

# 2022 Annual Report



*Historic Geneva shares and preserves Geneva's stories through crafted educational experiences that engage the community and visitors with its diverse history.*

## 2022 By Number

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

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

16 **exhibits** were held at the Geneva History Museum, Rose Hill Mansion, and outside organizations.

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

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

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

619 people **attended meetings, events or programs hosted by an outside organization** at the Geneva History Museum and Rose Hill Mansion.

1,347 students **attended programs held inside and outside the classroom**.

1,603 followers on **Instagram**.

5,130 people attended one of our 31 **programs (in-person or virtual)**, visited the **Geneva History Museum and Rose Hill Mansion** or participated in one of our 19 **outreach activities**.

5,047 followers on **Facebook**.

86,660 visitors to our **website**.

## Volunteers

**Over 2,000 hours** were spend by volunteers attending committee meetings, running the Carriage House Gift Shop at Rose Hill, working in the archives on various projects, tending the garden at the Geneva History Museum, and assisting with the *Holiday Market* and other activities. In 2022, **57 people generously donated their talent and time** to Historic Geneva.

## Fundraising

To generate income, Historic Geneva relies on a variety of activities.

**Donations**, participation in the **fall online auction**, attending **On The Cutting Edge: An Evening At the Cracker Factory**, contributing to our **Support Campaigns**, and 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, Nelson B. Delavan Foundation Part A, New York State Council on the Arts, Rochester Regional Library Council, and Wyckoff Family Foundation.

**Additional income** came from gift shop sales, admissions at Rose Hill, and fees from public programs, facility use, and use of the Archives.

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 2022.

## Consolidated Statement of Operations

### Income

Contributions	\$ 1,401,088
Earned Income	\$ 64,090
Net Endowment and	
Other Investments	\$ (3,522,319)
<b>Total Income</b>	<b>\$ (2,057,141)</b>

### Expenses

Programs Services	\$ 435,720
Management	\$ 195,522
Fundraising	\$ 51,421
<b>Total Expenses</b>	<b>\$ 682,663</b>
<b>Net Operating Gain</b>	
<b>/Loss</b>	<b>\$(2,739,804)</b>

## Consolidated Balance Sheet

### Assets

Cash and Cash Equivalents	\$ 2,181,221
Property and Equipment	\$ 1,093,600
Investments at Market	
Value	\$19,527,274
<b>Total Assets</b>	<b>\$22,802,095</b>

### Liabilities and Net Assets

Accounts Payable/	
Accrued Expenses	\$ 256
Deferred Income	\$ 500
Funds Held For Others	\$ 2,796
Net Assets	\$22,798,543
<b>Total Liabilities</b>	
<b>and Net Assets</b>	<b>\$22,802,095</b>

## Consolidated Endowment Portfolio Activity

Market Value on	
December. 31, 2021	<b>\$21,880,234</b>
Investment Income	\$ 791,026
Change in Market Value	\$(4,165,793)
Distribution to/from	
Operations	\$ 492,464
Investment Management	
Fees	\$ (100,594)
Market Value on	
December 31, 2022	<b>\$18,897,437</b>

## Highlights from 2022

A **new strategic framework for 2022-2025** was created and implemented with **new mission and vision statements**.

For our **first Geneva Storytellers' Awards** we honored the Geneva Public Library, Lake Drum Brewing, Professor Chris Woodworth and theatre students from Hobart and William Smith Colleges for *From Beyond: Geneva's Unheard Voices*.

We **saved community artifacts** that were threatened, including paintings by Clyde Mathis, materials related to the American Legion, and archival materials from Grace Willowdale Church.

All the roofs were replaced at the Geneva History Museum. At Rose Hill several of the mansion's roofs were replaced, the belvedere on the mansion was rehabbed, the former Tasting Room opened as a vacation rental, and the orchard was removed.

2022 was the **"return to normalcy"** with the return of school programs, the summer concert series, Rose Hill specialty tours and *Community Day*.

**Special collection projects** included digitizing, cleaning, and rehousing our audio reel collection.

By partnering with other community organizations and participating in community events we shared Geneva's stories with the broadest audience possible. Our outreach activities included **loaning items from our collections** to Houghton House at Hobart and William Smith Colleges and the Dryer Arts Center for exhibits; **programs** for Geneva Housing Authority, 21st Century Club and Geneva Women's Club; **class visits and internships for students from Hobart and William Smith Colleges**; and participating in **community events** like the Farmer's Market, Seneca Falls Family History Day, and Canandaigua Antique Show.

## Board of Trustees

### **Officers**

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

#### **2020-2023**

Norma Press  
Joyce Toher  
Windsor Wade  
Max Whelan

#### **2021- 2024**

Susie Flick  
Eric Lewis  
Colleen Purbeck  
Melanie Sage

#### **2022-2025**

Eileen Broyles  
Judy Campbell  
Ron Eveland  
Robb Flowers

#### **Geneva Mayor's Designee to Board**

Vacant

#### **Town of Geneva Supervisor's Designee**

Dick Buck

*Historic*  
**GENEVA**

## Staff

### **Archivist**

Becky Chapin

### **Director of Education and Public Information**

Anne Dealy

### **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

### **Office Manager**

Rebecca Petropoulous

### **Director Emeritus**

Charles Bauder

### **Rose Hill Tour Guides**

Kerry Adams  
Maryrose Arimoto  
Cindy Austin  
Rebekah Clark  
Dawn Jendrick  
Christine Murphy  
Nancy Wright

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Geneva History Museum  
Johnston House  
Rose Hill Mansion

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