
HISTORIC GENEVA

2021 Annual Report

Historic

GENEVA

OUR PAST CAN CHANGE YOUR FUTURE.

Historic Geneva (also known as the Geneva Historical Society) tells the stories of Geneva, New York. Discover these stories online and in person through the Geneva History Museum, Rose Hill Mansion, and Johnston House.

2021 By Number

6 **videos** were created for our series *Geneva Stories*.

8 “**Looking Back**” **articles** were written for the *Finger Lakes Times*.

12 **exhibits** were held at the Geneva History Museum, Rose Hill Mansion, and Geneva Public Library.

52 **blog articles** were written by staff.

55 **donations** were accepted to fill gaps in our collections.

61 **partners** (funders and collaborators) helped us to share Geneva’s stories.

251 **research requests** came over the phone, via email, through social media, or in person.

571 followers on **Twitter**.

1,397 followers on **Instagram**.

4,305 people attended one of our 35 **programs (in-person or virtually)**, visited the **Geneva History Museum and Rose Hill Mansion** or participated in one of our 16 **outreach activities**.

4,704 followers on **Facebook**.

78,272 visitors to our **website**.

Volunteers

Over 2,000 hours were spent by volunteers attending committee meetings, running the Carriage House Gift Shop at Rose Hill, transcribing diaries and oral histories, tending the garden at the Geneva History Museum, and helping with the *Holiday Market* and other projects. In 2021, **45 people generously donated their talent and time** to Historic Geneva.

Fundraising

Despite the continued impact of the pandemic we managed to hold our own and we couldn’t (and can’t continue) to do so without the financial support from a variety of sources.

Donations, participation in the **online auctions and quilt raffle**, contributing to our **Support Campaigns**, and donating items to or shopping at our **Holiday Market** were just some of the ways the community showed their continued support.

Support for our operating costs and programming initiatives came through a combination of **publicly and privately funded grants**. We received grants from the following organizations City and Town of Geneva, ESL Charitable Foundation, Farash Foundation, Humanities New York, Nelson B. Delavan Foundation Part A, NYSCA, and Wyckoff Family Foundation.

Through Generations Bank we participated in the second round of the **Payroll Protection Program** and received full loan forgiveness.

We also relied on income from our **three endowments** (General Endowment, Rose Hill Endowment, and John A. Hutchins Memorial Fund).

Thank you to our supporters, grant funders, donors, and others who generously supported Historic Geneva in 2021.

Consolidated Statement of Operations

Income	
Contributions	\$ 1,655,726
Earned Income	\$ 34,063
Net Endowment and Other Investments	\$ 2,823,598
Total Income	\$ 4,513,387
Expenses	
Programs Services	\$ 340,252
Management	\$ 157,836
Fundraising	\$ 36,016
Total Expenses	\$ 534,104
Net Operating Gain /Loss	\$ 3,979,283

Consolidated Balance Sheet

Assets	
Cash and Cash Equivalents	\$ 2,174,800
Property and Equipment	\$ 839,852
Investments at Market Value	\$22,529,355
Total Assets	\$25,544,007
Liabilities and Net Assets	
Accounts Payable/ Accrued Expenses	\$ 146
Deferred Income	\$ 500
Funds Held For Others	\$ 5,014
Net Assets	\$25,538,347
Total Liabilities and Net Assets	\$25,544,007

Consolidated Endowment Portfolio Activity

Market Value on December. 31, 2020	\$ 19,567,031
Investment Income	\$ 664,195
Change in Market Value	\$ 2,225,138
Distribution to/from Operations	\$ (470,784)
Investment Management Fees	\$ (105,346)
Market Value on December 31, 2021	\$21,880,234

Highlights from 2021

Rebranding to **Historic Geneva**.

We welcomed four **new trustees** to the Board and **new employees**, including Mel Oles as the Visitor Services and Programs Manager.

The **exhibits** at the Geneva History Museum were *An Educated Citizenry: Education in Geneva*, *My Geneva Is*, Geneva City School District Art Show, *Geneva Innovators*, *We Stayed At Home: A Record of Geneva in the Covid-19 Pandemic*, *My Geneva Is (Home Edition)*, and *Community Curators*.

The former Tasting Room at Rose Hill was renovated into a **vacation rental**, which will be managed by Finger Lakes Premier Properties.

As part of our rebrand, we had InHouse Design **refresh our website** and **add online ticketing** for Rose Hill and select events.

We continued to expand our digital outreach by producing **new video content** for YouTube and our website. In addition, all available **finding aids** were added to the Empire Archival Discovery Cooperative.

Special collection projects included **digitizing cassette tapes, slides, and church records**.

Partnering with organizations and participating in community events allowed us to reach to a broad audience. Our outreach activities included blog articles for *Edible Finger Lakes*; programs for Girl Scouts, Zonta Club, and Lyceum Heights; participating in the Farmer's Market and Rotary Club's Santa Time; creating the Geneva Heritage Trail; and contributing to New York Heritage's online exhibit *Immigration in New York State, 1650-1950*.

Board of Trustees

Staff

Officers

President	Josephine Perry
Vice President	Spike Herzig
Secretary	Mary Shelley
Treasurer	Heather Teets
Immediate Past President	Eric Duchess

2019-2022

Christa Biesenbach
Eileen Broyles
Judy Campbell
Ron Eveland

2020-2023

Norma Press
Joyce Toher
Windsor Wade
Max Whelan

2021- 2024

Susie Flick
Eric Lewis
Colleen Purbeck
Melanie Sage

Geneva Mayor's Designee to Board

John Pruett

Supervisor, Town of Geneva Designee

Dick Buck

Historic
GENEVA

Archivist

Becky Chapin

Director of Education and Public Information

Anne Dealy

Office Manager

Jeanine Housman (through October 2021)

Facilities Manager

David Knitter

Executive Director

Kerry Lippincott

Curator of Collections and Exhibitions

John Marks

Visitor Services and Programs Manager at Rose Hill and Johnston House

Mel Oles

Director Emeritus

Charles Bauder

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