

Whistler Museum

ANNUAL REPORT

Photo: The Whistler Joyride Festival 2003. Rowles Collection



2024

Whistler Museum and Archives Society
www.whistlermuseum.org

Whistler Museum

Whistler Museum: 2024 Overview

Continuing with the trend started in 2022, the Whistler Museum celebrated its busiest year ever in 2024. Exhibit visits increased by an impressive 20 per cent, reaching a total of 19,735 visitors, while an additional 9,713 participants attended our events and external programs. Altogether, the museum recorded an incredible 29,448 interactions this year. We're thrilled to see so many people engaging with our exhibits and programs!



Our Vision: The Whistler Museum is a renowned centre for the celebration of mountain life.

Our Mission: Collect, preserve, document and share the natural history and human stories of mountain life – focusing on Whistler – and provide a forum for stimulating exhibitions and programs that deepen an understanding of past choices and future possibilities.

Board of Trustees 2024

Executive

President John Hetherington
Vice - President Colin Pitt-Taylor (January-April)
Treasurer Roger Lundie

Trustees

Dave Kirk
Andrew Ross
Kathy Macalister
John Rae
Doug Wylie
Kyoko Hamazaki (June-December)
Alex Kleinman (June-December)
Bob Calladine (June-December)

RMOW Representative

Jeff Murl

Whistler Museum Staff 2024

Executive Director & Curator

Bradley Nichols

Collections Manager

Rebecca MacKay

Events & Community Manager

Allyn Pringle

Accountant

Joyce Hetherington

Project/Program Coordinators

Kristina Swerhun - *Discover Nature*
Jillian Roberts - *Oral Historian (January)*
Indigo Dipple - *Assistant Archivist (YCW Intern)*
Ella Healey - *Programs Coordinator (YCW Intern)*

The Whistler Museum operates within the shared unceded territory of the Lílwat Nation and the Skwxwú7mesh Nation. We respectfully honour their cultural practices and traditions.

PRESIDENT'S MESSAGE

The Museum's Annual General Meeting for the operating year 2024 is an in-person meeting, although there may be some members who will attend via Zoom. Welcome to everyone who is able to join us for this year's AGM.

The number of people that came to see the exhibits in 2019 was 14,418, the most the Museum ever had, but in 2024 there were 19,734 visitors. So 2024 set a new record for visitors. The number of visitors for 2025 was down somewhat in January and February but has picked up since then. 2025 looks like it will be similar to 2024. The large number of visitors to the Museum is very encouraging for the Museum staff and Board of Trustees

Some of the key public events for the Museum were:

1. "Marketing a Resort" with Al Raine and Drew Meredith with an explanation of the WRA (Whistler Resort Association). Al, as many people know, was appointed as an Alderman to serve on the first Whistler councils. He had a tremendous influence on Whistler and how it evolved. Unfortunately Al had contracted ALS and had some trouble speaking so Nancy had to help occasionally. Al passed away in December.

2. "Icon Gone" held for the first time after eleven years. It was held at the Maury Young Arts Centre to an enthusiastic crowd. The Museum plans to continue Icon Gone over the next several years.

3. "Skiing Whistler" Various films were shown at the Museum from the early days on Whistler Ski Area. They included "Pro Patrol", films with Dag Abbe, ski patrol members, and various locals by Jim Rice and some other cameramen, and also films by George Benjamin.

4. Coming up: "Whistler Historic Films" on June 18 at the Point on Alta Lake features films of Alta Lake.

As most people familiar with Whistler know by now, the Board of Trustees has been working to develop a new building for the Museum. The firm Hemsworth Architecture was hired to come up with a new design for a museum. After various meetings, an almost final design was presented and generally accepted first by the Building Committee and then by the Board of Trustees, although a few details have yet to be worked out. The LEC Group has been hired to develop a Class "C" cost estimate for the newly designed building. This is required to access government grants that we hope to be able to get. We have been using \$10 million as our fund-raising goal but this may change once we receive the Class "C" estimates. Everyone will know when we start the serious fund-raising efforts.

Board of Trustee members' terms are for two years. This year the Trustees up for re-election are: John Rae and John Hetherington. New members of the Board of Trustees that joined in 2024 are: Bob Calladine, Kyoko Hamazaki, and Alex Kleinman. Jeff Murl continues as the current representative from the RMOW.

Roger Lundie served as the Society's treasurer for many years. He gave the Board notice that he would resign in December. We want to thank Roger for the many years that he put in as Treasurer for the Museum. Now the Board is looking for a new treasurer. If anyone has a suggestion for a new treasurer, please let someone on the Board know.

Museum Staff and Board members are always pleased to see Museum members attend the AGM. We would really like the Museum to have more members. If you know anyone who would be interested in becoming a member, please encourage them and have them come to the Museum. Soon after we have reviewed the upcoming class "C" cost estimates the Fundraising Committee will be looking for new persons to help with the campaign. If you are interested, or know someone who might be, please contact John Rae, who is currently heading the Fundraising Committee, or any one of the members of the Board of Trustees.

Thank you for attending this year's AGM. The Museum will be serving some light snacks after the meeting. We hope that you enjoy them.



John Hetherington
President, Whistler Museum & Archives Society

FINANCIAL REPORT

In summary, the Society had a surplus of Revenues over Expenses of \$57,979 compared to a deficit of \$8,273 the previous year. We ended 2024 with Revenues of \$481,029 compared to \$440,350 in 2023, an increase of \$36,654. The most significant increases were Donations, Grants and RMOW Fee for Service. Expenses were \$423,050 compared with \$448,623 in 2023, a decrease of \$25,573. The most significant decrease was in project expenses related to work being done for the RMOW related to the interpretive panels.

The Society now has an accumulated surplus of \$816,858 comprised of Unrestricted net assets of \$183,819, Restricted net assets of \$629,291 and Tangible Capital Assets of \$3,748. The internally restricted fund was created in 2017 to be used for Building and Display equipment for a new museum. In 2023 we entered into a Managed Fund Agreement with the Community Foundation of Whistler and this Fund will also be used for the building and land development of the new Museum. Donations and further transfers have increased these balances and expenditures (\$25,766) have been made for a new Museum building.

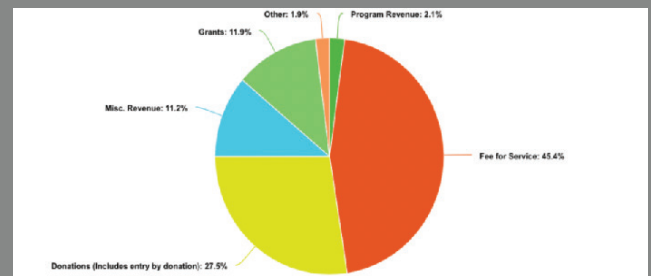
The December 31, 2024 Financial Statements were reviewed and reported on by Weir and Company, Chartered Professional Accountants LLP, Whistler, BC. Their report contained the normal qualified conclusion in common with many not-for-profit organizations, with respect to fundraising activities and donations.

The Board of Trustees approved an operating budget based on similar operating results for 2025 and a capital plan for a new building and related costs are being developed in 2025. A multi-year fund raising campaign will commence in 2025.

Printed copies of the 2024 WMAS financial statements are available at the AGM. Electronic copies can emailed upon request, and are also available on the Museum's website.

Whistler Museum: Revenues and Expenses

Whistler Museum and Archives Society Statement of Operations For the year ended December 31, 2024 (Unaudited)		
	2024	2023
REVENUES		
Events and programs	\$ 10,251	\$ 4,840
Fee for Service (Note 13)	218,400	208,000
Grants (Note 12)	57,009	75,435
Donations	132,049	55,161
Miscellaneous revenue	53,996	84,644
Other	9,324	6,138
Investment income	-	1,332
Building contributions	-	4,800
	481,029	440,350
ADMINISTRATIVE EXPENSES		
Advertising and promotion	9,714	9,724
Amortization	4,280	7,086
Bank charges and interest	2,095	4,046
Consulting fees	20,863	48,926
Insurance	4,288	4,056
Merchandise and other	21,824	18,133
Office and general	22,327	22,084
Professional fees	2,609	7,859
Telephone	1,605	1,770
Training and courses	-	45
Travel	1,447	1,149
Wages and benefits	332,006	323,745
	423,050	448,623
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ 57,979	\$ (8,273)



Fee for Service funding from the RMOW accounted for 45.4% of WMAS revenue in 2024.

2024 WMAS revenues and administrative expenses.

EXECUTIVE DIRECTOR'S REPORT

First, I want to express my gratitude to our funders and supporters: **The Resort Municipality of Whistler, the Province of British Columbia, The Whistler Community Foundation, The Whistler Blackcomb Foundation, Aqueduct Foundation, Canadian Heritage, and our Museum Members** for their support throughout the year.

Continuing with the trend started in 2022, the Whistler Museum celebrated its busiest year ever in 2024. Exhibit visits increased by an impressive 20 per cent, reaching a total of 19,735 visitors, while an additional 9,713 participants attended our events and external programs. Altogether, the museum recorded an incredible 29,448 interactions this year. We're thrilled to see so many people engaging with our exhibits and programs!

Our 2024 Speaker Series began in February and explored the History of Nordic Skiing with Tom Barratt, Keith Bennett, and Stephanie Sloan. This sold-out event at the Lost Lake PassivHaus delved into the development of early Nordic trails, the role of the Resort Municipality of Whistler in their creation, and the formation of the Whistler Nordic Ski Club. In April, historian and ski enthusiast Alex Douglas, better known as Uncle Al, took us on a journey through the connections between Mount Seymour and Whistler Mountain in the 1960s. Then, in June, at the Whistler Public Library we hosted a discussion on the origins of Tourism Whistler's predecessor the Whistler Resort Association (WRA) with Al Raine and Drew Meredith. Their detailed recounting of the 1980s—a formative era in Whistler's history—highlighted the creation of the WRA, its legislation, and the marketing of Whistler as a ski destination.

Thanks to generous funding from the Whistler Blackcomb Foundation in 2021 and 2024, the museum expanded its digitization capabilities with the acquisition of 16mm film digitization equipment and a new slide scanner. The 16mm film equipment allowed us to digitize our George Benjamin and Jim McConkey film collections in stunning 4K resolution. We hosted two film screenings to showcase these archives. In March, we presented a vignette of George Benjamin's footage, offering a glimpse into Whistler's 1970s ski patrol, avalanche safety measures, and the counterculture of the era, including iconic locations like Tokem Corners and Toad Hall. In June, at the Maury Young Arts Centre, we screened highlights from the Jim McConkey collection, including films such as *The Snows of Garibaldi* (1974). This special event featured a Q&A session with 98-year-old Jim McConkey himself, alongside freeskiing legend and filmmaker Mike Douglas. McConkey shared captivating stories of his time in Whistler, including heliskiing adventures and film projects over the years.

The museum also continued its beloved summer programs in 2024. The Valley of Dreams Historical Walking Tour, now in its 27th year, and the Discover Nature program at Lost Lake Park, now in its ninth year, remained highlights of our outreach efforts. These outdoor programs allow us to connect with audiences beyond the walls of the museum.

In 2024, the museum unveiled two temporary exhibits. *Off the Lip: The Rise of Snowboarding in Whistler* opened in January, showcasing the emergence of snowboarding in Whistler during the late '80s and '90s. The exhibit highlighted the shops, camps, athletes, coaches, terrain, photographers, and filmmakers that established Whistler as a key destination in the global snowboarding movement. Special thanks to Jeff Patterson and Graham Turner for their invaluable contributions to the development of this exhibit. Then, in June, we launched *Pedal to the Medal: The History of Mountain Bike Events in Whistler*. This exhibit delved into the early mountain biking events that shaped Whistler's vibrant mountain biking culture, from the first race in 1982 to the creation of the Crankworx festival, which continues to this day.

Throughout 2024, the Whistler Museum staff and board of trustees have been hard at work refining plans for a new facility. In 2025, we'll be seeking public feedback on its design and the exhibits and subjects the Whistler community would like to see. Stay tuned for more information, including the launch of a formal capital campaign later this year. To stay updated, sign up for our newsletter at whistlermuseum.org/join-support.



Bradley Nichols
Executive director & Curator, Whistler Museum & Archives

Whistler Museum: By the Numbers

People - Visits/Interactions 2024

Exhibit Visits: 19794
 Events at Museum: 796
 External Programs: 8918
 Archival requests: 250+
 Total: 29698+

Collection

Photos Scanned in 2024: ~2,000
 Items processed in 2024: ~3000
 Oral History's in 2024: 8

Internet Followers (Current)

Facebook Followers: 5480
 Instagram Followers: 7291
 Twitter/X Followers: 2492
 Total: 15183

Total Unique Blog visits* 392,594
 Unique Blog Visits 2024 108,200
 Total Blog Page Visits* 656,041
 Total Blog Visits 2024 181,700

* since 2012.

Visitor stats							
Exhibit visitors							
	2019	2020	2021	2022	2023	2024	Difference 2023-2024
Jan	848	952	202	535	742	1194	452
Feb	932	964	230	689	969	1554	585
Mar	1168	456	413	846	1203	1510	307
Apr	1032	0	91	933	1208	1324	116
May	1124	0	73	1150	1409	1906	497
Jun	1321	6	269	1099	1346	1816	470
Jul	1759	534	867	1471	1939	1770	-169
Aug	1629	747	1251	1441	1957	2447	490
Sep	1891	486	1074	1240	1876	1635	-241
Oct	1035	486	793	1008	1418	1376	-42
Nov	904	269	651	689	966	1161	195
Dec	775	199	589	224	1260	1441	181
Total	14418	5099	6503	11325	16293	19734	+3010

Exhibit Visitors 2019-2024

Whistler Museum: Exhibits



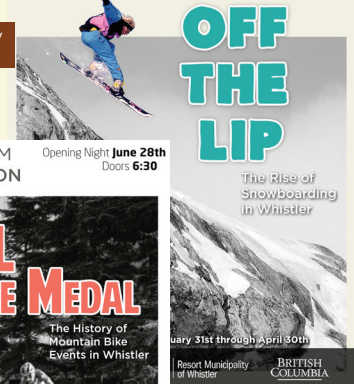
Permanent Exhibits

Permanent exhibits: Natural history, mountain life, history of tourism in the valley, and Whistler's Olympic journey.

Temporary exhibits: Since 2016 WMAS has been developing temporary exhibits in the flex space at the back of the Museum.

WHISTLER MUSEUM SPECIAL EXHIBITION Opening Night **Jan 31st** Doors **6:30**

Temporary Exhibits



WHISTLER MUSEUM SPECIAL EXHIBITION Opening Night **June 28th** Doors **6:30**

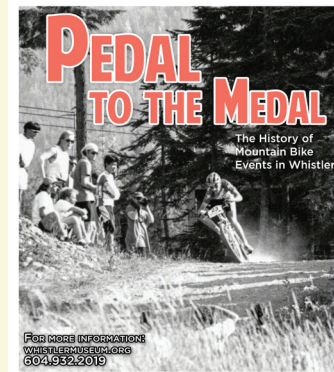


Exhibit will run from June 29th through October 14th
 Whistler Museum | Resort Municipality of Whistler | BRITISH COLUMBIA

**The Museum is open by donation; suggested donation is \$5.
 Open everyday (except Wednesday)**

Whistler Museum: Artefacts

Artefact Collection



Artefact Storage - Whistler Conference Centre



Artefact Database

Whistler Museum and Archives - Artefact Database

Accession Number: WM_2021_030_001
 Donation Date: 2020-11-26

Artefact Image:

Object Description: Pride House Jacket 2010 with pins attached to front pocket flaps, worn during 2010 Olympics. Donated by Dean Nelson.

Object Name	Pride House Jacket 2010	Parts	
Object Type	Jacket	Support	
Material	Olympics, LGBTQ+	Artist Manufacturer	
Measurement Dimensions	Medium	Medium	
Material	Sherpa, metal	Colour	Blue, white
Geographic Origin	Whistler	Provenance	
Title			

Artefact Collection: With an ever-growing collection, WMAS houses over 5200 artefacts that reflect the history of Whistler, continually expanding to encompass a broader range of experiences and individuals within the community.

Artefact Preservation: WMAS uses careful and strategic measures to protect and maintain the physical integrity of artefacts for future generations. WMAS uses guidelines developed by the Canadian Conservation Institute (CCI).

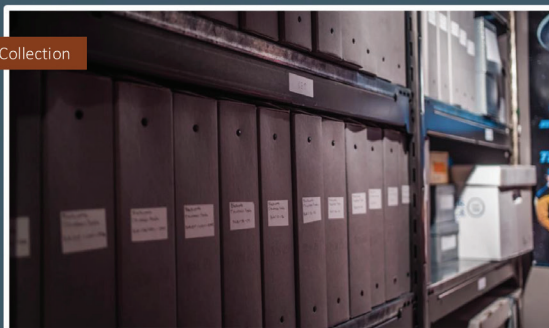
Less than 5% of the Museums Artefact collection is currently on display

Collections- Importance : Our collection is at the core of every other task WMAS takes on; it drives our programming, exhibits, and community engagement. In essence, our collection is the museum's primary asset, as all other assets we offer to our community stem in some way from our collection.

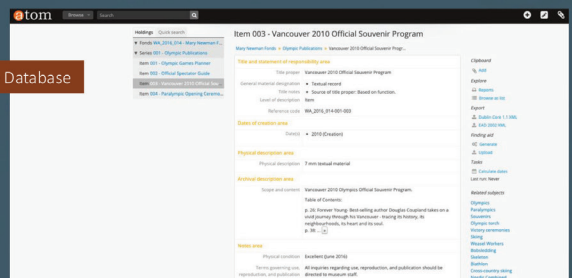
Approximately 113,625 hours have been spent on cataloging, digitizing, rehousing, accessing, and preparing for safe storage of WMAS's archival and artefact collection since 1987.

Whistler Museum: Collections - Archive

Archive Collection



Archive Database



Archive Collection: WMAS currently holds 121 linear meters of textual material, 200 maps, over 450 audio visual materials, an ever-expanding oral history database, and over 296,000 photographs related to Whistler's history. This collection continues to expand as we take effort to document the experiences of the community of Whistler.



WMAS has increased its capacity to conduct oral histories in 2024. Oral histories preserve personal and communal experiences, enriching our understanding of the past with diverse perspectives.

Approximately 70,000 photographs have been digitized to archival standards.

Whistler Museum: Programs



Walking Tours

Museum programs play a vital role in educating, inspiring, and engaging both Whistler residents and guests, fostering cultural understanding, preserving heritage, and promoting lifelong learning experiences.

Speaker Series



Discover Nature at Lost Lake Park

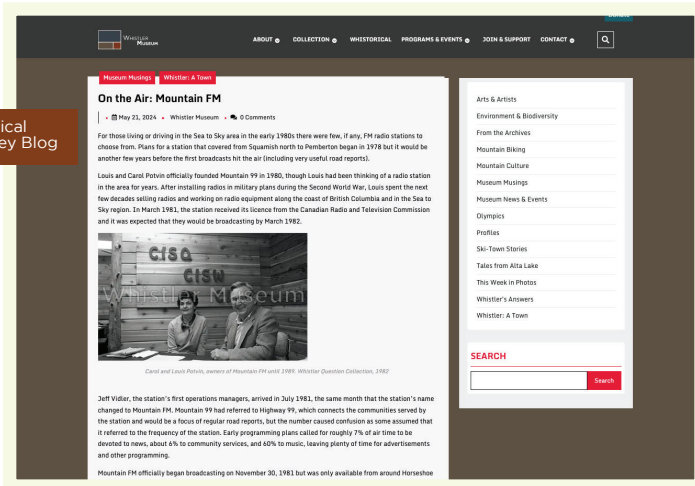
Family Programming



A number of WMAS programs have maintained their presence for more than 20 years, highlighting their enduring commitment and significant contribution to the community.

Whistler Museum: Research and Writing

Whistorical - Weekly Blog



Historical Writing: In 2011 WMAS began its Whistorical blog, which is the most complete source published or unpublished about Whistler's history available to the public. WMAS has published over 750 unique articles related to Whistler History. These articles are republished weekly as Museum Musings in Pique Newsmagazine.

Research Requests: WMAS receives research requests throughout the year from students, researchers, corporate bodies, and government.

In 2024 the Whistorical Blog had 181,700 views, and 108,200 unique visitors.

Whistler Museum: **Volunteer of the Year**

The Whistler Museum and Archives Society is proud to recognize Danielle Winkle as our Volunteer of the Year for her work with the Museum's archive collection.

During the 2024 , Danielle has dedicated her time once a week to help with research and with scanning photographs. We are grateful for her dedication and hard work, and we congratulate her on this well-deserved recognition. Danielle has been volunteering at the Museums since 2014.

Special Thank You to **Roger N Lundie**

The Whistler Museum and Archives Society extends its gratitude to Roger Lundie for his remarkable dedication and long-standing service on the Board of Trustees.

As Treasurer, and as a member of the Nominating and Fundraising Committees, Roger has been instrumental in guiding the Museum through numerous milestones and challenges, always demonstrating unwavering commitment to the Museum's mission.

His leadership, vision, and tireless efforts have significantly contributed to the Museum's success and growth. We are deeply appreciative of his contributions and the lasting impact he has made on our organization.

Thank you, Roger, for your exceptional service and dedication to the Whistler Museum and Archives Society. We hope to see you at future museum events.



Roger N Lundie, CPA, CA
Former Trustee and Treasurer, Whistler Museum & Archives Society

Whistler Museum Online

Learn about Whistler's history and support the Museum!

Blog: <http://blog.whistlermuseum.org>

Facebook: www.facebook.com/WhistlerMuseum

Twitter: @WhistlerMuseum

Website: www.whistlermuseum.org

Instagram: whistlermuseum



WHISTLER
MUSEUM

GENEROUSLY SUPPORTED BY



Canadian
Heritage

Patrimoine
canadien



Whistler
Community
Foundation



ONE HUNDRED
Women
who care