



NATIONAL HISTORIC SITE

BRITANNIA MINE MUSEUM

Annual Report
2014

Our Mission

To inspire the exploration of individual and societal connections to British Columbia's mining; its past, present and future.

Our Vision

To provide unique, entertaining, and memorable educational experiences that engage visitors of all ages in the spirited history of Britannia, highlighting the role of the Canadian mining industry in the past while focusing on its commitment and leadership in creating a sustainable future.



The Museum is an award-winning National Historic Site and a vibrant internationally recognized education and tourist destination.



Annual Report 2014

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BRITANNIA MINE MUSEUM

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Message from the Chair of the Board

I would like to take this opportunity to present the first Annual Report of the Britannia Mine Museum and to provide an overview of our accomplishments last year and our plans for an even more exciting 2015. In 2014, the Britannia Mine Museum continued to build on our mission to “inspire the exploration of individual and societal connections to mining in British Columbia; its past, present and future”. This was my first year as Chairperson of the Board of Directors and I would like to thank everyone for their support and generosity. Few museums can boast being able to tell its stories on the very site where it all happened. At Britannia we have that privilege and we tell the stories of the Mine’s important history in our province, as well as the importance to society of sustainable mining, the role of minerals in our everyday lives and careers in modern mining.

In 2010, with the successful completion of the Britannia Project, Britannia set the goal of attracting 70,000 visitors per year while moving to a break-even financial position. I am pleased to report that in 2014 we accomplished both of these goals while still being true to our mission. A large portion of this success was due to Executive Director, Kirstin Clausen, and her dedicated team. The Board of Directors also played an important supportive role and I would like to particularly recognize the leadership of David Lane who retired as Chairman in June 2014.

With this unprecedented success, in 2014 Britannia decided it was time to reach higher. Britannia has an authentic Underground Experience and buildings in which to tell stories and educate the public about minerals in our everyday lives. We also have the iconic and architecturally unique National Historic Site – the 20-storey Mill Building. Now, our goal is to transform the Mill Building into a venue for an unforgettable three-part multi-media show celebrating Britannia and exploring important issues facing our modern society: The Mill Experience. With the generous lead donations from Teck, Hunter Dickinson, Silver Wheaton, Hecla Mining, Thompson Creek Metals and many other Industry donors, Britannia is well on its way to reaching the goal of raising \$4.3 million for the Mill Experience. We have been actively engaged with the provincial government and we hope to have a positive funding announcement in the coming months.

Finally, I would like to offer my sincere gratitude to all board members, employees, donors, corporate and individual members, volunteers and partners who share Britannia’s passion and commitment. Last year was one of our best ever and 2015 promises to be even more exciting.



A handwritten signature in black ink, appearing to read 'L. Tomlinson', written in a cursive style.

LEONIE TOMLINSON
CHAIR OF THE BOARD
Britannia Mine Museum

Message from the Executive Director

Remarkable is certainly an apt description for 2014 in regards to the Britannia Mine Museum. What made the year remarkable? We achieved notable firsts in many areas including attendance numbers and importantly, our financial bottom line. Our programming and sales momentum was significant and provided unique public relations attention and new contracts. We benefited from strong leadership in all levels of the organization. We are intent on achieving self-sufficiency through our marketing, sales and programming strategies. Our many achievements have become possible because we focus on our strengths and on establishing value for visitors and our members.

What really makes 2014 remarkable however, is how much each of us who works or volunteers with the Museum have come to realize that our visitors and business associates truly care about the Britannia Mine Museum. This caring is witnessed and felt by visitors, staff and Board Directors alike. Britannia Mine Museum is a place where visitors and associates find relevance to their own history and interests and they tell us about this often. Our blog has become popular and has been enriched with many posts that highlight stories of Britannia innovation, community and history. We continue to have service providers and business associates that always go the extra mile to our benefit. Our Board of Directors tell their own stories and share their wisdoms which in turn guides us towards successfully achieving our goals and mission.

Our 2014 Annual Report is presented as a summary of our achievements, but I value that behind each achievement is the story of those who did it or cared. These stories are like single atoms that make an impressive tale of growth and achievement of our goals and mission.



Kirstin Clausen

KIRSTIN CLAUSEN
EXECUTIVE DIRECTOR
Britannia Mine Museum

Achieving our Objectives

A series of objectives for the operation of the Museum lends a framework to focus and summarize our overall efforts. The following outlines some 2014 highlights and examples of these efforts.

- **Work towards financial stability and self-sustainability**

Our financial position at the end of the year has greatly exceeded expectations through a new Sales pricing strategy and increased visitation as a result of a successful Marketing strategy. Admissions revenues were \$160,000 over budget.

The Board Fundraising Committee continues work to secure the \$4.3 million required for the Mill Experience (see page 20) – with \$1.9 million committed from donors in 2014.

- **Offer dynamic exhibit and public engagement programs that grow visitor/guest knowledge of mining, environmental stewardship and the mining industry**

Our ‘110 Years of Discoveries’ theme for 2014 saw well received programming. For schools we enhanced materials and programming on modern mining and earth science, including providing resources for schools who cannot visit.

- **Meet public trust expectations regarding its collections and historic buildings**

Our archive collections space was partially upgraded, with much work done to document items previously uncatalogued. The 110 year celebration of Britannia Beach highlighted the opportunity to donate historically significant objects and record stories.

- **Ensure public and staff safety while recognizing the inherent challenges of a historical site**

Our Curatorial and Maintenance departments use initiative to preserve this historical site with limited resources available. One example was

the historic wood stave pipe that descended from the former Beach Powerhouse. When recently removed for H&S reasons, we liaised with those concerned, to maintain a portion of the pipe as a vestige to the Mine’s industrial operations.

- **Realize benefits from a well-maintained historic industrial site**

With consistently high TripAdvisor ratings (96% as Excellent or Very Good) as well as our summer exit survey, we know that our visitors appreciate the authenticity of this National Historic Site and the educational components on offer.

- **Foster a work environment that attracts and inspires excellence in people so that the Museum is successful in its mission**

HR initiatives aim to bring improved recruitment and retention, encouraging departmental collaboration and giving opportunities for growth. These include training, conferences and committees (e.g. Health & Safety).

- **Show leadership in the community**

The Museum is involved with local and provincial organizations with museum, education, tourism, business, mining or community related focuses. We are active with: Squamish Chamber of Commerce, Board of Tourism Squamish and Vancouver Coast and Mountain Tourism.

We have collaborated with the Squamish Historical Society and have an active partnership with MineralsEd and the mining associations of the province. Our leadership involves ensuring that visitors’ needs are both understood and relevant in broad planning with our partners.

2014 Highlights

The year saw many accomplishments for both individual departments and inter-departmental endeavors. We are proud of our achievements, taking them to be a sign of our continually growing reputation while demonstrating that we have professional staff who strive for excellence in all that they do. We are pleased to illustrate these highlights in this document.

We are however particularly pleased and proud with the following.

- Achieving over \$1,000,000 in admissions revenues for the first time. This represents a 319% increase since 2010. This greatly increases our viability as a financially sustainable operation.

319%↑
ADMISSIONS REVENUES

- Hosting a successful ‘110 Years of Discoveries’ year celebrating the 110th anniversary of Britannia Beach. This included the welcoming of over eighty former residents for a Homecoming reunion in June.

“Many thanks to the staff who went the extra mile, and made the weekend so memorable. Good to see everyone again.”

Dorothy Brander Brownell,
former resident

- Receiving a consistent 4½ star TripAdvisor rating, being awarded a Certificate of Excellence for the fourth year running.
- Welcoming Squamish’s first travel trade tour (Landsea’s Sea to Sky Tour). This daily summer tour takes in the Museum and the Sea to Sky Gondola.
- Gaining over 7000 Facebook likes, a notable achievement for a Museum of our size.



- Installing a rainwater management system for the Mill, enabling most of the rainfall run off from the roof surface to be diverted away from the adjacent slopes and into a drainage system.
- Presenting on the Britannia Mine Museum to Ministers (Education; Jobs, Tourism & Skills; Energy & Mines; Aboriginal Affairs) and MLAs (West Vancouver-Capilano; West Vancouver Sea to Sky) at the BC Legislature, as a guest of our MLA Jordan Sturdy.
- Launching a campaign for enhanced corporate membership through the Industry Liaison Committee. The result was thirty nine new corporate members.

Visitation at a Glance

68,398

Total visitors
(up 7% on 2013)

\$1,097,037

Admissions from
general visitation,
booked tours and
schools

9,990

Total students
(number was
impacted by
2014 teacher job
action)

6,053

Total visitors from
booked groups
(not schools)

1,614

Member visits
(with friends and
family)

24%

Visitors attending
in a school or
other booked
group

17%

International
visitors (up 2% on
2013)

3%

Visitation
associated with
travel trade
initiatives

36%

Total number of
days with 300+
people visiting
(71 days)



‘110 Years of Discoveries’

The Britannia Mine opened in 1904, leading to the birth of Britannia Beach. In 2014 therefore, we were excited to celebrate the town’s milestone anniversary.

- Hosted a successful Homecoming event in June with over eighty former residents attending to share stories and take part in a weekend of activities.
- Presented ‘Best of Britannia – Life in a Company Town’ as our summer temporary exhibit. This exhibit was well received by former residents and visitors alike.
- Launched an archive photo exhibit in the Conveyor Shed, illustrating 110 of the best photos (printed on wood) of the Mine’s history. This exhibit is still open.
- Delivered a marketing campaign that was exceptionally well received by media and the public.
- Published a best-selling archive photo book, as well as publishing a third edition of Britannia Story of a Mine.

110 | NATIONAL HISTORIC SITE
1904-2014 | **BRITANNIA**
MINE MUSEUM
Celebrating 110 Years of Discoveries.

Education & Collections

652 Hours of school programs delivered	234 & 42 Visiting elementary school classes Visiting secondary school classes	\$7500 & 30 Travel subsidies given to schools (funded by EPCOR and the Greater Vancouver Mining Women's Association)	60 Tours delivered to the EPCOR Britannia Mine Water Treatment Plant Discovery Centre	9 On-site event or programmed days and community outreach events (not including exhibits)
6913 Visitors attending special event days	3 & 5 Temporary exhibits hosted (in house and external) Online exhibits developed	1085 Items documented in the collections database	15% Percentage of overall wages/salaries/benefits spent on programming and collections (not including tours)	

Our Education & Collections department is always enhancing existing programs and activities, and undertaking initiatives to develop new ones. Their understanding of best practices and dedication to ensuring visitors are engaged on their visit helps to keep visitor satisfaction high.

Members of the BC HR Taskforce: Mining & Mineral Careers in BC, along with two life size cutouts highlighting potential careers in mining.



Exhibits

- Developed an upgraded froth flotation display in Mill 3. This was made possible thanks to the BC & Yukon branch of the Canadian Mineral Processors and Outotec.
- Worked with the British Columbia HR Taskforce to develop a Careers in Mining display. This has given us six on-site life size cutouts of people from industry, as well as an introductory display in the Beaty Lundin Visitor Centre.
- Developed and launched 'It's Elemental', an upgrade to our earth science classroom activities. Central to this is the ability to present a series of chemical elements encased in acrylic resin (e.g. mercury, chlorine) that students can handle. This was made possible thanks to the Canadian Geological Foundation.

Programming

- Trained core and seasonal Interpreters in maintaining public tours and school programs of excellence that repeatedly garner very positive reviews. Training remains focused on content learning and customer service.
- Launched 'The Bigger Picture', a game-based critical thinking add-on for our most popular school program 'Mining Then & Now'. This program is being very well received by Interpreters, teachers and students.

- Launched greatly enhanced [teachers' resource section on our website](#), including pre- and post- trip activities and resources for teachers who cannot bring their class to the Museum.

Visitor Engagement

- Led the '110 Years of Discoveries' projects – Homecoming reunion, exhibits, archive photo book and Britannia Story of a Mine 3rd edition.
- Published a series of [blog posts](#) and [online exhibits](#), encouraging website user engagement with (among others) Britannia heritage and Museum collections, earth science and contemporary mining themes.

Outreach

- Participated in the Steering Committee for the Association of Professional Engineers & Geoscientists of BC (APEG BC) 'Science Games', with both activities proposed by the Museum selected for implementation.



"Our field trip yesterday was amazing! It was one of the best field trips I've ever been on! All of the presenters were very knowledgeable and they were all excellent communicators. Our kids had a blast!! We will definitely book this trip in the future!!"

Angela Mitchell, Blacklock Fine Arts Elementary

"Britannia Mine is a fabulous field trip for students. It provides an excellent opportunity to apply what they are learning about resource communities and natural resources."

Lori Ingles, Fraser Wood Elementary

"Step back in time and ride through a mountain!"

Hemisfear, Surrey, BC

"The students and teachers were all engaged and excited. The program offered was applied to the many different learning styles. Loved the variety of activities!"

Krissy Epele, Glenayre Elementary

"Entire family loved this."

SnowyShasta, Portland, Oregon

"A hidden gem along the Sea to Sky Corridor!"

Heather D, Squamish, BC

"Top Notch Attraction along the Sea to Sky Corridor."

BCMeg, Vancouver, BC

"Fun and educational on the Sea-to-Sky."

Gal O, Ramat Gan, Israel

"Can't believe we went right past it for years."

Carolyn Leanne
Surrey, BC



Program Highlights

- **Best of Britannia – Life in a Company Town temporary exhibit**
- **Breaking Ground – Art Exhibit by Emily Carr students**
- **Dino Easter Egg Hunt**
- **Spring Break LEGO display**
- **Family Fun Day (Mining Week)**
- **Copper & Fire (twelve demonstrating artists)**
- **Community Day**

Collections Highlights

Artefacts accessioned into the Collections that we are particularly delighted by include the butcher's scales owned by Joe Dunbar that was used to weigh babies in the Mine's Company Store, and a beautiful wooden carving of former Placer Dome employee Sandy Laird.



Sales & Business Development

<p>37</p> <p>Number of escorted familiarization tours delivered to tourism professionals</p>	<p>19</p> <p>Travel industry tradeshow and networking events attended</p>	<p>+94%</p> <p>Increase in revenue from group bookings (corporate, specialty groups, day camps)</p>	<p>66%</p> <p>Schools that purchase an add-on option to their program</p>	<p>+25%</p> <p>Increase in number of school bookings in off-season months (Nov, Dec, Jan, Feb, Mar)</p>
<p>1 & 10</p> <p>Travel trade agencies bringing regular tours</p> <p>Travel trade clients bringing periodic tours</p>	<p>67</p> <p>Corporate members (up 39 on 2013)</p>	<p>325</p> <p>Individual active members of the Museum</p>	<p>28 & 836</p> <p>Bookings relating to corporate/conference outings</p> <p>People on these tours</p>	<p>47</p> <p>Enquiries for corporate outings</p>

Our Sales department has multi-year strategies in place for generating admission revenues that will support the sustainability of the Museum, while also ensuring financial accessibility for visitors and schools. These strategies focus on efforts to increase visitation from the tourist market and optimize school bookings and revenues with low/high season pricing, and program add-on options.

Great effort was made on the formation and implementation of a strategy to attract corporate members primarily from mining and ancillary industries. Leaders from industry joined in our call to action because there is the belief that the Museum can provide meaningful dialogue and balanced appreciation of the important role of mining in today's society.



Travel Trade

- Attended tourism tradeshows, conferences and events including appointments with local and international tour companies to foster relationships with the tourism industry.
- Welcomed the first visitors of a Sea to Sky Tour, launched by Landsea Tours. These daily tours between May and September bring tourists from around the world to the Museum, the Sea to Sky Gondola, Shannon Falls and Horseshoe Bay. In 2014 the tour brought upwards of 1,700 visitors.

Corporate Memberships

- Followed up on corporate membership campaign. The Board's Industry Liaison Committee supported the in-house efforts of a contract specialist in sales follow up. A customer relationship database for all membership was established and corporate leads and prospecting details were added.

Group Bookings

- Was responsive to school inquiries with the goal to sell out of all available booking slots for the season and provide excellent customer service to ensure repeat business. Schools save money when booking in off season months and can customize their field trip with program add-ons. These strategies increased revenues by opening up slots in peak season and by offering program additions for a fee.
- Was responsive to and followed up on all group booking inquiries with the goal to secure a booking based on the unique needs of the group. The Museum is seeing huge growth from the corporate segment for company outings, over 100% increase in the number of people over 2013.

Operations, Retail & Ancillary Business

\$234,546

Value of retail sales

\$29,565

Value of food and beverage sales from the seasonal Assay snack bar

5

Notable maintenance projects completed

8

TV and movie productions that rented the site through the year

58%

Percentage of staff to cover site management, front of house responsibilities and tours

Our dedicated and hardworking Operations team ensure the smooth day to day running of the Museum, from admissions and retail to the maintenance that keeps our historic buildings and visitor facilities in good order. The Museum site consists of eighteen historic structures plus other buildings and site features. Realizing the benefits from a well maintained historic industrial site requires that the Operations department can respond to many tasks and projects with sensitivity to historic values and comfort of our visitors.

A close cross-departmental working model has been achieved and honed since rebranding in 2010. The Operations Department is responsible for the coordination and oversight of staff to provide services and tours. There is a close relationship with the Education & Collections department for content training and with the Sales & Business Development department for responsiveness to their initiatives.



Maintenance and Capital Projects

- Completed annual underground maintenance in the tunnel. Some track was realigned, the underground public galleries were completely rebuilt, new wheels were put on the train (donated by JDS Energy & Mining Inc.), the train cars were repaired and painted, and the locomotive was serviced. Thanks to Will Trythall and Jim Hemphill for their volunteer time.
- Completed maintenance in the tunnel which included overall scaling and screening of the Mucking Chamber. Acknowledgment is given to Pacific Blasting for generously donating the use of some equipment.
- Installed a wheel chair ramp in the Machine Shop for better access to the temporary exhibit platform. Removed old wheelchair ramp from Engineering Building and built new deck to replace it, including new benches and planters.
- On site coordination of Mill rainwater management project, a capital project managed by Echo West Developments Ltd.

Safety

- Through inter-departmental Health & Safety committee, spearheaded the enhancement of our earthquake preparedness and survival supplies and fire evacuation procedures.
- Investigated improved radio communications on site.

Site Rentals

- Worked with eight television and motion picture productions to allow filming on site. Throughout these site rentals, public and school tours remained essential with very few tours canceled to accommodate productions.
- Hosted one large corporate event.

Events

- Collaborated with the Education department on Homecoming, ensuring that the weekend event rolled out smoothly, and ensuring that retail/food & beverage sales were maximized.

Marketing, PR & Communications

\$160,000

Value of 2014 PR campaign

\$120,000

Value of advertising donated by our media partners

7,180 & 2,487

Facebook and Twitter followers respectively

236

Visitor surveys completed

14,822

Average monthly website visitors

Our Marketing & PR team launched several ad and media campaigns that delivered measurable results for the Museum. This was seen in our national coverage, as well as the annual marketing survey. Working with our media partners, the communications team is able to launch consumer campaigns at a fraction of the cost, to drive visitation and awareness. The 2014 anniversary year, '110 Years of Discoveries', provided a notable theme for media relations and resulted in significant media exposure.



Media and PR

- Created new Global television ads with Mark Madryga as our celebrity spokesperson. Mark's father was a teacher in Britannia in the 1970's.
- Initiated a '110 Years of Discoveries' PR and marketing campaign resulting in segments on Global news, CBC Radio, 1130 AM and several other media channels.
- Developed a radio campaign for 1130 AM, Jack FM and Mountain FM to feature highlights of the Museum.

Communications

- Created a billboard to highlight our media partners – Global BC, Rogers Media and Glacier Media (which in turn contributes several thousands in advertising for the Museum).
- Initiated a new billboard sign and colourful, sign at the south entrance to highlight '110 Years of Discoveries'.
- Redesigned the visitor brochure with colourful graphics resulting in significant growth of awareness¹.
- Supported organizational needs for signage, retail and business development and organizational communication efforts.

Advertising

- Launched a new bus campaign throughout the Lower Mainland resulting in tripled awareness² over the prior year.
- Initiated an online campaign with Google.

Visitor Engagement and Social Media







- Conducted an on site survey to assess visitor feedback and impact of our marketing efforts.
- Created an Instagram account as part of the Museum's social media campaign.
- Managed the Museum's Facebook page, Twitter, YouTube and TripAdvisor accounts. Significant growth in social media over 2013 (more than 25% growth in Facebook and Twitter followers).
- Actively promoted Museum events including Spring Break/LEGO event, Family Fun Day as well as Copper & Fire with ad campaigns, social media and online advertising.

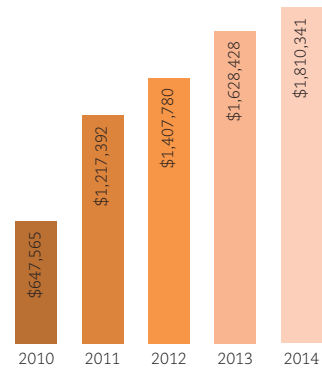


1. Awareness of our brochure measured at 5% in 2013; in 2014 it grew to 11%.
 2. Bus awareness measured at 3% in 2013; in 2014 it grew to 10%.

Financial at a Glance

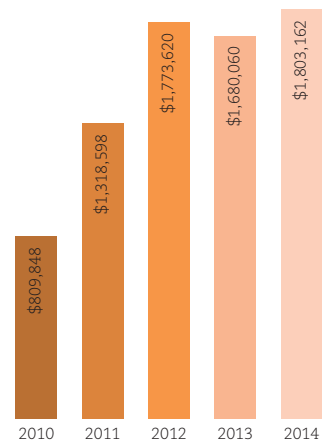
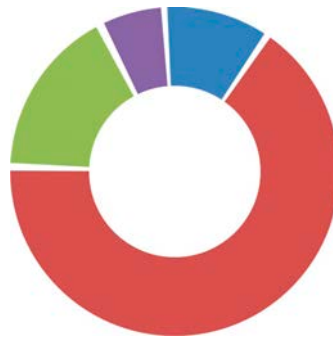
Operating Revenues

Admissions	61%	
Retail	15%	
Donations	3%	
Memberships	4%	
Ancillary Operations	8%	
Grants	10%	



Operating Expenses

Marketing and Sales	11%	
Salaries, Wages and Benefits	64%	
Museum Operations and Programming	18%	
Retail, Cost of Goods	7%	



Summary From Consolidated Statement of Operations 2014



The Mill Experience Bringing Modern Mining to Life

This multi-sensory immersive attraction is to be located in the National Historic Site Mill building to take advantage of its unique and iconic character.

In the fall of 2013, the Museum, Echo West Development Ltd. (Project Management) and Vista Collaborative Arts (Show Designer and Producer), produced the resulting concept, creative development, planning and budget schedules for the Britannia Mill Experience.

Marketing pieces were designed for the purposes of capital fundraising for this project by the Capital Fundraising Committee. At the end of 2014 there was a total of \$1.9 million in available cash and pledges for the project which has a \$4.3 million budget.

The Mill Experience is comprised of three parts.

- Part 1. Meet the Jones. Minerals and Metals – Essential to our Everyday Life. A young person's science project that makes worldly possessions disappear.
- Part 2. The Brad and Max Show – Mining for a Modern World. Comic presentation with banter between robot and Museum Interpreter Guide. The commentary shows how in every era, mining has been modern enterprise keeping pace with consumer demands.
- Part 3. Britannia's Mill #3. The Most Modern Mill in the World – in its Day! A breathtaking you-are-there, multimedia experience that brings the Mill alive.

In 2012, the Museum completed a Development Road Map of future expansions. This comprehensive planning document identified exhibit considerations, interpretive theme priorities, desired visitor amenities, design guidelines as well as budget estimates. The Road Map is to assist the Britannia Mine Museum in meeting the expectations of its current and future audiences and its ability to be self-supporting and sustainable.

Corporate Members & Partners

Whether corporate members or partners, the Britannia Mine Museum is supported by a number of organizations. Our corporate members in 2014 were as follows.

Almaden Minerals Ltd.	Foreman Equipment Ltd.	Nevsun Resources Ltd.
ALS Metallurgy Kamloops	Fortuna Silver Mines Inc.	New Gold Inc.
AME BC	GIW Industries Inc. (a KSB Company)	Oxygen Capital Corporation
AMEC Foster Wheeler Plc.	Goldcorp Inc.	Parkwood Construction Ltd.
Anglo American Exploration (Canada) Ltd.	Golder Associates Ltd.	Peter E Walcott & Associates Limited
Aon Reed Stenhouse Inc.	Grosvenor Canada Limited	PricewaterhouseCoopers LLP (PwC)
Barrick Gold Corporation	Haywood Securities Inc.	Radius Gold Inc.
Cabo Drilling Corp.	Hatch Ltd.	RATIO Architecture, Interior Design + Planning Inc.
Capstone Mining Corp.	Hecla Mining Company	Resource Training Organization of BC
Cayden Resources	Hunter Dickinson Inc.	SJ Geophysics Ltd.
Central Interior Catering & Consulting Ltd.	Hy-Tech Drilling Ltd.	SMS Equipment Inc.
Colorado Resources Ltd.	Image Group Inc.	SRK Consulting (Canada) Inc.
Copper Fox Metals Inc.	Imperial Metals Corporation	Starcore International Mines Ltd.
Copper Mountain Mining Corporation	Independence Gold Corp.	Sumitomo Canada Ltd.
Cummins Western Canada	Integra Gold Corp.	Taseko Mines Limited
Curis Resources Ltd.	Kal Tire	Teck Resources Ltd.
Dentons Canada LLP	Kaminak Gold Corporation	TAKRAF Canada Inc.
De Visser Gray LLP	Knight Piesold Ltd.	Tetra Tech, Inc.
Eagle Mapping	McCarthy Tetrault LLP	Vin Coyne Communications
ERM (Rescan Environmental Services Ltd.)	McMillan LLP	Wajax Corporation
Exeter Resource Corporation	Midas Gold Corp.	Westshore Terminals Ltd.
Finning Canada Inc.	Mining Association of BC	Yellowhead Mining Inc.
First Point Minerals Corp.	Mining Suppliers Association of BC	
Focus Venture Ltd.	Moly-Cop Canada (Arrium Ltd Group)	
	Mud Bay Drilling Co Ltd.	

Partners



Association for Mineral
Exploration British Columbia

British Columbia Arts Council

BC & Yukon Branch, Canadian
Mineral Processors

Canadian Heritage

Canadian Institute of Mining,
Metallurgy and Petroleum

EPCOR Utilities Inc.

Greater Vancouver Mining
Women's Association

Hunter Dickinson Inc.

MineralsEd

Teck Resources Ltd.

The Mining Association
of British Columbia

The Mining Suppliers Association
of British Columbia

Other Grants & Contributions

As a self-supporting, non-profit organization, we rely on revenues from donations, ticket sales, gift shop purchases and memberships. Donations help ensure that we are able to fulfill our mission through exciting and engaging tours, exhibits and education programs.

\$219,995

We are grateful to the following organizations for grants awarded, largely to support our education programming. Funds have been received for specific projects as well as to support our programs overall.

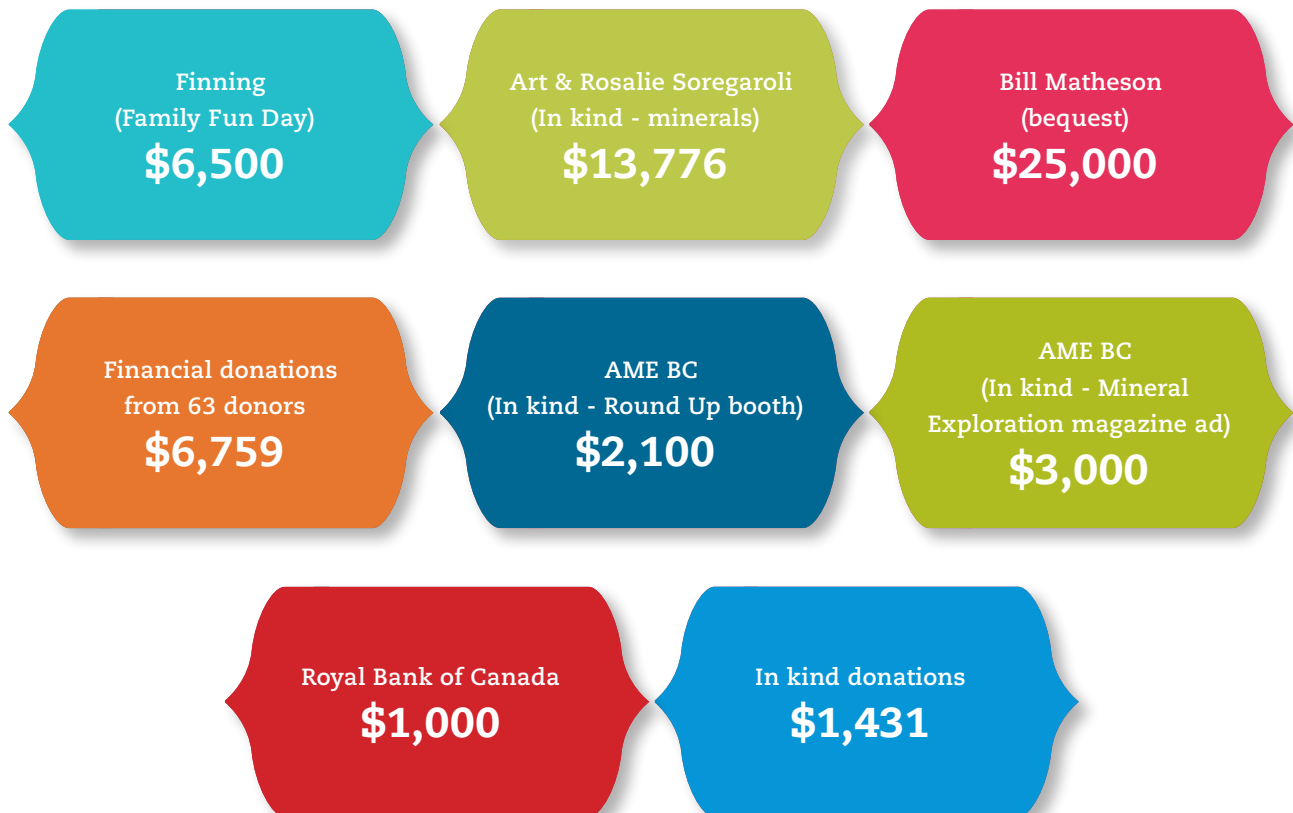


Donors & Sponsors

We are grateful to the generosity of all our donors. From those who donate a few dollars, to the individuals and companies that support us with significant investment, every little bit helps.

\$59,566

The donations and pledges received for the Museum's capital projects are reflected on page 20.



Board of Directors

The participation of eminent business and mining individuals has given the Museum the ability to achieve many goals. Our Board supports the Museum through their expertise, guidance and inspiration.

In 2014 we said farewell to outgoing Board Directors who have contributed a total of twenty four years through a period of tremendous growth and positive change.

- **David Lane**, Lane Property Advisors (Board Chair), 2007 - 2014 (Board Chair 2009 - 2014)
- **George Poling**, retired, Prof. Emeritus & former head of Mining Dept. UBC, 2003 - 2014
- **Thomas Doak-Dunelly**, P.Eng. ICD.D, Director/ Management Consultant, 2008 - 2014

Our 2014/15 Board is as follows:

Leonie Tomlinson ICD.D. (Chair), Executive Vice President, Hunter Dickinson Inc.

Robert Dickinson (Co-Vice Chair), Chairman, Hunter Dickinson Inc.

Gavin Dirom (Co-Vice Chair), President and CEO, Association for Mineral Exploration, British Columbia

Ledford G. Lilley (Treasurer), Retired Partner, PricewaterhouseCoopers LLP.



Kea Barker, Leader, Community Partnerships, Teck Resources Ltd.

Karina Brino, President and CEO, Mining Association of BC

Rudy Buttignol, President and CEO, Knowledge Network Corporation

Jason Calla, Founder and Partner, Temixw Planning Ltd.

Douglas Forseth, Vice President, Planning, Government Relations & Special Projects, Whistler Blackcomb Holdings Inc.

Alan Hutchison, Partner, Dentons Canada LLP

Terry W. Johnson, Retired, Britannia Mine Remediation Project

Robert McLeod, Partner, McLeod-Williams Capital Corporation

Michael R. McPhie, Managing Director, JDS Copper Inc.

Mark Platt, Partner, PricewaterhouseCoopers LLP

John Robins, Chairman, Kaminak Gold Corporation

Brenda Stibbard, Community Development, JDS Energy & Mining Inc.

Adam Travis, President and CEO, Colorado Resources Ltd.

Willoughby A. Trythall, Retired, Placer Dome Inc.; Grew up at Britannia

Board Directors also volunteer on a number of committees including: Executive Committee; Operations and Marketing; Nomination; Audit and Finance; Industry Liaison; Fundraising; and Britannia Project Oversight.

Staff

The programs and initiatives in this report would not have been possible without the hard work of our dedicated staff. The following includes all staff who were a part of the Museum in 2014.

Executive Director:

Kirstin Clausen

ACCOUNTING

Accounting Manager

Maggie MacKinnon

Accounting Clerk

Diane Thurston

OPERATIONS

Director of Operations

Carol Watts

Weekend Duty Manager

Rory Odenbach

Maintenance

Laurie Jonah, Ron Roberts

Lead Interpreter

Lara Hinkson, Marshall Tichauer, Michael Wilcox

Retail Supervisor

Michelle Smith

Interpreter

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