



**LAC LA BICHE
MUSEUM**

SHARING OUR REGION'S STORY

Year In Review



2025



www.laclabichemuseum.com

Our Programs

Lac La Biche Explorers



This program was held monthly at the Lac La Biche Museum. Family-focused, participants explore history through hands-on activities.

How Things Were



In partnership with Lac La Biche Libraries, this multigenerational program was hosted monthly at the Stuart MacPherson Public Library (Jan.-May & Oct.-Dec.)

Student Tours



We provided on-site group tours for schools and home-schooled students. They included a guided tour, an interactive program, and a scavenger hunt.

Pop-up Museums



The museum provided several pop-up museums at off-site locations again this year, including Lac La Biche & Plamondon schools, the Bold Centre & other facilities.

Other Museum Initiatives

- Alberta Culture Days Event (on-site)
- Group Tours and Programs (i.e. senior tours, Girl Guides, Portage student tour, etc.)
- Halloween Trick-or-Treat & Scavenger Hunt event (on-site)
- Activities held at community events (i.e. Canada Day, FCSS C.A.R.E, Aurora Track & Field Day, Kherbet Rouha, Festival of Trees)
- Seasonal Scavenger Hunts (on-site)
- Museum Geocaching Scavenger Hunt (off-site)
- Temporary Off-site Exhibits (McArthur Place, Bold Centre, Lacalta, Golden Sands and Library) & On-site Temporary Exhibits
- TikTok Videos (check out "When Gen-Z Write the Marketing Script" - 74.8K views)
- Tri-museum summer activity partnership

Reminiscence Kits



The Museum's Reminiscence Kits were loaned (Feb-Nov) to regional organizations that work with seniors, particularly those in care, to utilize during therapy sessions.

2025: IMPACT SNAPSHOT

"The Lac La Biche Museum views education as a fundamental part of its mission. To effectively serve the community, it is vital to offer opportunities for people to learn about the region's history and heritage both inside and outside the museum."

Jennifer Mueller - Museum Manager/Director

27

TIKTOK VIDEOS

53

OFF-SITE TEMP EXHIBITS

760

PROGRAM/EVENT PARTICIPANTS

23

ON-SITE EXHIBITS

3,975

SOCIAL MEDIA FOLLOWERS

295

SCAVENGER HUNTS

325

SCHOOL/GROUP TOUR PARTICIPANTS

40

REMINISCENCE KITS DISTRIBUTED

19,816

SOCIAL MEDIA ENGAGEMENT

23

GEOCACHING PARTICIPANTS

Visitor Demographics

Total Museum Visitors = 2624

Walk-in Visitors = 1910

School/Group Tours = 325

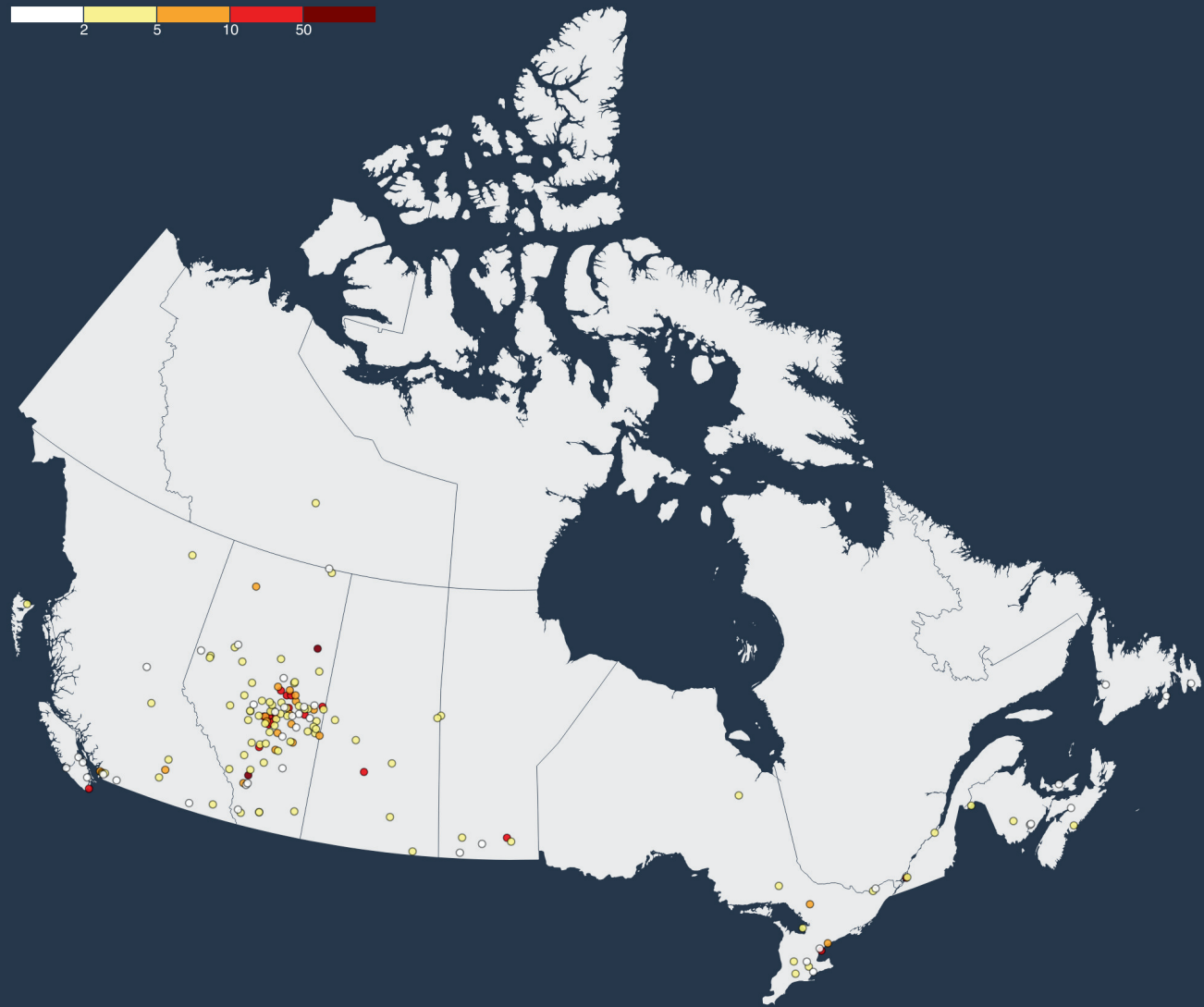
Program/Event Participants (on-site only)= 389

As shown on the map, most museum visitors reside in Alberta. However, in 2025, visitation from other provinces increased significantly compared with 2024: +90% from British Columbia, +38% from Ontario, +94% from Saskatchewan, and +50% from Québec.

The museum also welcomed 58 visitors from outside Canada, including the United States, Australia, Ukraine, France, England, Germany, and other countries.

These statistics include only individuals who entered the museum. They do not include individuals who utilized our programs and services outside the museum, including but not limited to the How Things Were Program, Reminiscence Kit Program, pop-up museums, off-site temporary exhibits, activities held at community events, etc.). Additional off-site interactions would reach approximately 10,000 individuals, illustrating the importance of taking museum programming beyond the museum's walls into the community.

Geographic Distribution of Lac La Biche Museum Visitors 2025



Testimonials

Laney Smith & Maya Fisher, Lac La Biche County Libraries

Regarding the *How Things Were Program*, "What stands out most in our collaboration is the museum's commitment to working with the community rather than for it. In developing their programs, the museum actively seeks input from local educators, families, and other organizations. Their planning process is rooted in listening—especially to underrepresented voices in our region—and translating that input into meaningful, accessible programming. Our joint sessions have created genuine moments of connection between community members, each contributing their own stories and perspectives to the fabric of our shared history."

Rick Olynek and Jackie Iwasienko (Museum Visitors)

"Best we've see(n) so far on our tour through N.E. Alberta."

Jen Mesch (Museum Visitor)

"Super interesting place with wonderful artifacts of the cultural and natural history of the area. I really didn't know very much about the area, but this was a great introduction. The people at the museum were enthusiastic about sharing additional historical and about birding in the area."

Leona Hudson (Teacher)

"Great tour today! I appreciated the multiple connections to our Grade 2 curriculum and the hands on experiences! Thank you!"

William J. Cadzow Healthcare Centre, Long Term Care

Regarding the Museum's *Reminiscence Kit Program*: "... reminiscing with actual objects has been so successful in engaging the residents during program. Thank you so much for the efforts put into each box. It's been amazing."



Lac La Biche Explorers
Program



School Group on a Scavenger
Hunt

Achievements

2022

The Lac La Biche Museum was awarded the Lac La Biche & District Chamber of Commerce Business Award of Excellence in Hospitality and Tourism for its contributions to regional tourism.



2024

Jennifer Mueller, on behalf of the Lac La Biche Museum, was a guest presenter at Interpretation Canada's national conference, speaking about our Reminiscence Kit program.



2023

In 2023, the museum received an Interpretation Canada Award of Excellence (Bronze) for its Reminiscence Kit program, which supports seniors' mental and cognitive health, and was nationally recognized for its contribution to community wellness.



2025

In 2025, the Lac La Biche Museum received the prestigious Alberta Museums Association Leadership Award in Education, which honours our work at the provincial level. Only one winner is chosen in this category each year.



Reminiscence Kit Program



Pop-up Museum - Educational Program