

# JOGGINS FOSSIL INSTITUTE ANNUAL REPORT

FISCAL YEAR: APRIL 1, 2023 TO MARCH 31, 2024





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The Joggins Fossil Institute is a not-for-profit, charitable organization.

Our MISSION is to be exemplary in fulfilling our responsibilities under the United Nations Convention for the Protection of World Cultural and Natural Heritage to protect, conserve, and present the outstanding value of the Joggins Fossil Cliffs through research, education, and tourism.







# WE ARE ALL TREATY PEOPLE

The Joggins Fossil Institute acknowledges that it is in the district of Siknikt, in Mi'kma'ki, the traditional territory of the Mi'kmaq people. Mi'kma'ki is covered by the "Treaties of Peace and Friendship" which Mi'kmaq and Wolastoqiyik peoples first signed with the British Crown in 1725. The treaties did not deal with surrender of lands and resources but in fact, recognized Mi'kmaq and Wolastoqiyik title and established the rules for what was to be an ongoing relationship.



# MESSAGE FROM THE STAFF

In 2023, we marked the 15th anniversary of the inscription of the Joggins Fossil Cliffs onto the UNESCO World Heritage list. To celebrate, we held special anniversary tours in July and shared special #ThrowbackThursday posts on our social media where we caught up with former staff members and reminisced about their time working at the Joggins Fossil Centre.

Unfortunately, in 2023, Nova Scotia faced unprecedented climate challenges in the form of flooding, forest fires, and more. These unforeseen challenges led to a cautious approach from potential visitors to Nova Scotia. That means that while May and June showed promising signs of growth in terms of admissions, overall, our admission numbers for the season were down. Nova Scotia Tourism's statistics reflect a similar pattern, indicating a shared experience across the region. These events, while impactful, have only strengthened our commitment to providing a safe and enriching experience for all guests in the future. Nova Scotians are resilient, and all of us at the Joggins Fossil Institute are no exception!

We pushed through the difficult 2023 season and were able to continue to facilitate beach access improvements. Last year, additional steps were installed to improve both safety and accessibility. In 2023, we saw the installation of a new railing, made possible through the generous funding provided by the Municipality of Cumberland. Now, for the first time, there's a continuous hand railing that runs from the top of the Joggins Fossil Cliffs all the way down to the beach. We are committed to continuing to improve the site and visitor experience and are always looking for additional ways to improve access to the Joggins Fossil Cliffs.





Inside the Joggins Fossil Centre, we have taken our very first steps on our journey towards Truth and Reconciliation. Due to historical and systemic biases, museums do not currently represent the experience of all Nova Scotians. Even science museums, like the Joggins Fossil Centre, can do better to tell the stories of all Nova Scotians. As part of our commitment to doing better, we have started to translate our interpretive panels and exhibits into three languages. Mi'kmaw, along with English and French, are the official languages of Nova Scotia and will be the official languages in the Joggins Fossil Centre.


This season, we welcomed Carlos Serratos as our new Manager of Outreach and Development. Carlos has been working hard at building relationships between the Joggins Fossil Institute and other organizations across Cumberland County, Nova Scotia, and Atlantic Canada. He has also re-designed our outreach program with Dr. Atkins to offer curricula-based scientific programming to schools and day camps.

We would be remiss if we failed to acknowledge the immense contribution of our front-facing staff. If you visited the Joggins Fossil Centre and received a tour or received information from folks at our admissions desk it would have been from Ashley, Dana, Kathleen, Jason, Miles, Sarah, or Weylin! If you enjoyed a hot cup of coffee or a cookie, they were served to you by Joyce, Kiana, or Tory! And, finally, if you enjoyed our clean facilities or grounds, that's all thanks to Carrie, Doug, Gary, Hayden, and Laurel!

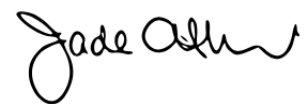
Each year brings its own set of ups and downs, but our dedication to the Joggins Fossil Cliffs never wavers. We're committed to learning about, protecting, and sharing this UNESCO World Heritage Site with everyone, from our local community to visitors worldwide. In 2023 we continued this tradition, showing that our passion and goals stay the same, no matter what challenges come our way.



Jordan LeBlanc



Lorna Terrio



Jade Atkins







"Beautiful beach with amazing rock layers visible along the cliff. The tour offers an expert who can point out the features and help identify fossils. As a protected beach you cannot take any rocks home, so bring your camera."

*-Patrick K. via Google Reviews, 2023*



# BOARD OF DIRECTORS

## EXECUTIVE

**Don Trenholm**

Chair

Resident-Cumberland County

**Dayle Morris-Quinn**

Treasurer

Resident-Cumberland County, District 9

## OTHER DIRECTORS

**Ron Burdock**

Member at Large

**Tyler Eddy**

Member at Large

**Danielle Leighton**

Member at Large

**Dr. Jeff Ollerhead**

Member at Large

Chair, Science Advisory Committee

## APPOINTED

**Dale Porter**

Ex-officio & non-voting

Municipality of the County of Cumberland

**Danielle Serratos**

Vice Chair

Resident-Cumberland County, District 8





# MANAGEMENT TEAM

**Jordan LeBlanc**

Director of Operations

**Lorna Terrio**

Director of Administration

**Dr. Jade Atkins**

Curator

Director of Science and Research

**Carlos Serratos**

Manager of Outreach and Development

## SEASONAL STAFF



Dana posing with guests during our 15th Anniversary tours



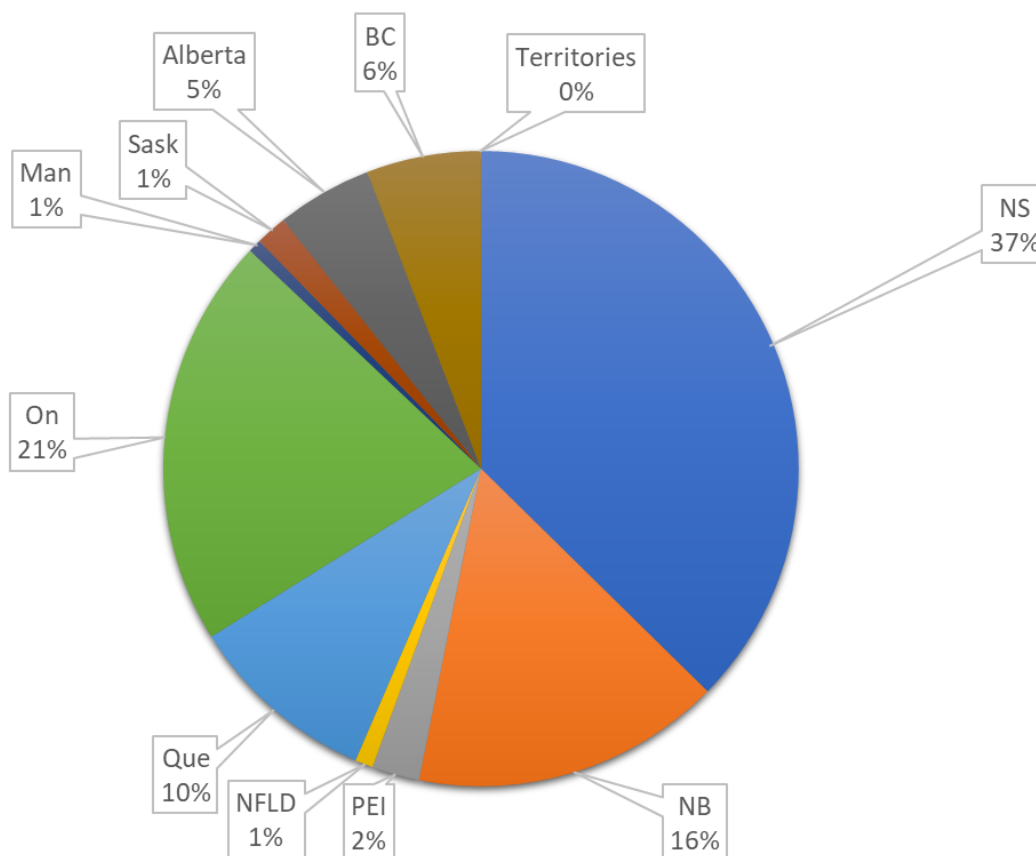
Miles (L) and Kathleen (R) showing off *Meganeura*



# THE NUMBERS

Number of Facebook followers .....	6082
Number of Instagram followers .....	1104
Tripadvisor Rating .....	4.5
Google Reviews Rating .....	4.6
Average number of website sessions per day .....	*106
Total number of website visits this fiscal year .....	**unavailable
Number of paid admissions .....	10260
Highest weekly sales .....	August 6, 2023 to August 12, 2023

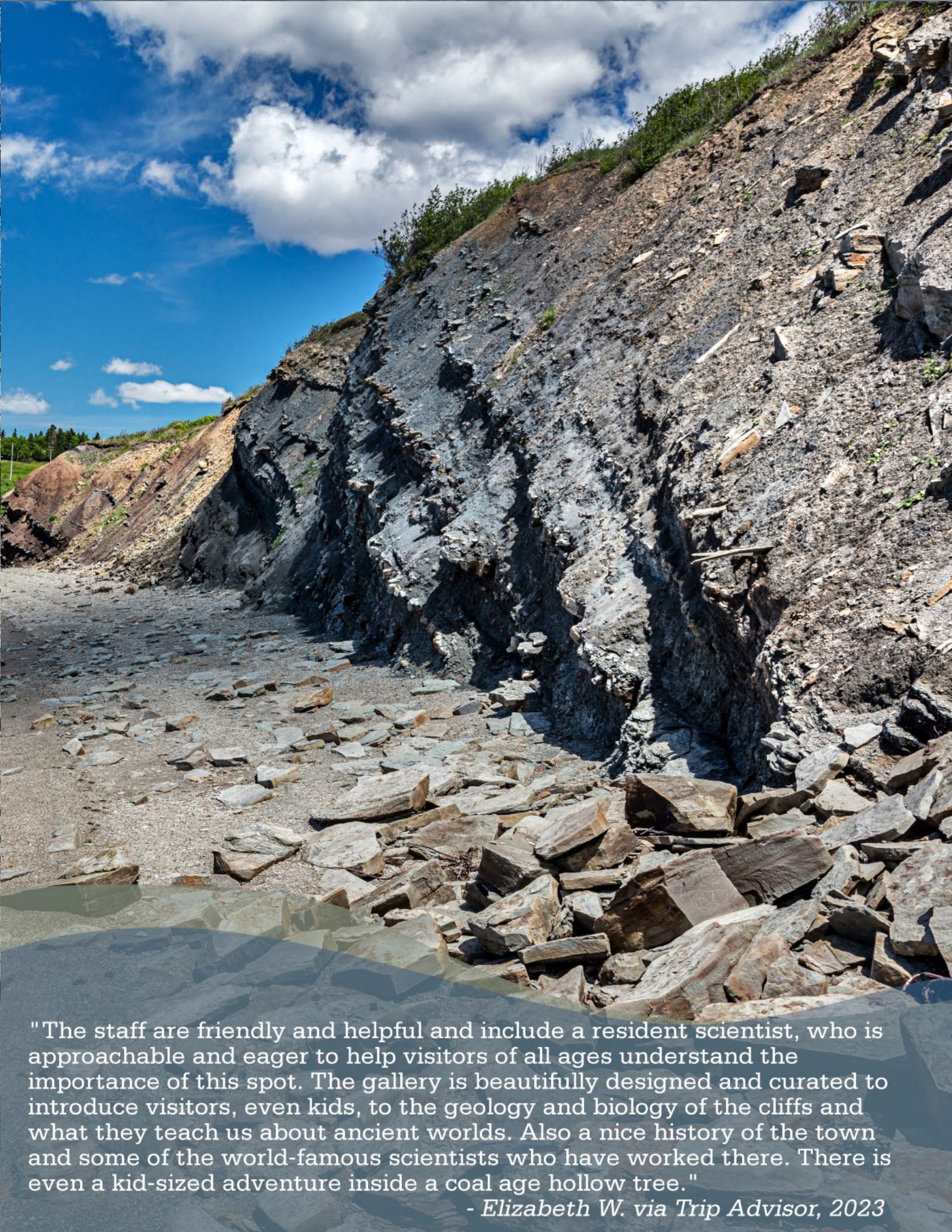
## Canadian Visitor Province of Origin



\*Based on available data

\*\*Due to an update to our Google Analytics account information prior to July 2023 is unavailable.





"The staff are friendly and helpful and include a resident scientist, who is approachable and eager to help visitors of all ages understand the importance of this spot. The gallery is beautifully designed and curated to introduce visitors, even kids, to the geology and biology of the cliffs and what they teach us about ancient worlds. Also a nice history of the town and some of the world-famous scientists who have worked there. There is even a kid-sized adventure inside a coal age hollow tree."

- Elizabeth W. via Trip Advisor, 2023



# EDUCATION & OUTREACH

Education is a critical component of our Mission at the Joggins Fossil Institute. Everyone who visits this UNESCO World Heritage Site is immersed in some form of education, from multi-generational family groups visiting the beach and discovering fossils, to planned visits by school groups who are seeking to accomplish specific learning outcomes. Outreach is also an important component of education at the Institute and allows us to reach an even broader audience.

## EDUCATION

### GROUP TOURS

Visitors will generally explore the Exhibition Gallery and may also choose to join either a 30- or 90-minute beach tour. School groups may also participate in a curriculum-oriented activity such as: Eroding Horizons, Undercovering Earth's History, or Illustrating the Ages. Visiting university classes may participate in more advanced educational activities, such as creating a stratigraphic log for a portion of the cliffs or fossil quadrat surveys. The Manager of Outreach and Development has been busy developing new science activities. If it's been a while since you've checked out our educational programming, you can see our new activities [here](#).



### CHILDREN'S DAY CAMPS

This year, we held another March Break Camp for children aged nine to twelve on March 12, 13, and 14. Under the supervision of our Manager of Outreach and Development and expert interpreter Sarah Beardsley, the junior palaeontologists created their own fossil casts from molds, learned about trackways and erosion, and much more!



## STAFF TRAINING

This year, the Joggins Fossil Institute continued to participate in TRACK (training, resources, assessment, coaching, and knowledge sharing), which is offered by the Nova Scotia Association of Museums. TRACK offers training that helps museums to address accessibility, equality, diversity, and inclusion, responding to climate change, and community needs. You can learn more about TRACK [here](#).

The Manager of Outreach and Development took part in the LIFT program, an experiential tourism development workshop hosted by the Gros Morne Institute for Sustainable Tourism. The hybrid program took place from Fall 2023 until Spring 2024 and included working with other tourism providers to develop and fine-tune new tourism experiences. Valuable connections and insights were gained, as we hope to develop new and exciting experiences for guests at the Joggins Fossil Cliffs.

The Joggins Fossil Institute received funding from the Tourism Digital Assistance Program, which is offered by the Province of Nova Scotia to help connect tourism businesses with digital service providers that can help them develop or enhance effective digital marketing tools. We were lucky to partner with Sociable Media, who helped us to come up with a social media schedule and branding strategy. Thank you, Sociable Media!

## OUTREACH

### EVENTS & PRESENTATIONS

- The Director of Science & Research gave a presentation at the Fundy Geological Museum titled, “The Age of Coal: How Nova Scotia’s Coal Mining Industry and Palaeontology are Connected.”
- The Director of Science & Research and the Manager of Outreach and Development participated in a series of career fairs across Cumberland County, organized by the Cumberland Business Connector.
- The Institute teamed up with the Fundy Geological Museum to participate in and co-host their “Palaeontologist for a Weekend,” overnight camp at the Joggins Fossil Centre.
- The Director of Science & Research and the Manager of Outreach and Development exhibited our new outreach program at the Nova Scotia Association of Science Teachers Conference.
- The Director of Science & Research and the Manager of Outreach and Development visited the River Hebert District School to teach the grade seven science class about erosion.



## ARTSCAPES ARTIST IN RESIDENCE



In 2023 we had the pleasure of hosting Josephine Clarke, a visual artist from Cape Breton Nova Scotia. Josephine is a textile artist who specializes in utilizing natural materials to make art. During her residency, Josephine hosted an earth pigments workshop, in which participants used materials from the Bay of Fundy to make dyes and learned how to create their own works. Josephine also hosted a live art event, during which members of the public were encouraged to participate, creating a collaborative work on the Joggins Fossil Cliffs. Josephine is currently still working on her project inspired by her residency at the Joggins Fossil Cliffs and we can't wait to share it!

## FIBRE ARTS FRIENDS

Fibre Arts Friends continues to be a popular programme. It is offered eight months each year from 2 pm to 4 pm on the third Tuesday of: September, October, November, January, February, March, April, and May. Participants bring their own projects, including but not limited to rug-hooking, knitting, crocheting, stain-glass work, cross-stitch, and needle point.

## VIRTUAL SEMINAR SERIES

Our Virtual Seminar Series is a free lecture series open to the public. This past year, we hosted seven speakers who lectured on a variety of topics from horse evolution to equity, diversity, and inclusion issues in the geosciences. Catch up on the 2023/2024 lectures on our [YouTube channel](#)!

## WINTER CARNIVAL

In February, the Institute was lucky to participate in the Fundy Shore Winter Carnival and the Amherst Winter Carnival. Our Director of Science & Research led a gallery tour and a frigid beach hike for 30 locals looking to get active. Afterwards, everyone warmed up with some coffee and hot cocoa organized by the Manager of Outreach and Development at the Joggins Fossil Centre. One participant said that she didn't know visiting the Joggins Fossil Cliffs in the winter was on her bucket list until she did it.





"This is really fun place to explore. We did the 1/2 hour beach tour and then spent some more time just beach combing hunting for interesting things! Take only pictures, leave only memories. A great spot to visit at low tide."

*-MKJLR via Trip Advisor, 2023*



# DEVELOPMENT & STRATEGIC ENGAGEMENT

The 2023 fiscal year saw many changes from the early post-Covid years. Gone were the many available government grants that helped businesses weather the Covid pandemic. Without this source of funding, we have had to focus our attention on renegotiating our withstanding provincial and municipal support. Unfortunately, our provincial operating grant has not kept up with the rising costs of operations, in fact it has not increased in over a decade. Recently, the Nova Scotia Museum locally managed rural sites received a 2.1 million dollar funding increase. We hope to capitalize on the momentum gained by the hard work done by Nova Scotia Museum representatives and lobby for an increased funding agreement of our own. We have already begun the work of engaging with officials and representatives to push for an increase in operations funding, so that we can continue to offer world-class programming at our amazing site.

We have also started working on developing experiential tourism offerings in hopes to create a new revenue stream. We were inspired by the success of experiential tourism programs in our region, and we hope to take advantage of this exciting opportunity to expand our audience. We have taken part in the Gros Morne Institute for Sustainable Tourism's LIFT program, a collaborative workshop designed to help tourism providers imagine and actualize new experiences and programs. We successfully piloted a new "Arts on the Cliffs" offering and hope to bring it to market soon.

We have also implemented a strategy to become more present in the community, both virtual and local, by expanding our outreach and social networking efforts. It is our hope that these efforts will result in more engagement, support and patronage. While we have an amazing, hard-working staff, and are supported by a dedicated audience, the success and growth of the Joggins Fossil Institute will ultimately depend on the generosity of our donors and support of our backers. We kindly ask that, if you are able to, please consider a donation to our institution. Or if you are local to Nova Scotia, please speak with your representatives regarding their continued support of the Joggins Fossil Institute.





# RESEARCH, COLLECTIONS, & EXHIBITS

## SCIENCE ADVISORY COMMITTEE (SAC)

The Joggins Fossil Institute's Science Advisory Committee (SAC) advises the Board on matters of research and other scientific matters related to the site and its management. Members specialize in geology, palaeontology, biology, or environmental sciences. The Director of Science & Research is an ex-officio member of the SAC and, in conjunction with the Chair, is responsible for organizing meetings, writing, and distributing minutes, and reporting to the Board on SAC recommendations. The SAC meets two times a year and submits an annual report to the Board summarizing the committee's work.

## RESEARCH

The Institute has started a partnership with members of the SAC who are provincial (Nova Scotia) geologists to conduct long-term monitoring at the Joggins Fossil Cliffs. In Nova Scotia, rates of erosion along the coast are highly variable and can range from a few centimetres to a metre or more per year. Hurricanes and severe storms and their accompanying storm surges may result in several metres of erosion occurring over an extremely short period of time. The first steps towards protecting our coast, including the Joggins Fossil Cliffs, is regular monitoring of our coastline. At the Joggins Fossil Cliffs, we are hoping to map the cliffs annually so we can determine which areas of the UNESCO World Heritage site are most vulnerable to erosion.

In 2023, we hosted two university classes. Former curator, Dr. Melissa Grey, visited from Mount Allison University with her palaeontology class, and SAC Member, Dr. Grant Wach, visited from Dalhousie University with his sedimentology class.

## NEW PUBLICATIONS

Atkins, Jade B. "Joggins Fossil Cliffs, a UNESCO World Heritage Site: Celebrating 200 years of research". *Atlantic Geoscience* (2024) 60:78.

[We're now on Google Scholar!](#) Keep up to date on our most recent research, as well as almost 200 years of historic research conducted at the Joggins Fossil Cliffs.

## COLLECTIONS

The total number of specimens in the collection numbers over 1800, with a working collection of approximately 85 specimens. The working collection is used for educational experiences and activities in the gallery and off-site for outreach. All specimens are collected with a Heritage Research Permit issued by the Province of Nova Scotia.



In 2023, we added fourteen fossils to our collection, including a new stump, new trackways, and plant material.

EXHIBITS

In 2023, the Institute started updating our outdoor interpretive panels. As part of our commitment to truth and reconciliation, we committed to all new panels and exhibits being trilingual (English, Mi'kmaw, and French). We also removed the old Mi'kmaw exhibit, which will be replaced after Mi'kmaw community consultation. So far, we have four new interpretive panels, washroom signs, and a sign about updating our exhibits, all in the three official languages of Nova Scotia. We are grateful to our graphic designer, Robert Lyon, for his hard work at designing our new panels. We are also grateful to our translators: Léa Veine-Tonizzo translated the new panels into French, while the team at Mi'kmaw Kina'matnewey translated the panels into Mi'kmaw.

### Welcome to the Carboniferous

Joggins Fossil Cliffs is 14.7 kilometers of exposed Carboniferous aged rocks that are approximately 315 million years old. We are home to the most complete known fossil record of terrestrial life for the Carboniferous, making the fossils on this beach a window into the ancient past.

We welcome you to our backyard!

### Pjilita'q Carboniferous Pemi-ankuiemk!


Joggins Fossil Cliffs na 14.7 kilometers tel-pittaq ne'itekl klmuejuapske'l sa'qewe'l kun'tal ta'n si'st kaskimtlmaq jel newtiksa'q jel na'n kji-pitui-mtlhaqnipunqekl tewije'kl. Kinu eymu'ti'kw ta'n maw-pukwelkl kun'tewiaql waqntall wjit maqamikewey mimajuaqn ta'n nike' klmuejuapskey, kisa'toql kun'tewiaql waqntall ula pemamkiaq atuomk nkutey tewoptminek apji-sa'q.

Pjilita'q nmitkinaq!


### Bienvenue au Carbonifère

Les falaises fossilifères de Joggins représentent 14,7 kilomètres d'affleurement rocheux datant du Carbonifère. Ces falaises sont vieilles d'environ 315 millions d'années. Nous détenons le registre fossile le plus complet connu et caractéristique de la vie terrestre au Carbonifère. Ceci fait des fossiles de cette plage, une fenêtre sur le passé très ancien.

Bienvenue chez nous !

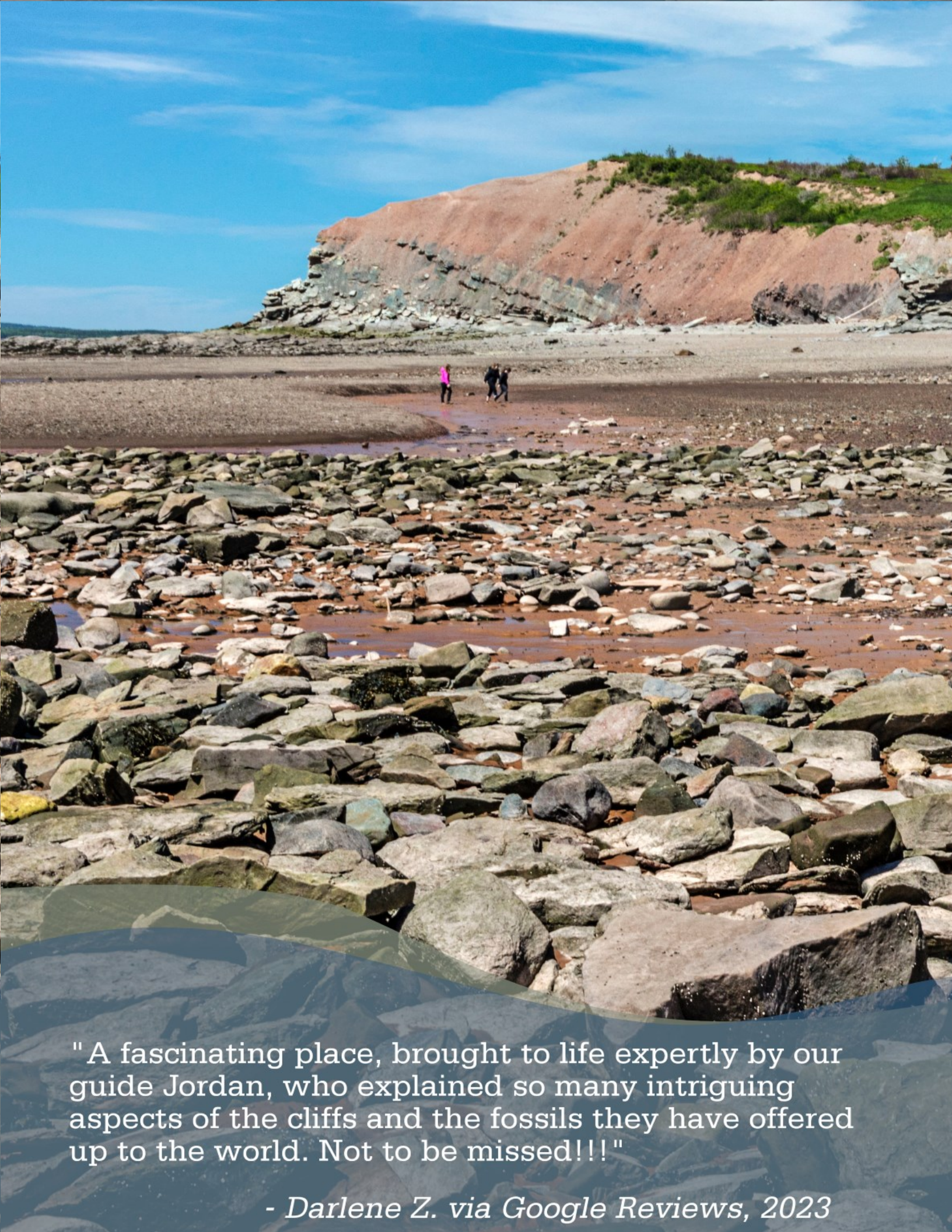


Dendrerpeton



Hylonomus





" A fascinating place, brought to life expertly by our guide Jordan, who explained so many intriguing aspects of the cliffs and the fossils they have offered up to the world. Not to be missed!!!"

*- Darlene Z. via Google Reviews, 2023*



# EVENTS IN 2023/2024

Fibre Arts Friends	2023 – April 18; May 16; September 19; October 17; November 21 2024 – January 16; February 20; March 19
Centre Open	May 1 to October 15, 2023
Annual General Meeting	May 18, 2023
15 <sup>th</sup> Anniversary Week	July 3 to 7, 2023
Virtual Seminar Series	2023 – September 28; October 12; November 9; November 23 2024 – January 25; February 8; February 22
Josephine Clarke's Live Demo: "Creating Textile Land Art"	October 9, 2023
Palaeontologist for a Weekend	October 14 to 15, 2023
Josephine Clarke's Workshop: "Fabric Designs with Earth Pigments"	October 15, 2023
Fundy Shore Winter Carnival & Amherst Winter Carnival	February 17, 2024
March Break Camp	March 12 to 14, 2024



# MEMBERSHIPS, PARTNERSHIPS & SUPPORTERS

## JFI IS A MEMBER OF:

- Association of Nova Scotia Museums
- Atlantic Canada UNESCO Tourism Corridor
- Atlantic Geoscience Society
- Bay of Fundy Ecosystem Partnership
- Cumberland Chamber of Commerce
- Canadian Federation of Earth Sciences
- Canadian Society of Vertebrate Paleontology
- Geological Association of Canada
- The Paleontological Society
- USA & Canada World Heritage Network

## JFI IS PARTNERED WITH:

- Birds Canada
- Dalhousie University
- Fundy Geological Museum, a Nova Scotia Museum
- Mount Allison University
- Nova Scotia Museums
- Nova Scotia Indigenous Tourism Enterprise Network (NSITEN)
- Sociable Media
- Tourism Nova Scotia (a division of Communities, Culture, Tourism, and Heritage)
- Truro Buzz
- Women in Science and Engineering

## JFI IS A SUPPORTER OF:

- The Adopt-A-Highway Program
- The Association of Science Teachers (Nova Scotia)
- Cumberland Business Connector
- River Hebert District School
- River Hebert Heritage Models Museum
- River Hebert/Joggins & Area Development Association
- The Minudie Heritage Association
- The Royal Canadian Legion, Branch #4, Joggins

## JFI IS SUPPORTED BY:

- The Government of Canada
- The Municipality of Cumberland
- The Province of Nova Scotia



# IN MEMORIAM

## DON TRENHOLM

It is with great sadness that the Joggins Fossil Institute announces the passing of the Chair of our Board of Directors, Don Trenholm, on January 22, 2024. Don was a huge supporter of the Joggins Fossil Centre and had served on our Board of Directors in various capacities since 2013. All of us here at the Institute will miss him greatly. To learn more about Don's rich and full life, please read his obituary [here](#).



As we reflect on fifteen years as a UNESCO World Heritage Site, we want to thank everyone who worked tirelessly to preserve the Joggins Fossil Cliffs for the enjoyment of everyone. We are incredibly grateful to Keepers of the Cliffs like Don Reid, ONS, who donated his collection to the Joggins Fossil Institute for the enjoyment of everyone. We remain thankful for everyone in the community of Joggins who still monitor the beach and send photos and GPS coordinates of their fossil finds to us here at the Institute. Without this support, we would not have had a successful fifteen years, nor would we be able to look towards to the next fifteen years with excitement and hope.

Thank you!



# VOLUNTEERS 2023/2024

The individuals listed below have enthusiastically donated their time to assist with activities, events and/or to sit on the JFI Board of Directors and Science Advisory Committee.

Kelsie Abrams	Virtual Seminar Series Speaker
Dr. Nikole Bingham Koslowski	Science Advisory Committee Member
Ron Burdock	Board of Directors Member
John Cormier	Science Advisory Committee Member
Dr. Lynn Dafoe	Science Advisory Committee Member
Tyler Eddy	Board of Directors Member
Dr. Tim Fedak	Science Advisory Committee Member
Zoe Landry	Virtual Seminar Series Speaker
Danielle Leighton	Board of Directors Member
Laura MacNeil	Virtual Seminar Series Speaker
Dayle Morris-Quinn	Board of Directors Member
Cameron Muskelly	Virtual Seminar Series Speaker
Dr. Jeff Ollerhead	Board of Directors Member / Science Advisory Committee Member
Dr. Benjamin Otoo	Virtual Seminar Series Speaker
Dr. Darrin Pagnac	Virtual Seminar Series Speaker
Julie Paquet	Science Advisory Committee Member
Dale Porter	Board of Directors Member
Danielle Serratos	Board of Directors Member / Science Advisory Committee Member
Dr. Mo Snyder	Science Advisory Committee Member
Amy Tizzard	Science Advisory Committee Member
Don Trenholm	Board of Directors Member
Dr. Grant Wach	Science Advisory Committee Member
Zifang Xiong	Virtual Seminar Series Speaker



# STATEMENT OF FINANCIAL ACTIVITY

Statement of Revenues and Expenditures Year Ended March 31, 2024

	General	Capital Fund	Contingency Fund	2024	2023
<b>Revenues</b>					
Federal Funding	\$ 4,570	\$ –	\$ –	\$ 4,570	\$ 43,307
Provincial Funding	261,521	–	–	264,521	270,238
Municipal Funding	5,000	–	–	5,000	1,500
Non-government Funding	1,194	–	–	1,194	2,154
Fundraising	1,914	–	–	1,914	4,491
Admissions	96,381	–	–	96,381	99,898
Gift Shop	46,376	–	–	46,376	55,562
Café	8,176	–	–	8,176	12,127
Other	843	–	–	843	173
Rental	324	–	–	324	–
Interest Earned		–	3,464	3,464	1,140
Gain (loss) on disposal of capital assets	–	–	–	–	(12,787)
	<b>\$ 426,299</b>	<b>\$ –</b>	<b>\$ 3,464</b>	<b>\$ 429,763</b>	<b>\$ 477,803</b>
<b>Expenses</b>					
Advertising and promotion	\$ 7,705	\$ –	\$ –	\$ 7,705	\$ 9,198
Amortization	–	13,636	–	13,636	13,179
Artist in Residence	4,850	–	–	4,850	
Insurance	6,051	–	–	6,051	5,663
Interest and bank charges	8,752	–	–	8,752	9,431
Legal fees	322	–	–	322	781
Memberships	515	–	–	515	815
Miscellaneous	4,147	–	–	4,147	2,409
Office	7,201	–	–	7,201	3,735
Professional fees	5,700	–	–	5,700	6,600
Purchases (Gift Shop and Café)	35,037	–	–	35,037	36,206
Repairs and maintenance	38,302	–	–	38,302	44,876
Salaries and wages	325,468	–	–	325,468	277,605
Supplies	2,116	–	–	2,116	1,099
Telephone	6,359	–	–	6,359	6,104
Training	1,398	–	–	1,398	1,082
Travel	1,846	–	–	1,846	2,915
Utilities	31,447	–	–	31,447	27,435
	<b>487,216</b>	<b>13,636</b>	<b>–</b>	<b>500,852</b>	<b>449,133</b>
Excess (Deficiency) of Revenues over Expenses	\$ (60,917)	\$ (13,636)	\$ 3,464	\$ (71,089)	\$ 28,670





# JOGGINS

## Fossil Cliffs