

FRASER RIVER DISCOVERY CENTRE

# ANNUAL REPORT



A living, working Fraser – with thriving peoples, ecosystems and livelihoods – from headwaters to the Salish Sea!



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## A MESSAGE FROM THE CHAIR

As Chair of the Fraser River Discovery Centre Society (FRDCS) Board, I am pleased to introduce the 2022 Fraser River Discovery Centre (FRDC) Annual Report.

While the COVID-19 pandemic has continued to impact our revenues, programming, operations, and staff, those impacts are easing and we were able to accomplish many of our goals this year.

I want to start off by recognizing the great work and commitment of our small but talented staff team. Their dedication and hard work made the results of this possible!

Among the highlights from this past year were programs. We launched 3 new education programs, the most ambitious being River Champions, whose goal is to reach 10,000 students in the river basin over the next two years.

We continue to see growth in attendance for public programs, which were offered at the Centre, at local parks, and on-line. The 20th anniversary of RiverFest featured amazing performers, family-friendly activities, and the popular Lucille Johnstone Workboat Parade.

Last but certainly not least, we were also able to continue progress on x<sup>w</sup>tatəl'ləm ʔə k<sup>w</sup> šx<sup>w</sup>əlməx<sup>w</sup>aʔt syəθ ʔiʔ snəw'eyət ʔi ʔə tə ʔi ná stal'əw (Place of Learning About the Indigenous

Heritage and Teachings of the River) with our partner the Musqueam Indian Band (MIB).

Even with in-person meeting restrictions, we still were able to set up multiple interactions between FRDC staff and members of the Musqueam community to continue discussions on what x<sup>w</sup>tatəl'ləm could look like. We were also able to begin incorporating the principles of x<sup>w</sup>tatəl'ləm into many of our existing programs and exhibits, making them more inclusive and effective in the process.

A big reason for our success in 2022 was the continued support of our funding partners in the community, in government and in industry. Given the impacts of the pandemic, our operations would not have been possible without them! Due to their support and involvement, we finished the year in a sound financial position and are optimistic about further growth and success in 2023.



**Mark Rizzo**  
Chair

# WHO WE ARE

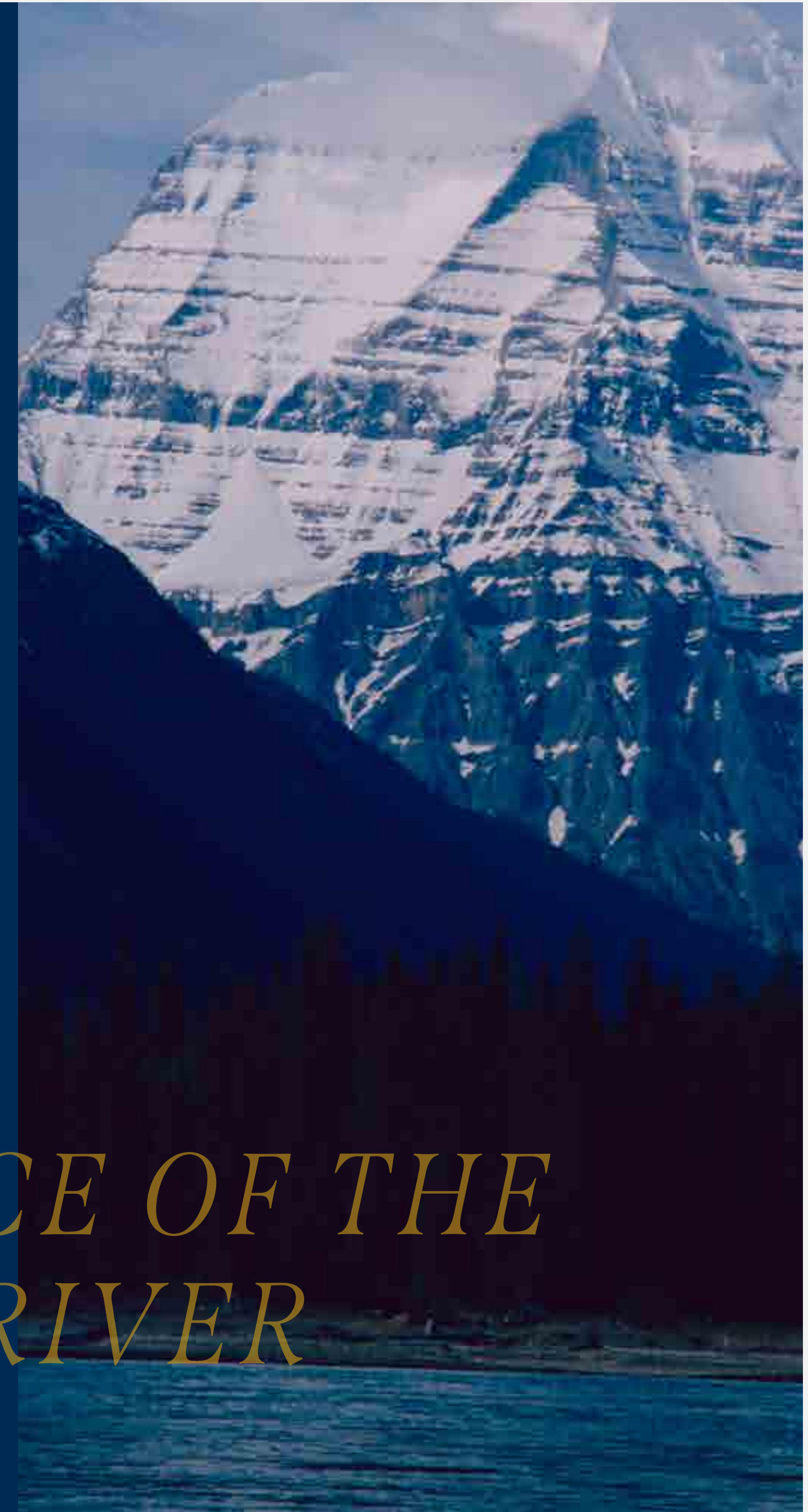
## **Our Vision**

A living, working Fraser – with thriving peoples, ecosystems and livelihoods – from headwaters to the Salish Sea.

## **Our Mission**

To bring together the many voices of the Fraser, to discover, celebrate, and inspire passionate stewards of the River.

*THE VOICE OF THE  
FRASER RIVER*



# WHO WE ARE

The Fraser River Discovery Centre Society (FRDCS) is a not-for-profit organization established in 1989 with the vision to connect communities in the discovery and celebration of the living, working Fraser River. The Fraser River Discovery Centre (FRDC) is prominently situated on New Westminster's riverfront boardwalk between the River Market and the City of New Westminster's Pier Park.

The FRDC is a 17,000 square feet interpretive centre that presents the stories of the living, working Fraser River and the contributions to the life, history, and future of British Columbia through exhibits, education programs, and special events. We connect people to the Fraser River environment with consideration for the river's socio-cultural and economic importance.

# GUIDING PRINCIPLES

## THE THREE PILLARS

The FRDC uses three pillars of sustainability—the economic, environmental, and socio-cultural aspects of the Fraser River—to guide all planning and operations. Sustainability is often defined as meeting the needs of the present without compromising the ability for future generations to meet their needs. This provides the strategic context for the interpretive centre to showcase one of the largest economic drivers in the province, a globally important, biodiverse Fraser.

**We define these pillars as they relate to the river:**

**Environmental** – A globally important combination of unique ecosystems.

**Socio-cultural** – A place to live, work, and thrive.

**Economic** – A vital economic engine driving the province.

# CONVENOR ROLE

Identified as a priority from the Society's inception in 1989, the convenor role is critical to fulfill the FRDC's mission to bring together the many voices of the Fraser to discover, celebrate, and inspire passionate stewards of the River, from the headwaters to the Salish Sea.

The Fraser River Basin is inhabited by nearly 70% of the province's population. Partnerships, collaboration, and consultation with those throughout the Fraser Basin is embedded in

the FRDC's work. From the resulting enhanced planning to the development and delivery of programs, events, exhibits, and funding opportunities, these relationships are invaluable to the fulfillment of the Fraser River Discovery Centre's vision.

# 2022 HIGHLIGHTS

The proposed *x<sup>w</sup>tatə'ləm ʔə k<sup>w</sup> šx<sup>w</sup>əlməx<sup>w</sup>aʔt* *syəθ ʔiʔ snəw'eyəʔ ʔi ʔə tə ʔi ńa sta'əw* (Place of Learning about the Indigenous Heritage and Teachings of the Fraser River) at the FRDC in partnership with Musqueam continues to inform our work. Activities included ongoing exhibit and program updates, a panel discussion at the Indigenous Partnerships Success Showcase, and hosting the launch of *siye'ye* Contracting Ltd., a new LLP with Southwest Contracting Ltd. and Musqueam members that was founded to meet the need for First Nations voices in heavy civil construction.

2022 was a year of growth for the FRDC. Visitation steadily increased after BC ended provincial COVID-19 restrictions in March 2022. From March to June 2022, the Centre reached its maximum capacity for school programs, which necessitated organizational changes.



# 2022 HIGHLIGHTS

Three new **Education Programs** were developed, tested, and launched, including **River Champions**, a program that is offered throughout the river basin and focuses on climate resilience.

**RiverFest** attracted **3,766** participants in online and in-person activities over the course of a week.

**Online public programs** – speaker series and asynchronous activities drew **5,202** participants.

**Outreach** – **161** teachers in professional development sessions.

**Volunteers** are integral members of the FRDC team. We are grateful for the support and commitment of FRDC volunteers who help us inspire stewards of the river.



# 2022 HIGHLIGHTS

## **And the other people who make this possible:**

FRDC's funding partners allowed us to continue operating in 2022. That included our **Annual Sponsors** BNSF Railroad, BOSA Development, the City of New Westminster, FortisBC, Fraser River Pile and Dredge, Mainland Construction Materials, Parkland Corporation, the Port of Vancouver, Seaspan, SRY Railway, TransMountain, and Western Canada Marine Response Corporation.

**Presenting sponsors** like the City of New Westminster, Global BC, Loren Nanke Chartered Accountants, Global Container Terminals, the Province of BC, Rivershed Society of BC, and

Ledcor also made sure we were able to offer events – in person and on-line – throughout the year.

Continued support from **public and private sector foundation grants** was also key, including from GenAction, Direct Access Gaming, Digital Museums Canada, Real Estate Foundation of BC, Canada Summer Jobs, Seedlings Foundation, BC Museums Association, and BC Hydro.

# OPERATIONS

The FRDC 2020-2024 Strategic Plan, developed in late 2019, gives careful consideration to building upon the three pillars of sustainability (economic, environmental, and socio-cultural) that guide the FRDC's operations.



# ORGANIZATIONAL CULTURE

The FRDC is a learning organization. Aiming to be nimble and remain relevant to its audiences, the FRDC recognized the need to approach challenges with a growth mindset and prioritize staff development and learning. Staff are encouraged to embrace the design thinking process by focusing on the end user when approaching their work and when developing learning experiences and programs.





Photo by Jonathan Garsson

# COMMUNICATIONS

Communications focused on raising awareness and involvement through social media and traditional media coverage. In mid 2022, the FRDC's social media started to focus more on audience engagement through regular features.



## DISCOVERY SHOP

Shop sales, both in-person and online, continued to grow. Inventory is regularly updated, highlighting local, environmentally conscious items as well as Indigenous designers and authors.

# EXHIBITIONS

The FRDC interpretive plan was updated in late 2022 and continues to inform the exhibit plan. A number of exhibits were updated in 2022, including *Our Bones are Made of Salmon*. As well, George, our sturgeon replica, received a “face lift” and is now featured in a diorama-style exhibit. A temporary exhibition featuring the work of local artist Dámarys Sepúlveda opened in September.



# VISITOR SERVICES

In September 2022, the FRDC piloted expanded open hours, staying open Wednesday to Sunday in the off season. After reviewing data through to December, the decision was made to continue Sunday openings into 2023. The FRDC aims to be accessible to all visitors; we developed sensory kits available for loan and created a nursing station in the gallery. The FRDC is committed

to improving its offerings; staff and volunteers are engaged in ongoing evaluation of the site's programs and exhibits. The collected data is analyzed regularly to learn about the FRDC's visitors and inform the organization's activities.





# HUMAN RESOURCES

Recognizing the need to increase the FRDC's capacity, changes were made to the organizational structure. The fully funded position of Program Coordinator was created for the *River Champions* program. An administrative role was eliminated to make room for two part-time interpreter positions. The FRDC also introduced two co-op student positions, which are funding dependent.

Photo by Jonathan Garsson



# PROGRAMS

In 2022, the FRDC continued to focus on “minds-on” learning, where learners engage with the river through prompts that encourage deeper thinking.

*“I think it’s important for kids to know about their own region and how to deal with climate change.*

*I also love hands on ideas for the kids.”*

—Grade 3 to 5 teacher.



# LEARNING AT THE FRDC

**Education Programs** – **186** programs delivered, reaching **5027** participants from **117** schools in **20** school districts. School programs are regularly updated and two new programs were developed that can be offered on-line and at schools: *River of Stories* and *Complexities and Compromises*. In September, we launched *River Champions*, a grant-funded program that travels to schools throughout the river basin with a goal to reach **10,000** students by October 2024. *River Champions* focuses on climate resilience by encouraging learners to consider the impacts of climate change on the river and what we can do in our communities.

**Birthday Parties** – Birthday parties resumed in spring 2022. The FRDC offered **20** parties to **225** participants.

**Summer Camps** – **6** summer camps, **6** weeks, **62** participants. From late May to early September, four summer staff funded by Canada Summer Jobs delivered 6 separate camps over 6 weeks with 62 participants aged 6 to 11.

**Camp themes were:**

- Science on the Fraser,
- Spectacular Salmon,
- Voyageur Adventures, and
- Wonders of the Watershed.

# PUBLIC PROGRAMS

FRDC public programs continued to grow. The FRDC opened and offered programming during spring break, the winter holidays, and most long weekends throughout the year.

## **Fraser River Dialogues, 70 participants**

Dialogues was offered online twice this year. The first was titled “Monuments of the Fraser” with a panel featuring Musqueam elder Larry Grant, Metis-Cree filmmaker Kamala Todd, Professor Kirsten Emiko McAllister, SFU researcher Madelyn Prevost. The second focused on the work of the First Nations Fisheries Legacy Fund (FNFLF) and featured FNFLF President Morgan Guerin and Manager Jenna Duncan.

## **Faces of the Fraser, 56 participants**

Originally established to increase programming for adults, and targeted at seniors, the Faces series covers topics from FRDC’s three pillars of our guiding principles. A talk early in the year featured Eric Taylor, professor of Zoology at UBC and Director of the Fish Collection at the Beaty Biodiversity Museum. A second event featured Ruby Banwait, Senior Lead of Community Partnerships with the Invasive Species Council of British Columbia (ISCBC).

## **Guided Tours – 16 walking tours, with 133 participants.**

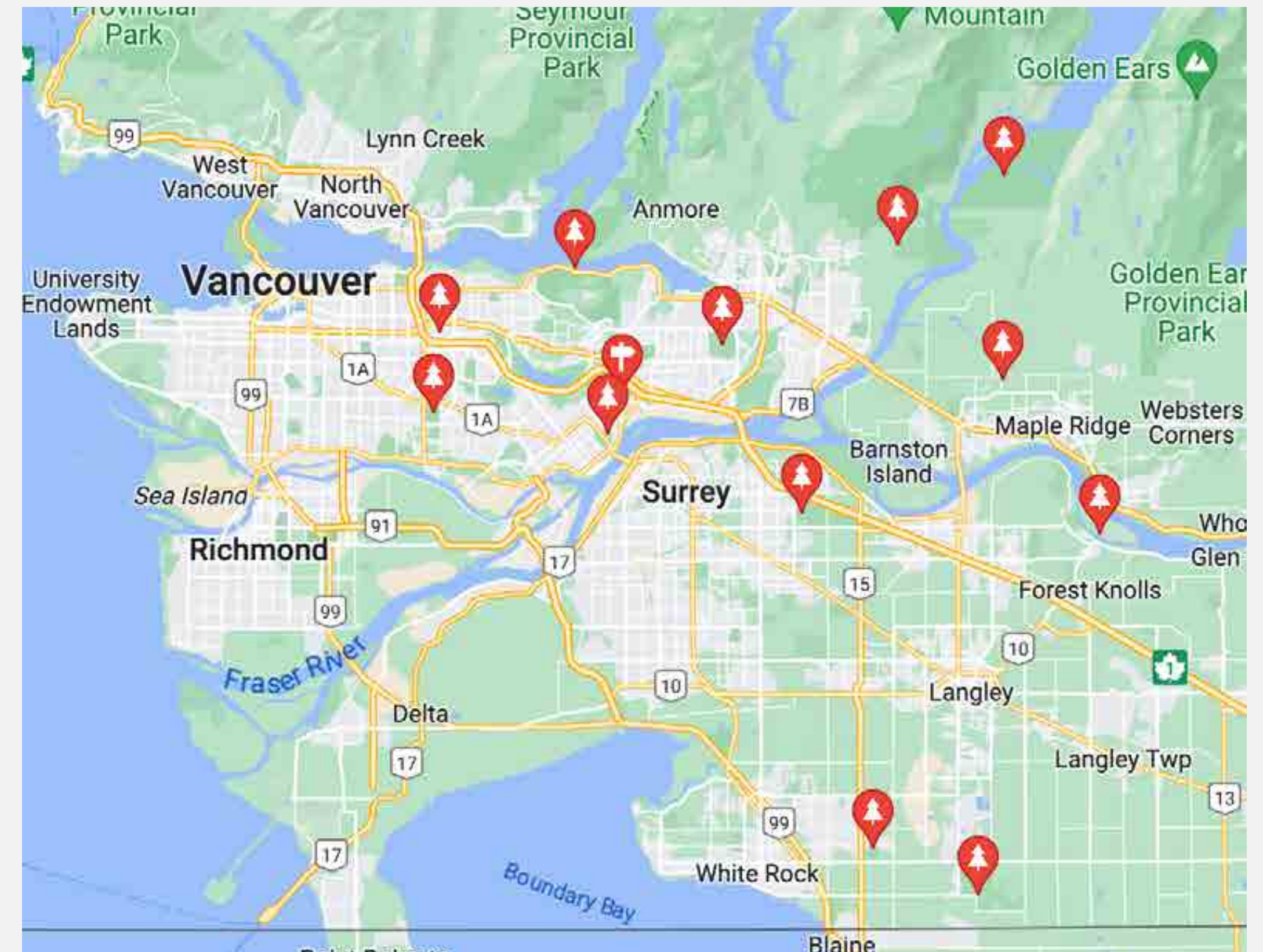
Walking tours along the boardwalk and exhibit tours in the Centre were offered on select dates throughout the year.

## River Basin Days – 13 programs, 232 participants

River Basin Days is a monthly program which takes place at different locations in the Fraser River Basin. The program became a regular part of FRDC's offer in 2022.

- Campbell Valley Regional Park, Langley
- Serpentine Hollow, Surrey
- Lower Hume Park, New Westminister
- Jim Lorimer Park, Burnaby
- Brae Island Regional Park, Fort Langley
- Pitt-Addington Marsh, Pitt Meadows
- Minnekhada Regional Park, Coquitlam
- Redwood Park, Surrey
- Glenbrook Ravine Park, New Westminister

- Jerry Sulina Park, Maple Ridge
- Barnet Marine Park, Burnaby
- Mundy Park, Coquitlam
- Central Park, Burnaby



## **Super Saturdays and Discovery Days – 14 programs, 1,875 participants**

A monthly program, Super Saturdays is designed for families with children aged 3–12. Every month staff and volunteers guide visitors through fun learning activities intended to celebrate the river. For long weekends and school breaks, the FRDC hosts Discovery Days which offer family programming similar to Super Saturdays.

## SPECIAL EVENTS

### **RiverFest - 3766 attendees**

As an example of the convenor role, the FRDC continues to coordinate the event founded in 2003. RiverFest returned for its 20th year in 2022 to celebrate BC and World Rivers Day. Global Container Terminals was this year's Presenting Sponsor.

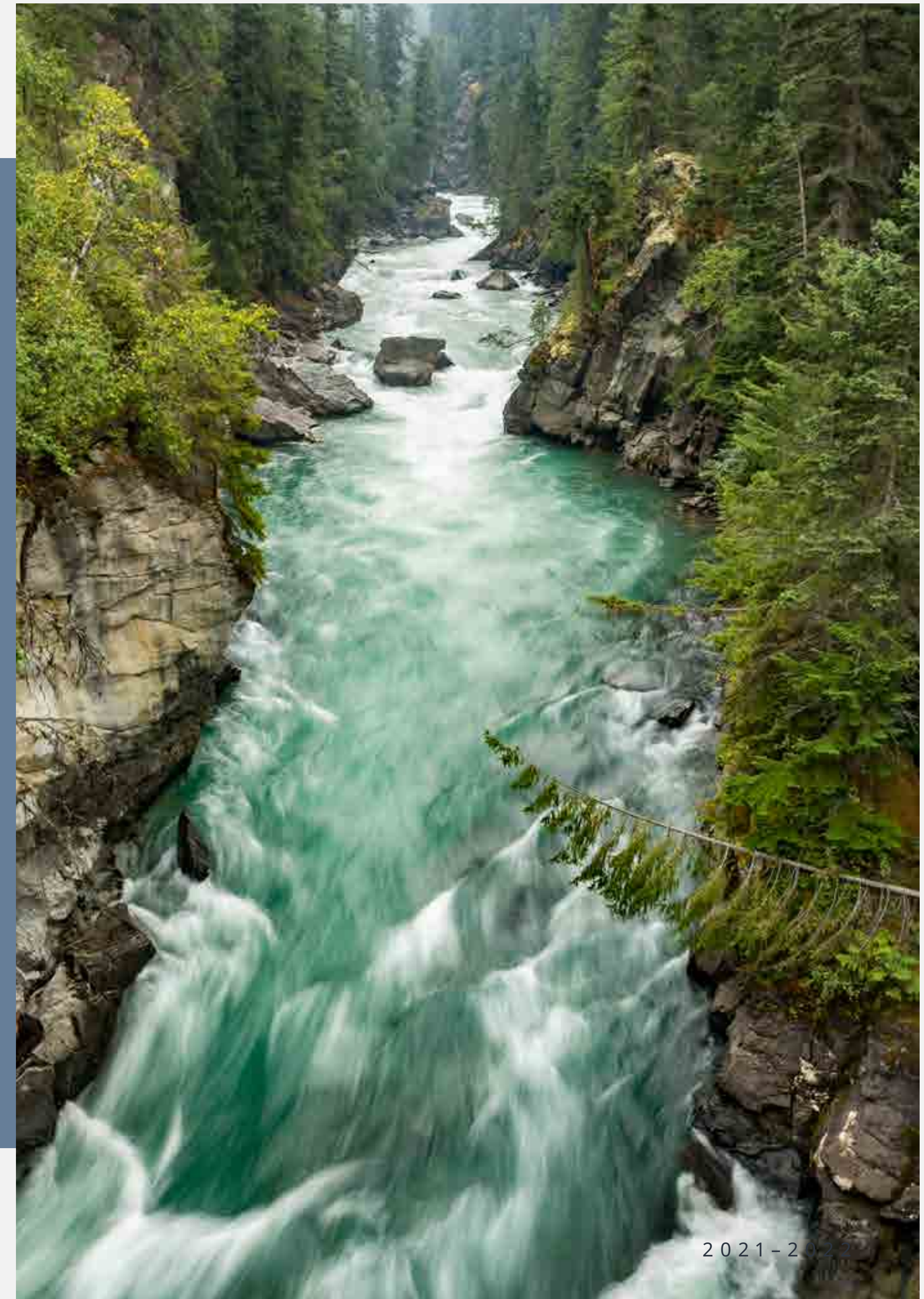
The festival included an online workshop as well as in-person events held from September 20 to 25. The boardwalk was enlivened with a family fun zone, live performances, exhibitors, and the Lucille Johnstone Workboat Parade.



# FUNDING

Funding for the FRDC continues to be a diverse mix of grants (government and foundation), sponsorships (both annual and for specific events and projects), donations (personal and corporate) and earned revenue (admissions, rentals, and program fees).

Photo by Rick Blacklaws

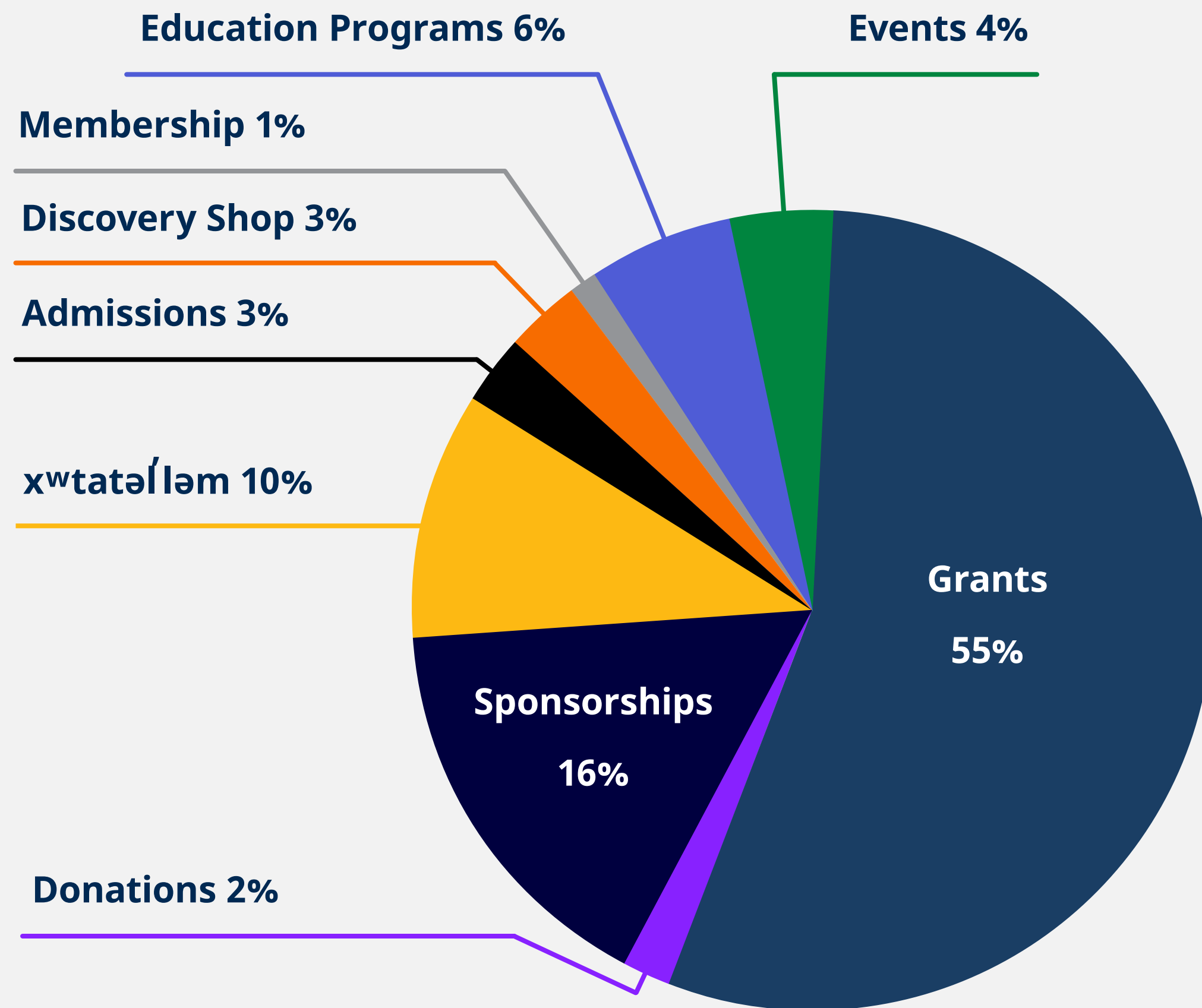


# FUNDING SOURCES (2022)

- **Government** - Government of Canada, Province of British Columbia, City of New Westminster, Vancouver Fraser Port Authority, BC Hydro.
- **Business** – FortisBC, SRY Railways, BNSF Railroad, Western Canada Marine Response Corporation, Fraser River Pile and Dredge, TransMountain, Seaspan, Global Container Terminals, BOSA Development, Loren Nancke Chartered Professional Accountants, Ledcor, Mainland Construction Materials.
- **Foundations** – David Orchard Foundation, Seedlings Foundation, Real Estate Foundation of BC, Rivershed Society of BC.
- **Corporate Donations** – Parkland Corporation, Fraser River Pilots Association, Forrest Marine Ltd.
- **Personal Donations** – Audrey Barnes, Fiona Beales, April Davies, Allen Domaas, Kathleen Higgins, Margaret Mason, Mark Rizzo, Lyle Viereck, Jennifer Whiteside, Carmen Wiseman.



# 2022 REVENUE



## Earned Revenue

- Admissions
- Discovery Shop
- Public Programs
- Facility Rentals
- Education Programs
- Tours

# 2022 EXPENSES

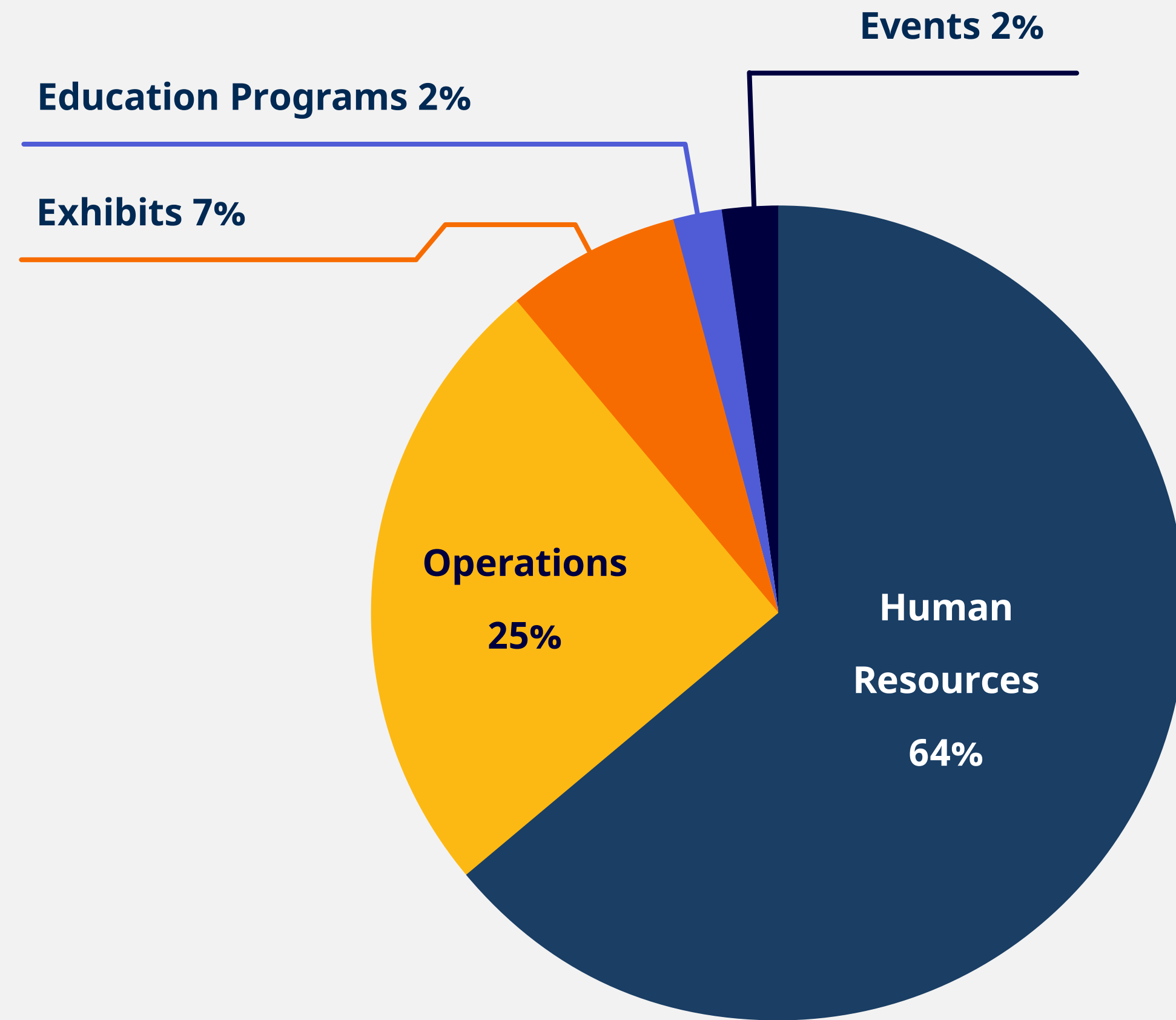


Photo by Rick Blacklaws

# BOARD OF DIRECTORS

The Fraser River Discovery Centre Society is a registered not-for-profit society and charity governed by a Board of Directors. The FRDC Board is authorized by the FRDC constitution and bylaws to manage or supervise the managing of the affairs of the FRDC. The FRDC Board aims to be representative of the geographical, economic, cultural, and social diversity of the Fraser River. The Directors of the Fraser River Discovery Centre Society for the year 2022–2023 were:

**Mr. Mark Rizzo**, Director, Marine Canada, Parkland Corporation

**Ms. Kathleen Higgins**, Past Chair, Partner, Young Anderson

**Mr. Lyle Viereck**, Director, Vice Chair; Chair, Indigenous Committee, Principal, Viereck Consulting Ltd.

**Capt. Allen Domaas**, Secretary, Nordic Star Services Ltd. & Retired CEO Fraser Port Authority

**Mr. Brett Pavan**, Treasurer, Partner, Loren Nancke Chartered Professional Accountants

**Capt. Michael Forrest**, Director, President, Forrest Marine Ltd.

**Mr. Nolan Charles**, Director, Councilor, Musqueam Band

**Connie Baxter**, Director, Principal, Connie J. Baxter Consulting

**Fiona Beales**, Director, Territory Manager, Pearson Canada

**Nures Kara**, Director, Senior Environmental Manager, Schnitzer Steel Canada

**Jeff Scott**, Director, President and CEO, Pacific Coastal Xpress

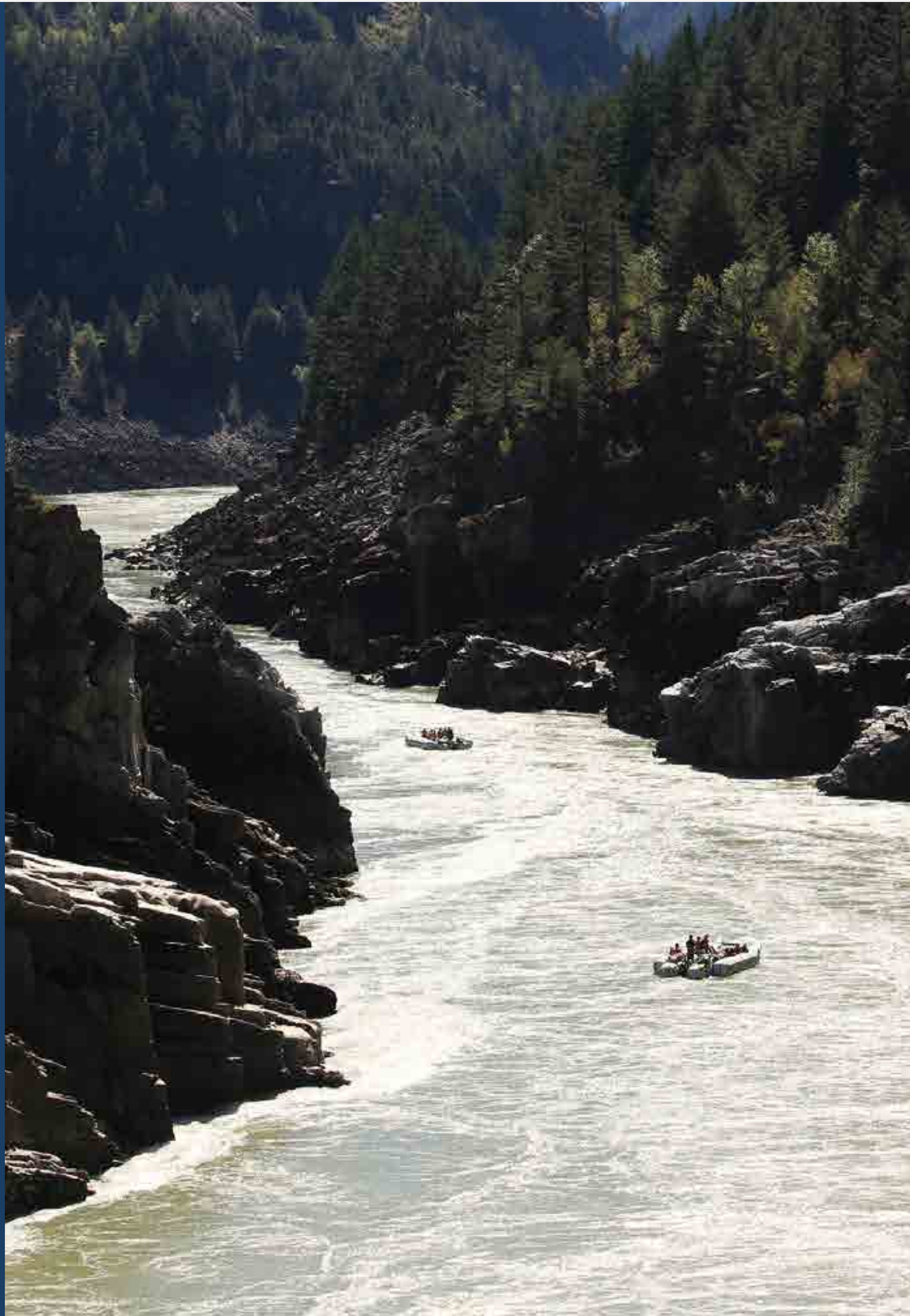


Photo by Rick Blacklaws

# GOVERNANCE

The 2020–2024 Strategic Plan sets the direction for FRDC by identifying goals and supporting initiatives. It is the basis for the operations plan to ensure the FRDC develops and sustains a prominent and valued role in the Fraser River Basin. The FRDC Board conducts a yearly review of the strategic plan and updates strategic directions as necessary, providing staff and contractors direction to develop annual plans that are current and relevant.

# HUMAN RESOURCES

2022 was a time of transition and growth for the FRDC. From March to June 2022, the Centre reached its maximum capacity for school programs. As a result, the organization was re-structured to meet the Centre's needs. Part-time interpreter positions were created in July and partially funded co-op student positions started in September.

**Karen Lee**, Director of Operations

**Alicia Mills**, Education Coordinator

**Alex Johansen**, Public Engagement Coordinator

**Arielle Garsson**, Program Coordinator (River Champions)

**Alexis McGillivray**, Interpreter

**Carlo Santos**, Interpreter

**Danika Didur-Tate**, Education Programs Manager<sup>1</sup>

**Michael Goodchild**, Museum Coordinator<sup>2</sup>

**Pam Ratcliff**, Administration Coordinator<sup>3</sup>

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<sup>1</sup> Left October 2022

<sup>2</sup> Left June 2022

<sup>3</sup> Left June 2022

# HUMAN RESOURCES

## **Temporary and On-call Staff**

Avery Chan, Giselle Klynsoon, Emmah Mozsar, Kelsa Quakenbush, Amy Groves, Naomi Kim, Kathleen Nguyen, Colby Payne, and Alyssah Pointon

## **Contractors**

Stephen Bruyneel, Director, External Relations and Development Susan Jury, Bookkeeper digitally hip, Information Technology support

## **Volunteers: 29 active individuals donated 785 hours!**

The FRDC volunteer program provides meaningful ways for community members to connect with the river and each other. From the leadership of the board of directors to the diverse and multi-disciplinary skills needed to assist with programs and special events, volunteers continue to be vital to the success of FRDC!