# Aithisg Bhliadnhal | Annual Report 2022/23

Comunn Baile Ghàidheal na h-Albann Nuaidh | Nova Scotia Highland Village Society













# Our Vision, Mission & Proclamation

# Comunn Baile Ghàidheal na h-Albann Nuaidh | Nova Scotia Highland Village Society

The Nova Scotia Highland Village Society was incorporated on November 3, 1959, under the Societies Act of the Province of Nova Scotia, with the purpose of constructing and operating a replica pioneer village at Iona, as well as preserving and promoting Nova Scotia's Highland Scottish Gaelic culture. In 1962, the Society held the first Highland Village Day Concert to raise money for the construction and operation of the Village. Over the subsequent four decades, the site took shape. In June of 2000, *Baile nan Gàidheal* | Highland Village\* became a part of the Nova Scotia Museum Family. The Society continues to operate the Village on behalf of the Province. The operation consists of a 43-acre folklife museum and cultural centre, Roots Cape Breton Genealogy & Family History Centre, and Highland Village Gift Shop. The Society is a registered charity with the Canada Revenue Agency.

#### Vision & Mission Statement

Our vision is to be the leading Gaelic folklife centre, recognized in Nova Scotia, nationally and internationally as an essential institution for continuing development and representation of a vital and sustainable Gaelic community.

Our mission is to grow as a Gaelic folklife centre that bilingually nurtures, communicates and celebrates the heritage and cultural identity of Nova Scotia's Gaelic community.

The following **proclamation** was signed between the Nova Scotia Department of Tourism & Culture\*\* and the Nova Scotia Highland Village Society Iona, Cape Breton Island on the occasion of an event to celebrate Highland Village as a new member of the Nova Scotia Museum family:

Whereas, Nova Scotians believe the history, culture, language and traditions of the Scots-Gaelic people are a valuable and living part of the Nova Scotian story; and, these people have contributed greatly to the formation of our Nova Scotian identity; and,

Whereas, after due consultation, the people of Cape Breton and its heritage community have indicated their desire to see Cape Breton Island heritage further represented in the Dept. of Tourism & Culture\*\* provincial museum system; and,

Whereas, the Board of Governors of the Nova Scotia Museum has recommended that Nova Scotia Highland Village become a part of the Nova Scotia Museum family and the Province of Nova Scotia has accepted this recommendation;

Therefore, we, the undersigned, duly pledge to continue to work toward the creation of an understanding of the story of the Scots-Gaelic people through our museum. We promise to continue to preserve and present the Gaelic language and culture for the benefit of all Nova Scotians and visitors. We agree to strive to inspire the people of our province to know, value, and maintain this important part of Nova Scotia's past, present and future: the culture, traditions, and language of the Scottish Gaels.

Signed this day at Iona, Cape Breton Island, Nova Scotia - June 17th, 2000.

- \* Baile nan Gàidheal | Highland Village, formerly Highland Village Museum/An Clachan Gàidhealach, is a part of of the Nova Scotia Museum family, operated in partnership with the Nova Scotia Highland Village Society. The new name/branding was adopted in early 2015.
- \*\* Now the Department of Communities, Culture, Tourism & Heritage.



# President's Report

#### - Hector MacNeil

I am pleased to present this report to the Annual General Meeting of the Highland Village on the activities of the Board of Trustees for the period November 30, 2022 to present.

This is an exciting time for the Highland Village. We've seen the development and construction of the new Welcome Centre and the vital infrastructure that it provides. Over the winter and spring, we saw completion of the interpretive exhibits that bring our Centre and all that it embodies to life.

The interpretive exhibits in the new Visitor Centre greatly enhance our ability to present to our visitors the full history and many-faceted culture of Scottish Gaels in Nova Scotia. Moreover, the interpretive exhibits fill a gap that did exist in our presentation of that period when our ancestors were preparing to leave their homes in Scotland. On the other end of the timeline, the exhibits also depict the present state of Gaelic in Nova Scotia and our aspirations for the future as a living linguistic and cultural community in Canada.

The hiring of Dr. Shamus MacDonald as Manager of Gaelic Initiatives represents an important move forward for Gaelic offerings at the Highland Village. Shamus will be responsible for the continued development of the Gaelic program here at the Village, including on-site and community interpretation and programming as well as research and community Gaelic leadership and capacity building initiatives. Shamus is no stranger to the Highland Village, having worked on a number of initiatives in recent years. For example, Shamus was instrumental in the development of the interpretive exhibits that we see around us and we look forward to working with him to further the objectives outlined in our Mission Statement.

In addition to his duties in the area of Gaelic, Shamus MacDonald is also the Highland Village's lead person in ongoing communications with representatives of the Mi'kmaq first nation to establish historically relevant interpretation of the lives, history and culture of the first peoples of this province. This work is ongoing and when complete, will allow for a fuller understanding of the Mi'kmaq language and culture, as well as the historical relations and interactions between the Gaels who settled in Nova Scotia and the first peoples of the Maritimes.

I'd like to say just a few words on the Maskells Harbour initiative. In partnership with the Maskells Harbour Group and Nova Scotia Nature Trust, we have helped secure and protect the last privately held parcel of land surrounding Maskells Harbour. In addition to permanent protection of the property, this initiative will provide the Highland Village with a shore front setting for historical and cultural interpretation, a setting that we haven't had in the past.

The ability for all visitors to be able to access our site regardless of their physical capabilities is important to us here at the Highland Village. Gaels are well known for the hospitality that they extend to friend and stranger alike. The acquisition of an 8 passenger electric golf cart to transport visitors with physical impairments around our site, now allows us to extend our hospitality to people with physical impairments who for whom access to our site would not be possible.

The recent and much awaited funding increase from the Department of Communities, Culture, Tourism & Heritage allows us to properly recognize in a very practical way the tremendous work done by the staff of Highland Village by bringing wages and salaries to a level closely commensurate with provincial workers throughout the Province. We are right to celebrate, along with other museums in the NSM family this recognition on the part of the Province of Nova Scotia of the value of our work here at Highland Village Museum and at museums across this province. And we would at this time express our gratitude for this vital increase in funding.

Under the leadership of our Executive Director, Rodney Chaisson, the Highland Village has developed a highly trained, skilled and effective staff. In whatever position they are employed, our staff are a credit to our institution. When visitors come to our site, they don't see the logistical challenges that must be overcome every year in order to bring the Highland Village to life for another season. Visitors to our site see people. They speak to people. They interact with you, our staff. Whatever your job description may be, in that interaction with a visitor to our site, you are an ambassador representing not only the Highland Village, but by extension, the Gaels of Nova Scotia, past and present. We thank you and congratulate you for performing in this role so admirably.

In conclusion, I wish to thank all the members of the Board of Trustees for their voluntary contribution, to the staff who represent the Highland Village so well, to the provincial, federal, and municipal governments and of course our funding partners. I want to extend a special thank you to Rodney Chaisson for his leadership, his foresight and his tireless efforts to further the interests of the Highland Village.

With recent positive developments such as the hiring of our Manager of Gaelic Initiatives, the completion of our Visitor Centre replete with attendant interpretive exhibits, as well as the other projects and improvements mentioned above, the Highland Village is in a very strong position to fulfill our mission, "to grow as a Gaelic folklife centre that bilingually nurtures, communicates and celebrates the heritage and cultural identity of Nova Scotia's Gaelic community".

Respectfully Submitted Hector MacNeil, President The Nova Scotia Highland Village Society July 13, 2022

# **Executive Director's Report**

# - Rodney Chaisson

I am pleased to present this annual report on the operations of the Nova Scotia Highland Village Society to its membership and stakeholders for the fiscal year April 1, 2022 to March 31, 2023.

Returning to normal (albeit a "new" normal) was the theme for Baile nan Gàidheal | Highland Village in 2022/23. With the lifting of COVID related restrictions in the spring of 2022, Highland Village returned to full operations (animations, programs, events, etc.) for the first time since 2019. At the same time, three years of construction came to a close, as the most significant site development program in the history of the museum neared completion.

Having both of these milestones tale place concurrently did provide significant challenges for our team. Not only were we scrambling to get a full array of programs and events ready for the public (which hadn't been offered in three years), we had to find the materials needs to support those programs and events, which were all uprooted from construction.

In spite of those challenges, our team began to embrace the new opportunities for the future as a result of our new physical reality. In late July 2022, with construction wrapping up, we began the move in to our new Welcome Centre, a process that continued through the off-season. With most of that process now complete, Baile nan Gàidheal is returning to focus on its Gaelic vision with a much stronger foundation for supporting future growth.

#### The 2022 Visitor Season

It is fair to declare the 2022 visitor season a success. Coming into the season, our goal was to see a 50% return of visitation and earned income from 2019, while providing a normal visitor season, and return of most programs and events. We not only presented a full living history program on site, we staged most of our events and programs without a hitch (in

spite of some behind the scenes disorganization). We were pleasantly surprised to see a strong return of cruise (except for 8 days due to Hurricane Fiona). As the last cruise ship pulled out of Sydney Harbour, we had exceeded our visitation and earned income projections. Here are some highlights from our 2022 stats:

- Total visitation was at 74% of 2019 = 18,920 people
- Off the road visitation was at 80% of 2019 = 10,174 people
- Cruise ship visitation was at 65% of 2019 = 6,371 people
- Other groups (mostly motorcoach) were up 75% over 2019 = 813 people
- Total earned income was at 80% of 2019 = \$295,699
- Admission revenue was at 83% of 2019 = \$121,849
- Gift shop sales were 94% of 2019 = \$129,262

I do want to credit our team for all of their work in ensuring that the season was a success - something supported by all of the 5 and 4 star reviews on Google. Feedback throughout the season was very positive especially the on-site experience and our new Welcome Centre.

2022 also gave us a bit of a dry run with our new facilities, especially with our programs and events, and cruise hospitality. It also created a great deal of excitement around the Village and its future. I am extremely pleased with how the new facilities, in particular the new welcome centre have been received.

#### Site Development Program

As noted above, the most significant site development program in our history came to a close in 2022, in particular the centre-piece of our project - the new An Taigh Fàiltechais | The Welcome House Cultural Centre and accompanying exhibits. The new 7,700 sq. ft. centre (with gift shop, exhibit galleries, library/archives, multi-purpose room, kitchen, and offices) saw substantial completion in July 2022 with the exhibits installed in early 2023. Set up of the Seanchas Centre and the move of offices from the old visitor centre took place over the fall and winter.

The exhibition component of the program also came together. Two exhibits (orientation and the Gaelic Nova Scotia story since the 1920s)

were installed in the new Welcome Centre. An outdoor 5 panel exhibit on the Bras d'Or Lake that will stand overlooking the lake next to the Malagawatch Church was also received. We also continue to advance a 4th exhibit focused on the Mi'kmaw as we work with our L'Nu Advisory Committee. We will officially open the new centre and exhibits in July 2023.

Other elements of the program included: a new modern **public** washroom building next to church (June 2020) to support our vital cruise ship market as well as church functions and rentals; a new **shingle mill** building to house working period shingle mill equipment from the Cash family in Irish Cove (officially opened in September 2022); the renovation of **little barn** to an activity/programming centre (January 2021); a new modern **workshop** to support the site maintenance program (March 2021); and exterior renovations of the old visitor centre into **curatorial centre** (March 2021).

We very much appreciate the support of the Province, in particular the Department of Public Works who have been funding, managing and overseeing most of the elements of this project. Other funding partners have included: \$1.2 million from ACOA, \$270,000 from Canadian Heritage, and \$100,000 from the Municipality of Victoria County. We are also down to the last \$130,000 in our fundraising campaign. We very much appreciate the support of our generous friends and community in supporting our campaign and vision for the future.

### **Operational Funding**

In late March 2023, Hon. Allan MacMaster, Nova Scotia Minister of Finance and Treasury Board announced additional operational funding for the locally managed Nova Scotia Museum sites in the 2023/24 budget. Since then, Hon. Pat Dunn, Minister of Communities, Culture, Tourism and Heritage has confirmed that Highland Village will see a 38% increase in its operational funding starting in the 2023/24 fiscal year. This means our operating funding will rise by \$280,533, from \$738,296 to \$1,018,849. The increase comes on the heels of years of significant lobbying and is intended to support long overdue wage increases for staff and rising utility costs. Our last funding increase was in 2008.

#### Strategic Planning

In late 2019, the Society's Board of Trustees approved a new strategic plan that identified five strategic goals to guide the Society over subsequent four years: Strengthen the Story; Team Recruitment & Retention; Immersive Experiences; Creative Partnerships; and Enhanced Site & Tours. With the arrival of COVID-19 implementation of our plan was temporarily paused as we dealt with the crisis management of the pandemic and our site development project.

In the fall of 2021, with our site development project well underway, we turned to the next priority area for our plan - a human resources strategy. An ad-hoc board committee was established to help develop a terms of reference for the project. In January of 2022, Darlene MacInnis of Barra Glen began was engaged to undertake the work. Her final report and recommendations were delivered in June 2022 to the Board.

The most significant element of the strategy was a new staff structure to better support the operations, future growth and most importantly our return to mission. The Manager of Interpretation position was split into two positions: Manager of Gaelic Language and Culture (Stiùiriche na Gàidhlig) and Manager of Visitor Experience. Katherine MacLeod would continue as Manager of Visitor Experience (from Manager of Interpretation) and Shamus Y MacDonald, PhD, was hired as the Stiùiriche na Gàidhlig) in May of 2023. We are excited to have Shamus on board in this new role. Since that change Katherine MacLeod has taken a 10 month term position with Parks Canada. Hannah Krebs has been hired as Manager of Visitor Experience in the interim.

Implementation of other elements of the HR strategy will be a priority in the coming year. We will also revisit our strategic plan after the 2023 visitor season has ended.

#### Other Items of Note

A L'Nu advisory committee has been established to advise Baile nan Gàidheal on interpretation of the Mi'kmaw story on site as well as the relationship between the Mi'kmaq and Gaels. The focus to this

- point has been relationship building. We are looking forward to developing concrete actions in the months to come.
- Working with the Maskells Harbour Group, we have helped acquire
  a 5 acre property (beach) on Maskells Harbour. This was the last
  parcel of property on the Harbour that didn't have some form of
  protection. As a result of our partnership, the property has been
  transferred to Nova Scotia Nature Trust and will now be protected
  for future generations.
- Our new welcome centre is now home to the Victoria County
   Archives collection. We acquired the materials last summer and fall
   from the Court House in Baddeck. Materials in the Victoria County
   Archives that belonged to the Baddeck Library Association were
   returned to them. The balance of the materials are now here.
- Our Stòras na h-Òigridh | Treasures of Youth Scholarship Fund, which is managed by the Community Foundation of Nova Scotia, had a balance of \$71,007 at December 31, 2022. Three scholarships were awarded in 2022 to Taya MacDonald, a fiddler and piano player, of Mabou (\$1,000); Mya Ehler, a fiddler and dancer, of Whycocomagh (\$1,000); and Amelia Parker, a fiddler and dancer, of Central West River, Pictou County (\$500). Since 2014, the Highland Village has distributed \$18,000 to 20 youth to help them with their cultural journey. \$4,000 is available for disbursement in 2023. An announcement will take place later in the summer.
- After two years of virtual concerts, we were very pleased to welcome folks back to the hill for our 61st Annual Highland Village Day Concert on August 6. This concert was a tribute to Hector MacKenzie, emcee extraordinaire, fiddler, composer, and HV Day founder. Emcee'd by Denis Ryan, the concert featured many tributes to Hector including a performance by members of his family, led by the Barra MacNeils. The concert was also free, as a welcome back to the site to the community, and as we adjust to our new hillside. The concert itself was one of the best in years. There are some logistical issues to sort out for next year with the new stage. Thanks to Quentin MacDonald for producing this year's program.

- On August 27th, the Malagawatch Church hosted A Time of Joy: Celebration for Jim St. Clair, co-sponsored by the Village and his family. Emceed by CBC's Steve Sutherland, the event featured memories, stories and song. It was a wonderful event, during which David Rumsey announced his gift to the Highland Village creating the Seanchas Centre, in memory of Jim St.Clair. A video of the event has been posted on our YouTube channel.
- In addition to our site development projects, there were a number of other maintenance projects and improvements around the site: including exterior work to the carding mill, forge, and MacIver-Nash House, and site work.
- Staff Milestones Congratulations and thank you to Highland Village animator Marie Chehy, textile consultant Vicki Quimby and custodian Patricia Gaudley for their 35, 30 and 25 years service respectively to the Highland Village.
- The 2022 Highland Village Award of Merit was awarded to Gaelic tradition bearer and mentor Micheal Eòin Chaluim Sheumais Mhóir (Mickey John H. MacNeil). Mickey was born and raised in Jamesville and has been a longtime member of the Iona Gaelic Singers. He has shared Gaelic songs and stories at many gatherings over the years. and has been a teacher and mentor for many learners.
- Other significant initiatives and projects include: working with the Nova Scotia Museum on the new CI+ collections management system and on-line gift shops for NSM M8 sites; supporting renewal of the Iona square dance tradition; and developing the Storied Island Trail marketing partnership with Eskasoni Cultural Journeys and the Fortress of Louisbourg.

## Acknowledgements (2022/23)

## Tapadh Leibh Gu Mór

Commun Baile Ghàidheal na h-Albann Nuaidh | Nova Scotia Highland Village Society gratefully acknowledges the support of many individuals, organizations and governments for their unwavering support of the

Highland Village and its work. Acknowledgements of our funding and project partners can be found at the end of this report.

#### Farm Program Partner (2022)

Dell Corbett, Grand Mira ('Mira Jean' Clydesdale Horse), Sarah Nettleton (sheep), and Aileen MacLean (poultry).

### **Artefact & Archival Donations (2022/23)**

Peggy Burke, Judique; Charlie Cash, Irish Cove; Jerry Chaisson, Pictou; Marilyn Edwards, Port Caledonia, NS; Georgina Fiddian-Green, UK; Roberta Fraser, Southside Boularderie, NS; Sandra Gillis, Whycocomagh; Gayle MacDonald, Baddeck; James W. MacDonald, Baddeck; Robert MacDougall, Donkin, NS; Evelyn MacKinnon, Big Beach; Paul MacLean, McKinnons Harbour; Elaine MacLellan, Halifax; Francis MacNeil, Ontario; Gerard MacNeil, Red Point; Beth and John Matheson, Sydney; Shirley Nicholson, Antigonish; Margaret Peach, Kempt Head; Byron Shoemaker, Carver, MA; Frank Sobey, Stellarton; Gail Walker, Little Pond, NS.

Financial Contributions (April 2022 to March 2023) - Includes donations to the Next Chapter Campaign, Treasures of Youth Scholarship fund, in memory of donations, in support of Gaelic programming, and general donations: Dorothy Almon, North Sydney; Forrest Beaton, Charlottetown, PE; Margie Beaton, Mabou; Kevin & Theresa Campbell, Shenacadie (IMO Joe Pius MacNeil); Clan MacNeil Canada; Charles & Marie Cash, Irish Cove; Susan T. Chernin, Toronto, ON; Dan & Nancy Chiasson, Baddeck; Roland Chiasson, Halifax; Marianne Cook, Ajax, ON (IMO Margaret Jimmy Steven); Linda Crocket, Sydney; Ned Crosby, West Barnstable, MA; Denise Davies, Antigonish; Dan DeCoste, Debert, NS; Ricard Demeulles, Sudbury, ON; Stephen Dyke and Nona MacDonald, Englishtown; Charles & Sandra Ellis, Little Narrows (IMO Hector MacKenzie; Jessica Farrell, Washabuck; John Farrell, Cobourg, ON; Firinn Investments Ltd. (Frank & Debbi Sobey), Stellarton; Alice Freeman, Inverness; Donna Frizzell, North River Bridge, NS; Frolic and Folk Traditional Music Session Tip Jar, Iona; Henry Fuller, Baddeck; Donna Gartland, Portland, ME; John and Patsy Gibson, Judique (IMO Seumas Watson); Janet Gillis-MacKinnon, Jamesville (IMO Brian Hussey - 20th anniversary of his passing); Tara Hreceniuk, Kitchener, ON; Rev. Ray Huntley, Shenacadie; Miriam Hursey, Arcadia, FL; Marlene Ivey, Queensville, NS; Dennis & Pat Jones, Kempt

Head, NS; Murrena Kennedy, River Denys, NS (IMO Jim St.Clair. Ann K. MacIntosh and Mrs. Robert Latimer); Marty Krebs, Blenheim, ON; Frances Langille, Truro; Learn North Inc., Port Hawkesbury; Betty Lord, Howie Centre; Philip Love, Dartmouth; Magdalen Lowe, Antigonish; Anthony MacAdam, Halifax, NS; Erin MacDonald, London, ON; James MacDonald, Dartmouth, NS; Jean MacDonald, Quispamsis, NB; Mary Janet MacDonald, Port Hood; Max MacDonald, Sherbrooke; Quentin MacDonald, Washabuck; John James MacEachern, Sydney; Leona MacInnis, Mabou (IMO Angus Richard MacInnis); Wayne MacIntosh, St. John West, NB; Flora MacIsaac, Sydney; Barry & Allison MacKenzie, Rear Big Beach, NS; Frances & Peggy MacKinnon, Baddeck; Kenzie MacKinnon, Halifax; Hugh & Linda MacKinnon, Benacadie; Joe MacKinnon, Antigonish; John MacKinnon, Godrich, ON; Malcolm McKinnon Northside East Bay; Michael Angus & Evelyn MacKinnon, Big Beach; Archie MacLellan, St. Patricks Channel, NS; Clarence MacLennan, River Denys; Roderick J. MacLennan, Truro; Angela MacLeod, Edmonton; Stuart MacLeod, Nortside East Bay; Frankie MacNeil & Darlene MacInnis, Barra Glen; Margaret MacNeil Horne, Halifax; Anne & Lawrence MacNeil, Ottawa Brook; Daniel MacNeil, Lingan, NS; Deirdre MacNeil, Pinehurst, NC; Jackie MacNeil, Creignish (IMO Hector MacKenzie); John MacNeil, Sydney; Kaye Anne MacNeil, Benacadie; Liz MacNeil, Iona; Michael J. MacNeil, Jamesville; Murdell & Larry MacNeil, Iona; Murdock MacNeil, Florence; Teresa MacNeil, Johnstown; John & Matthew MacPhail (Art East Quilting), Sydney; Murdock MacPherson, Creignish; Gordie Matthews, River Denys; Jamie & Ida-Jean McIntyre, Victoria, BC (IMO Justice Joseph & Rita McIntyre); Peter McIntyre, Calgary, AB (IMO Christina Nicholson & Ann MacDonald); Mary & Cliff Murphy, Sydney (IMO Jim St.Clair); Anne & Larry Nestman, Halifax; Lisa Primm, Autin, TX; Effie Rankin, Mabou; Dr. Terry Rohland, Pubnico, NS; Judith Roy, Browns Summit, NC (IMP Patrick MacE. Nicholson); David & Abbey Rumsey, San Francisco, CA (IMO Jim St. Clair); Earl Salter, Goderich, ON; Joan Sammutt, North Thorold, ON; Barry Shears, Royston, BC; Heather Sparling, Sydney; Rob Steele, Dartmouth, NS; Sheila Stevenson, Fergusons Cove, NS (IMO Jim St. Clair); Gail Sullivan, Plymouth, MA; Sydney Credit Union Charitable Foundation; Jerry Thomson, Glace Bay; Rollie & Bonnie Thornhill, Baddeck; Paul Timmons, Mississauga, ON; Carol Urquhart, Whycocomagh; Rhonda Walker, Red Islands, NS; Genevieve & Joseph

Whalen, Judique (IMO Jean MacNeil); Ellie Withers, London, ON (In Honour of Kaye Anne MacNeil); and Paul Wukitsch, Shenacadie.

Sympathies - Our sympathies to the families of Catherine MacNeil (Gaelic tradition bearer and mentor from Christmas Island), Angie Farrell (Gaelic speaker and former Highland Village Board Member from Benacadie), Katie Maggie MacLeod (Gaelic tradition bearer and mentor from Inverness); Dougie MacPhee (traditional piano player and Cape Breton music guru); Jean "Columba" MacNeil (long time dancer, singer and mother of the Barra MacNeils); Fr. Frances Cameron (fiddler and member of the Boisdale Trio); and Jimmy MacNeil (son of former HV president Walter MacNeil).

Best wishes to Katherine MacLeod, our Manager of Interpretation/Vistior Experience who has taken a 10 month contract with Parks Canada; and to Paul MacNeil, our former carpenter who has left to start his own business.

In closing, I wish to thank our board, staff and volunteers for their continued unwavering support and contributions, especially through this difficult and challenging period. We certainly could not have made the progress we have without their dedication, commitment and passion for our Gaelic Nova Scotia culture and organizational vision.

I thank the board for their continued support, oversight and sage wisdom. They are a great group of individuals who lend their time and expertise to enabling the Society to achieve its vision. They have been particularly supportive of the site development program and of the operational twists and turns as we adapted to the impacts of the pandemic.

I also want to express my appreciation to Highland Village staff for their flexibility and patience as we transitioned through considerable uncertainty from COVID and significant upheaval from our site development project. Our staff have demonstrated incredible resilience in persevering thought these challenges to serve our visitors, our community, and advance our project and commitments.

I believe that we have come out of the chaos of COVID and construction stronger than we entered. With new facilities, a strengthened team, strong partners and community, we are well positioned for growth and a return focus on our vision to be the leading Gaelic folklife centre, recognized in Nova Scotia, nationally and internationally as an essential institution for continuing development and representation of a vital and sustainable Gaelic community.

Respectfully submitted by Rodney Chaisson, Director, July 13, 2023

# Financial Report

## - Gordon Campbell, Treasurer

I am pleased to provide this overview of the finances of the Nova Scotia Highland Village Society for the year ended March 31, 2023. The complete statements and audit report, as prepared by Grant Thornton, are available on our website, or by request.

Balance Sheet	(Year ended March 31)							
Assets		2023		2022				
Cash	\$	397,099	\$	636,989				
Receivables	\$	31,118	\$	303,629				
Inventory	\$	42,441	\$	42,576				
Prepaids	\$	9,721	\$	5,296				
Total Assets	\$	480,379	\$	988,490				
Liabilities & Surplus								
Payables & Accruals	\$	42,052	\$	556,874				
Deferred Revenue	\$	162,808	\$	194,132				
Total Liabilities	\$	204,860	\$	751,006				
Surplus/Net Assets	\$	275,519	\$	237,484				
Total Liabilities/Surplus	\$	480,379	\$	988,490				

#### **Balance Sheet**

- The Society was in a positive cash position at year end with assets of \$480,379 including: (a) \$397,099 in cash assets; (b) \$31,118 in receivables (HST & site development); (c) \$42,441 in gift shop inventory; and (d) \$9,721 in prepaid expenses for the 2023/24 fiscal year.
- Liabilities of \$204,860 included trade payables of \$42,052 and operational deferred revenue of \$162,808. Operational deferred revenue included grant monies received for projects that will take place and be expensed in 2023/24.
- The Society's net assets were \$275,519, an increase of \$38,035 from \$237,484 at March 31, 2022 see statement of changes in net assets.

## Statement of Revenue & Expenditures (next page)

- Core operational funding from the Nova Scotia Museum was unchanged for the fiscal at \$738,296. A one-time contribution of \$4,900 was received from the NSM to assist with the purchase of a new blade for the tractor. In the prior year, additional funding of \$26,047 was received to offset free admission to all NSM sites for the summer of 2021.
- Our annual maintenance allowance from the Department of Public Works came in at \$27,500. The allowance is based on billings to Public Works for work completed by our maintenance staff.

Statement of Revenue & Expenditures	Budget 2022/23	Actual 2022/23	Actual 2021/22
Revenue			
Nova Scotia Museum	\$ 738,296	\$ 743,196	\$ 764,343
Admission Fees*	\$ 75,000	\$ 121,849	\$ 172
Donations*	\$ 2,000	\$ 3,766	\$ 2,301
Food Svs & fundraising*	\$ 20,000	\$ 27,326	\$ 1,863
Gift Shop/Retail*	\$ 75,000	\$ 129,262	\$ 34,919
Miscellaneous*	\$ 3,500	\$ 4,486	\$ 5,900
Public Works - Maintenance	\$ 25,000	\$ 27,500	\$ 28,698
Programming*	\$ 5,000	\$ 9,010	\$ 0
CEWS (Wage Subsidy)	\$ 0	\$ 2,856	\$ 194,830
Special projects	\$ 10,000	\$ 218,745	\$ 2,522,733
Total revenue	\$ 953,796	\$ 1,287,996	\$ 3,555,759
Operating Expenditures			
Retail Operations	\$ 46,000	\$ 81,946	\$ 25,028
Cultural Interp./Programs	\$ 26,500	\$ 22,954	\$ 10,881
Site & Facilities	\$ 97,000	\$ 85,991	\$ 84,033
Operating/Administrative	\$ 1,006,490	\$ 934,340	\$ 778,108
Special projects	\$ 22,000	\$ 99,924	\$ 3,064,320
Total expenditures	\$ 1,197,990	\$ 1,225,155	\$ 3,962,370
Capital improvements	\$ (15,000)	\$ (24,806)	\$ (10,259)
Net surplus/(deficit)	\$ (259,194)	\$ 38,035	\$ (416,870)

- The Society's earned income (noted with an \*) experienced a significant return towards pre-pandemic levels in 2022/23. Overall earned income was \$295,699 this fiscal. That represented a 80% recovery of our 2019/20 revenues of \$372,585 and a significant increase from the two years of COVID restrictions (\$50,478 in 2020/21 and \$45,155 in 2021/22). Our two major earned income sources (Admissions and Gift Shop) showed significant recovery Gift Shop revenues were 94% of 2019/20 values and admission revenues recovered to 83%.
- With many sectors beginning to recover from COVID, most Government of Canada COVID programs came to an end in the spring of 2022. As a result, we were only able to draw down \$2,856 in wage subsidies, down from \$194,830 in the prior fiscal.
- Operational expenses of \$1,125,231 (not including special projects) to March 31, 2023 were 26% or \$227,181 higher than last year, but 5% or \$50,759 under budget. The expenses were primarily wages, cost of goods sold for the gift shop, food service related expenses, and programming costs as operations returned to normal. We also undertook the revamping of our occupational health and safety program.
- Wages and benefits of \$795,867 were net of \$42,231 in wage subsidies received from the federal and provincial student wage programs. Net wages were up \$98,659 or 15% over last year and 8% or \$68,623 below budget.

Statement of Changes in Net Assets	Unres	stricted	rep	stricted blacement erve	te evelopment serve	Unused sic days reserv		2023 Total		2022 Total	
Opening Balance	\$	500,011	\$	199,909	\$ (482,779)	\$	20,343	\$	237,484	\$	654,354
(Defficiency) excess of revenues over expenditures	\$	38,035	\$	0	\$ 0	\$	0	\$	38,035	\$	(416,870)
Transfer to (from) reserve (net)	\$	(135,127)	\$	0	\$ 135,127	\$	0	\$	0	0	
Site development deficit to be funded	\$	4,542	\$	0	\$ (4,542)	\$	0	\$	0	\$	0
Balance, end of year	\$	407,461	\$	199,909	\$ (352,194)	\$	20,343	\$	275,519	\$	237,484

Project funding of \$218,745 included Gaelic outreach projects (Stòras a' Bhaile and Gàidhlig aig Baile tutor training), fundraising support, Festival and Event funding, exhibit development, and the final revenues and costs related to the site development program.

## **Statement of Changes in Net Assets**

- The Society reported an overall surplus of \$38,035 at year end increasing our net assets from \$237,484 at March 31, 2022 to \$275,519 at March 31, 2023.
- In addition, the operating (unrestricted) fund decreased by \$135,127, which represents donations received and transferred to cover the deficit in the site development reserve.
- At March 31, 2023, the site development deficit was \$352,194. This includes all of our share of the project costs. The deficit is expected be retired over the next two of years with pledges and fundraising yet to be realized.

- Restricted reserve fund balances at March 31, 2023 included:
   Replacement reserve (\$199,909) and Unused sick days (\$20,343).
- The unused sick days reserve was established to cover wage expenses for replacement staff up to the value of the accrued unused sick days for the staff person being replaced. As of March 31, 2023, the value of accrued unused sick days was \$137,968.

#### Other Notes

Pursuant to the Public Sector Compensation Disclosure Act, the Nova Scotia Highland Village Society is required to disclose individuals with compensation greater than \$100,000. There are no board members, officers, employees, contractors, or consultants with compensation greater than \$100,000.

Respectfully submitted,
Gordon Campbell, Treasurer & Chair of Finance Committee
July 13, 2023

# Nominating Committee Report

## - Madeline Harvey, Committee Chair

The Nominating Committee is pleased to present its report to the membership. Serving on the committee this past year were Madeline Harvey (Chair), Hector MacNeil, Joanne MacGillivray, and Rhonda Walker. The committee thanks retiring board members *Jodi MacDonnell-Scott, Donnie MacNeil*, and *Michelle Smith* for their contributions to the work of the Board and support of the Society.

In accordance with the By Laws of the Nova Scotia Highland Village Society (clauses 24 through 29), the Nominating Committee presents the following three individuals for election to serve on the Society's Board of Trustees: *Joanne MacIntyre* (Mabou Coal Mines), *Teresa MacNeil* (Johnstown), and *Heather Sparling* (Sydney).

With this election, the composition of the board will be as follows:

- Gordon Campbell, Whycocomagh Portage (Exp. 2022/25)
- Matthew Cooke, Reserve Mines (Exp. 2024/27)
- John Hugh Edwards, Ross Ferry (Exp. 2024/27)
- Madeline Harvey, Estmere (Exp 2022/25)
- Joanne MacIntyre, Mabou Coal Mines (Exp. 2026/29)
- Joanne MacGillivray, Northside East Bay (Exp. 2023/26)
- Kenzie MacKinnon, Halifax (Exp. 2024/27)
- Hector MacNeil, Castle Bay (Exp. 2023/26)
- Teresa MacNeil, Johnstown (Exp. 2026/29)
- Wilfred MacNeil, Johnstown (Exp. 2022/25)
- Barbara Morrison, Sydney (Exp. 2026/29)
- Dena Pruski, Islandview (Exp. 2023/26)
- Heather Sparling, Sydney (Exp. 2026/29)

- ► Roland Thornhill, Baddeck (Exp. 2023/26)
- Rhonda Walker, Red Islands (Exp. 2025/28)

Subject to the approval of the above, the officers of the Society will be as follows:

- President Hector MacNeil
- Vice President John Hugh Edwards
- Treasurer Gordon Campbell
- Secretary Dena Pruski

Respectfully submitted,
The Nominating Committee
Madeline Harvey (Chair), Joanne MacGillivray & Hector MacNeil
July 13, 2023

## Board of Trustee Bios

Gordon Campbell is originally from Big Bras d'Or. He graduated with his BBA from UCCB in 1987 and received his CA designation while working with Deloitte & Touche in Sydney. For 27 years, Gordon has held a number of senior finance roles, primarily with the Empire/Sobeys. Married to Vera, they have 3 adult children and currently reside in Whycocomagh Portage.

Matthew Cook has worked with Parks Canada since 2008. He is currently the Acting Visitor Experience Manager at Alexander Graham Bell Museum in Baddeck. He was a board member and treasurer of the Old Sydney Society and a member of the CBRM Heritage Advisory Committee. He has bachelor degrees in commerce and history and is pursuing a masters degree in Scottish history at the University of Dundee. His interests include genealogy, gardening, reading, and birding. He has two daughters.

John Hugh Edwards was born and raised in Sydney Mines and has lived in Ross Ferry for the past thirty plus years, minus periods of exile in the United Kingdom and Ottawa. In 2002, John Hugh facilitated a province wide series of meetings on the future of Gaelic in Nova Scotia. A report on the consultation was released by the NS Department of Tourism and Culture in December 2002.

Madeline Harvey grew up in Northern New Brunswick. She came to Cape Breton and Parks Canada as a student interpreter while attending St. Francis Xavier University in Antigonish. She has worked in various segments of the hospitality industry as well as in the private sector, prior to a return to Parks Canada in 2005. Now retired, she currently sits on several community boards. Madeline and her husband, Paul, currently live on the shores of the Bras d'Or Lake on the Iona Peninsula.

Joanne MacGillivary grew up in Northside East Bay, graduated from Dalhousie and has been teaching in Northern Quebec & Cape Breton since then. Her Dad was John Joe MacGillivary who was a founding member of the Cape Breton Gaelic Society in the early seventies. She is also related to Donald MacEachern who was well known in the Cape Breton Gaelic Culture circle. Joanne taught in Eskasoni & has in interest in the Mi'kmaw & Gael's working together along with her own personal interest in the Gaelic way of doing things.

Joanne MacIntyre of Mabou Coal Mines is a Gaelic speaker, singer, and educator at Dalbrae Academy in her home community of Mabou. She is a graduate of Saint Francis, Xavier University, where she studied Celtic Studies in her undergrad, and continued on to earn her Bachelor of Education and then Master of Education. She served as Chief Interpreter at Baile nan Gàidheal from 2005 to 2010. She is an active member of the Gaelic community, currently serving as a board member for Communn Gàidhlig is Eachdraidh Màbu and Taigh Sgoile na Drochaide.

Kenzie MacKinnon graduated from St. Francis Xavier University with a Major in Political Science, following which he studied at the University of Edinburgh. He has law degrees from Dalhousie University and the London School of Economics. Kenzie was awarded the designation of Queens' Counsel in 2013. His practice has been in the area of family and matrimonial law. Kenzie is active in his community, having served on several boards, and being involved in the political process, both at the federal and provincial levels.

Hector MacNeil was born and raised in Portage. He completed a BA in Celtic Studies at UCCB and an MA in Celtic Studies at St. F.X. in Antigonish. Retired from the Gaelic College and Cape Breton University, Hector worked throughout his professional life as a Gaelic teacher and promoter. He also served with a number of community organizations over the years. Hector has taught Gaelic language and song to students of all ages in many different settings and has been a regular contributor at Gaelic storytelling sessions, milling frolics and anywhere Nova Scotia Gaels gather to celebrate their language and their culture. He lives in Castle Bay with his wife Gisele.

Teresa MacNeil grew up in rural Cape Breton, returning there to live in 1996 upon retiring from thirty-seven years at St. Francis Xavier University where she was Professor of Adult Education and, at times, a senior administrator. She has been active in issues relating to adult learning and community economic development, locally, provincially and nationally. She holds masters and doctoral degrees from the University of Wisconsin in educational policy studies. She led community efforts to achieve the UNESCO Biosphere Reserve designation for the Bras d'Or Lake and its watershed and has served on many other boards. She is a member of the Order of Canada.

Wilf MacNeil is a former teacher and administrator with the public school system. He is currently CEO of Learn North Inc in Port Hawkesbury. He is involved in several community and regional

development organizations. He resides in Johnstown with his wife Betty.

Barbara Morrison was born and raised in Sydney and has had an interest in the culture of Scotland and Ireland since she was young. She worked for 2 years with Major CIN MacLeod at St. FX. and then at Highland Village doing tours on the hill. During that summer, she lived with Rod C. MacNeil's family in Barra Glen and learned to play pipes with the Highland Village Pipe Band. Following university at St. FX and Acadia, she taught for 34 years during which time she completed a Masters in Information Technology at CBU/Memorial University of Newfoundland. Retired in 2011, she's rekindled her interest in Gaelic and the pipes and training dogs. She lives in Coxheath with her husband and dog, Reel.

Dena Pruski is retired from Bell-Aliant where she was an Operations Manager for Small Business. Currently Dena is a volunteer at the Cape Breton Regional Hospital in hospice palliative care and is a member of the East Bay and Area Community Council. She also volunteers as a reader/lector at St Mary's Church in East Bay and assists the CWL with their lunches for funerals and other activities. Dena lives in Islandview.

Heather Sparling holds a PhD in ethnomusicology and is a professor of music at Cape Breton University. Her research focuses on Gaelic song, music, and dance in Nova Scotia, and she has a particular interest in language revitalization with music. She is a fluent Gaelic learner who has long been active in the Nova Scotia Gaelic community. She sits on the boards of several community organizations, including the Cape Breton Gaelic Society.

Roland Thornhill is a proud Newfoundlander who can tell a story as well as any other Newfoundlander and better than most. Born in Grand Banks, he attended Memorial and Dalhousie Universities. He served as Mayor of Dartmouth from 1967 to 1973 and MLA for Dartmouth South in the NS House of Assembly from 1974 to 1993. He

held various cabinet posts including Minister of Development, Chair of the Treasury Board and Deputy Premier, Minister of the Environment, Minister of Industry, Trade and Commerce. He was appointed Minister of Tourism in 1988 and finally Minister of Community Services. He was honoured with Queen Elizabeth's Golden Jubilee Medal in 2002. He has sat on many boards. He lives in Baddeck with his wife Bonnie.

Rhonda Walker is a retired civil servant who spent the last 16 years of her career with the NS Dept. of Communities, Culture & Heritage (CCH). She held a variety of roles, most recently Executive Director of Archives, Museums, and Libraries. She has worked closely with volunteer boards, providing advice and support. Now living in Red Islands, she was raised in Sydney and spent many summers at the Walker farm in Ottawa Brook helping to bring in the hay (old school with horses and pitchforks). It was there that she first heard of the Highland Village and of course Highland Village Day. She was excited to support the Village's work and plans for expansion and "Next Chapter" while at CCH.

# NSHVS Board of Trustees 2022/23\*

Hector MacNeil, Castle Bay - President (2020)

John Hugh Edwards, Ross Ferry - Vice-President(2021)

Gordon Campbell, Whycocomagh Portage - Treasurer (2019)

Dena Pruski, Northside East Bay - Secretary (2020)

Matthew Cook, Reserve Mines (2021)

Madeline Harvey, Estmere (2019)

Jodi MacDonnell-Scott, Coxheath (2017)

Joanne MacGillivray, East Bay (2020)

Kenzie MacKinnon, Halifax (2021)

Donnie MacNeil, Beaver Cove (2017)

Wilf MacNeil, Johnstown (2019)

Barbara Morrison, Sydney (2023)

Michelle Smith, Skye Glen (2017)

Roland Thornhill, Baddeck (2020)

Rhonda Walker, Red Islands (2022)

#### **Board Committees:**

Executive Committee Hector MacNeil (Chair), John Hugh Edwards,

Gordon Campbell & Dena Pruski

Finance Committee Gordon Campbell (Chair), Matthew Cook,

Michelle Smith & Roland Thornhill

Fundraising/Engagement M.A. MacPherson (Chair), Jodi MacDonnell-Scott,

Committee Donnie MacNeil & Roland Thornhill

Ad-Hoc Human Resource Gordon Campbell, John Hugh Edwards,

Committee Madeline Harvey, Wilf MacNeil, & Dena Pruski

Stòras na h-Òigridh | Margie Beaton, Abigail MacDonald, Stephanie

Treasures of Youth MacDonald, Kenzie MacKinnon, David MacLean,

Committee Susan MacLean, Donnie MacNeil, Lisa MacNeil

(Chair) & Meaghan O'Handley

Nominating Committee Madeline Harvey (Chair), Joanne MacGillivray,

Hector MacNeil & Rhonda Walker

# NSHVS Staff 2022/23 (April 2022-March 2023)

- Rodney Chaisson, Director
- Katherine MacLeod, Manager of Interpretation
- Pauline MacLean, Mgr. of Collections/Genealogy
- Tim MacNeil, Manager of Operations
- Janet MacNeil, Administrative Assistant
- Shannon MacMullin, Coordinator of Cultural Experiences
- Shamus Y. MacDonald, PhD Gaelic Cultural Consultant
- Emily Clegg, Coord. Agricultural Renewal/Costumes
- Front Line Staff: Colleen Beaton (Animator), Pauline Campbell (Animator),
  Marie Chehy (Animator), Brenda Dunphy (Animator), Anne Gillis (Visitor
  Centre Clerk), Catherine Gillis (Animator), Cecelia Laing (Animator), Ian
  MacCalder (Animator), Hoss MacKenzie (Animator), Aileen MacLean
  (Animator), John MacLean (Animator, Alyssa MacNeil (Visitor Centre
  Clerk/Animator), Logan MacLellan (Animator), Anne MacNeil (Visitor
  Centre Clerk/Animator), Beth MacNeil (Animator), Kaye Anne MacNeil
  (Animator), Laura MacNeil (Animator), Sandy MacNeil (Animator/Farmer),
  Vicki Quimby (Animator/Textile Consultant), Lili Watson (Animator) &
  Phyllis Williams (Animator)
- Na Cleasaichean/The Players: Amber Buchanan, Hannah Krebs, Emily MacDonald, Stacy MacLean & Colin Watson
- Operations Team: Patricia Gaudley (Custodian), Brendan Higgins (labourer), David MacKenzie (Groundkeeper), Paul MacLean (Carpenter), Stanley MacLellan (Custodian/Labourer)
- Darlene MacInnis, Human Resource Specialist (term)
- Student Animators (term): Gina Campbell, Grace Campbell, Zoie Chaisson, Rhylyn MacInnis, Dylan MacLean, Jessica MacLean, Hannah MacNeil, Sarah Redden, Carlotta Riedl & Phillip Whyte

### **Volunteer Programmers**

Highland Village Day Producer: Quentin MacDonald

#### Contractors

- Marketing coordination: Max MacDonald
- Marketing creative: Vibe Creative Group
- Fundraising: Brent Platt, RBR Development Ltd.

<sup>\*</sup>Board as of November 2022 AGM



# Tapadh leibh-se gu mór

The Nova Scotia Highland Village Society acknowledges the partnership and support of all three levels of government towards the operation of Baile nan Gàidheal | Highland Village:

## Province of Nova Scotia

Baile nan Gàidheal | Highland Village is a part of the Nova Scotia Museum Family of Provincial Museums (Dept. of Communities, Culture, Tourism & Heritage)\* operated in partnership by the Nova Scotia Highland Village Society. The Society is grateful for the support, both financial and in-kind, provided by the department. The Society acknowledges the support from other Nova Scotia Government departments including: Public Works\*, Gaelic Affairs (CCTH); and Labour, Skills and Immigration.







## Government of Canada

The Society appreciates the support of the Government of Canada through the Atlantic Canada Opportunities Agency, Department of Canadian Heritage, and Employment & Social Development Canada.



# Municipality of Victoria County

The Society thanks the Municipality of Victoria County for its support through the Tourism Dept. and Paul MacNeil, Councillor District 1.



# **Partnerships**

The Society is a signature partner in the Celtic Heart of North America Marketing Cooperative; a founding partner in the Experience Iona initiative and a hosting partner for the An Drochaid Eadarainn web portal.







Other partners include: Cape Breton Centre for Craft & Design; Cape Breton University (Beaton Institute & Centre for Cape Breton Studies); NSCAD University Masters of Design Students; Celtic Colours International Festival; Celtic Heart of North America; Colaisde na Gàidhlig | The Gaelic College; Central Cape Breton Community Ventures; Comhairle na Gàidhlig | Nova Scotia Gaelic Council; Community Foundation of Nova Scotia; Destination Cape Breton Association; Eskasoni Cultural Journeys; Féis an Eilein; Fortress of Louisbourg; Grandona Legion, Branch 124, Iona; Iomairtean na Gàidhlig | Office of Gaelic Affairs; Iona Heights Inn & Jill's Chocolates; Musique Royale; Municipality of Inverness County, Municipality of Victoria County, St.F.X. University (Angus L. Macdonald Library); and Sgoil MhicFhraing a' Chaolais | Rankin School of the Narrows.

# Memberships & Affiliations

The Society is a member of Association of NS Museums (ANSM), Canadian Museums Assoc. (CMA), Heritage Cape Breton Connection, Council of NS Archives (CNSA), Genealogical Assoc. of NS (GANS), Cape Breton Genealogical & Historical Association, Assoc. of Living History, Farms and Agricultural Museums (ALHFAM), Tourism Industry Assoc. of NS (TIANS), Baddeck & Area Business Tourism Assoc. (BABTA), Sydney & Area Chamber of Commerce, Strait Area Chamber of Commerce, and the Cape Breton Partnership. The Society is also affiliated with the American Alliance of Museums (AAM USA), Museums Association (UK), Gaelic Society of Inverness (Scotland), and Association of Fundraising Professionals (AFP - Cape Breton Branch).





# Comunn Baile Ghàidheal nan h-Albann Nuaidh Nova Scotia Highland Village Society

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