

Historic Geneva

# 2023 ANNUAL REPORT

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



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## Highlights from 2023

For our **second Geneva Storytellers Awards** we honored Lillian Collins, Finger Lakes Community College's Geneva Campus Center, and Water St. Café.

**Maintenance projects** included painting the exterior of the Geneva History Museum, installing heat pumps in the Carriage House and East Tenant Cottage at Rose Hill, and re-enforcing the floors in the Mansion's parlors.

**Special collection projects** included a condition survey for the rolled materials in the Archives and completing an inventory of uncatalogued PB Oakley negatives.

The exhibit **Lift Every Voice: Geneva's Black Community Since 1965** explored the history of Geneva's Black community since the Civil Rights Movement of the 1960s. The exhibit continued the story started in the 1991 exhibit and 1993 book *Make A Way Somehow: African American Life in a Northern Community 1790-1965*. Throughout the year, programming and online content connected to the exhibit's themes were created.

During the Community Engagement Scholarship Forum in May 2023, HWS President Mark Gearan presented Historic Geneva with the **Community Partner of the Year Award**. Professor Chris Woodworth nominated us for our work helping students connect with Geneva's history.

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 "**Looking Back**" **articles** for the *Finger Lakes Times*; **programs** for the Geneva Housing Authority, and Geneva Women's Club; **class visits for students from HWS**; and participating in **community events** like the Farmer's Market, Finger Lakes Pride Festival, and *Mingle with Kringle*.

### Volunteers

**Over 2,000 hours** were spent by volunteers attending committee meetings, running the Carriage House Gift Shop at Rose Hill, working in the archives on various projects or at Geneva History Museum's front desk, and helping with the *Holiday Market*, school programs, or other activities. **In 2023, 73 people** generously donated their talent and time to Historic Geneva.

### Funding

To generate income, Historic Geneva relies on a variety of activities. **Donations**, participation in the **online auction**, going on **bus trips**, attending **An Evening At Houghton House**, 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, Finger Lakes Visitors Connection, Nelson B. Delavan Foundation Part A, New York State Council for the Arts, 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 **four endowments** (General Endowment, Walker Trust, 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 2023.**

## 2023 By Number

### **Consolidated Statement of Operations**

#### **Income**

Contributions - \$ 113,543  
 Earned Income - \$ 58,496  
 Net Endowment and Other Investments -  
 \$ 2,635,198  
**Total Income - \$ 2,807,237**

#### **Expenses**

Program Services - \$ 404,015  
 Management and General - \$ 193,785  
 Fundraising - \$ 42,431  
**Total Expenses - \$ 640,231**  
**Net Operating Gain/Loss \$ 2,167,006**

### **Consolidated Balance Sheet**

#### **Assets**

Cash and Cash Equivalents - \$ 2,252,293  
 Property and Equipment - \$ 1,079,261  
 Investments at Market Value - \$21,637,427  
**Total Assets - \$24,968,981**

#### **Liabilities and Net Assets**

Accounts Payable/Accrued Expenses - \$ 373  
 Deferred Income - \$ 500  
 Funds Held for Others - \$ 2,559  
 Net Assets - \$24,965,549  
**Total Liabilities and Net Assets - \$24,968,981**

### **Consolidated Endowment Portfolio Activity**

**Market Value on December 31, 2022 -  
 \$18,897,437**

Investment Income - \$ 799,596  
 Change in Market Value - \$ 1,855,467  
 Distribution to/from Operations - \$(596,759)  
 Investment Management Fees - \$ ( 92,710)

**Market Value on, December 31, 2022 -  
 \$20,863,036**



### **Activities**

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

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

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

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

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

Over **258 items** were added to our collections.

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

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

1,877 followers on **Instagram**.

2,377 students attended **programs held inside and outside the classroom**.

6,887 people attended one of our **31 programs, visited the Geneva History Museum and Rose Hill Mansion or participated in one of our 40 outreach activities**.

5,849 followers on **Facebook**.

71,742 visitors to our **website**.

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Christine Murphy  
Nancy Wright

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Geneva History Museum  
Johnston House  
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