



Canadian Fossil Discovery Centre

Signature Museums Grant Report of Activities Year 2024

The Canadian Fossil Discovery Centre has received \$66,234 from the Signature Museums Program through the Morden Area Foundation on 2024.

This Grant has set a new standard for the CFDC during the last few years, and it constitutes the foundation to keep our ambitious strategic plan to improve our visibility, our connections with our potential visitors and with the Community, and to share the knowledge about a unique Manitoba's Heritage.

To improve the performance of this available budget, most of the works for new exhibits, displays or marketing plans have been developed in house, including the design, until the result going through all the construction process.

Since the Canadian Fossil Discovery Centre is aiming to build a new stand-alone facility, all the investments in new displays, marketing design, and overall action plan have been developed with the applicability of those elements on a new future facility.

This report compresses a year of activities during the next few pages.

1974-2024  Years of Bruce's Discovery



Canadian Fossil Discovery Centre

List of Activities developed with Signature Museums funds during Year 2024

1. Creation of drone footage and videos. Visitor Experience/Unique Promotions

- Creation of one large video and several high quality images as a virtual Tour to the Dig Sites at the Centre's property by the Travel Manitoba film crew for marketing and communication purposes.



2. Participation at the Corn&Apple Festival with an improved booth. Visitors Experience/Unique Promotions



- Outreach display of fossils for more than 50,000 visitors through 3 days
- Set up of Gift-Shop at the festival

1974-2024  Years of Bruce's Discovery



Canadian Fossil Discovery Centre

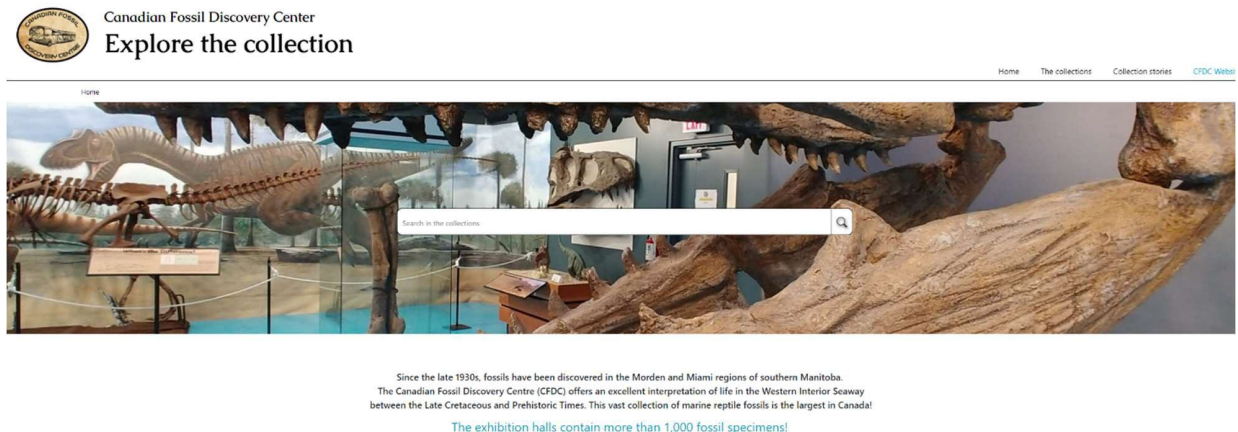
3. Joining Signature Museums Advertising with Travel Manitoba. Visitor Experience/Unique Promotions

- Special advertising for seven Signature Museums with Travel Manitoba:



4. Maintenance and Improvement of Website and Collections Management Software

- Maintenance, hosting, and implementation of Website and “state-of-the-art” Collections Management Software S-Museum and special tool to make it publicly available Skin-Web system



1974-2024



Years of Bruce's Discovery

111-B Gilmour Street Morden MB R6M 1N9 ☎(204)822 3406

www.discoverfossils.com info@discoverfossils.com



Canadian Fossil Discovery Centre

5. Marketing and Advertising 3. Visibility/Promotion

- Thorough strategy for a solid marketing campaign in partnership with Travel Manitoba, ChatterBlock, Matrix Group Publisher, Golden West Broadcasting, and Facebook



6. School Tours Program. Education

- Development of a new program, in collaboration with Middle Schools, High Schools, Home Schools, and Universities from all around Manitoba to provide Museum Tours to students and teachers.



1974-2024  Years of Bruce's Discovery



Canadian Fossil Discovery Centre

7. Hosting of the Annual Meeting for the American Association of materials and Methods in Paleontology

- 85 attendees spent a whole week in Morden to attend conferences, presentations, workshops and Field Trips co-organized by the Canadian Fossil Discovery Centre

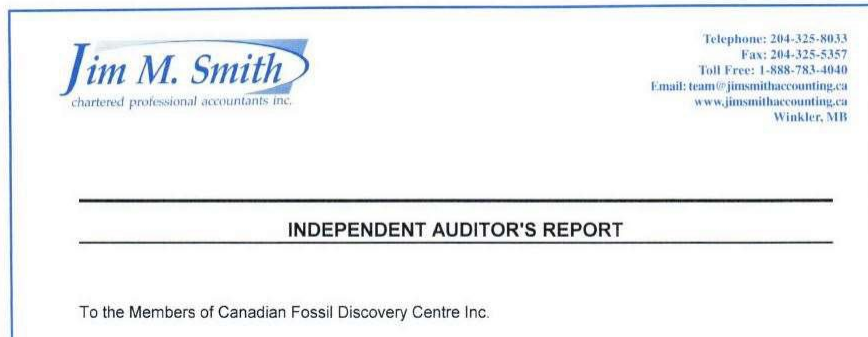


1974-2024  Years of Bruce's Discovery



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8. Annual Audit and Bookkeeping. Audited Financial Expenses.



9. New Brochures. Unique Promotion/Visibility

- Design and printing of new brochures.



1974-2024



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10. Dig Tours Program. Development of Authentic Experiences/Visitor Experience/Education

- After acquisition by donation of a 18-acre land at the Manitoba Escarpment, we have started to prospect and proceed with test holes and stratigraphic columns to locate the good layer of sediments to conduct Dig Tours.
- This year 2024 has been the second year of the delivery of a successful Dig Tours Program and the consolidation of growth in attendees.
- Two schools and a university field classroom have participated in the Dig Tours Program.
- Two new nearly complete mosasaur specimens have been excavated by the public.



1974-2024  Years of Bruce's Discovery



Canadian Fossil Discovery Centre

11. MITACS Program. Education/Research. Professional Fees/Education/Curatorship

- Co-financed by the Federal Government through the MITACS (Mathematics of Information Technology and Complex Systems) Program, and in collaboration with the University of Manitoba, contracting of an external Palaeontologist for a 4-year research project through a PhD and for professional support and development during the Dig Tours Program season.
- One of the expected outcomes of this project is the scientific publication of at least two new species for the science found at the Centre's Collections.



12. Attendance to Board and Management Professional Sessions/Board Governance Training

1974-2024  Years of Bruce's Discovery

Canadian Fossil Discovery Centre Inc.

Account QuickReport

January through December 2024

2025-01-03

Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount
6000 · Expenses						
6100 · Operating Expenses						
6110 · Signature Museum Expenses						
Bill	2024-01-01	1917	Royal Business Ser...	Bookkeeping	2000 · Account...	883.85
General Journal	2024-01-01	1295	Signature Museum	To recognize ...	1220 · Accrued...	8,437.16
Bill	2024-01-03	Tuition	Anna Borren	Professional ...	2000 · Account...	277.65
Bill	2024-01-03	Tuitio...	Anna Borren	Professional ...	2000 · Account...	125.00
Cheque	2024-01-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.55
Cheque	2024-01-16	Online	Canadian Museums ...	dues & subsc...	1118 · Square	250.00
Cheque	2024-01-23	Online	Meta	Marketing	1118 · Square	29.99
Bill	2024-01-26	1729	SKINsoft	Website hosti...	2000 · Account...	7,709.50
Bill	2024-01-29		Morden Home Hard...	Exhibit expen...	2000 · Account...	19.69
General Journal	2024-01-31	1288	Signature Museum	2023 SM accr...	1220 · Accrued...	-8,437.16
Bill	2024-02-01	A2402...	Akus Technologies I...	Office expens...	2000 · Account...	492.75
Bill	2024-02-01	A2402...	Akus Technologies I...	Website Expe...	2000 · Account...	3,772.27
Bill	2024-02-01	1026-...	Golden West Broad...	Marketing	2000 · Account...	256.25
Bill	2024-02-01	1931	Royal Business Ser...	Bookkeeping	2000 · Account...	883.85
Inventory Adjust	2024-02-01	118		Marketing -Cl...	-SPLIT-	437.03
Cheque	2024-02-09		Federal Express Ca...	Exhibit	1118 · Square	95.18
Cheque	2024-02-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.55
Bill	2024-02-20	40310...	Matrix Group Publis...	Marketing	2000 · Account...	589.38
Bill	2024-02-29	1026-...	Golden West Broad...	marketing	2000 · Account...	256.25
Inventory Adjust	2024-02-29	119		Marketing - Cl...	-SPLIT-	435.01
General Journal	2024-02-29	1243		Marketing - R...	2500 · PST Pa...	30.45
Bill	2024-03-01	1945	Royal Business Ser...	Bookkeeping	2000 · Account...	883.85
Bill	2024-03-02	11	Central Manitoba To...	Marketing	2000 · Account...	492.75
Cheque	2024-03-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
Cheque	2024-03-14	Debit		Travel	1118 · Square	19.53
Cheque	2024-03-15	Debit	Canada Post	Exhibit	1118 · Square	23.78
Cheque	2024-03-23	Online	Meta	Marketing	1118 · Square	24.17
Cheque	2024-03-25	Online	AMMP	Professional ...	1118 · Square	311.99
Cheque	2024-03-25	Online	Morden Corn & Appl...	Special Events	1118 · Square	190.00
Bill	2024-03-31	10269...	Golden West Broad...	Marketing	2000 · Account...	256.25
Bill	2024-04-01	SALE...	Travel Manitoba	Marketing	2000 · Account...	3,792.50
Bill	2024-04-01	CAN 5...	ChatterBlock Inc.	Marketing	2000 · Account...	1,093.91
Bill	2024-04-01	1955	Royal Business Ser...	Bookkeeping	2000 · Account...	883.85
Cheque	2024-04-02		Association of Manit...	Dues & Subs...	1118 · Square	200.00
Bill	2024-04-05	17318	Fanfare Communica...	Marketing	2000 · Account...	2,449.75
Cheque	2024-04-09		Association for M&M...	Dues & Subs...	1118 · Square	49.65
Cheque	2024-04-09		Association for M&M...	Professional ...	1118 · Square	347.52
Cheque	2024-04-09		Association for M&M...	Professional ...	1118 · Square	92.75
Cheque	2024-04-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
General Journal	2024-04-10	1260	Central Manitoba To...	Marketing - R...	1100 · ACU Ch...	-42.75
Bill	2024-04-24	85445	DEL Communicatio...	Marketing	2000 · Account...	369.00
Bill	2024-04-24	946	Saint-Boniface Mus...	Marketing	2000 · Account...	732.15
Cheque	2024-04-30	Debit		Travel - outre...	1118 · Square	7.00
Cheque	2024-04-30	Debit		Travel - outre...	1118 · Square	7.00
Inventory Adjust	2024-04-30	2		Marketing	-SPLIT-	314.37
General Journal	2024-04-30	1269	Manitoba Finance	Marketing - Cl...	2500 · PST Pa...	22.01
Bill	2024-04-30	1026-...	Golden West Broad...	Marketing	2000 · Account...	256.25
Bill	2024-05-01	19386	Prairie Sky Promotio...	Event Hosting...	2000 · Account...	809.49
Cheque	2024-05-01	Debit		Travel	1118 · Square	7.00
Cheque	2024-05-01	Debit		Travel	1118 · Square	7.00
Bill	2024-05-01	1970	Royal Business Ser...	Bookkeeping	2000 · Account...	883.85
Bill	2024-05-06	71017...	Gardenland Co-op	Event Hosting...	2000 · Account...	103.48
Cheque	2024-05-06	Debit		Event Hosting...	1118 · Square	25.71
Bill	2024-05-06	72836...	Gardenland Co-op	Event Hosting...	2000 · Account...	92.25
Bill	2024-05-06		Gardenland Co-op	Event Hosting...	2000 · Account...	70.12
Bill	2024-05-06		Morden Home Hard...	Event Hosting...	2000 · Account...	93.57
Bill	2024-05-07	71017...	Gardenland Co-op	Event Hosting...	2000 · Account...	7.00
Cheque	2024-05-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
Cheque	2024-05-11	Debit		Event Hosting...	1118 · Square	12.00
Cheque	2024-05-11	Debit		Event Hosting...	1118 · Square	76.76
Bill	2024-05-11	71020...	Gardenland Co-op	Event Hosting...	2000 · Account...	123.02
Bill	2024-05-16	SALE...	Travel Manitoba	Marketing	2000 · Account...	1,312.50
Cheque	2024-05-22	Debit	Manitoba Liquor & L...	Outreach - C...	1118 · Square	176.26
Bill	2024-05-26	Travel	Adolfo Cuetara..	Travel	2000 · Account...	74.85
General Journal	2024-05-31	1277	Manitoba Finance	Marketing - P...	2500 · PST Pa...	30.59

Canadian Fossil Discovery Centre Inc.

Account QuickReport

January through December 2024

2025-01-03

Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount
Bill	2024-05-31	1026-...	Golden West Broad...	Marketing	2000 · Account...	256.25
Inventory Adjust	2024-05-31	4		Event Hosting...	-SPLIT-	5.00
General Journal	2024-05-31	1290	Manitoba Finance	Event Hosting...	2500 · PST Pa...	0.35
Inventory Adjust	2024-05-31	5		Marketing - Cl...	-SPLIT-	136.90
General Journal	2024-05-31	1291		Marketing - P...	2500 · PST Pa...	9.59
Bill	2024-06-01	1983	Royal Business Ser...	Bookkeeping	2000 · Account...	883.85
Bill	2024-06-03	40720...	Matrix Group Publis...	Marketing	2000 · Account...	589.38
Cheque	2024-06-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
Bill	2024-06-12	2023 ...	Jim M. Smith Charte...	Professional ...	2000 · Account...	8,212.50
Bill	2024-06-13	PINV0...	Mitacs Inc.	Professional f...	2000 · Account...	6,150.00
Bill	2024-07-01	1995	Royal Business Ser...	Bookkeeping	2000 · Account...	883.85
Bill	2024-07-01	1026-...	Golden West Broad...	Marketing	2000 · Account...	256.25
Cheque	2024-07-04		Meta	Marketing	1118 · Square	4.08
Bill	2024-07-08	7757	Checker Signs Inc.	Marketing	2000 · Account...	542.03
Cheque	2024-07-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
Cheque	2024-07-23		Meta	Marketing	1118 · Square	38.75
Bill	2024-08-01	2013	Royal Business Ser...	Bookkeeping	2000 · Account...	883.85
Cheque	2024-08-08	Debit	Vosker	Miami Field	1118 · Square	221.40
Cheque	2024-08-08	Debit	Vosker	Miami Field	1118 · Square	221.40
Cheque	2024-08-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
Bill	2024-08-16	45009	Big and Colourful	Marketing	2000 · Account...	423.33
Bill	2024-08-26	Aug 2...	Adolfo Cuetara..	Special Events	2000 · Account...	31.41
Bill	2024-09-01	2025	Royal Business Ser...	Bookkeeping	2000 · Account...	629.62
Cheque	2024-09-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
Bill	2024-09-19	SALE...	Travel Manitoba	Marketing	2000 · Account...	1,281.25
Cheque	2024-09-27	Debit	Friesen Sales & Ren...	Miami Field	1118 · Square	245.28
Cheque	2024-09-27	Debit	Peavey Mart	Miami Field	1118 · Square	494.83
Bill	2024-09-28	34-98...	McMunn & Yates Bu...	Exhibits	2000 · Account...	364.04
Bill	2024-09-28	34-98...	McMunn & Yates Bu...	Exhibits	2000 · Account...	39.09
Bill	2024-10-01	2033	Royal Business Ser...	Bookkeeping	2000 · Account...	629.62
General Journal	2024-10-01	1347		Self-assessed...	2500 · PST Pa...	3.57
Inventory Adjust	2024-10-01	120		Promotional g...	12100 · Invent...	51.03
Bill	2024-10-03		Morden Home Hard...	Exhibit	2000 · Account...	55.42
Cheque	2024-10-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
Bill	2024-10-16	8043	Checker Signs Inc.	Exhibit	2000 · Account...	1,463.53
Bill	2024-10-16	8045	Checker Signs Inc.	Exhibit	2000 · Account...	412.88
Cheque	2024-10-18	Debit	McMunn & Yates Bu...	Field exp	1118 · Square	18.23
Bill	2024-10-23	57667	Agile Manufacturing ...	Exhibit	2000 · Account...	2,191.09
Bill	2024-10-23	8071	Checker Signs Inc.	Exhibit	2000 · Account...	560.78
Cheque	2024-10-27	Debit	Peavey Mart	Miami Field	1118 · Square	835.75
Bill	2024-10-30	72895...	Gardenland Co-op	Fuel	2000 · Account...	30.24
Bill	2024-10-31	71119...	Gardenland Co-op	Fuel	2000 · Account...	81.31
Bill	2024-10-31	1024-...	Golden West Broad...	Marketing	2000 · Account...	256.25
Cheque	2024-10-31	Debit	Friesen Sales & Ren...	Miami Field	1118 · Square	245.28
Inventory Adjust	2024-10-31	6		Marketing - Cl...	-SPLIT-	18.56
General Journal	2024-10-31	1353	Manitoba Finance	Marketing - P...	2500 · PST Pa...	1.30
Bill	2024-11-01	2047	Royal Business Ser...	Bookkeeping	2000 · Account...	629.62
Bill	2024-11-01	34-98...	McMunn & Yates Bu...	Miami Field	2000 · Account...	10.27
Bill	2024-11-07	05018	Travel Manitoba	Marketing	2000 · Account...	1,281.25
Cheque	2024-11-07	Debit	Rockauto.com	Dig Tour Exp...	1118 · Square	737.51
Cheque	2024-11-08	Debit	Canada Post	Marketing	1118 · Square	51.23
Cheque	2024-11-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
Cheque	2024-11-10	Debit	DeLuca's	50% Voluntee...	1118 · Square	657.00
Cheque	2024-11-15	Debit	Amazon.com.ca Inc.	Marketing	1118 · Square	143.04
Cheque	2024-11-15	Debit	Amazon.com.ca Inc.	marketing	1118 · Square	160.13
Bill	2024-11-18	71127...	Gardenland Co-op	Fuel	2000 · Account...	132.87
Bill	2024-11-19	1001	Vallea Ventures	Field Expense...	2000 · Account...	1,107.00
Bill	2024-11-25	8162	Checker Signs Inc.	Marketing	2000 · Account...	119.15
Inventory Adjust	2024-11-30	7		Marketing	-SPLIT-	32.67
General Journal	2024-11-30	1360	Manitoba Finance	PST on \$32.6...	2500 · PST Pa...	2.29
Bill	2024-12-01	2064	Royal Business Ser...	Bookkeeping	2000 · Account...	629.62
Cheque	2024-12-01	Debit	Canadian Tire	Auto Expense	1118 · Square	410.88
Bill	2024-12-01	1024-...	Golden West Broad...	Marketing	2000 · Account...	256.25
Cheque	2024-12-06	Debit	Amazon.com.ca Inc.	Marketing	1118 · Square	19.70
Cheque	2024-12-07	Debit	Amazon.com.ca Inc.	Marketing	1118 · Square	26.51
Cheque	2024-12-10	PAD	YouTube	Exhibit Expen...	1118 · Square	14.23
Cheque	2024-12-23	Debit	Meta	Marketing	1118 · Square	39.96
Cheque	2024-12-28	Debit	Adobe Systems Inc.	office	1118 · Square	27.72

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Account QuickReport

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2025-01-03

Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount
Inventory Adjust	2024-12-30	8		Marketing - Cl...	-SPLIT-	38.70
General Journal	2024-12-30	1373		Marketing - R...	2500 · PST Pa...	2.71
Total 6110 · Signature Museum Expenses						69,573.43
Total 6100 · Operating Expenses						69,573.43
Total 6000 · Expenses						69,573.43
TOTAL						69,573.43