



FY 2013 ANNUAL REPORT

PREPARED BY
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Museum System Director

Overview

The Lynchburg Museum System continued its mission of serving visitors and residents, providing educational programs, and collecting and preserving local and regional history in FY 2013 (July 1, 2012 to June 30, 2013). Visitors came from all 50 states, the District of Columbia, and 29 countries during the period.

Two significant structural changes took place in 2013. Since the late 1970s when Point of Honor (POH) first opened, the property has been owned by POH, Inc., a non-profit linked to a bank trust department. Due to several bank mergers over the years, POH, Inc. moved from Central Fidelity to Wachovia and finally, to Wells Fargo. The Museum System Advisory Board and City started a dialogue with Wells Fargo in 2011 about transferring POH to a local entity. Wells Fargo officials initiated discussions with the Trust Company of Virginia and the property was transferred in January 2013. With the retirement of long-time Libraries and Museums Director Lynn Dodge in June, the City moved the Museum System to Parks and Recreation. The Museum Director now reports to Kay Frazier, Director of Parks and Recreation, as of July 1, 2013.



The Lynchburg Museum System and the Restoration Committee of the Garden Club of Virginia (GCV) agreed to a new 20-year contract for POH in February. The first contract ran from 1980-2010 and the GCV provided generous support including landscaping, stone walls and walkways, and other enhancements during that time. The Advisory Board and GCV are discussing a number of new projects for the coming years and look forward to the continuation of the collegial partnership that enhances POH.



An American Turning Point, the Commonwealth of Virginia's major exhibit honoring the 150th anniversary of the Civil War, was shown at the Museum in two parts. *Surviving War* ran from July through November 2012 and *Waging War* was on exhibition from January through May 2013. Organized by the Virginia Historical Society in partnership with the Virginia Sesquicentennial of the American Civil War Commission and the National Endowment for the Humanities, the Lynchburg Museum was one of seven museums in Virginia chosen to host the exhibition.

I. Visitation

	<i>FY 2013</i>	<i>FY 2012</i>
Lynchburg Museum	6,339	5,767
Point of Honor House	5,336	6,131
Point of Honor Events	3,809	3,826
Outreach Programs	<u>1,133</u>	<u>1,472</u>
TOTAL	16,617	17,196



A total of 16,617 visitors were served by Point of Honor, the Museum, and outreach programs in FY 2013, a 3.34% decrease from the previous year. The Museum had an increase in visitors during the year, likely a result of the *American Turning Point* exhibit. Point of Honor house visitation showed a small decrease for the year as did outreach programs.

The year was challenging in many ways. The derecho windstorm hit Lynchburg in late June 2012, two days before the beginning of the fiscal year. Power was out and sites closed for several days, fallen trees and utility lines blocked roads, and life in Lynchburg was impacted for weeks after the storm. Fortunately, the Museum was not damaged and Point of Honor only lost one antique apple tree along with other minor tree damage. Road construction near the Museum and Point of Honor and a long dreary winter contributed to a less than ideal year for visitors and staff alike.

- Visitor Origin: The Museum had approximately 40% of visitors from the local region/Virginia and 60% were out of state. Point of Honor visitors were approximately 50% local/regional and 50% out of state. The figures are estimates based on visitor surveys and guest books.
- Websites: The Museum and Point of Honor websites (www.lynchburgmuseum.org and www.pointofhonor.org) had a total of 26,333 hits in 2013. This is up from 25,691 for FY 2012.
- Facebook: The Museum System Facebook site had 95,876 hits compared to 68,193 last year. There were 358 active followers at the end of the year compared to 230 last year.

II. Volunteers and Interns

The Volunteers of the Lynchburg Museum System, with 40 active members, provided 2,148 hours of service with a value of \$47,568, based on the Federal volunteer rate of \$22.14 per hour in 2013. Liz Paull, Ed Tinsley, and Vince Desmond each gave over 200 hours. In FY 2012, volunteers gave 3,030 hours. The declining trend in volunteerism is being felt by most non-profits.

Three students from Lynchburg College and one from Harvard University served internships with the Museum System in 2013, working on research topics that included the ceramics collection, the C.W. Seay papers relating to school integration in Lynchburg, and the Scott-Terrell family papers.

For the third year, Randolph College brought students to POH for “A Day of Caring” in September 2012. The students helped clean the porches, steps, hearth kitchen, and spruced up the grounds among other tasks.

III. Lynchburg Museum Foundation

The Lynchburg Museum Foundation, a 501(c) (3) educational and charitable corporation, received \$26,901.68 from all sources in FY 2013 compared to \$26,782.41 in donations in FY 2012. Funds given for particular purposes are kept in restricted sub-accounts and other funds are classified as non-restricted. All funds are held at the Bank of The James. The Foundation supports the properties and programs of the Museum System and files a 990 return with the IRS annually. The Foundation had financial assets of \$290,634 as of June 30, 2013 as compared to \$274,625 as of June 30, 2012.

The Foundation started a membership program in May 2012. As of June 30, 2013, there were 184 members after 13 months of operation.

IV. Programs and Events

Day at the Point

October 2012 - 2,645 Visitors October 2011 - 2,840 Visitors

The largest event of the year for the Museum System, Day at the Point is a fall festival held at POH on the first Saturday in October. Living history demonstrations, musical groups, tours, food and games for children are all part of this free annual event.



Christmas Open House

December 2012 - 382 Visitors December 2011 - 524 Visitors

Each year on the first Sunday in December, POH hosts a free open house with period decorations, music and living history.

Blue Star Program

The Museum System again participated in the Blue Star Program through which active duty military personnel and their families receive free admission to museums and historic sites from Memorial Day to Labor Day. The program is sponsored by the National Endowment for the Arts.

Point of Honor 5-K

Each year local runners hold the POH 5K Race in early April. The course includes A Street in front of POH and volunteers in living history costume cheer on the participants. In FY 2013, over 375 people ran in the event.

Garden Day

April 2013 - 657 Visitors

April 2012 - 275 Visitors

POH's grounds have benefited from a long-term relationship with the Garden Club of Virginia. Each April during Garden Week, POH is open free to Garden Day ticket holders.

Discover Lynchburg Summer Camp

June 2013 - 20 Children

June 2012 - 20 Children

Children come for one week in June from 9:00 a.m. to 3:00 p.m. daily for the Discover Lynchburg Summer Camp. Visits are made to City Hall, a fire station, police department and water plants, and the camp includes a picnic on Percival's Island. Campers also experience programs and activities at POH and the Museum ranging from Native American life to classic architecture.



Teacher Recertification Program

Museum Educator Whitney Roberts and Building Supervisor Judi Harvey coordinated a teacher recertification program for a week in June 2013. Teachers earned 45 points toward teacher recertification training in social studies and 11 teachers participated with Amherst, Campbell, Nelson, and City schools represented. In 2012, 17 teachers attended.

First Fridays

Each month, the Museum participates in Downtown First Fridays with free admission from 5:00 p.m. to 8:00 p.m. Attendance ranges from 30-120 visitors and a special topic is chosen each month. Lynchburg baseball, WWII, and early Lynchburg businesses are examples of topics covered in the past year.

School Programs

The Museum System added several educational programs in FY 2013 and last year 1,854 students visited as part of school field trips. There are 13 programs that are offered to school groups with each one having a hands-on component tied to Virginia's Standards of Learning. Teachers are able to select activities based on their curriculum, time available, and interests.

V. Significant Maintenance and Preservation Projects

A mold outbreak occurred in the Carriage House at POH in late summer of 2012 due to leaking HVAC drains. Overnight, surfaces upstairs were covered in mold bloom with mold also moving through the air vents to portions of the first floor. The property was closed to the public and ProServ, Inc. cleaned and treated the building over a period of

several weeks. The heating and air system in the Carriage House failed several months later and was being replaced by the City at the end of the year.

The Carriage House roof, Diggs Gallery porch and handrails and main house porch deck were repaired and painted during the year. Repairs were also made to a number of stone steps, retaining walls and walkways. Over time, 13 windows at POH had been broken or cracked and all were replaced in 2013.

The Museum also suffered from a mold outbreak during late summer 2012 and the City initiated a full duct cleaning. A climate study to determine the cause was commissioned and results and repairs are still pending.

VI. Significant Artifact Donations and Collections Updates

The Museum System accepted 198 donated objects this past year. Significant items included a portrait of J.R. Millner, founder of Millner’s Department Store, a gift of the Millner family. The August Forsberg descendants donated a portrait of Caroline Morgan Forsberg and also paid for its conservation. Three other 19th century oil portraits were also conserved by Richmond Conservation Studio during the year and placed on exhibit: Edward Gregory, Camilla Scott and Samuel Scott.

A number of photographs were donated during the year including a collection of images of the Lynchburg Home Guard, U.S. Army, ca. 1916. In the photographic collection, there are currently 6,003 photos online; 20,275 people have viewed the photo store site and looked at 896,967 photos since its inception. There have been 68 sale orders totaling \$2,671 since inception; these funds are deposited to the City General Fund to help offset Museum System operations.



VII. Special Projects, Staff Changes



In October 2012, Curator Greg Krueger resigned to return home to Wisconsin. Laura Lembas, formerly of the Stonewall Jackson House and George C. Marshall Foundation Museum in Lexington, was chosen as his replacement in March 2013. In June 2013, Museum Educator Rachel Deddens resigned and part-time Building Supervisor Whitney Roberts was selected as her replacement.

Museum Director Doug Harvey worked with the Save Outdoor Sculpture Committee and Lynchburg Historical Foundation on three sculptures in Lynchburg in need of

restoration. The bayonet on *The Listening Post* was broken in 2011 and repaired in July 2012 by Ken Faraoni. The second Virginia Cavalry monument in Miller Park had been vandalized years ago and Faraoni repaired the missing scabbard in November 2012. *The Water Bearer* in the Clay Street Reservoir was first thought to be vandalized in 2012 but it was later determined that the soft zinc metal from which it was cast had collapsed, causing the damage. Ken Faraoni is in the process of creating a mold from the original so that *The Water Bearer* can be recast in bronze.

VIII. Financial Reports: City Budget and Lynchburg Museum Foundation

The budget is part of the City's general fund and supports the total Museum System operation. Funds received from the Diggs Trust and the POH Capital Campaign account at Wells Fargo (Trust Company of Virginia as of January 1, 2013) are deposited as revenue in the general fund to help support Museum System expenses. As the City pays utilities, building and grounds maintenance and related expenses on a City-wide basis, that support is not itemized in the Museum budget. FY 2013 budget: *See attachment A*

Lynchburg Museum Foundation: Enclosed is the most recent 990 tax statement for the Foundation. *See attachment B*

IX. Current Annual Budget: FY 2014 Budget

The City budget continued to be under pressure in FY 2014 and there was the continued potential for the Museum System to see budget cuts that would have forced reduced operations. The City approved a budget for FY 2014 that is essentially at the same level as in FY 2010. Due to increased retirement, fleet services and personnel costs that must be absorbed, true operating funds continued to decline or remain flat. *See attachment C*

X. Advisory Board

The Lynchburg Museum System Advisory Board is appointed by City Council. Members at the end of FY 2013 were: John Arnold, M.D., Mary Morris Booth, Jane Bowden, Robert Craighill, Laura Crumbley, Lucille Deane, Michael Doucette, Elizabeth Hutter, Langhorne McCarthy, Patsy Meyer, ex officio, Laura Munson, Florence Perrow, Ray Stokes, Ed Tinsley, Marie Waller and Sandra Whitehead. The Board advises City Council, the City Manager, and the Museum Director on the growth and development of the Museum System and acts as the Board for the Lynchburg Museum Foundation. The Board meets a minimum of four times during the fiscal year and all minutes are available for review at the Museum System administrative offices.

XI. Inventory and Location of POH, Inc. Property

With the change in ownership of POH, a full inventory of POH, Inc. property was done by Thomas G. Ledford, former Museum System Director, in January 2013. Curator Laura

Lembas, hired in March 2013, updated all collections records in the PastPerfect inventory based on Ledford's work and a copy was provided to POH, Inc. in May 2013. POH, Inc. initiated an appraisal of significant objects by Elizabeth Gladwell and Associates in FY 2013 and the report is expected in the current year.

Respectfully submitted,
Douglas K. Harvey
Museum System Director