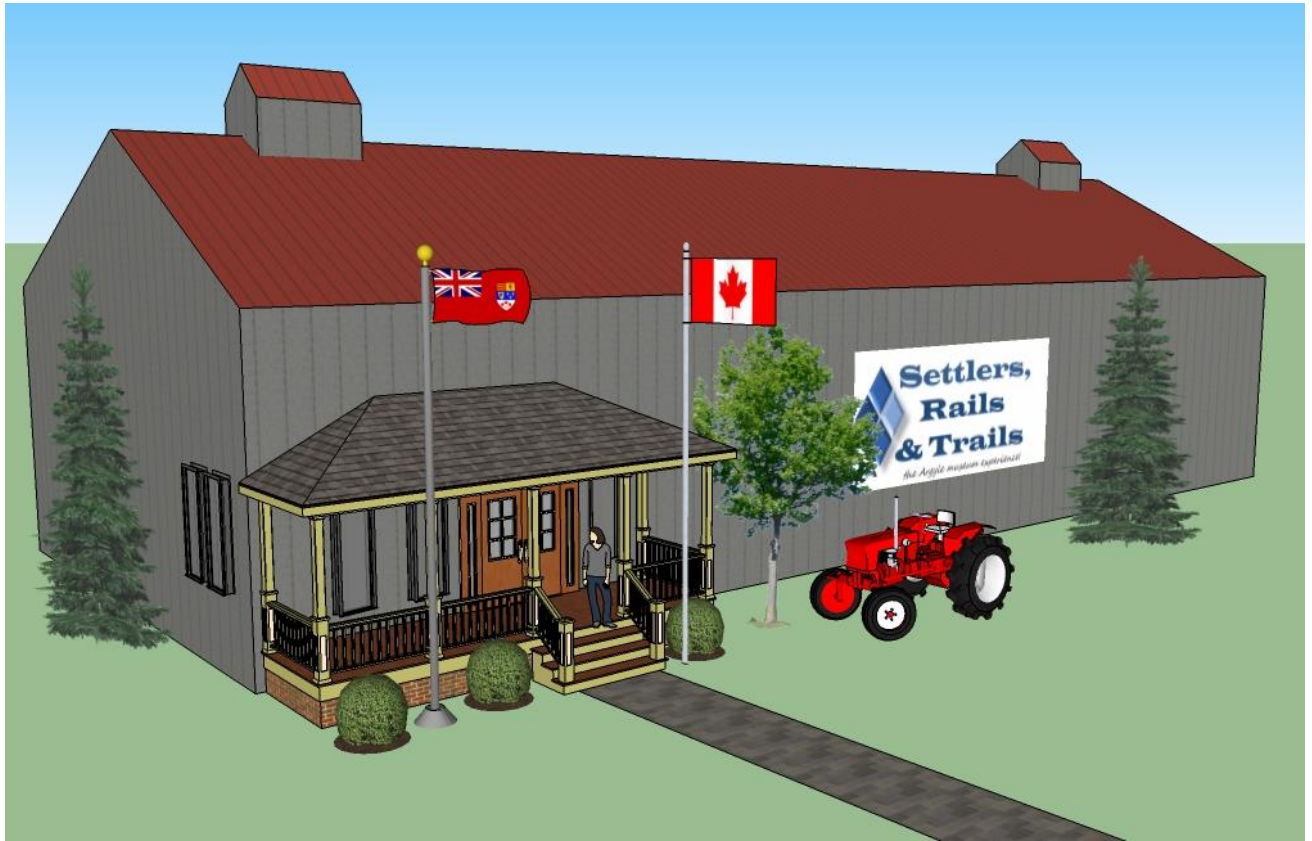


# Shared Heritage Fund

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## Settlers, Rails & Trails

*the Argyle museum experience!*

Information prepared for:

**Community Members**



**Settlers, Rails & Trails Inc.** in Argyle, Manitoba is home to a **modern, regional** museum. Our small scale operation mirrors those of major national heritage facilities.

**Over the next eight years**, SR&T will be expanding our efforts, increasing services & economic benefits to the region.

To do so, **we need to raise \$460,000** – from a combination of local, provincial, federal and corporate sources.

When operating at it's full potential, the museum will be able to offer **employment, cultural** activities, **environmental** spaces, **recreation** opportunities, **agricultural** learning, **historic & educational** programs to families & visitors from across southern Manitoba.

**With your support, SR&T can grow to become the cultural hub for an evolving, modern community.**



# Settlers, Rails & Trails Inc. presents The Shared Heritage Fund



**Settlers,  
Rails  
& Trails**  
*the Argyle museum experience!*



## A brief background of SR&T

In 1991, a 12 year-old Shayne Campbell, started a museum in Argyle. He began gathering artifacts, giving tours and researching history through interviews and library reading. His museum was called the **Argyle Prairie Museum** and over the next 18 years it grew to include three buildings and over 1,000 artifacts. Nearing a point where the privately owned museum could no longer reach every goal of collection, tours and maintenance, he gifted the entire museum to the community of Argyle.

It was in 2009 that a group of interested citizens accepted the challenge and incorporated the non-profit, charitable organization now know as **Settlers, Rails & Trails Inc.** Over the last decade, the board of directors and volunteers of SR&T have worked hard to re-invent the museum for the modern-day visitor. Professional signage, accurate interpretation of artifacts, use of technology, hands-on and interactive exhibits have been created and tested with visitors. The museum opened a 700 sq foot exhibition space in the **Argyle Community Centre** to welcome guests and tours from across Canada. SR&T's off-site exhibitions have been held around the Interlake region and multiple times in **Manitoba's Legislative Buildings**.



Manitoba Legislature



Museum's current exhibits

## The future of SR&T



For over four years, the museum operated in a rented **public space**, offering exhibition, tours and research. Visitors have come from across Canada to see our collections, the museum has held **regular open hours** and hosted **special events** throughout the years.

Museum stakeholders are aware that the current rental space only allows for the exhibition of 1% of museum holdings! With such a small area, we are **limited** to very small tour groups, and have no **administrative** or proper **archival storage** for important artifacts. To provide more effective historic & cultural programming, **the museum needs to expand**.

In 2019, the museum received subdivision approval, and will be purchasing **12 acres of land** that will be the basis of a **new permanent home**, a "blank canvas" with many opportunities to grow, diversify and flourish.

# Settlers, Rails & Trails Inc. presents The Shared Heritage Fund



**Settlers,  
Rails  
& Trails**  
*the Argyle museum experience!*

## What makes us special?

SR&T has worked hard to create a **diverse** group of collections, offering our museum visitors “something for everyone”:

- Interactive, technological & hands-on exhibits
- Curriculum based tours for Manitoba students
- History of Brant-Argyle (Local level)
- *Manitoba Brick Collection*★ (Provincial level)
- Agriculture in Manitoba (Provincial level)
- Veterans of Conflict (National level)
- *Canadian Flag Collection*★ (National level)
- *Hutterite Culture Exhibit*★ (Provincial level)

★ = exhibits unique to our museum



Interactive  
technology

## Why Argyle?

As the museum began in Argyle, it has continued to operate here. Located in the **center of the Interlake region** provides several benefits, such as:

- Surrounded by active agriculture, nature & views of open prairie geography.
- Proximity to a major city, 25 minutes north of Winnipeg, Argyle is located within the *Manitoba's Capital Region*.
- A history of strong volunteerism from the local community.
- Proximity to active recreational trails, important landmarks and provincial historic sites.

View of museum's new home

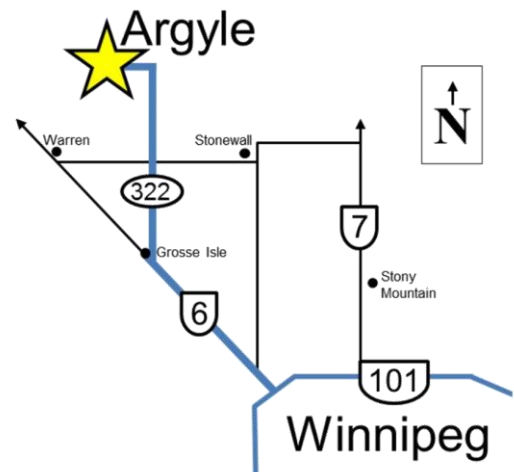


## More than just “history”!

As a modern heritage organization, we understand our role for providing a variety of services to our community, such as:

- ✓ Learning & volunteering opportunities
- ✓ Research & sharing of culture
- ✓ Physical recreation & community activities
- ✓ Creation & promotion of visual art culture
- ✓ Environmental preservation & education

(See Page 8 for more details)



# Settlers, Rails & Trails Inc. presents The Shared Heritage Fund



**Settlers,  
Rails  
& Trails**

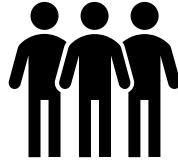
*the Argyle museum experience!*

## The museum's track record

Over the last decade, the museum has proven financial proficiency & volunteer dedication. **Since 2014:**



Awarded  
**\$54,898** in  
grants  
(local, provincial &  
national)



Invested  
**6,500** volunteer hours  
(That's over **\$78,000** worth!)

Created  
**5** onsite exhibits, **3**  
books, **1** play,  
**1** film & **10** offsite  
exhibits



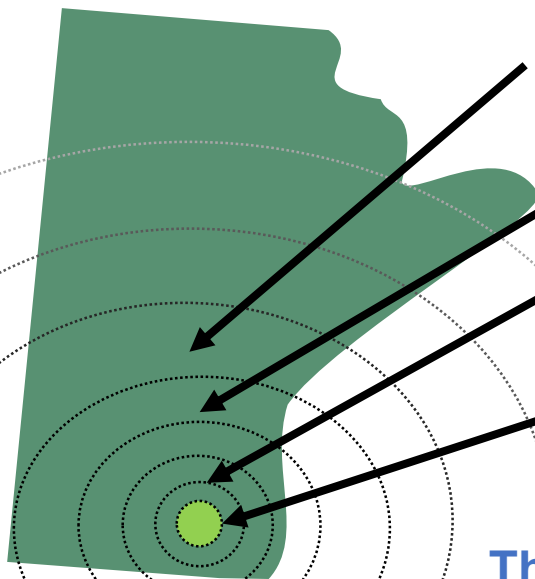
The museum has  
been open more  
than **175 days!**

Shayne Campbell, the  
museum's president received  
the **2015 Manitoba Lieutenant  
Governor's Award** for Historical  
Preservation & Promotion



## Who is part of the museum's community?

The museum draws from the following regions:



**Rural Prairies & Manitoba**

**City of Winnipeg**

**Interlake Region**

(Stonewall, Balmoral, Grosse Isle, Warren,  
Woodlands, Stony Mountain, Teulon...)

**Brant-Argyle R0C 0B0 Mailing area**

We are **your**  
**community**  
museum!

## The museum's board of directors:

**Shayne Campbell** – President & Executive Director

**Tracy Dunstan** – Treasurer

**Pam Penny** – Secretary

**Carol Morgan** – Member at Large

**Garth Abrahams** – Member at Large

**+ 12 regular volunteer supporters**



# Settlers, Rails & Trails Inc. presents The Shared Heritage Fund



## The need

**Permanent property & facilities** will ensure an important component of our shared heritage is preserved for the **long term**.

**SR&T is a regional museum**, yet currently lacks the space and permanence it requires to provide multiple services to the community it serves, and visitors from across the Interlake region & Manitoba alike.



Current archival storage space



## More Space Required

The museum's future is based on three elements:

### 1 Preservation, Promotion & Protection

Current museum facilities do not meet standards required for a regional museum. Various storage locations on private property are problematic in terms of care, item deterioration and insurance.

### 2 Education, Tour Groups & Physical Recreation

Long-term growth is dependent on increased numbers of tours and accessibility for all visitors. A current lack of indoor & outdoor space for physical recreation also poses problems for growth.

### 3 Cultural Space & Prairie Environment

The museum is not able to properly tell the story of our region's rich cultural heritage without room to grow. Several acres of land are required for plantings, large agricultural exhibits and community events/activities.

## The Collection



**1,700**

Cultural artifacts from the region

**1,400**

Items in Canadian Flag Collection

**15,000**

digital & paper archival documents

**100**

Professionally designed interpretive panels & exhibit signs

**100**

Local & exhibit related history books



Veteran  
Exhibit

# Settlers, Rails & Trails Inc. presents The Shared Heritage Fund



## Settlers, Rails & Trails

*the Argyle museum experience!*

### Three major projects:

1



*Ekhart Railway Station*



*Blacksmith Shop*



*General Store*



*Storage Semi Trailer*

SR&T has acquired **three historic structures** and a 48' semi trailer for storage, these items will be moved to the museum's new property in 2019. Consolidation of assets in one location will allow preservation & appropriate insurance for the heritage structures. These buildings will be the museum's first components of our future park-like historic campus.

To meet safety standards for our visitors, the three buildings will require relocation to the museum's property, foundations, stairs, ramps, restoration and building code upgrades.

2019-2020

2

To make the property more appealing to visitors, we will create a **park-like setting**: lawn, trees, shrubs, wildflower and prairie grass components. This beautiful environmental background for the historic buildings and structures will be the first park in the Argyle area!

**Securing the facilities** with fencing, entrance gates and LED lighting is an important step towards protecting the museum's assets and providing a safe environment for visitors, guests and museum volunteers.

2020-2022

3

The largest of the three projects will be the museum's future **pavilion building**.

This structure will be necessary for year-round storage of the museum's archival materials, exhibition space for ongoing programs, including bathroom and classroom facilities for visitors and tour groups.

This will become a central place to welcome guests and appropriately house special artifacts, all in an **attractive, modern** and **accessible** structure.

The pavilion will be designed with future considerations such as; theatrical productions, art classes, non-museum space rental and storage for anticipated growing artifact and archival collections. Placement of the structure within the museum's property will allow for further expansion of the pavilion, if required in the coming years.



2023-2027



# Proposed Land Map

## for the museum's 12 acre property

Rev. January 31, 2018



Private Driveway



Fitness trail around perimeter of property



Live crops & animals for visitors to view & enjoy



Land/Fenced Pasture  
Adjacent to the Prime Meridian Trail for accessibility & nature walks



Buildings arranged in a campus setting, similar to a historic film set



Park-like setting with trees, shrubs, gardens & wildflower plantings

Agricultural Area

Crop Land

Granary

Windmill

Barn

Farm House

Garage

½ point of the property

Settlers Cabins

Native Prairie

Gazebo

School

Church

Lumber Yard

Post Office

Garden

House

Livery

Store

Blacksmith

Flag Poles

Pavilion

Cold Storage

Equipment Sheds

Septic Field

Grain Elevator

Native Prairie

Gate #2

Gate #1

Gate #3

n Road

Parking lot

Large parking lot to accommodate tour busses & special event activities

4-season visitor's centre, archival storage, classroom, bathrooms & large exhibition space



# Museum Services





Since 2009, SR&T Inc. has worked hard to diversify services provided for the community.



= on-going services



= services offered after future expansion

-  **1 Historic** – the museum collects, preserves and exhibits local artifacts, in Argyle and with travelling displays. Exhibits are created for students from our local community, adult and senior visitors from nearby and across Canada.
-  **2 Genealogical** – We have provided preservation of family photos, stories & artifacts via scanning, recording and collection. Families continue to use our archives & resources to research their past. Proximity to the Brant-Argyle Cemetery will further provide assistance in genealogy.
-  **3 Educational** – Visitors to the museum are able to learn about our on-going topics such as: veterans & conflict, agriculture, local history, Canadian identity (flags) & the brick making heritage of Manitoba. The museum also offers a venue for community members to demonstrate our shared past and share unique rural perspectives with visitors from across the country.
-  **4 Outreach Program** – museum volunteers visit schools, seniors residences, local organizations, corporations & government facilities to provide education, heritage activities, family history & custom designed historic exhibitions.
-  **5 Environmental** – Community members will be able to learn about prairie fauna & flora, how they influenced early settlers, current preservation methods and uses. There will be opportunities to participate in plantings, harvesting and maintenance of market gardens, trees, shrubs and wildflowers. Proximity to other adjacent properties with virgin prairie are an asset.
-  **6 Recreational** – The new museum property will provide space for visitors and community members to play, run and gather in a park-like setting. The large parking area can be used for un-serviced RV spaces during family gatherings and community events. Proximity to the Prime Meridian Trail is a convenient way to attract local school children, walking, horse-back & winter sport visitors.
-  **7 Arts & Culture** – The museum's pavilion building will be space for local artistic learning, production and exhibition. Interior space will double as a venue for community and visiting theatrical/musical productions. Space in the museum's outdoor property & parking lot will accommodate special car & tractor showcase events for local and visiting regional groups.



# *Economic Impact*

The museum affects our local economy, and will see further growth in the future.

**1 Direct Benefits** – represent the amount of money directly injected in the local community's economy by heritage institution spending:

- Rent paid to the Argyle Community Centre
- Increased spending at local stores, skating rink fees & use of local food caterers.
- Hiring local contractors, landscapers, artists, tradespeople to build & maintain facilities
- Paid staff & summer student employees
- Tax receipts for financial, artifact/object & in-kind contributions
- Income to those supplying arts, crafts to gift shop & produce during farmer's markets

**2 Indirect Benefits** – resulting from heritage institution purchasing goods and services from other industries:

- Engineers, surveyors, lawyers, accountants, janitorial, insurance, banking, security...
- Local Post Office increase of incoming and outgoing mail

**3 Induced Benefits** – auxiliary tourist spending due to to heritage institution existing in our community.

- Attract local & outside organizations to rent museum space for meetings & conferences
- Exposure of local community for other investment opportunities & film companies
- Increase in combined tourism with other local attractions, businesses, farms & events

## Forms of museum revenue:

- ✓ Admission & tour fees
- ✓ Sales & gift shop
- ✓ Memberships
- ✓ Rental of space & events
- ✓ Donations
- ✓ Grants
- ✓ Fundraisers
- ✓ Off-site projects & promotion

***“Looking to the future, let us measure these projects not in cost, but for the incredible worth they have in our community.”***

***Shayne Campbell  
President & Executive Director  
Settlers, Rails & Trails Inc.***



# Settlers, Rails & Trails Inc. presents The Shared Heritage Fund

On the occasion of it's 10<sup>th</sup> anniversary, Argyle's museum is launching an exciting **capital campaign fundraiser**



**Settlers,  
Rails  
& Trails**  
*the Argyle museum experience!*



## What is the money for?

In order to continue providing effective historic & cultural programming, the museum is expanding. The Shared Heritage Fund will serve as a **capital campaign** that will initiate funds to support several major projects:

- 1) Move three heritage structures, museum assets to a permanent location
- 2) Landscaping & securing the property.
- 3) Building an accessible visitor's centre appropriate for a regional museum

(see page 6 for more details)

\$150,000

\$100,000

\$50,000

\$25,000

\$10,000

\$1,000

***We are asking for a contribution, generous  
within your means, which you may spread  
over the next three years***



## For the future!

In addition to expansion, preservation & exhibition, the museum is allocating a portion of funds raised for future investments.

SR&T is launching an **endowment fund**, administered by the Winnipeg Foundation, that will support the museum well into the future.

**Until March 2021**, the Manitoba Government is partially matching these funds. This is the **best time** for us to start this essential investment!



## Why now?

Over the past decade, SR&T has been working towards our long-term goals. The museum has been offered an amazing opportunity of **permanent land ownership** and the chance to save our three heritage structures, by having them moved to this property. The buildings must be moved by the end of summer 2019.

The museum's assets **need to be consolidated soon**, in order to properly preserve, promote & protect them. Once situated in a single location, the organization has a chance to begin the process of restoration, landscaping of the property and securing items against human and environmental damage.

Finances raised in the **Shared Heritage Fund** will be instrumental in securing larger sums from provincial and national granting organizations. **Funds raised now** will allow the museum to reach construction & community service goals.

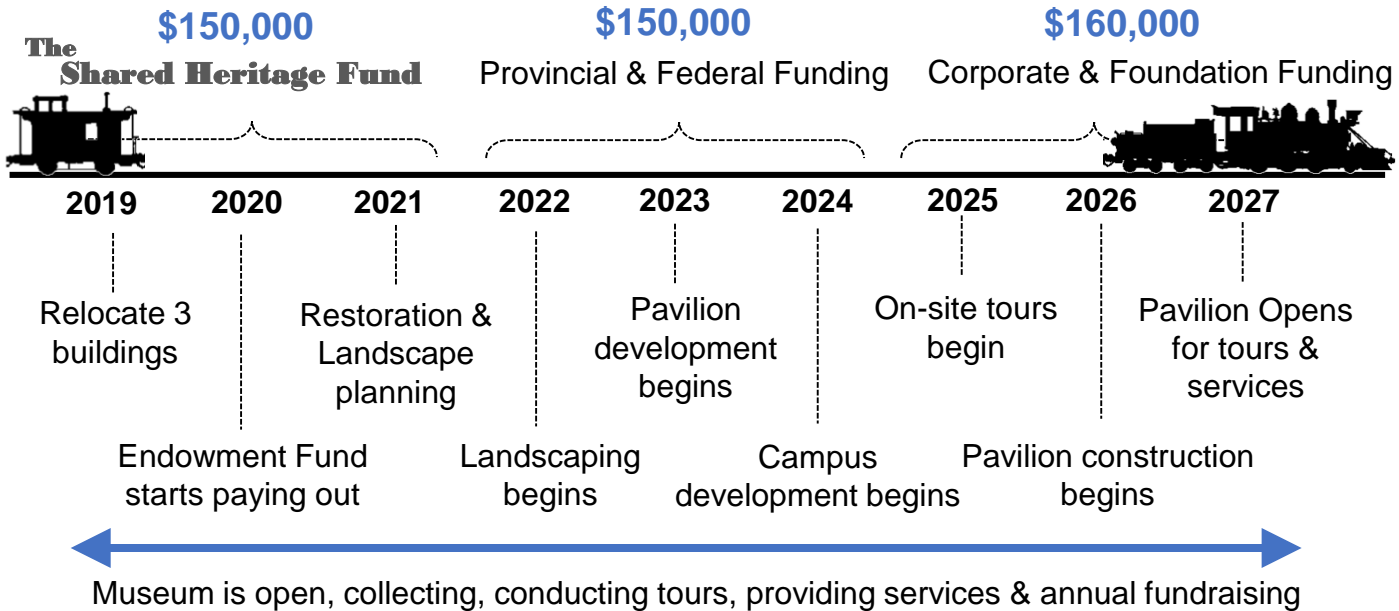
Property, finances & readiness have finally aligned, **now is the time** to start this next big step for the museum.

# Settlers, Rails & Trails Inc. presents The Shared Heritage Fund



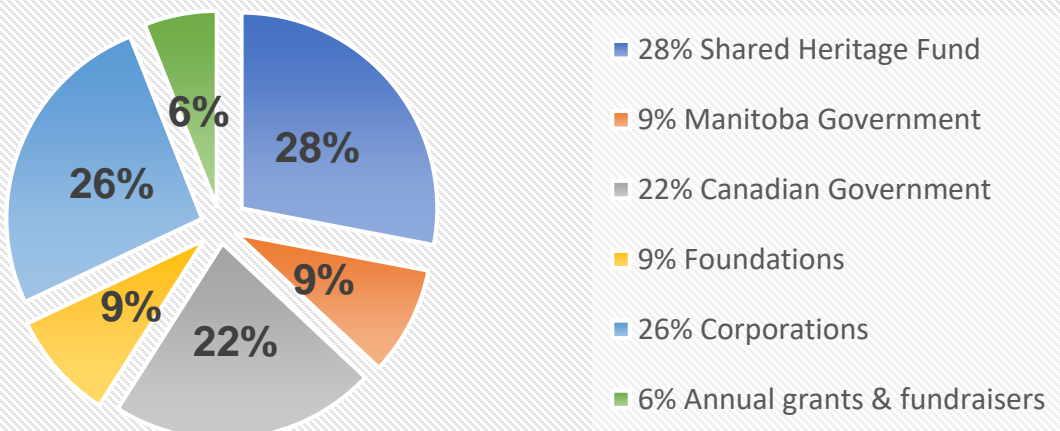
## Major Projects Budget

This **capital campaign** provides finances to kick-start a much larger, long-term plan for the museum. The Shared Heritage Fund goal is **\$150,000** (over 3 years) which accounts for the **initial 28%** of the overall total of \$460,000.



The remaining **72%** of funds required to complete the museum's total projects will be available once the initial \$150,000 is raised. In the world of fundraising, proof of local financial support is required before other funds can be matched.

## Museum Total Projects (2019-2027)

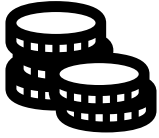




# Settlers, Rails & Trails Inc. presents The Shared Heritage Fund

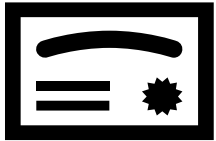


## Family Donor Levels



The fund operates over the next three years, donors may choose a **level that is generous within their means**:

<b>\$150<sup>+up</sup></b> Supporter	<b>\$300<sup>+up</sup></b> Friend	<b>\$750<sup>+up</sup></b> Silver	<b>\$1,500<sup>+up</sup></b> Gold	<b>\$3,000<sup>+up</sup></b> Platinum	<b>\$6,000<sup>+up</sup></b> Lead Gift
<b>\$15,000<sup>+</sup></b> Founder's Gift		Other than the "donor level title", all details of your contribution remain confidential. You may donate anonymously too		<b>\$30,000<sup>+</sup></b> Premier Gift	



## Donor Benefits

In addition to **supporting your community heritage organization**, the museum offers the following incentives with your gift:

- ☐ **Tax receipt** (for current year's full contribution amount)
- ☐ **Naming Rights** – exhibits, rooms & buildings (Contact us for more info)
- ☐ **Membership to SR&T** (for each year you contribute)
- ☐ Invitations to **Museum VIP Evening & Events**
- ☐ **Recognition, Social Media & Photo Opportunities**  
your name will be added to our permanent donor board, promoted on social media & included in media and museum press releases.

## Payment Options & Details

- ☐ Mail a **cheque** (payable to: **Settlers, Rails & Trails Inc.**)
- ☐ **On-line** - PayPal or Credit Card, visit: **PayPal Giving Fund Canada<sup>†</sup>**  
([www.paypal.com/ca/fundraiser/charity/3463131](http://www.paypal.com/ca/fundraiser/charity/3463131))
- ☐ **Cash** (stop by the museum or call 204-290-0013)
- ☐ **Monthly giving, Bequest & Life Insurance** gifts are also possible  
– please contact the museum for more information



Scan me with  
your phone

<sup>†</sup> PayPal Giving Fund Canada does not charge service fees to either donors or SR&T

## Become Involved

The museum's board of directors have spent many hours developing ideas for the future of Settlers, Rails & Trails Inc. However, we are always interested in hearing from the community.

*Do you have **suggestions, ideas or concepts** you would like to see included?*



**Volunteer** tour groups,  
archivist, moving,  
planting, maintenance &  
artifact restoration



**In-kind** contribution of  
products, services,  
labour, expertise and  
products for the museum



**Lead** on our board of  
directors, funding  
administration & project  
management



**Promote** the museum &  
the services we provide.  
Introduce museum  
members to influential  
donors & new members



**Technical Support**  
create and support  
museum website  
presence, technology in  
our exhibits



**Create** programming,  
historic or cultural  
exhibits for our visitors  
both young and old

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**Questions or Comments?**

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