



Continuing improvements at the Pembina Threshermen's Museum in 2013!

Physical Improvements:

- ❖ Additional verandas, railings and ramps are put in place
- ❖ NEW! '*Beautification Yard Program*' is implemented including a new '*Welcome*' garden and saplings that are planted to provide future shade for visitors
- ❖ Haskett Store renovations are completed
- ❖ NEW! Interior of the Office & Gift Shop is renovated / redecorated including a log 'wall' to separate the office area from the reception where visitors are welcomed
- ❖ NEW! *Gift Shop* continues to increase its items for sale including locally hand-made gifts as well as the addition of PTM Blacksmith items that are made on site
- ❖ Float continues to participate in local parades
- ❖ NEW! Colourful flag pendant at road
- ❖ Signage, displays and painting increases around the museum
- ❖ Antique donations continue to come in and fill our buildings to capacity for visitors
- ❖ Largest 'working' fleet of antique tractors in Southern MB continues to increase
- ❖ NEW! 1917 Nichols & Shepard steam engine is donated and joins the PTM family, drawing excited attention from all over

Events:

- ❖ NEW! '*Forge Day*' event combined with MB 'Open Farm Day' (provincial event)
- ❖ Participation continues in 3-day 'Cultural Days' (national 'promo' event)
- ❖ Volunteer Day continues to draw interested locals to see where they may join in
- ❖ Corporate businesses continue to be attracted for their private events
- ❖ Old-time favourites continue: Heritage Day in June (2013 broke records again) & Reunion Days in Aug as well as the newer '*Artist Days*' event
- ❖ '*Special Events Team*' of volunteers in heritage outfits continues to grow as we occupy buildings / roam the grounds during events to "bring the museum alive"
- ❖ NEW! Petting Zoo joins Heritage Day
- ❖ NEW! '*A Day in the Life of a Pioneer*' created and is an instant success with some families coming back for 2 - 3 times throughout the summer!

Innovative Programs/Marketing & Options:

- ❖ PTM Family Activity Booklet continues to be a hit with its exciting PTM 'games'
- ❖ NEW! Seasons Passes available
- ❖ NEW! The museum gets a QR Code
- ❖ NEW! PTM 'Pioneer Birthday Parties' are created & are a hit with the youngsters
- ❖ NEW! PTM 'Summer Prize' Basket & Draw created
- ❖ NEW! 'Brand conscious' theme for all advertising is put in place
- ❖ On-site photo sessions continue to increase
- ❖ NEW! Website updated & improved
- ❖ Facebook grows in popularity nearing its 50th 'like'
- ❖ Dining Hall continues to be a popular destination with family & corporate groups
- ❖ NEW! 'Kids Helping Kids' partnership created with Big Brothers Big Sisters
- ❖ NEW! PTM T-shirts are designed & are ready to go to print for the 2014 season
- ❖ NEW! Christmas Craft Class held

Honourable Mentions:

- ❖ NEW! Nominated for "Museum Innovation & Excellence" Award through PVT A
- ❖ Regular press releases & radio interviews promote upcoming PTM events
- ❖ NEW! Record number of front page photos & newspaper articles grace the area
- ❖ NEW! PTM wins "Best Museum" Award in 2013 at the Corn & Apple Parade
- ❖ Attendance sees a "record-breaking" year with 2,836 people (an impressive 37% increase) visiting from May - Sept (Note: does not including Dining Hall renters)!
- ❖ increases 37% over the previously recorded annual visitation 'high'
- ❖ Ongoing 'thumbs up' from visitors and local dignitaries
- ❖ NEW! A statement is delivered by the MLA to the Legislative Assembly of MB highlighting the PTM Reunion Days event

... so watch for more in 2014 as the Pembina Threshermen's Museum continues to give back while *"having fun ... the 'ol-fashioned way"!*

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

www.facebook.com/PembinaThreshermuseum



*"Preserving the Gems of the Past
... for Those of the Future"*