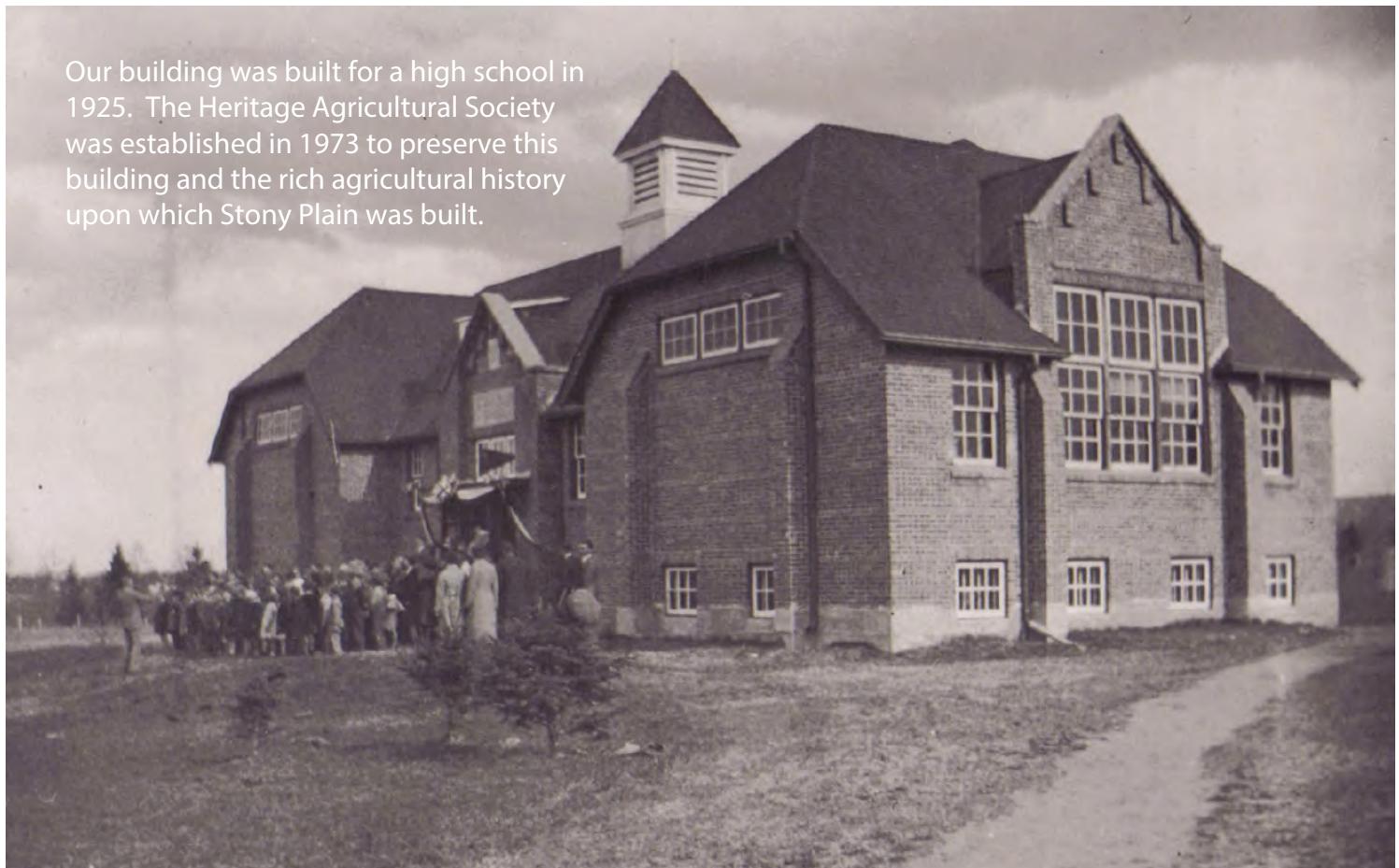
To be recognized for our strong governance, partnerships, management and dynamic programs and services. We are focused on promoting the importance of agriculture, culture and heritage in the region.

## Sustainability

Create and sustain private, philanthropic and public partnerships and revenue streams that ensure a premier experience in participation, education and organizational support with a strong financial bases.

## OUR HISTORY

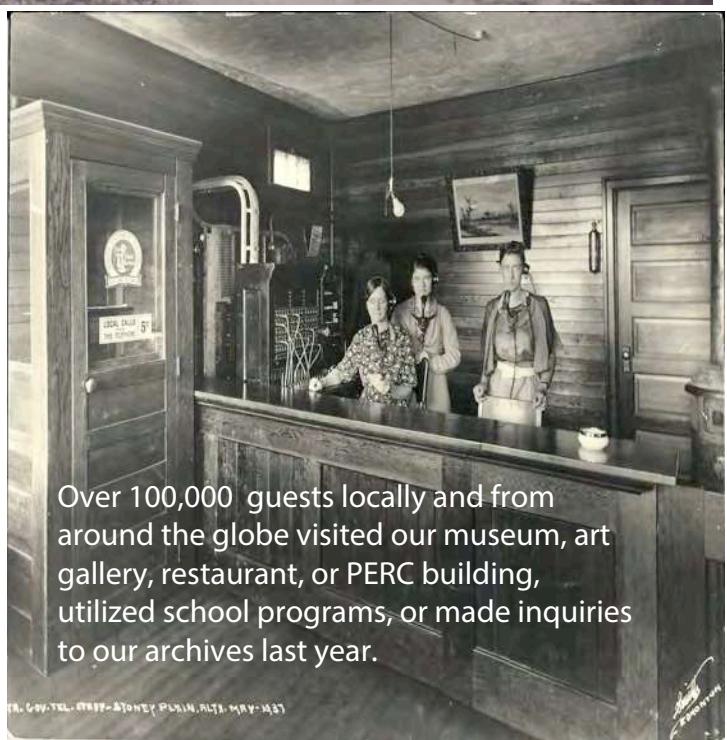
Our building was built for a high school in 1925. The Heritage Agricultural Society was established in 1973 to preserve this building and the rich agricultural history upon which Stony Plain was built.



In 2018 we will have served the community for 45 years.



Today Stony Plain has 17,189 residents this is up substantially from the 1,919 residents living in Stony Plain in 1973 when the Heritage Agricultural Society first established the Multicentre.



Over 100,000 guests locally and from around the globe visited our museum, art gallery, restaurant, or PERC building, utilized school programs, or made inquiries to our archives last year.

# OUR BOARD OF DIRECTORS

The Heritage Agricultural Society is an Alberta Agricultural Society and a charitable organization (registered with the Canada Revenue Agency). Part of every dollar earned by the Multicultural Heritage Centre goes back to helping build, improve and offer a number of year-round community facilities, and provide ongoing programs, events and agricultural opportunities serving all ages.

The Multicultural Heritage Centre site, designated a Provincial Historic Resource in 1983, is the home where all of the programs and services offered by the Heritage Agricultural Society.

## BOARD OF DIRECTORS

### **Chair/President**

Debi Mills

### **Vice-President**

Greg Hanna

### **Treasurer**

Wendy Woolsey

### **Secretary**

Sharon Cornelius

### **Past-President**

Mardy Kulak

### **Directors**

Bruce Lloy

Barb Scully

AnnLisa Jensen

Judy Kesanko

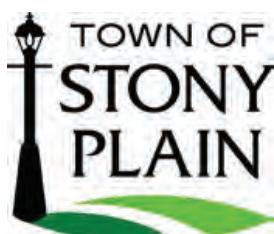
Cheryl McNeil

Len Switzer

Joanna Waldie

## OUR PARTNERS

The Heritage Agricultural Society is grateful for its partners who help the Multicultural Centre maintain its operations and service levels for the community. In 2017, the Centre partnered with many organizations and individuals and we look forward to continuing these relationships in 2018 as we are committed to building, improving and offering year-round access to facilities, programs and opportunities to the communities we all serve.



# OUR PROGRAMS AND SERVICES

## Organic Master Gardener Program

Modern communication technologies allow unprecedented access to shared ideas. With this we see divergent perspectives regarding food production methods, environmental impacts and ethical standards for agriculture and food.

We deserve to know where our food comes from, to produce healthy food from seed to plate, and to contribute to our own food system. Students gain an increased understanding of ecology, interconnections in the local, natural world, and diverse methodologies and resources to care for our health and our environment from seed to table. Gaia College Certifies this on-site program that includes 78 hours of instruction, 26 topics to study, and 50 hours of additional hands-on education throughout the growing season.



## Little Green Thumbs

Little Green Thumbs Gardens are synergistic classroom tools that help teachers address diverse learning outcomes; and LGT gardens have a strong presence in the learning environment. Many teachers use the garden in several aspects of classroom life. This includes integrating learning from math, language arts, science, and health, as well as structuring simple, weekly maintenance tasks as an opportunity to build responsibility and confidence in their students.

The program is built on three learning pillars: Inquiry-Based Learning, Experiential Learning and Cross-Curriculum Learning. Serving schools throughout the Tri-region, the Little Green Thumbs team partnered with local company, Earth Apples to test new container potatoes in schools this year.

## Community Gardens Grow...People

Promoting local, organically grown food; healthy and active lifestyles; and safer, more vibrant and connected communities. Community gardens provide many benefits to residents including: recreation for all ages, beautification of neighbourhoods, healthy food production, community building, and as a place to share gardening knowledge and experience. Our 64 organic community beds included several beds for our local food bank.



# OUR PROGRAMS AND SERVICES

## Zap Electrical Safety

Safety begins with education. The ZAP electrical safety program, reaches more than 4,200 grade-five students each year, teaching them about the hazards of electricity, and how to play safely. The program covers the whole safety section of the Electricity and Magnetism unit and the vocabulary fits into the other sections of the unit. Last year the Zap team traveled to 71 schools and visited 170 classes. The program has been running 12 years thanks to the generous sponsorship of Fortis Alberta.



## City Slickers

The Stony Plain Multicultural Heritage Centre City Slickers program is a powerful one-day event that introduces more than 900 grade 4 and 5 students annually to the many facets of agriculture and draws in some 250 volunteers.

Children develop an understanding and appreciation for food firsthand – where it comes from and how it is produced – from gate to plate. The City Slickers Program brings school students together with farmers, producers and consumers.

## School Programs

Providing curriculum based education programs to our local schools, we offer a variety of dynamic programming for elementary levels that encourage students to pursue a deeper understanding of the people, places and events that have shaped pioneer life in Alberta.

Through traditions, costumes, activities, agriculture, food, exhibits, artifacts and art, students get an immersive experience of what it was like living as a pioneer.



# OUR PROGRAMS AND SERVICES



## Mural Tours

The Multicultural Heritage Centre hosts bus and walking tours, as well as horse and wagon tours through a partnership with the Town of Stony Plain. This year the wagon tours were so popular they were sold out to the end of the season and additional rides had to be added. Our Mural tours are popular with seniors groups, residents, tourists, conferences, school field trips, and reunions.

## Multi-Heritage Kits

The Multicultural Heritage Centre's award-winning Multi-Heritage Kit Program, continues to be offered. The subscription program allows 12 kits per year to be shipped out or picked up. Various health and senior's institutions around the region have yearly subscriptions and schools often rent specific kits that match their school program.

The themed kits contain programming tools that span past to present with programs of hands-on activities, authentic artifacts, and visuals which trigger memories, stimulate storytelling and for younger students offer an inquiry based education.



## Artisan Market

Celebrating artistry and hand-craftsmanship, our market focuses on looking local for unique gifts and every day essentials. Our Artisans come from Stony Plain and the surrounding communities and caters to local entrepreneurs who aren't large enough to host their own store fronts. Find break-out artisans and established favourites all under one roof.

# OUR FACILITIES AND CORE SERVICES



## Our Museum

It is by far one of the most unique buildings in the Stony Plain area. The "Old Brick School", which now houses the Multicultural Heritage Centre, is one of many old schoolhouses around Stony Plain, but it's the architecture that makes it a fantastic landmark in the town.

In 1925, the superintendent of schools decided that the area of Stony Plain needed a high school. However, he wanted a unique design for the school. An exact replica of a building in Scotland was decided on and the blueprints were shipped to Stony Plain.

The school was in use extensively from 1925 until Memorial Composite High School was built in 1949. After that, the "Old Brick School" was used for home economics and shop classes. The programs eventually ended and from that point, the school was used by the school division for storage.

In 1972, the school was slated for demolition; and it would have been, if not for a group of local citizens that wanted to conserve the school and the history it represented. The Parkland School Division sold the school for a dollar to the Heritage Agricultural Society.

The "Old Brick School" was renovated and re-opened in September 1974 as the Multicultural Heritage Centre. It houses over 1,300 artifacts and welcomes new visitors each year.

As a non-profit organization recognized by the Alberta Museum Association, the museum offers the community diverse family-centred programming. The annual Easter Egg Hunt, Winterfest, Yarn in the Park, Alberta Culture Days and Olde Fashioned Christmas are examples of this type of programming. The museum offered hand-quilting classes, craft fairs, demonstrations, cultural activities, jam sessions, painting classes, and book clubs featuring local artists. We partnered with other community groups to offer sessions like our Healing Through Art Series and our Youth Halloween Dance on site. We were in the community collaborating for Picnic in the Past and Senior's week. We provide history and archive services to various guests. We consult with the Parkland School Division and other community based education groups to ensure we are providing necessary educational services and what we can do for tomorrow.

## OUR FACILITIES AND CORE SERVICES



### Homesteader's Kitchen

Under the direction of Chef Kevin Waddell, the Homesteader's Kitchen was rebranded this season. The rebrand focused on Alberta local food with a bullseye approach to local partnerships; start with suppliers within Stony Plain and work outwards to the county and beyond from there. The goal, to source region specific foods and lessen our carbon footprint.

During the summer months the kitchen partnered with our on-site Organic Master Gardener program for garden fresh herbs, edible flowers, mushrooms, fruits and vegetables at the heart of our summer cuisine, ingredient inspired dishes, and desserts.

As the menu states, "Our food takes longer for us to prepare, because it is made in-house from scratch. Many of the ingredients we use started in our own garden, or on the farm of our friends, and was transformed by our culinary team. Our flavours are bolder than the average chain restaurant. Our cooking style is more labour intensive than the average burger & fry restaurant. Our interest in food is deeper than the average restaurant worker's."

Chef Waddell is a Red Seal Chef. The Red Seal carries great prestige in Canada and a Red Seal Chef is regarded by employers, peers and customers alike as the epitome of quality, creativity and professionalism. He elevates a local gem and sets the Homesteader's Kitchen apart from the corporate style restaurants while continuing with the traditions that put the Homesteader's Kitchen on the map in the first place, it's pies.

This year the Homesteader's Kitchen hosted monthly themed Family Style Feasts, a well received beer tasting night, and the sold out, Creating the Paranormal, an evening where the culinary delights met the EntitySeekers and their supernatural sights.



# OUR FACILITIES AND CORE SERVICES



## The Multicultural Heritage Centre Rural Public Art Gallery

The 2016-2017 season for the art gallery featured exceptional artists with very diverse mediums. The season began with Hilary Mussell's *Euphotica*, a fibre sculpture exhibit capturing her imaginative interpretation of life at the level of seawater photosynthesis.

Over the holidays some repairs were done to the gallery, the walls were painted and the floors were sanded down and refinished.

January brought Heather Shillinglaw, *Buffalo Corral* a inquisition about our environmental and historical legacy staged on 14 doors with paintings, beadwork, felt work, and photography.

March hosted the 2nd season of *HerWork 2017* a joint show featuring six artists, Alexis Marie Chute, Becky Thera, Shirley Serviss, Kun Chen, Lucille Frost, and Kasie Campbell. The show included, photography, sculpture, video, painting and a diorama and explored challenges women face.

April featured artist Associate University of Alberta Professor Jesse Thomas, *The Order of Things* a painted look into the non-linear web of thought.

During the summer, artist Brandon Atkinson and his show *Spirit Warrior* was staged. Using the mediums graphite and ink, Atkinson explores his heritage, culture, and history.

The last show of the season, Sharon Hjartarson, *Residues, Remnants & Remains*, a passionate installation exploring fire and what is left behind.

The gallery provides residents with a chance to explore art and culture through the eyes of local and internationally recognized artists. Each show extracts unique reactions, perspectives and is integral to drawing traffic to the Multicultural Heritage Centre each year.

# OUR FACILITIES AND CORE SERVICES



## The Oppertshauser House

In 2017, The Multicultural Heritage Centre is embarking on a capital project to expand its current museum visitor space. The Oppertshauser House, the future site of the expanded museum, will undergo restoration to complete the expansion.

The Oppertshauser House was built in 1910 by Henry Oppertshauser Sr. a local Stony Plain businessman and civic leader. This prominent family owned three local businesses that helped root a community here. The Oppertshauser House is a municipal historic resource, which interprets and focuses on the urban aspect of our local heritage in the setting of a well-established pioneer Stony Plain family.

With so much rich cultural background and potential, the Heritage Agricultural Society seeks to return the Oppertshauser into a living museum for residents and people from all over the world to experience and enjoy.

Heritage tourism is often rooted in historic buildings. These powerful, tangible connections to our past are the ways in which people today come in touch with the past. Heritage buildings are also increasingly important venues linking a new generation with the older one and thus, as places to be used for education and citizenship. Revitalizing old buildings fosters community cohesion as the volunteer activity that often goes into maintaining and promoting heritage buildings-is recognized as a valuable way to keep people, especially youth and seniors, active and involved in their community.

For a community there is also an economic benefit as heritage preservation contributes to cultural and economic well-being by drawing tourism which helps local businesses attract customers this increases property value.

The restoration will continue into 2018 and the building should be open to the public mid-season.



# OUR FACILITIES AND CORE SERVICES



## The PERC Building

The PERC building, building underwent some necessary upgrades this year. A leaking roof caused ceiling and flooring damage to some of our spaces contributing to the loss of several long-term tenants this year. The leaks required repairs to ceilings, repaint, and in room 10 & 14 the flooring required replacing as the brunt of the damage was focused in these areas. An exterior repaint of the trim, removal of the crumbling lean-to, and new exterior safety lights were all part of the upgrades.

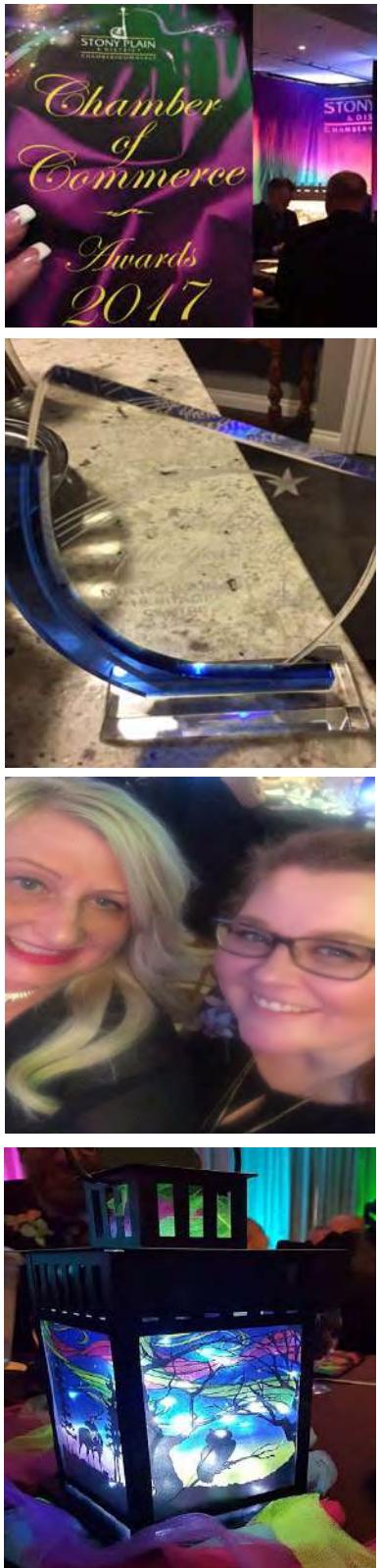
Through generous community support from Loyd of Modra Homes and to Lorne and Wendy Wasylcha of North Stony Dental we were able to replace the gym lights that were beyond the reach of ladders. Donating his carpentry skills, Craig Carlson, with the help of his wife Krysanne, new flower boxes from re-purposed wood we had on site to beautify the front of the PERC, were built. The Carlson's also replaced the rotting wood on all the ground's benches.

The main administrative offices moved to the PERC this year. Room 14 houses the shared offices for our Managing Director and two additional members of our administration team displaced from the upper floors of the Oppertshauser house.

The building still houses our second classroom for the school program, a classroom dedicated to the Organic Master Gardener program and now includes a dedicated meeting space.

The gym hosts long term team rentals for community groups like Kyokushin Karate, Meridian Model Flyers, Indoor Flyers, Tasha's Zumba, Active Start, UPCS and annually serves as a dryland practice space for various hockey teams and ringette teams. In addition to it's consistent community partners, the remaining gym times provide an affordable rental space to the community for birthday parties, staff Christmas parties, bridal showers, conferences, craft sales, and local community events like Seedy Saturday and the Pioneer Valentine's Tea.

# AWARDS



## Marketer of the Year

The Multicultural Heritage Centre was nominated for two awards this season with the Chamber of Commerce. We were up for the Marketing Award and the Environmental Stewardship Award.

This year for our marketing, we strived to be innovative and expansive in our branding. We brought in CBC's *Mark About Town* and were featured in CBC's *Where Edmonton*. Eat Alberta did a segment on our gardens and our Organic Master Gardener programs. We did a "Pints on the Patio" remote with 88.1 *The One* where Mayor Choy of Stony Plain and the Deputy Mayor Kobasiuk from Parkland County served drinks and chatted with guests on any topic they wished to discuss.

We were thrilled to be featured by magazines like *Where Edmonton* and were listed at 109 in the Top 150 things to do while you are in Edmonton. Blogs like *YEG Date Night* cited us for unusual programming and exceptional artists. And hashtags like #*YEGpatiobuzz* hailed us as one of the prettiest patios to spend an afternoon.

We collaborated in nontraditional ways like hosting Soap Box Duo's Heritage Series, shot on location and found on YouTube. We also partnered with Blueberry Bluegrass who brought Nomad Jones on site for an intimate concert and jam session.

This of course was all above our daily facebook, twitter, Instagram, and website traffic. Thank you to everyone who retweeted, liked, loved and shared our posts this year.

In the end, despite exceptional competition, where we likely succeeded was we sought opportunities to not just promote ourselves but to drive tourism for the Town of Stony Plain. We are proud of what we accomplished this year in Marketing.

On behalf of the Heritage Agricultural Society's board of directors, managing director Melissa Hartley, and the staff of the Multicultural Heritage Centre, we would like to thank the Stony Plain Chamber of Commerce for this honour you have bestowed upon us, and to Village Fashions for sponsoring the award.



# EVENTS

## November 2016

- Hillary Mussell Art Exhibit
- Organic Master Gardener Grad - November 9, 2016
- Heritage Handmade Hauliday - November 12, 2016
- Beginner Hand Quilting - November 23, 2016



## December 2016

- Olde Fashioned Christmas - December 10, 2016
- Cookie Contest - December 13, 2017



## January 2017

- Heather Shillinglaw- January 9 to March 4, 2017 Reception January 14
- Winterfest - January 21, 2017



## February 2017

- Pioneer Valentine's Tea - February 14, 2017
- Valentine's Dinner - February 14, 2017



## March 2017

- HerWork 2017 - March 6 to April 1, 2017; Reception March 8

- Seedy Saturday - March 11

- Family Style Feast: Persian New Year - March 25, 2017

## April 2017

- Jesse Thomas, *The Order of Things* - April 3-May 29, 2017; Reception April 6
- Easter Egg Hunt - April 15, 2017
- Easter Bonnet Parade & Tea- April 17, 2017
- Easter Brunch - April 17, 2017
- Where Edmonton Morning Show, April 20, 2017
- Family Style Feast: UK Pub Night - April 22, 2017
- Arm Chair Traveller: Wildlife in the Rockies - April 26, 2017



## May 2017

- Jane's Walk - May 7, 2017
- Paint Night with Ellen Andreassen - May 11, 2017
- Family Style Feast: Early Spring Harvest - May 27, 2017
- Stony Plain Horticultural Society Plant Sale - May 27, 2017

# EVENTS

## June 2017

- Brandon Atkinson, *Spirit Warrior* - June 1 to August 28, 2017  
Reception June 21
- Pints on the Patio with 88.1 The One - June 3, 2017
- Brunch - June 4, 2017
- Knitting for the Birds - June 10, 2017
- National Aboriginal Day Celebration - June 21, 2017
- Family Style Feast: St. Jean Baptiste - June 24, 2017
- Summer Mural Tour: Horse and Wagon - June 24, 2017
- Wine and Books: Eric J. Brown, *Ginny* - June 29, 2017



## July 2017

- Summer Mural Tour: Horse and Wagon - July 8, 2017
- Family Style Feast: BBQ - July 15
- Wine and Books: Alexis Marie Chute, *Expecting Sunshine* - July 20, 2017
- Summer Mural Tour: Horse and Wagon - July 22, 2017
- Family Style Feast: Pub Night - July 29, 2017



## August 2017

- Paint Night with Daphne Côté - August 3, 2017
- Blueberry Bluegrass Festival Jam Night with The Nomad Jones Band- August 3
- Kitchen Klasch: Yukon Dave's Whiskey and Beer Tasting - August 3, 2017
- Summer Mural Tour: Horse and Wagon - August 12, 2017
- Creating the Paranormal - August 18, 2017
- Alberta Open Farm Days - August 19, 2017
- Bringing in the Harvest: Can, ferment & preserve - August 19, 2017
- Wine and Books: Lillian Ross, *Cougar's Crossing* - August 24, 2017
- Summer Mural Tour: Horse and Wagon - August 26, 2017



## September 2017

- Sharon Hjartarson, *Residues, Remnants, Remains* - September 1 to November 4
- City Slickers - September 22, 2017



## October 2017

- Alberta Culture Days - October 1, 2017
- Family Style Feast: Thanksgiving - October 6 to October 7, 2017
- Ghost Tours - October 27 to October 28, 2017
- Halloween Bash for Youth - October 31, 2017



## FINANCIAL REPORTS

The Financial Report November 1, 2016- October 31, 2017

Completed by

