



NEW in 2019 ~ at the Pembina Threshermen's Museum (PTM)!

Physical Improvements:

- ❖ **NEW!** Farm implement collection is displayed on the yard
- ❖ The John Deere shed continues to be re-organized with its impressive collection of stationary engines and tool displays
- ❖ **NEW!** Dining Hall kitchen receives a few more updated cupboards and a multi-level convection oven, a wonderful addition to the Valley Harvest Maid's (VHM) many fundraising meal events
- ❖ Signage, displays and general painting continues
- ❖ Donations of unique antiques and machinery continues
- ❖ **NEW!** The pole shed is extended, allowing additional farm machinery to be covered and re-organized to provide a better display
- ❖ **NEW!** The pole shed 'lean to' roof is repaired
- ❖ "*Brimberly Village*", the PTM's 4,000 sq. ft. life-sized indoor museum (new as of 2018), continues to be enhanced as it shares an impressive mid-1900's 'street' of shops + more
- ❖ **NEW!** The storage barn roof is re-shingled
- ❖ The corn maze returns for a 2nd year and continues to 'a-maze' visitors with its 1-acre size

Events:

- ❖ Flatlands Theatre and BTHR continue to link up and thrill PTM visitors during events
- ❖ Ongoing fundraising meals help fund the many museum projects with delicious homemade 'Waffle Breakfasts' and a Spring 'Bake Sale' continuing to be added to the line up
- ❖ **NEW!** 'Heritage Day' attendance beats ALL previous records with a total of 1,141 visitors (mostly students) during the 7 hour event
- ❖ 'STAR' Events continue ~ we think you'll agree that PTM main events are 'Star' quality and are pretty amazing with all the action, activity and value they offer!
- ❖ **NEW!** A '*Heritage Market*' joins the PTM's 2-day 'Reunion Days' event, providing visitors with some great shopping opportunities
- ❖ PTM "*Special Events Team*" volunteers continue to lavish the museum grounds with impressive outfits, as they help bring the PTM "alive" for visitors during events
- ❖ On-site photo sessions continue to be popular with grads, weddings & families
- ❖ The PTM's 'Forge Day' joins the MB 'Open Farm Day' (provincial event) once again and the museum continues to participate in 'Cultural Days' (national event)

- ❖ Corporate businesses continue to be attracted to the PTM for their private events and the Dining Hall remains a popular destination with family and corporate meeting groups
- ❖ Old-time favourites 'Heritage Day' (June) and 'Reunion Days' (Labour Day weekend) are joined once again by 'Artist Days', while the PTM's 'Pioneer Days & Western Ways' events remain a popular old-fashioned outing for families
- ❖ Mrs. Reimer and the 'school teacher' continue to be "in" for visitors to enjoy each Tuesday and Thursday (throughout July)

Innovative Programs / Marketing, Non-Profit Partnerships, etc:

- ❖ Ongoing non-profit partnerships ('Regional Connections', Flatlands Theatre, "*Katie's Cottage*" and the BTHR) continue to partner with the PTM, with some linking up during events for visitors' enjoyment
- ❖ **NEW!** The PTM sees a change of their *Valley Harvest Maids* Director

'Honourable Mentions':

- ❖ Total visitors specific to the museum grounds (not including the Dining Hall) came in lower in comparison to the banner year (2017) but the number is still close to last year's total during the PTM's special 50th Anniversary year (2018) as visitation continues to increase consistently overall ... with 2019's total number of yard visitors reaching 3,959 (the 3rd highest total since 2011) for a final total of 6,226 visitors being recorded once hall renters, Fish Fry attendees, photo groups etc. are accounted for!
- ❖ PTM facebook – sees its 700+ 'Like' at: www.facebook.com/PembinaThreshermensMuseum as the number of PTM friends from around the world grows
- ❖ **NEW!** Some unique promotional opportunities present themselves for the museum, with two examples being the following magazines that the PTM is published in: "*Canadian Antique & Vintage Magazine*" (Sep/Oct 2019 issue, which highlights various artifacts in the museum including the Reimer House) and "*Branchline – Canada's Rail New Magazine*" (which highlights 15 preserved cabooses of MB, including the PTM's caboose on the tracks by the Morden Train Station)
- ❖ Ongoing 'thumbs up' from visitors and local dignitaries

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Check out all our GREAT events & photos on facebook at:
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