

Heritage BC



Management Report to Membership
Dogwood Heritage Society of BC
DBA Heritage BC

Annual General Meeting
May 9, 2020

Annual Conference 2019 (Nanaimo, May 8-10)

A good indicator of the conference's performance is found on the 2019 financial statement, which reveals a 21% increase in event registration revenue (compared to 2018 event revenue). Similarly, there was a 7% increase in revenue between the 2017 and 2018 conferences. Representing increased attendance, we had been hopeful this trend would continue with the 2020 conference, as the early indicators were pointing to strong registrations.

In 2017, we had identified Indigenous cultural heritage as a programming priority, and we have continued to explore ways to include new voices and to encourage new relationships and practices. We have learned a lot of the past three years of program development, yet we recognize there is still much to be learned as we remain committed to broadening the inclusivity and diversity of BC's heritage.

The focus on Indigenous cultural heritage, as well as that of other cultural communities, has encouraging conversations at the conferences that probably would not have taken place just five years ago.

Our 2019 conference programming included:

- *Making Space: Indigenous Partnerships*
- *Planning for Cultural Identity: Hearing the Voices of the Community*
- *Heritage for All*
- *Stitching Together Altered Landscapes*

At the 2019 conference, we launched a pilot funding stream as part of the Heritage Legacy Fund. This was supported with a four-hour workshop entitled: *Taking Action: Leading toward Diversity, Equity, Accessibility, and Inclusion through Collaboration, Capacity and Change*. For this program and the funding stream, we recognized that lasting, comprehensive change will not be realized until we examine our sector biases and organizational systems.

A key theme that was re-introduced at the 2019 conference was building resilience. We were fortunate to present Mark Brandt, a leading Canadian proponent, to explore the many layers of environmental sustainability: from indigenous beliefs & practices to the "Green Building" sector;

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from climate change & carbon emissions to the return of traditional materials and passive designs, to help us all in thinking about why we should build & rehabilitate & retrofit sustainably.

Our conference programming has evolved over the past four years and we remain committed to delivering programming that supports our sector in responding to the ever-evolving changes and challenges.

At this time, we want to thank our 2019 sponsors which helped to make the conference possible:

On This Spot

RDH

RJC

Ankenman Marchand Architects

Donald Luxton & Associates

Ravenstone Masonry Conservation Inc.

BC Association of Heritage Professionals

Canadian Association of Heritage Professionals

Iredale Architecture

Nanaimo Historical Society

Julie Schueck, Schueck Heritage Consulting

State of Heritage

The final report of the State of Heritage was presented at the 2019 conference and since then we have made a number of advances on the report's recommendations, including:

- The development of the *Making a Case for Heritage* resource guide (Recommendation 11);
- The development of the *Heritage Conservation Tools* resource guide (Recommendation 7);
- The presentation of online and conferences workshop on diversity and inclusion (Recommendation 3);
- The development of *Strategic Networking and Catalysts*, as part of Heritage Legacy Fund suite of funding streams (Recommendation 5 and 9);
- Further development of Heritage Legacy Fund streams in response to suggestions we received during the provincial roundtables; we have also updated the grant criteria to align with newer priorities, such as requiring applicants to reflect on the environmental resilient aspects of their projects (Recommendation 4 and 9);
- The inclusion of conference programming that focuses on environmental resiliency (as noted above) (Recommendation 4);



- Establishment of conference programming to highlight Indigenous and other cultural voices and issues (as noted above) (Recommendations 2 and 3)

Annual Conference 2020

A considerable amount of research and effort had gone into the programming for this year's conference before the event was cancelled. We felt we had developed a strong range of workshops that responded to the sector's many pressing needs and, based on early registration, the community seemed to agree.

As we did not want to entirely lose our programming effort, we will present four conference workshops in webinar format and we are exploring ways to address some of the key issues we intended to highlight at the conference.

If this had been a normal year, we would also be acknowledging the sponsors of the 2020 conference at this time. Even though the conference did not take place, we still wish to thank those businesses and individuals who expressed a desire to support that conference.

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Heritage Legacy Fund

Page 13 of the 2019 financial statement indicates the Heritage Legacy Fund is well accessed, supporting many projects throughout BC. Included in this chart is *Taking Action*, the new funding stream previously mentioned in this report. The second pilot granting stream that was launched in 2019 – *Strategic Networking and Catalysts* – was not concluded until 2020 and so it does not appear in the financial statement.

In 2019, the Heritage Legacy Fund received its first contribution from the Province of BC since the endowment was established. That contribution of \$500,000 was added to the investment principal, which, at its peak, had a market value approaching \$8M.

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More recently, the Fund received an additional \$100,000 contribution from the Province. We thank the Province of British Columbia for these important contributions and for their commitment to the vitality of the Heritage Legacy Fund and to heritage conservation.

In our own ongoing effort to strengthen the Heritage Legacy Fund program and to allow us to be responsive to community need, we increased the annual allocation to the fund by \$75,000 in 2019. This one-time transfer will be very important to the stability of the funding program in the event the interest payments decline in 2021 due to a deflated market.

Columbia Basin Trust

The Heritage Planner position in partnership with the CBT continues to serve as a significant resource for heritage organizations in the Columbia River Basin. In 2019, the final of three committed Built Heritage Grant programs was offered with 17 approved projects totalling \$2,680,157. The Heritage, Museum & Archive Grant program supported 26 projects totalling \$407,455, with its final offering of a three-year commitment currently underway in 2020.

A Heritage Masonry workshop was conducted in Fernie, in April, and a Heritage Woodworking workshop was held in October, in Nelson. Expanding on the heritage inventory developed in 2016, the introduction of the Columbia Basin Heritage Places interactive map has been an opportunity to highlight significant places and contributes to the promotion and awareness of the heritage sector in the region.

The Heritage Program continues to provide ongoing support for heritage organizations through connections to resources, communicating through contacts and networking, providing educational and training opportunities, and promoting collaborative interests throughout the region through coordination and sponsorship.

Website and Webinars

Over the past year, there have been several important new features added to the website:

Francophone Historic Places map: this was a project undertaken with the Heritage Branch that includes publicly nominated and provincially recognized historic places in British Columbia.

Columbia Basin Region Historic Places map: this project was supported by the Columbia Basin Trust and built upon an inventory developed by Denise Cook and Stephanie Fischer. The map includes 233 pinpoints representing a wide variety of heritage places.

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Making a Case for Heritage is a resource guide of 12 chapters that was developed to help the sector express the value and contribution of heritage to their communities. This guide is in response to one of the recommendations found in the State of Heritage.

Heritage Conservation Tools: Resource Guide was developed to support the formation and ongoing work of community heritage conservation through research, guidelines, and standards. The guide responds to the many challenges and inconsistencies in implementing the tools and was also developed in response to one of the recommendations found in the State of Heritage.

As we have continued to develop the website as a hub of heritage information, we have seen a 52% increase in users (2018 compared to 2019 calendar years). Unfortunately, that trend has not continued during the COVID shutdown, although we are now beginning to see an increase of visitations.

Looking at the most frequently visited pages on the website provides an insight into the heritage community and the public at large:

- Job postings is the second most visited page after the number of visits to the home page. Job postings have been available on the website since 2018 and they are promoted through the emailed newsletter and through social media.
- An extensive list of funding opportunities is the third most visited page, followed by the Heritage Legacy Fund. This indicates funding is a constant, pressing need.
- Definitions and heritage FAQs are always in among the top ten visited pages.
- Heritage Week is 8 out of 10.
- The maps of Chinese and Japanese historic places round off the list of 10 most visited pages. We believe this underscores the importance of recognizing cultural heritage.

(The conference registration and program schedule are included in the top ten pages visited in 2019)

In the past year, we have hosted five webinars with a total of 140 registrants, 84 attendees and an overall attendance rate of 60%. Per session, the average number of registrants was 34 and the average number of attendees was 17, up from the previous year's 23 and 14 respectively. Four of the webinars were held in partnership with Vantage Point as part of our efforts to support the not-for-profit sector. All sessions received overwhelmingly positive feedback from participants.

Advocacy

This is one of our trickier tasks and, to support the committee in its deliberations, we developed a policy framework that codifies our advocacy goals and provides decision-making guidance.

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Over the past year, our main effort in this area has been to represent the heritage sector to the BC Building Safety and Standards Branch and to Canadian Codes Centre, which are both currently reviewing building codes for existing buildings. This work is supported by a small committee of advisors and a larger group (over 40) of interested observers. We have participated in a number of meetings, including one with the Building Standards and Safety Branch, and we have developed numerous detailed recommendations to include heritage in the provincial and national building codes.