



# Annual Report 2018





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# Message from the Chair

Dear Members and Supporters;

We at Manuels River are blessed with a hard working and talented group of management, staff as well as dedicated volunteers, board and committee members. With that winning team it is no surprise that 2018 was another successful year.

This year's annual report illustrates how we at Manuels River have worked to ensure that our world class interpretation centre and our trails maintain their places as essential parts of the social, recreational, educational, tourism and business life of the Northeast Avalon in general and the Town of Conception Bay South in particular.

During 2018 we completed our marketing capacity building project, improving branding and messaging, signage and modernizing our website to take advantage of latest technology and improving the look and feel no matter what device you view it on. Plus, we completed the remainder of Phase 1 of the Trails Master Plan, upgrading, and in some cases re-routing, most of the pre-existing trail, widening the Blue Jay and Kingfisher Bridges, improving trails entrances and introducing standardized signage. The renewed sections of trail are safer, wider and fully accessible for all including those in wheelchairs or using a stroller. The reaction from our members and users has been overwhelmingly positive.

In October we launched our Connect the Trails campaign which aims to raise the necessary funds to complete Phase 2 of the Trails Master Plan. Part A will complete Ocean's Trail East to Worsley Park and Part B will complete Ocean Trail West past Martha's Place and then we can hopefully connect the two sides for a trails to ocean loop experience!

But we also worked hard in 2018 to continue to do more and do better in all areas, including school field trips, summer camps, events and admissions. Our 2018 Bobber Race Day and the Giv'er on the River Fun Run events were great successes and truly engaged families in our community. Plus, we added the successful "Chefs for Trails" event in the Fall to take advantage of our new and improved trails!

As a not-for-profit society and a registered charity, profit is not Manuels River's ultimate goal. Unfortunately, the economy continues to struggle, impacting our operating revenues and we ended the year with a deficit. We aim to return to balance or a small surplus in 2019.

In December we said goodbye to Michael Mooney, our Executive Director since 2014. He put his heart and soul into Manuels River and we wish him well as he charts a new course in his career and life. At the same time, we are thrilled to welcome our new Executive Director, Janet Rumsey. She brings a new energy, enthusiasm and perspective to this challenging role.

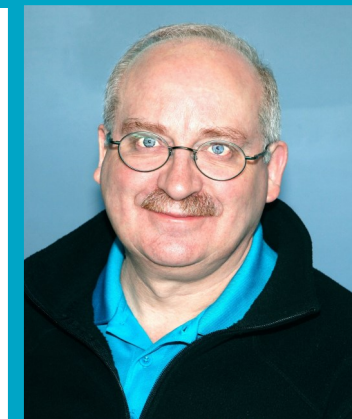
On behalf of the Board, I wish to thank our members, volunteers and donors for supporting Manuels River.

I hope to see you at the Centre and on the Trails during 2019!



Donald G. Sword

Chair





# Executive Director's Report

As of December, 2018 I became the new Executive Director for the Manuels River Natural Heritage Society. I am thrilled to be part of such an incredible organization. My role as Executive Director is the culmination of my commerce degree, my previous leadership for 36 years in business and over 20 years as a volunteer for various not-for-profit organizations, which includes chairing a national charity. I attribute my success to an ability to build strong relationships, meet customer needs and improve brand loyalty. I look forward to bringing new ideas and expertise to Manuels River, as well as building relationships both in the community and with the Board of Directors, committees, members, volunteers and my staff, who play an integral role in delivering a great experience at the centre and on the trails.



As a charity, the Society has been working to protect, conserve and enhance the Manuels River system, through wildlife habitat improvement, operation of the Interpretation Centre, the delivery of various educational programs, and the development of Manuels River trail system. To ensure we accomplish our goals we need to build sustainability. We continue to focus on increasing our member/visitor retention; a sure shot to growing revenue. One of the best means to retain our existing members and to grow visitorship is by delivering a great experience; one that improves brand loyalty. This starts with having our friendly staff greet you upon arrival and offering you focused customer service in our newly branded gift store, Riverside Gifts.

Protecting Manuels River, the local wildlife and the trails we love so much is our number one mission. Working together we can keep enjoying it for generations to come through eliminating the use of plastic bottles on the trails. To support your recreation on the trails and our mission, be sure to visit our centre to refill your reusable water bottle with cold, filtered water.

In 2018 Phase 1 of the Trails Master Plan was completed; a significant accomplishment led by Michael Mooney as the ED. Under my leadership, our current goal is to start Phase 2 of our Trail Master Plan, which includes upgrading and expansion of the Ocean Trail to reach the ocean on both the east and west sides of Manuels River. This project will ensure that the trails are safer and accessible for all, connect the trails, and connect our community.

Throughout 2018 the team at Manuels River (MR) also worked on a project to rebrand and to increase the capacity to market the organization. Through this project we are now able to reach more people every day and promote the variety of events, programs, and services we offer. Since January, we are seeing in-house events selling out and more repeat customers.

During this age of change, growth is gratifying and a testament of the spirit and passion of the organization, the staff and the volunteers. As I transition into my role there are so many things swirling around me; smart collaboration is critical for success. I am excited to embrace the spirit of the community, creating partnerships, and collaborating with other organizations to benefit our members.

On behalf of our staff, I thank our members, volunteers and donors for supporting the Society as we continue to enhance the experience of everyone who visits Manuels River. I look forward to you dropping by to say "Hi" or perhaps I will meet you along our breathtaking trails.

Janet

# Board of Directors & Committees

Our volunteer Board of Directors brings together an ensemble of talented individuals with a passion for Manuels River and our community. These Directors give their time and expertise freely to govern the organization and promote the mandate of the Manuels River Natural Heritage Society.



CHAIR: Don Sword

TREASURER: Doug Russell

VICE-CHAIR: Phil O'Connell

SECRETARY: Gail Butler

DIRECTORS: Scot Croft  
Keith Drover\*  
Andrea Gosse  
Michelle Hawco  
Ryan Lawlor  
Lori Metcalfe  
Shelley Moores

Val Moulton  
John Smith  
Jan Spracklin  
Dave Works  
Elizabeth Young  
Krista House (*ex-officio, Town of CBS*)

*\*Resigned in 2018*

In addition to our Board of Directors, many professionals and community members volunteer their time and talents, contributing to the success of Manuels River. Committees of the Board include: Finance & Operations, Fund Development, Trails, Special Events, and Volunteer.



Paige Austin  
Sandra Baggs  
Christine Butler  
Sandra Cable  
Janna Cleary  
Liz Davis  
Sharon Deemer  
Elizabeth Forward  
Jeremy Hall  
Beth Johnstone

Elizabeth Kearley  
Geoff Kearley  
Ashley King  
Jeremy Korchoski  
Sherri Mercer  
Tara Moulton  
Stephanie Pink  
Ron Smith  
Rick Spracklin  
Michelle Taylor



# Volunteers



In addition to those who volunteered their time and expertise for our committees, we also welcomed various groups who volunteered time at the river. These included a group from MUN as part of make midterm matter and a group from Suncor Energy as part of United Way's Day of Caring.





# Staff

## Education



Gillian Davidge



Eleanor Power



Justin Smith



Madison Acker

## Events



Caitlin Green



Emily Lockyear



Dean Fitzhenry

Management & Staff Photo Credit: Pat Sword

## Operations



Jillian Whittle



Michael Downton



Alicia Legge



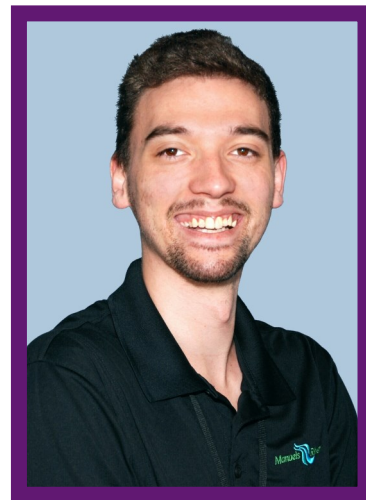
Wanda Blackwood



John Berniquez



Stuart Crosbie



Dylan Petten



The following individuals helped to make Manuels River a great place to work in 2018!

## Education:

Kyle Barbour  
Lauren Butler  
Sydney Boychuk  
Laura Cadigan  
Olivia Cumbie  
Ben Hearn-Thomas  
Kristina LeDrew  
Edouard Poisson  
Emma Power  
Lexi Symonds  
Rod Taylor  
Sarah Webb  
Emily Wells

## Events:

Sarah Au  
Sophia Bertolo  
Matthew Boychuk  
Katelyn Budgell  
Natalya Dawe  
Jillian Duggan  
Dean Fitzhenry  
Caitlin Green  
Cassandra Haines  
Valerie Hawco  
Catherine Hooper  
Emily Lockyer  
Nicholas Noel

## Operations:

Michael Mooney  
Kaitlyn Dower  
Hayley Smart









# Education

2018 was a year of positive change and new program development for Education at Manuels River with the renewed four-year funding commitment from Hibernia Management and Development Company (HMDC) in place thru to 2021.

In addition to supporting the education department, the funding agreement allowed us to purchase a Giant Floor Map of Newfoundland and Labrador developed by the Royal Canadian Geographical Society in March of 2018.



-  58 School groups with 2357 students
-  65 Young Scientist programs with 728 participants
-  114 Public programs with 2039 participants
-  9 weeks of Science Camp with 191 campers
-  46 Birthday Parties with 670 participants
-  32 private bookings with 636 participants

# Curriculum-Linked School Programs

STEM curriculum-linked school programs at the Manuels River Hibernia Interpretation Centre remain popular, with fall and spring program uptake at near capacity in 2018. Since opening our doors in June of 2013, we have delivered almost 300 school programs to over 12,000 students from 52 different schools across the province.

During the spring and summer we were able to pilot a number of STEM related activities using the Giant Floor Map of NL with our camp groups and the general public as part of our school program development. The map-themed school programs were launched in January 2019 as well as new winter programs that also include snowshoeing.



*Dear Eleanor & Justin,*

*What an outstanding field trip! The children were engaged in all the activities, the experiments were hands-on and highly focused on the method & note taking necessary for good research. It helped that the day was beautiful but that only added to an already well-planned & credible curriculum.*





# Supporting Curious Minds

In 2018, we launched the Supporting Curious Minds program with the support of an \$8,000 Community Fund Grant from the United Way of Newfoundland and Labrador.



**United Way**  
**Newfoundland**  
**and Labrador**

**Change starts here.**



Supporting Curious Minds is a series of bi-weekly or monthly science education programs for children and families at different stages. It builds on our ongoing Young Scientist program, for children in Grade K to Grade 2 by adding the Little Explorers, for pre-schoolers, and a monthly Palaeontology Club for children in Grades 3 to 5.

# Science Camp

We offered eight weeks of Summer Science Day camp, starting on Monday, July 2. We alternated the age range for each week having four weeks of camp for children aged 5 to 7 years old (completed Kindergarten to Grade 2) and four weeks of camp for children aged 8 to 11 years old (completed Grades 3 to 5).



Each day of the week had a different theme and the activities around each theme varied over the summer to keep returning campers engaged. Camp registration was excellent in 2018, with over 90% of the available spots booked.





# Events

Although the number of Community events were down due to both Spruce Hills Community Church and Sisters in Fitness moving into their new locations, we did increase our Corporate bookings by 40%. In 2018 we saw a 25% increase in private events such as: baby and bridal showers, adult birthday parties, anniversary parties, teen birthday parties, reunions, and wedding ceremonies.



2019 presents an opportunity to build on the corporate rental success and increase revenue by having more businesses and organizations book the Centre for meetings, retreats and events.



**52 Corporate events**



**22 Non-profit events**



**44 Weddings**



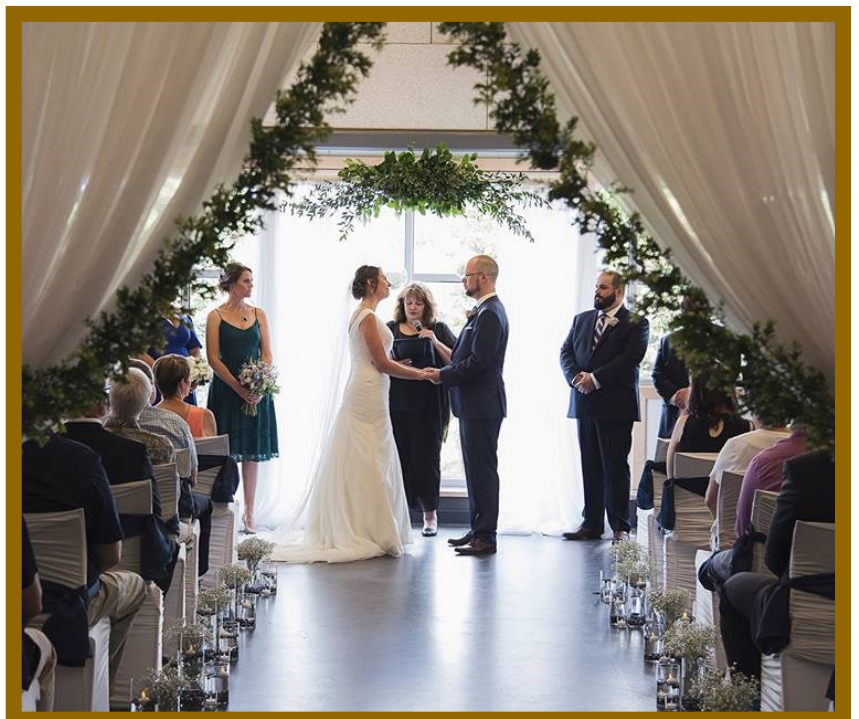
**80 community events**



**60 private events**



**51 in-house events**





# In-House Events

2018 was a solid year for in-house events as the department experimented with various activities and partnerships. In addition to our regular in-house events such as, Paint & Pinot, Trivia Night and Dinner & a Movie, we developed partnerships with organizations such as Escape Quest. “Séance on Manuels River” was a big hit and brought hundreds of people to the Centre.



## New Events for 2019!

Comedy Show

Family Magic Show

Spring Market

Musical Performance

More International Dinners

Murder Mystery Night

# Gift Store

Our gift store experienced a challenging year in terms of sales and traffic. Although these results showed areas for improvement, we did attract new customers and the gift store continued to grow its product assortment. We invested in new suppliers, offered a new product mix, new promotions and featured the gift store at consumer trade shows. These offsite trade shows are a great way for us to create more awareness of our store and connect the community to us.



## New Suppliers in 2018

Barbara Barrett

Cynthia Brown

Tom Gruchy (book)

Cecil H. Parsons (book)

Clay by the Bay-Brittany Quinlan

Creative Corner- Karen Norris

White Rock NL

In 2019, we will continue to add new product assortments. Success will be reflected in higher sales, consumer traffic, and customer satisfaction. We are excited to announce that in 2019 our gift store will be known as *Riverside Gifts*, with its own sign and brand identity. We invite you to come in and check out our new selection of merchandise as we welcome a host of new suppliers.

Riverside Gifts is looking forward to a year of new opportunities and lots of creativity.





As a new and unique product, the gift store partnered with the Newfoundland Tea Co. from Gander to offer Manuels River Mint Tea. The mint from the river was harvested and dried by the staff and packaged by the Newfoundland Tea Co.



## Trade Shows Attended

NL Kids Toy and Gift Fair- November 11, 2018

North Pole Christmas Fair- November 30, December 1 and 2, 2018

Christmas at Queen Elizabeth- November 25, 2019





# Connect the Trails Campaign

In the spring of 2018, Manuels River completed Phase One of the Trails Master Plan. Phase One of the plan was very well received by the community who are enjoying the upgraded trails.



To build on the success of Phase One, Manuels River launched a campaign to raise funds for Phase Two of the Trails Master Plan.



In October, Scotiabank announced they would be making a multi-year donation totaling \$50,000 to the campaign as part of their Community Fund.



To learn more about the Connect the Trails campaign or to donate please visit our campaign website at

**[connectthetrails.ca](https://connectthetrails.ca)**

There you will see our campaign video which highlights the plan for the project as well as how businesses and individuals can support this worthwhile cause.

# Phase 1 Completed



*Kingfisher Bridge: Before*



*Kingfisher Bridge: After*



*Upstream: Before*



*Upstream: After*

The goal of the project is to upgrade and expand the Manuels River Trails system to be safer, more accessible, and to enhance the visitor experience. Phase One was made possible by the generous support of the of Atlantic Canada Opportunity Agency (ACOA), Department of Tourism, Culture, Industry and Innovation (TCII) and the Town of Conception Bay South.



*Martha's Place Steps,  
Before and After*



# Community Events

## Accessible Easter Egg Hunt



For the second year in a row Manuels River held an accessible Easter Egg Hunt in addition to our regular egg hunts. This event provides children with mobility challenges an opportunity to participate in the joy of an Easter egg hunt. Our beautiful and accessible trails make this event a possibility.

## Kiwanis Club Christmas Parade



In December, Manuels River was in the Kiwanis Club's Christmas Parade for the Town of Conception Bay South for the second year in a row. It was a great event and was made possible through the generous donation by Terra Nova Motors.



# How You Can Help

**Membership**

**Bench Dedication**

**Paving Bricks**

**Recyclable Donations**

**Theatre Chair Dedication**

**Legacy Giving**



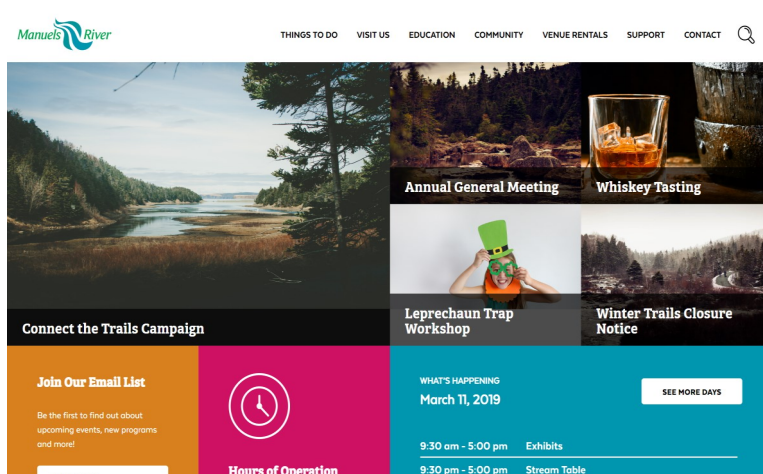
For more information on how  
you can help, visit  
[manuelriver.ca](http://manuelriver.ca)

Or call (709) 834-2099 ext. 201



# Marketing

2018 was also a year of growth in marketing for Manuels River. In March , Manuels River began working with Upstream Marketing to develop tools to increase marketing capacity to better help Manuels River tell its story. This project included research, a new website, brand standards, templates as well as tourism and corporate collateral pieces.



*The new, and greatly improved manuelriver.ca*



*One of thousands of high quality photos taken to increase marketing capacity at Manuels River*

This project really helped to augment the Centre's presence so that we are able to reach and share Manuels River with more residents and visitors alike. The creation of a new website has provided us with a hub for our marketing efforts and an effective way to communicate with our visitors.

## Evolution of the Manuels River Logo





# Annual Fundraisers

## 28th Annual Watch Your Bobber Race

Our 28th Annual Bobber Races were held on Saturday July 7. The Corporate Bobber Race saw 84 bobbers dropped in the river by 2017's Corporate Race winner, Ocean Quest, who also sponsored our Kid's Carnival. The 2018 Corporate Bobber Race winner was Newfoundland & Labrador Hydro, who won a free corporate retreat at Manuels River.

The Community Bobber Race tickets were sponsored by local businesses: Mary Brown's, A&W, Berg's Famous Ice Cream, Booster Juice, Coffee Matters, and Jungle Jim's, who included value coupons on our Bobber tickets. Over 1,200 bobbers raced down the river, seeing Matthew Murray win the grand prize of a return flight for two people from St. John's to anywhere in North America. The 2nd prize winner of \$500 was Brian T. Harvey, and the 3rd prize winner of \$250 was Steve Kennedy.

It was a beautiful day and a successful event, raising almost \$20,000 for Manuels River.



### Event Sponsors:



# Annual Fundraisers



On Sunday, September 30<sup>th</sup>, the first Chefs for Trails fundraiser was held at



Manuels River. Amazing local Chefs donated their time and talent, creating delicious samplings from locally donated food products. These talented experts included Daniel Butler of The Gypsy Tea Room, Roary MacPherson of The Wilds Golf Resort, Steve Quinton of Q's BBQ & Catering and Adelaide Oyster House, Leah Stultz of Evoo in the Courtyard and Todd Perrin of Mallard Cottage. The Chefs were joined by College of The North Atlantic students from the Cooking Program and Tourism & Hospitality Program.

Other event supporters included Coffee Matters, Quidi Vidi Brewery, Port Rexton Brewery, The Celtic Fiddlers, Bobbi Pike, Justin Fancy, Roger Peach's Farm, Jeffords Farm, Eason's Meat and Livestock, Reuben Porter's Puddings and Sausages, Lester's Farm, and Claudette Barnes of VOCM.

The event raised almost \$7,000 for Manuels River, a great success for our first attempt at this type of event.

## Event Sponsors:

Bobbi Pike

Canadian AV

College of the North Atlantic

Eason's Meat and Livestock

Eastern Propane

Five Brothers Cheese

Grand Concourse Authority

Jefford's Farms

Parsons Transportation

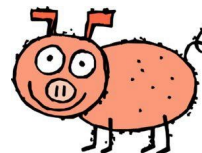
Peach's Vegetable Farms

Quidi Vidi Brewery

Reuben Porter's Pudding & Sausages

Sobeys

SYSO





# Annual Fundraisers

The 6<sup>th</sup> Annual Giv'er on the River Charity Fun Run was on Sunday, October 28. Every year we are thrilled to share the emotion, joy, and sense of accomplishment of the individuals and families who participate. 350 participants, young and "young-at-heart", crossed the finish line from a 3K, 5K, or 10K run, walk, or stroll.

Event Sponsors included: The Running Room, Calvin Randell, Scotia Wealth Management, Tim Hortons, Town of CBS, Frontier Subsea, ICI Innovations, Crosbie Engineering, LGL Limited, and Platinum Construction.

The 2018 Giv'er on the River raised over \$9,000 for Manuels River.



## Event Sponsors:

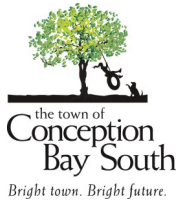
**Calvin Randell**



*Tim Hortons.*



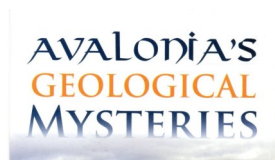
# Other Partners in 2018:



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386



FIRESIDE CATERING





## ***In Memoriam: Dr. Riccardo Levi-Setti***

This annual report is dedicated to the memory of Dr. Riccardo Levi-Setti, Professor Emeritus, University of Chicago. A physicist, Holocaust survivor and trilobite expert, he pioneered methods in medicine and particle physics. His book “Trilobites”, first published in 1975, became the standard text in the field and features on its cover the famous giant Manuels River trilobite. His work on what he called “the butterflies of the sea” helped make the trilobites of Manuels River world famous. Dr. Levi-Setti donated his collection of Manuels River trilobites to us and the best specimens are displayed in our exhibit area. In 2016 he returned his famous giant trilobite to Manuels River. It is now on display in our exhibit area. We mourn his loss.



***Dr. Riccardo Levi-Setti, 1927 to 2018***

# Treasurer's Report

On behalf of the Board of Directors of the Manuels River Natural Heritage Society Inc., I am pleased to present you with the 2018 Audited Financial Statements.

The 2018 fiscal year was impacted by the downturn in the current economic environment and resulted in a decline in our operating revenues and in spite of our best efforts resulted in a net income deficit of \$26,200. It is our full intention to return to a balanced budget position in 2019.

Despite this, I would characterize 2018 as a successful year resulting in significant strides in the progress of the Society with respect to the continued development of our trail system, implementation of our Marketing Plan including launch of our new website, and continued growth and development of our education programs.

I am encouraged with the continued support from our partners including the Town of Conception Bay South, Hibernia Management and Development Company Ltd., the provincial and federal governments, as well as our many donations and pledges from private and corporate supporters providing the Society a certain level of financial stability for the next three years.

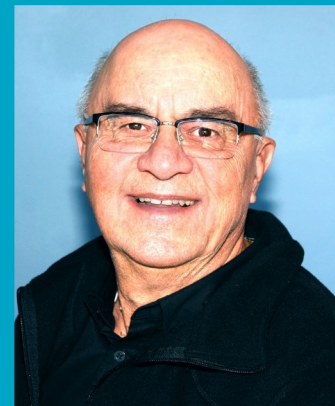
I would like to acknowledge the dedicated efforts of our management and staff, volunteers, Board of Directors, committee members and private and corporate supporters. In particular, their efforts in the success of our major fundraisers such as the Bobber Race, Chefs for Trails and the Giv'er on the River, is to be applauded.

We appreciate our stakeholders for their continued confidence and support for our organization and look forward to continued success of the Manuels River Natural Heritage Society for fiscal year 2019 and beyond.



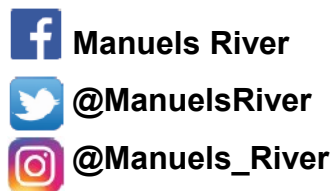
Douglas Russell

Treasurer





Manuels River Hibernia Interpretation Centre  
7 Conception Bay Highway, CBS, NL, A1W 3A2  
(709) 834-2099 [info@manuelsriver.ca](mailto:info@manuelsriver.ca)



Manuels River Natural Heritage Society,  
Charitable Registration #: 131719973 RR0001