



Martha's Vineyard Museum Annual Report 2011



2011 Year in Review

In 2011 the Martha's Vineyard Museum made great progress toward reaching its goal of becoming the Island destination for seasonal and year-round residents, visitors and scholars intrigued by the history and culture of this special place. We continued expanding our schedule of exhibitions, associated programming, and lighthouse hours. Our board and our volunteers were integral to our many successes. Of course, there were challenges as well. The Annual Fund growth in 2010 did not continue in 2011, and while the number of our donors remained stable, we experienced a reduction of income. Even so, it has been an extraordinary year for the Museum, and we would like to share a sample of our accomplishments with you, our members and friends.

With funding from a three-year grant from the Beagary Trust, we continued our expansion with the Island's schools that we began in 2010. Working with current and former educators to augment the curriculum in ways that would enrich the learning experience for students and teachers alike, our goals were to add new curricula to connect with topics and themes being taught by teachers and to bring new teachers and their classes to the campus. The program encourages multiple visits in order to engage students with primary source material and give them a richer experience. In 2011 our team focused on curriculum development that included topics of colonial life, the American Revolution, lighthouses, and whaling, making direct connections to the Massachusetts Curriculum Frameworks. We worked with seven Island schools, and spanned grades K-10.

The Gay Head Lighthouse expanded from weekend sunset tours to a 5-day, 7-hour schedule in summer 2011 and went from a couple hundred to more than 10,000 visitors, proving that "if you're open, they will come." Last summer the Museum inaugurated a Vineyard Haven house tour of historic homes in the William Street area. The tour proved so popular that we are holding another in 2012. Generous homeowners, volunteers and members combined to make this possible.

The Museum's stewardship of three Island lighthouses over the years would not be possible without generous Community Preservation Act funding. The Museum treasures its good relationship with all of the island towns. Indeed, our partnership with Edgartown helped us restore five portraits of notable 18th and 19th Century citizens of the town. Community Preservation funds from last year and this are enabling us to begin preserving and making accessible documents and objects in our collections that would otherwise remain in a fragile state, hidden away from the community.

Spotlight Exhibitions are another new program we began in 2011; they will feature rarely exhibited items from the Museum's collections on a rotating basis. Other highlights of the 2011 exhibition season included "Eisenstaedt and Us," featuring rarely seen photographs by Chilmark's dean of photography; a show commemorating the Vineyard's participation in the Civil War; and the opening of the continuing exhibition on Martha's Vineyard shipwrecks.

Recognition of our activities traveled across the Island: we were awarded a "Martha" for being voted by Chamber of Commerce members as the Island institution that makes the Vineyard a better place. Awards came from off-island in 2011 as well: our National Endowment for the Humanities-funded website "Laura Jernegan: Girl on a Whaleship," received national awards from the American



Gay Head Lighthouse in Aquinnah, which opened five days a week in the summer of 2011 for the first time.

Association for State and Local History, and was recognized as a model for museums developing exhibition-based websites at conferences of the New England Association of Museums and the Massachusetts Foundation for the Humanities.

Although we value our affiliations with professional organizations and consortia, most of all we value our members and the community to which they belong. We instituted weekly “Free Saturdays” for island residents in the off-season as a small way of saying “thank you.” In the coming year we will be including more “members-only” programming in our calendar for all of our members, regardless of their address.



New Museum Property in Vineyard Haven on the day of the first Community Open House in December 2011.



Eisenstaedt Panel held in July 2011 as part of the exhibition “Eisenstaedt and Us.”

As you know, in the fall the Museum purchased the former Marine Hospital/St. Pierre School property in Tisbury as the future main campus of the Martha’s Vineyard Museum. Although we know it may take several years before we make the move, we are already warmed by the willingness of both Tisbury civic leaders and our future neighbors to engage with us as we make plans for this location. In December we hosted an Open House, and over 300 Islanders joined with us to tour the building and grounds. Also last December, the Board and staff initiated a strategic planning process that imagines what the Martha’s Vineyard Museum will be five years down the road.

For the immediate future, however, the Museum must continue to maintain its membership roster of loyal friends even as it brings new members into the fold. As members of the Museum, you are our best ambassadors—please help us spread the word. The Museum must also continue to nurture its other supporters—individual donors, foundations, and other granting agencies—so that it can grow income from a variety of sources. Establishing a financially strong Museum for the present is what we must do in order to realize the future of our Museum.

Our thanks for helping make 2011 a year on which the Museum looks back with pride and gratitude.

Sincerely,

Sheldon Hackney
Chair, Board of Directors

David Nathans
Executive Director

2011 Financial Report

Statement of Operating, Restricted and Capital Activities

	<u>FY 2011</u>	<u>FY 2010</u>
Operating Income		
Dues	72,880	71,952
Admissions & Fees	36,027	38,931
Lighthouse Admissions & Fees	90,992	55,347
Contributions	221,534	384,376
Pledge Payments Received	234,969	101,667
Sales	26,411	24,326
Special Events	166,577	191,607
Interest Income	1,495	1,441
Grant Funds Applied	167,012	188,734
Restricted Funds Applied	89,119	115,663
Total Operating Income	<u>1,107,016</u>	<u>1,174,044</u>
Operating Expense		
Programs, Collections & Exhibits	517,705	510,705
General & Administrative	298,648	362,127
Membership & Fundraising	305,528	253,061
Lighthouse Operations	85,845	32,880
Cost of Sales	11,426	11,743
Total Operating Expenses before Depreciation	<u>1,219,152</u>	<u>1,170,516</u>
Change in Net Assets from Operating Activities	(112,136)	3,528
Depreciation	62,237	60,243
Restricted Revenue Activity		
Grants, Contributions & Future Pledges	343,015	546,404
Releases of Restricted Funds	(453,476)	(304,397)
Change in Net Assets from Restricted Activity	(110,461)	242,007
Capital Campaign Activities		
Contributions	3,400,329	100,000
Interest	9,322	2,633
Expenses	(279,158)	(86,909)
Change in Net Assets from Capital Campaign	<u>3,130,493</u>	<u>15,724</u>
**Property Acquisition	3,881,245	-
Change in Net Assets	2,845,659	201,016
Net Assets, Beginning of Year	<u>2,940,059</u>	<u>2,739,043</u>
Net Assets, End of Year	<u><u>5,785,718</u></u>	<u><u>2,940,059</u></u>

**Represents the transfer of assets related to the the purchase of the Marine Hospital site and the sale of the West Tisbury property.

2011 Treasurer's Report

2011 was an exciting and challenging year. We took a major step toward a fascinating future with the purchase of the former Marine Hospital/St. Pierre Camp property on Lagoon Pond Road in Vineyard Haven. The promise and appeal of that new future is implied in the fact that we raised \$3.5 million in just three months for the purchase and initial maintenance of our future home.

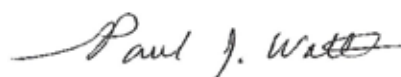
This dramatic reorientation of our plans also allowed us to sell our property in West Tisbury to its neighbors, the Polly Hill Arboretum and the Agricultural Society. We used the proceeds of that sale to eliminate all of our bank debt, while maintaining a modest liquidity in the capital budget.

The opening of the Gay Head Lighthouse more than doubled our lighthouse admissions. Our other earned income remained steady. We received new contributions of \$221,534 in 2011 in addition to \$234,969 from previously pledged contributions paid during the year. We completed work on two grants from the National Endowment for the Humanities, presented year-round programming, and ended the year free of debt and looking optimistically toward our future.

That future, while bright, is also full of challenges. We ran an operating deficit of \$112,136 in 2011, not including depreciation. Our challenge is to grow our donor base. That process has started with a number of new multi-year pledges that will help our cash flow as well as our budgeting. While we continue to convert the Marine Hospital into our future, we must not neglect our need to retain a strong and exciting presence in Edgartown until we raise sufficient funds to move to Tisbury.

2011 was a challenging year, but we managed it, and we continue to look forward with great energy. If we work together, we can realize our dream of a new home at the Marine Hospital. Without the dedicated hard work of our staff, and the generous contributions of our members and patrons, this bright future can not become a reality. We are fortunate to have both.

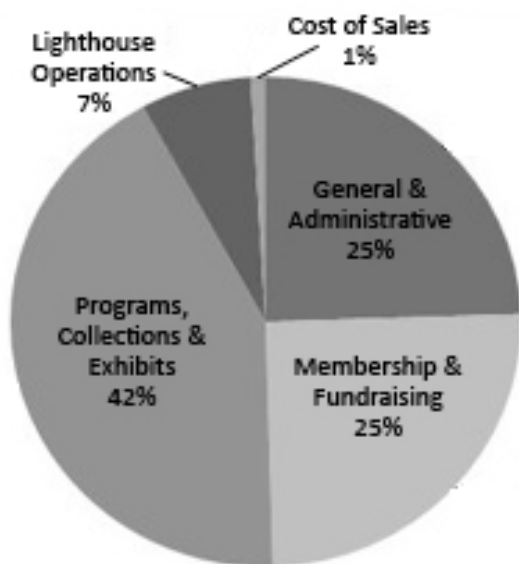
Thank you, thank you.



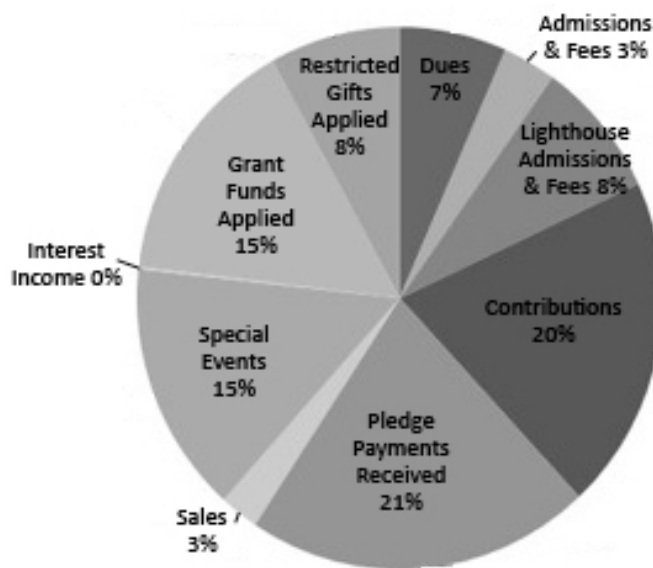
Paul J. Watts, Treasurer

2011 Total Operating Expenses

(Before Depreciation)



2011 Total Operating Income



2011 Contributors

In an effort to acknowledge the many ways in which our contributors support the Museum each year, donors are listed according to their total giving in 2011. Gifts included in the total are membership dues, Annual Fund contributions, Capital Campaign contributions, grants, employer matching gifts, endowment gifts, donations to fundraising events, and other charitable gifts from January 1 - December 31, 2011. The Museum is grateful for every gift. We have respected the wishes of those donors who have expressed a desire to be anonymous. All photos are from the MVM Collections.

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Over 120 volunteers dedicated their valuable time to assist with the library, visitor services, curatorial projects, education projects, oral history, special events, lighthouses and other areas of Museum activities. Our Museum, like so many others, depends on volunteers to fulfill our mission. They can be justly proud of what they accomplished in 2011. We thank them for all their hard work and dedication.

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2011 Accessions

Archival materials relating to Martha's Vineyard

Gift of Catherine and Donald Mayhew, Vineyard Haven

Seat from Union Chapel,

Oak Bluffs

Museum curators collected

Braided rug made by Mabel

Johnson c. 1950. 34" diameter

Gift of Judith Cook, Sherborn, MA, in memory of Alice Forbes Howland



Painting, oil on canvas, Federated Church minister's house, Edgartown Donald Carrick (1929 - 1989) c. 1980

Gift of Carol Carrick, West Tisbury

Books, photograph albums, and postcards relating to the Charles Gilbert Hine family property on Cedar Neck, Vineyard Haven.

Gift of Sally Sotirovich, Glen Head, NY

Kayak designed by Erford Burt

Gift of Graham Flanders, Chilmark

Letters relating to the Luce family. Some from Benjamin Luce, 20th Mass. Infantry Co. I, Civil War.

Gift of Seth Goodhart, Lexington, VA

Scrimshaw tooth from the whale-ship Mary's 1836 voyage.

Gift of Sarah Ambrose, Maynard, MA, in memory of Nancy and Ed Ambrose

Glass milk bottle from the MV Co-op Dairy, Inc.

Gift of Craig Bingman, Beaver Springs, PA

Suit belonging to Alfred

Eisenstaedt; visodisc of "Vineyard Voice" episodes

Gift of William Waterway Marks, Edgartown

Music for "The Martha's Vineyard National Anthem"

Gift of Barbara St. Pierre, Vineyard Haven

38 Photographs taken on Martha's Vineyard by Henry Gund (1909 - 1974) around the 1940s

Gift of Gretchen Gund, San Rafael, CA

DVD of Ted Morgan

speaking about his WWII experiences. Filmed by Debby Field 12/15/2010.

Gift of Ted Morgan, Edgartown

Bible of Richard Holly Fisher

Gift of the Freyer family, Keene, NH



Postcards of the Marine Hospital, Vineyard Haven

Gift of Alison and Leo Convery, Edgartown

Plan of Aldworth Heights, Vineyard Haven, MA. 1913

Gift of Peter and Gwen Norton, New York, NY



Watercolor of Menemsha by Ruth Appeldoorn Mead (1894-1994)

Gift of William Creighton Reed, Greenwich, CT

Miscellaneous records pertaining to the Martha's Vineyard Agricultural Society. Most of the records

are entry forms and related material for the Agricultural Fair, but there are some Society records and meeting minutes.

Gift of the Martha's Vineyard Agricultural Society, West Tisbury

Photograph album containing photographs of relatives of the donor, including Charles Holley Vincent, Kathleen Matthews, Alice O'Brien Vincent, Mary Katherine Vincent, and Phillip Smith Vincent. Photographs were taken around 1918.

Gift of Peg Kelley, Edgartown

Fellows family (Edgartown)

papers dating from the late 1700s through the 1850s.

Gift of Mrs. B. Caulkins Clark, Grosse Pointe Farms, MI

Letter from Alfred Eisenstaedt to Henry Beetle Hough and Elizabeth Bowie Hough, 1955; photograph of Alfred Eisenstaedt taken by Alison Shaw, 1987.

Gift of Alison Shaw, Oak Bluffs

A collection of records, newspaper clippings, bills, etc. pertaining to the former Lambert's Cove Methodist Episcopal Church, which operated from 1946 through 2000. Papers date from 1965, with most from 1997 through 2001.

Gift of Ed and Barbara Child, Vineyard Haven

Archival materials relating to the United Methodist Church of Martha's Vineyard

Gift of the United Methodist Church of Martha's Vineyard

42 snapshots of Martha's Vineyard in the 1930s and 1940s. Primarily Edgartown.

Gift of Karen L. Nelson, Shrewsbury, MA

Archival materials and objects relating to the conservation of the Civil War Memorial in Oak Bluffs
Gift of Susan and David Wilson, Oak Bluffs



Martha's Vineyard Flag
Gift of Barry Carroll, Lake Forest, IL

24 snapshots of Martha's Vineyard c. 1950s

Gift of Thomas Thatcher, Vineyard Haven

Woman's jacket of black figured silk, c. 1870 - 1880. Five stereo views of Martha's Vineyard subjects.

Gift of Nancy Cole, West Tisbury

Lithograph by Thomas Hart Benton: "Island Hay," signed by the artists. Published by Associated American Artists in 1945.

Gift of Chrissy and Eric Miller, Baltimore, Maryland



Sketches of WWII combat and military scenes and military personnel done by Al Hurwitz, Marine Unit Artist, in the European theater.

Gift of Al Hurwitz, Chilmark, in memory of Helen Trillus Hurwitz

Historical periodicals with Vineyard-related articles
Gift of Skip Finley, Oak Bluffs

Plan of Aldworth Heights, Vineyard Haven, MA. 1913
Gift of Peter and Gwen Norton, New York, NY

Historical materials from the West Tisbury Grange
Gift of the West Tisbury Grange

Harpers Weekly 2/2/1884, includes City of Columbus wreck story
Gift of Nis Kildegaard, Edgartown

Print of scanned 1940 photograph showing Benjamin Hoar in front of fishing shack at Dike
Gift of Ann Hoar Floyd, Chappaquiddick

Historical periodicals with Vineyard-related articles
Gift of Skip Finley, Oak Bluffs

Oral Histories

In addition to the objects, art, and archives given this year, the Museum's Oral History Curator Linsey Lee has collected oral histories from the following Vineyarders. We are grateful for their generosity in sharing their stories.

Ed Abbe
Clifton Athearn
Dorothy Bangs
Rosalie Bassett
Alma Benson
Dick Brown
Phronsie Conlin
Ruth Cronig
Charles deChallus
Francis Fisher
Al Hurwitz
Tip Kenyon
Ted Meinelt
Neila Monteiro
Elisha Smith
Rose Treat
Olive Tomlinson
Maria Villiamizar
Leona White



Portrait of Claire Duys painted in 1981 by Stanley Murphy. Oil on canvas.

Gift of Beatrice Frantz, Vineyard Haven, MA

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