



# HISTORIC LOCUST GROVE ANNUAL REPORT 2010



## FROM THE PRESIDENT OF HISTORIC LOCUST GROVE

Historic Locust Grove, Inc. is pleased to present the 2010 Annual Report, summarizing the organization's financial condition and providing insight into the projects that captured our attention and demanded our resources in the last year.

With the match support of Metro Councilman, Kelly Downard, HLG completed capital improvements to several site structures and dedicated a retrospective of the 1960s restoration that is now exhibited in the Samuel W. Thomas Gallery. With our partner, Metro Parks, we have initiated an engineering examination of the exterior of the Croghan residence, and as a consequence of the generosity of an anonymous donor, HLG has completed the first interior restoration of the museum house conducted in more than forty years.

While we are proud of these accomplishments, the daily business of instructing, entertaining and amazing the thousands of visitors who tour this National Historic Landmark costs more than \$350,000 each year. Of this amount, we will receive \$13,000 from site owner, Louisville Metro. We view our responsibilities as stewards of Locust Grove seriously and will not willingly eliminate

any single commitment; our operating budget includes public programming and free bus transportation for at-risk students as well as staff salaries and museum, facility and grounds maintenance.

With sincere thanks to everyone who already has donated time and income to Locust Grove, I ask you to continue to help us celebrate American history by supporting Historic Locust Grove's Annual Appeal.

*Gwynne Potts, President*

Historic Locust Grove, Inc.



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## FROM THE EXECUTIVE DIRECTOR: HIGHLIGHTS OF THE YEAR



From plaster dust through paint fumes, carpet tacks, and wall-paper paste, from the excitement of our symposium and opening events to the realized vision of a refurbished and renewed House interior – this year has fulfilled many of our dreams. At last, we have a version of Locust Grove that comes as close as possible to the home that William Croghan would have known. The paint is exactly right, the wallpaper in the Great Parlor is not only exactly right but also visually stunning, and the approximations of other finishes is as close as research will allow us to get.



We've examined our furnishings and all the available evidence, and have removed some items from the collection, purchased more, and moved others, to execute the furnishings and interpretative plans developed over the previous few years. Now we can more effectively tell the stories of life on this site during the Federal era, when Clark lived with the Croghans, from 1809 until 1818. The stories include the lives of the children who grew up here, especially Dr. John Croghan, medical pioneer and owner of Mammoth Cave. The stories also include the enslaved workers at Locust Grove, including Kitt, whose sleeping pallet now rests at the foot of Clark's bed, and the nameless child whose job it was to pull the cord for the *punkah* in the Dining Room.



If you don't know what a *punkah* is, come see it in the House! It's just one of the details that we've been able to restore. The *punkah* connects William Croghan's Locust Grove to the expanding world of international trade, commerce, and fashion, of the expanding world of the early 19th century. These topics and more were explored at our Symposium, *Rediscovering William Croghan's Locust Grove*, held as part of the re-opening festivities in June.

Our challenge now is to take the new interpretive opportunities of the restored House and expand them into programming for a wider and more diverse audience. A new introductory film, new guidebook, new website, and new postcards and merchandise for the store are all being created now. Audience development is a Board and staff initiative this year, involving marketing the site, creating new programs and new outreach, evaluating membership options, and re-thinking the place of Locust Grove in the local and national cultural community.



A Master Plan for the site is in the works, too. This will be developed in conjunction with Louisville Metro Parks, and will look at planning for the next twenty years on all of these 55 acres of land. We'll look at uses of the property, present and future, audience needs, the environment, the neighborhood, the resources here, and put it all together into a document that will guide our future.

With all that is “new”, we are as strongly committed as ever to the “old.” Historic preservation and research continue to be priorities to inform and guide any changes to the site. We take our status as a National Historic Landmark and as an American Association of Museums Accredited Museum very seriously, and strive to maintain the highest standards in every area of operations. We succeed in doing this through the combined efforts of our staff, our Board, our Advisors, our Volunteers, our Members, and the community we serve. It takes all of us - our time, our ideas, our hard work, and yes, our money - to make it work.

But the view from here, in every way, is bright, and exciting, and true to the spirit of this place.

Thanks for all that you have done in the year past for this community, and all that we will accomplish together in the coming years.

*Carol Ely, Ph.D.*

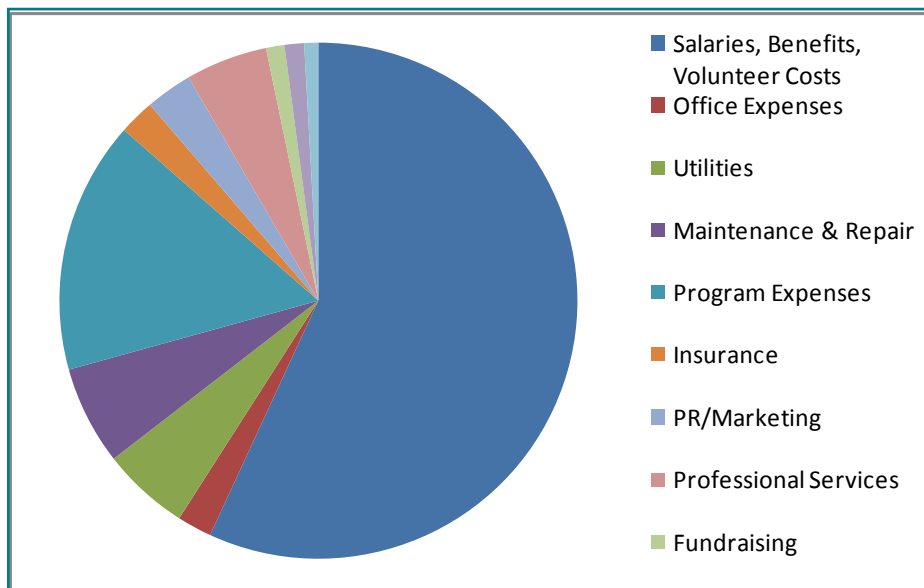
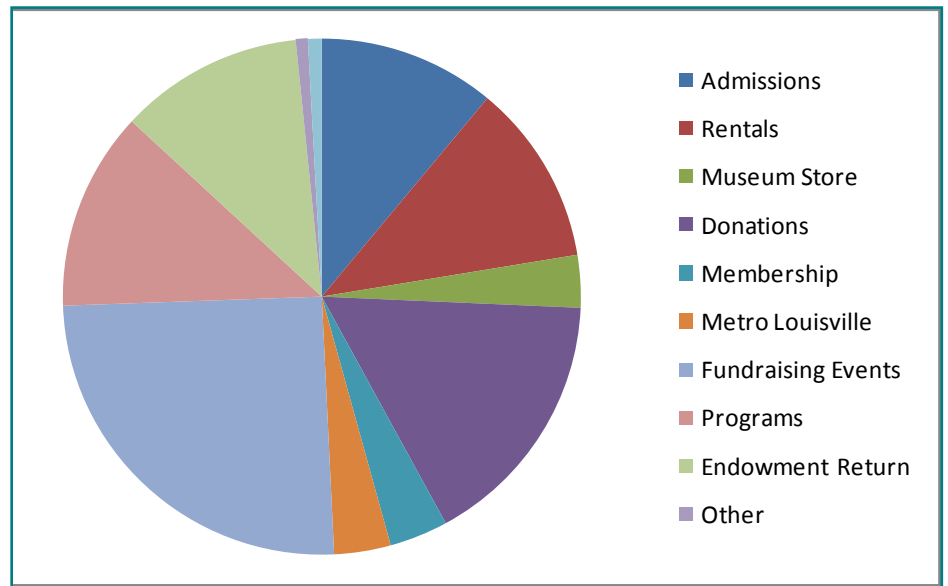
Executive Director



## THE YEAR IN REVIEW: REVENUE

(Audited Financial Statements will be available by December 2010; please write to us if you would like to receive a copy.)

This year, successful fundraising events such as the Gardeners' Fair and Used Book Sale, and steady rentals made up for a diminished endowment return and lower retail sales. Total revenue for operations was \$366,354. Capital revenue is not included in this chart.



## THE YEAR IN REVIEW: EXPENDITURES

As with most museums, personnel costs dominate our expenditures. Other costs include the expenses of running our programs, maintaining our buildings, collections, and grounds, and promoting our events and programs. Again this year we succeeded in ending with a small surplus, with no cuts in staff or programs. Total expenditure this year for operations was \$366,32.

## GRANTS AWARDED:

- An Anonymous Foundation, for House restoration
- Kentucky Colonels, for digitization of research materials
- Community Foundation of Louisville, for Engineering Study of the House
- Louisville Metro Council, pledged, for development of Master Plan

*Gwynne Potts, Councilman Kelly Downard, and Harvad Schmidt Bauer at the dedication of the Martin F. Schmidt Visitors' Center*



## THE YEAR IN REVIEW:

### MAJOR PROGRAMS 2009-10



#### **Jane Austen Festival - July 2009**

This event, in its second year, is held in cooperation with the Jane Austen Society of North America, Greater Louisville chapter. Austen enthusiasts from around the country converge for two days of lectures, workshops, shopping, tea, and a Ball (held offsite); and while here, explore the site and learn about the Clarks and Croghans and the similarities and differences between Federal-era America and Regency England. The event has grown each year; revenue from the event helps to support our other programs. Attendance: 991

#### **Antiques Fair - September 2009, June 2010**

The Antiques Fair is run in conjunction with the promoter Rod Lich, who contracts with the vendors. The event promotes knowledge of early furniture and decorative arts to an appreciative audience. The Fall Antiques Fair was moderately successful this year, and was promoted in conjunction with our Auction of deaccessioned collections items held the same week. Local antique shop sponsors helped to underwrite the event. September attendance: 1123  
The June Antiques Fair was similar, held on a very hot day. June attendance: 1161



#### **Market Fair – October 2009**

The 18th Century Market Fair, in its sixth year, had a great program of activities and events, with some new entertainers and exciting battles. This event promotes our mission to present the history of the Clark/Croghan era in an exciting and accessible way. We again held a “school day” on Friday, with reenactors present. Attendance: 1749

#### **Candlelight Tours – December 2009**

Several changes were made this year: although the House was still decorated with greens and fruits, and our own crew of costumed interpreters presented a Clark/Croghan family gathering, the year was changed to 1809 to reflect the changes in the House and to allow George Rogers Clark to be present. Many of the interpreters worked hard to learn new roles. We also expanded the hours to include tours on Saturday afternoon, and added an option for Afternoon Tea in the Visitors Center. We continued offering a special Book Sale in the Auditorium in conjunction with the event. Attendance (up from the previous year): 510.

#### **Book Sale – March 2010**

The 6th Annual Used Book Sale was a huge success, with some pricing and display changes made by our partner in this project, Charles Bartman, raising more than \$14,000 in three days. As before, we got several new memberships for the members’ preview, the Museum store did well, and some book shoppers also took tours of the House. Book sale funds support Locust Grove programs, especially education programs. Revenue (all book sales this year including August): \$21,660

#### **Spring Encampment/18th Century Thunder – April 2010**

This weekend event, sponsored with military re-enactors from the Illinois Regiment of Virginia, finally got good weather, and was very successful. Attendance: 1109

### Gardeners' Fair – May 2010

This major fundraising event includes the annual Silent Auction and the Mothers' Day Brunch, in addition to a lecture on garden related topics. The event brings attendees who share our enthusiasm for the gardens and grounds of Locust Grove. The three-day event was very successful, helped by good weather. The committee did a great job ensuring good publicity with excellent vendors. Attendance: 4209

### Chamber Music Series

A series of four concerts held through the fall and winter use the beautiful and intimate setting of the ballroom to present music of the period that might have been enjoyed by the people of Locust Grove. Concert-goers include series subscribers and individual ticket-purchasers.

### Lecture Series

Our monthly lecture series this year focused on *American Revolutions*, with topics including politics and personalities in Revolutionary-era America. Attendees at our lectures are often Locust Grove members and volunteers, and the lectures create an atmosphere of learning and community. Ten lectures were held this year.

### Camps

Summer camps are a regular feature of summer at Locust Grove. Our Woodworking Camp offers sessions for younger and older campers, and our Pioneer Camp offers varied activities to one session of enthusiastic campers; this year we added an Archaeology Camp, and a Crafts Camp.

### Workshops & Special Tours

These offerings were suspended this year because of the ongoing work in the historic House, but will resume in 2010-11.

### School Programs

School visits remained popular in spring and fall, as the docents worked around disruptions due to the work in the House. New programs were tested, such as *A Day in the Life*, on the daily lives and work of children, including enslaved children, in the early 19th century. A joint program with the Frazier Museum provided students with a day-long focus on the American Revolution at the two sites. School attendance: 4,173.



## ACCREDITATION UPDATE

In 2000, Locust Grove was awarded ten-year accreditation by the American Association of Museums, meaning the organization had met their high standards for operations, planning, and management. This status is now due to be renewed, and we have been working since 2008 on our re-accreditation application, which now awaits only the site visit from a team of AAM reviewers to be completed. However, during these years AAM has been revising its standards and procedures, slowing down the process. Our status remains intact while we work through the final stages, which we hope to have completed in the first part of 2011.



## VOLUNTEERS

Locust Grove would not work without the time, love, and care of our group of about 120 active volunteers. In calendar year 2009 they logged more than 11,000 hours helping with events, as docents, running the front desk, and other tasks.

## MEMBERS

Our membership program, Friends of Locust Grove, had about 340 active participants. Special member events included our annual meeting timed to celebrate the birthday of George Rogers Clark on November 19th, early admission to events such as the March Book Sale, and the grand opening reception for the re-restored House held in June 2010.

## HISTORIC LOCUST GROVE STAFF JULY 2009-JUNE 2010

### Executive Director

Carol Ely, Ph. D.

### Program Director

Mary Beth Williams

### Visitor Center Manager

Jennifer Jansen

### Gardener

Sarah Sutherland

### Groundskeeper/Housekeeper

John Moses

### Marketing Coordinator

Bonny Wise

### Administrative Assistant

Debbie Scott

### School Program Assistant

Nancye Johnson (Fall)

Ashley Cave (Spring)

### Caretaker

Lindsey Carter (through December)

John Bateman

### Weekend Managers

Alba Jennings

Marino McDaniel

Rita Jones (through April)

Tricia Langley

Tiffany Caesar

### Interns

Marissa Wheatley

Alexander Melnykovich

Cody Foster



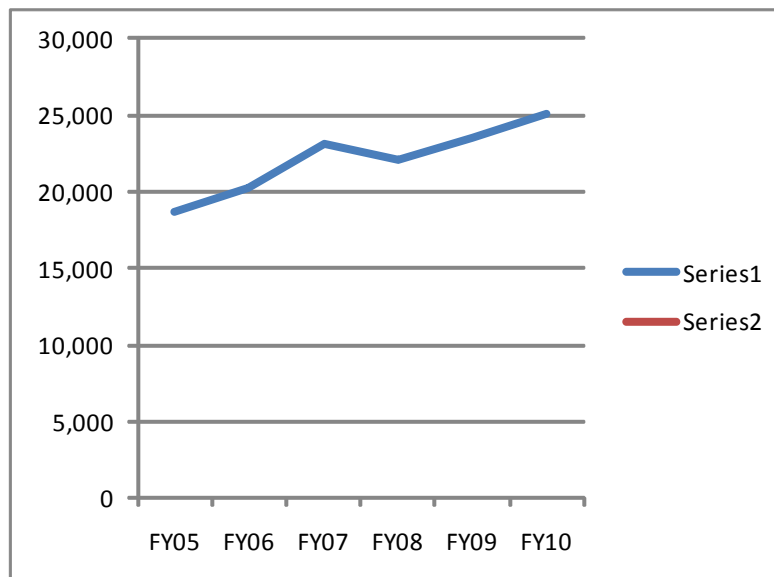
## ATTENDANCE 2009-10

	Adults	Groups	Students	Gallery	Free	Special	Total
July	353	2	69	2	228	1184	1838
August	315	144	41	9	20	814	1343
Sept.	266	64	346	8	78	1459	2221
Oct.	283	80	701	0	150	2078	3292
Nov.	193	119	624	3	79	101	1119
Dec.	65	2	243	2	23	590	925
Jan.	36	0	66	2	12	0	116
Feb.	644	20	90	2	33	55	264
March	150	116	520	2	100	1820	2708
April	246	156	701	3	92	1236	2434
May	308	165	609	3	69	4209	5263
June	426	366	163	5	283	2216	3459
	3285	1234	4,173	41	1167	15,762	<b>25,082</b>

“Adults” includes walk-in visitors for tours; “Free” includes member visits, donated visits, and house tours during rental events; “Special” events includes all scheduled programs, classes, and other events. The site also hosts countless recreational visitors to the grounds and gardens, thousands of attendees at rental events, and thousands of virtual visitors to our website.

## COMPARATIVE ATTENDANCE

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-2010
Adults	3,082	2,783	2,989	2,818	2,944	3285
Groups	1,200	1,601	700	1,078	908	1234
Students/Ch.	5,471	5,241	4,449	4,949	4,284	4173
Gallery only					76	41
Free	619	525	1,558	1,476	908	1167
Spec.Events	8,307	10,117	13,422	11,738	14,378	15,162
TOTAL	18,683	20,267	23,148	22,050	23,498	25,082



# ACQUISITIONS & COLLECTIONS 2009-2010

This past year was one of the most active periods of transition in the collections of Historic Locust Grove since the collection was established in the 1960s. With the unique opportunity presented by the re-restoration of the House, the Acquisitions and Collections Committee worked with the Restoration Committee to develop an Interpretation and Furnishings Plan to guide our decisions.

We reviewed the existing collection, assessing the suitability for use in the new Plan. Items that were out-of-period, or did not originate in a likely region, or were in poor condition, or were otherwise inappropriate or extraneous, were set aside for de-accession (removal from the collection). These items comprised only about 6% of the collection. With Board approval, we arranged for an open public auction, as required by our bylaws, and



the items were auctioned in September 2009, yielding funds to be used into the future to acquire items that fit our current understanding of the furnishing of the Croghan house.

We were then able to begin a thoughtful process of expanding the collection with furnishings that we believe to be appropriate to Locust Grove, based on our research and the current configuration of the rooms. Among the notable additions to the collection are several sets of chairs, silver and ceramics, washstands and commodes, a worktable, and a new bed for George Rogers Clark's room.

We also purchased two family letters for our manuscript collection, written to Eliza Croghan, in 1827 and 1828. Her sister Ann tells Eliza about her life in Washington, D.C., and the other letter, from her brother Charles, informs her of the death of their sister-in-law, William's wife Mary, who died at Locust Grove. The letters contain many details of family life and relationships that will inform our interpretation.



## ANNUAL FUND AND FRIENDS SOCIETIES 2009-2010

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## GROUNDS & PRESERVATION CHECKLIST 2009-2010

- Engineering Study of House begun
- Woodshop Roof repaired
- House rewiring, relighting, replastering, repainting completed
- Visitors' Center siding repaired and painted
- Well House roof replaced
- Dogwood Allee replanted
- House stairs re-inforced



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## *Mission Statement*

*The mission of Historic Locust Grove is to preserve and interpret the 55-acre site, with its circa 1790 house and outbuildings, the collection and the gardens, as an example of early nineteenth-century frontier America and to share the stories of the many people who contributed to the history of Locust Grove, emphasizing the life of General George Rogers Clark, Revolutionary War hero and founder of Louisville.*

*Values: We base everything we do on best practices in the museum profession; on best practices in historic preservation and conservation and on the best available research in every field that we interpret. We aim to bring scholarly accuracy and insight to a popular audience. Locust Grove will be a destination site for visitors, accessible and popular with a wide range of people.*

*Vision: Our goal is to become the finest historic site in our region, attracting a national, regional, and local audience. We will interpret the site as a place to come to experience and understand farm life in early Kentucky, as it was for the Croghans and Clarks, their dependents, and their neighbors. Visitors will come away with a new understanding and appreciation of our nation's early history and the people who made it. Visitors will become advocates for the site and "friends" of Locust Grove.*



## HISTORIC LOCUST GROVE

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