



STRATEGIC **FRAMEWORK**

LAND ACKNOWLEDGEMENT:

The Qualicum Beach Museum would like to acknowledge that the land on which we gather is the unceded traditional lands of the Coast Salish peoples, specifically the Qualicum First Nation whose historical relationship with the land continues to this day.

Spindle whorl, carved by Jesse Recalma



The Qualicum Beach Museum is the steward of the natural and social history of Qualicum, sharing the stories and objects that highlight the character of the area. Visitors to the Museum experience exhibits that honour the history of the Qualicum First Nation and celebrate the resilience of Coast Salish contemporary language and culture, learn about the growth of the Town and its connection to the railway, fisheries, and tourism, and explore one of the finest paleontological collections in Western Canada.

STRATEGIC FRAMEWORK



Mandate

The Qualicum Beach Museum collects, preserves, researches, interprets, and displays the natural and social history of the area.

Values

- ◎ The foundation of our work is based in respect, decolonization, truth, and reconciliation.
- ◎ We believe being socially responsible, including equity, diversity, and inclusion, is directly connected to the actions we take.
- ◎ We are in service to our communities, listening and engaging in thoughtful ways.

Vision

To facilitate honest conversations about our past, present, and future.

Mission

To share the stories of Qualicum Beach in a vibrant and welcoming space.

Impact Statements

PROGRAMMING:

- ◎ Everyone feels welcome and valued at the Qualicum Beach Museum, resulting in involved and active citizens.

PLACE:

- ◎ Our beautiful and accessible site makes space for everyone.

RELATIONSHIPS:

- ◎ Diverse experiences and perspectives strengthen our shared goals.

SUSTAINABILITY:

OPERATIONAL

- ◎ The long-term viability of the Qualicum Beach Museum is grounded in making decisions that connect our relevance to our revenue.

ENVIRONMENT

- ◎ The Qualicum Beach Museum monitors our facilities and programs for their ecological footprint, and considers the environment in all of our operational decisions.



Artwork by
Ocean Hyland



Path to Success

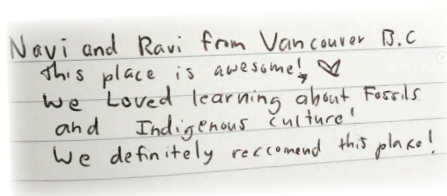
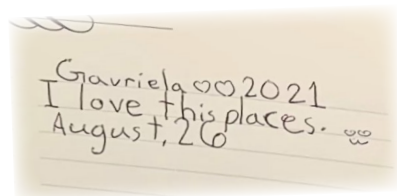
Impact Statement 1

PROGRAMMING:

- Everyone feels welcome and valued at the Qualicum Beach Museum, resulting in involved and active citizens.

OBJECTIVES

- Support local educators with curriculum based programming that highlights critical thinking, truth and reconciliation, and understanding of the natural world.
- Develop public programs that connect with the community.
- Develop temporary exhibits that connect people to the social and natural history of the area.
- Increase visitation from locals and tourists.
- Continue to develop the collections and research functions of the museum.



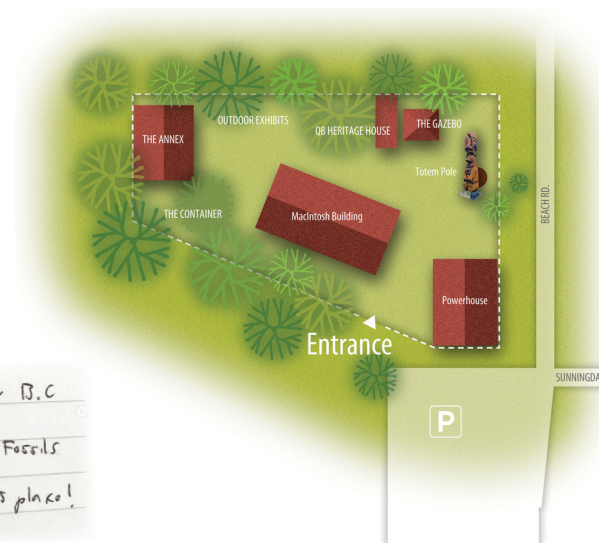
Impact Statement 2

PLACE:

- Our beautiful and accessible site makes space for everyone.

OBJECTIVES

- Develop the indoor and outdoor spaces of the site to improve accessibility.
- Upgrade and add exhibit spaces that share more of the diverse history of Qualicum Beach.
- Enhance the beauty of the site through the landscaping and exterior spaces.





Path to Success

Impact Statement 3

RELATIONSHIPS:

- ◎ Diverse experiences and perspectives strengthen our shared goals.

OBJECTIVES

Strengthen our relationship with the community of Qualicum Beach by exploring ways of connecting.

Nurture our relationship with the Qualicum First Nation.

Maintain our excellent working relationship with the Town of Qualicum Beach.



Impact Statement 4

SUSTAINABILITY:

- ◎ **OPERATIONAL** — The long-term viability of the Qualicum Beach Museum is grounded in making decisions that connect our relevance to our revenue.
- ◎ **ENVIRONMENT** — The Qualicum Beach Museum monitors our facilities and programs for their ecological footprint, and considers the environment in all of our operational decisions.

OBJECTIVES

Develop a variety of revenue sources that connect the museum to its mission.

Strengthen human resources capacity by planning for critical roles; identify skills needed for success; develop staff and board members to meet the future needs of the organization.

Assess our ecological footprint and reduce our energy use and waste; reuse materials; conserve water; and educate the public to preserve the environment for future generations.

All photos from the Qualicum Beach Museum and Archives





OUTDOOR EXHIBITS

Throughout the grounds you will see historical fishing, logging, agriculture and railway equipment. You will also find tools used around the homestead for carpentry, farming and domestic chores. Many were made by Mr. Garrett, the local blacksmith.

QB HERITAGE HOUSE

The original location of the "QB Heritage House" was on 184 First Avenue West. This small cabin was in the backyard of an early settler family.

THE GAZEBO

The Gazebo was built in 1996 by Harry Large, Don McMillan, G. Brandrick, D. Cooper, V. Courquin, Ray Ducker and G. Thomson. It is used for special events every year.

SALISH BEAR POLE

By master carver, educator and activist, Hwunumetse' (Simon Charlie) of the Coast Salish Cowichan Tribes. (1920-2005). Hwunumetse' was commissioned to carve this pole for Qualicum Beach as part of the 'Route of the Totems' in 1966. This marked the centennial of Vancouver Island and the mainland joining to form the colony of British Columbia. The artist combines the three-dimensional realism of the Coast Salish tradition with his personal style.

THE BARBARA KULLA GARDEN

The gardens were created and continue to be maintained by dedicated volunteers. They offer one of the best views of the Salish Sea found in Qualicum Beach.

THE POWERHOUSE

The original Powerhouse of Qualicum Beach, built in 1929. This building is on Canada's Historic Places register (historicplaces.ca). It supplied the community with power in the 1930s.

THE CONTAINER

Features a beautiful mural by past Salish artist and activist Ocean Hyland.

EXHIBITS

The MacIntosh building features paleontology exhibits downstairs and social history upstairs. Gift shop and washrooms inside. Guided tours and archives services available upon request.

Phone 250-752-5533
Web: qbmuseum.ca

Entrance

Totem Pole

MacIntosh Building

Powerhouse

YOU ARE HERE



SUNNINGDALE RD.

