



ANNUAL REPORT 2011



FROM THE PRESIDENT OF HISTORIC LOCUST GROVE

To receive the nation's Interior Department designation of National Historic Landmark is a heady experience. To couple that distinction with accreditation from the American Association of Museums places Locust Grove in the unique position of being Kentucky's only museum to achieve both standards of excellence.

Historic Locust Grove, Inc. (HLG) is proud of its association with Louisville's most significant house museum, and as the non-profit organization formed solely for the purpose of managing the Landmark as a public trust, works diligently to preserve the site's original structures and present the rich history connected to them.

In the past year, we contracted a thorough examination of Major William Croghan's 220-year old masonry residence, and have begun to schedule the preventative measures recommended by engineers to ensure the continued existence of Locust Grove for many years to come. A survey of Croghan's 694-acre estate has just been completed, providing greater insight into the bonds that melded the original Beargrass planters and created the social structure from which eastern Jefferson County developed. Archaeological

examination of Locust Grove will come next spring, followed by a community-wide process that will conclude with the completion of the museum's first Master Plan.

Locust Grove owner, Louisville Metro, is burdened by the stress of providing human services to a wide demographic impacted by poor economic conditions. Without HLG, the 55 acres that remain of Croghan's estate and George Rogers Clark's last home would stand unregarded and unopen to the public. With deep appreciation to Metro Parks for its unfailing efforts as our operational partner, HLG nevertheless will earn and allocate more than \$365,000 for the operation and care of Locust Grove before next June 30. In addition, another \$50,000 will be sought this year by HLG to offset capital expenses associated with maintaining the property.

We need your help. With your support for the Annual Appeal, or through direct assistance with one of the several operational or capital projects annually undertaken by HLG for the benefit of the museum, you can make a difference. Please include Historic Locust Grove among your 2011-12 charitable donations.

Gwynne Potts

President, Historic Locust Grove, Inc.
November, 2011

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EXECUTIVE DIRECTOR

Carol A. Ely, Ph.D.



FROM THE EXECUTIVE DIRECTOR: HIGHLIGHTS OF THE YEAR

The year began with celebration: the newly restored and refurnished historic House was finally open to the public. Visitors arrived from near and far for regular tours and special offerings that highlighted the new thinking about how the house was decorated, furnished, and used by the Croghan family.

In the fall, we dedicated the Samuel W. Thomas Gallery, the last piece of the planned exhibition galleries in the Visitor Center. Named in honor of the site's first caretaker and historian, the gallery features the newly acquired Locust Grove dollhouse, and a timeline of the post-Croghan history of the site.

With the House nearly finished, and the gallery finally completed, we've achieved goals that have been years in the making. Now we are free to plan for the coming years, with the first Master Plan for the entire 55-

acre site in the works. A full survey of the land has been drafted, and an archaeological exploration is the next step.

We've also taken the time to open our planning process to the community, with a series of surveys, and "community conversations" with civic leaders, facilitated by consultant Paula Hale, which reminded us of the rich possibilities for presenting and experiencing this beautiful and historic place. We look forward to many future conversations with neighbors, supporters, visitors, and other stakeholders in Locust Grove's success and relevance to this community and this nation.

We re-dedicated ourselves to presenting the lives of all who lived on the site, with our new interpretation of a slave dwelling in an outbuilding on the grounds. We've attracted new audiences, with our participation

in the Blue Star program of free admission for military families, and the Louisville Free Public Library's program of reading rewards for young scholars that includes free museum admissions. We even experimented with discounted tickets that brought new attendees to the 18th Century Market Fair through Groupon. And we tweet, we Facebook, we blog, we email you... it's easy to stay connected!

As always, preservation is an urgent concern. An in-depth structural engineering study of the 1790s house is providing important information about the structure and the pressures of time and weather. Keeping the house strong and intact will require new funds, and will be a fundraising priority over the next few years.

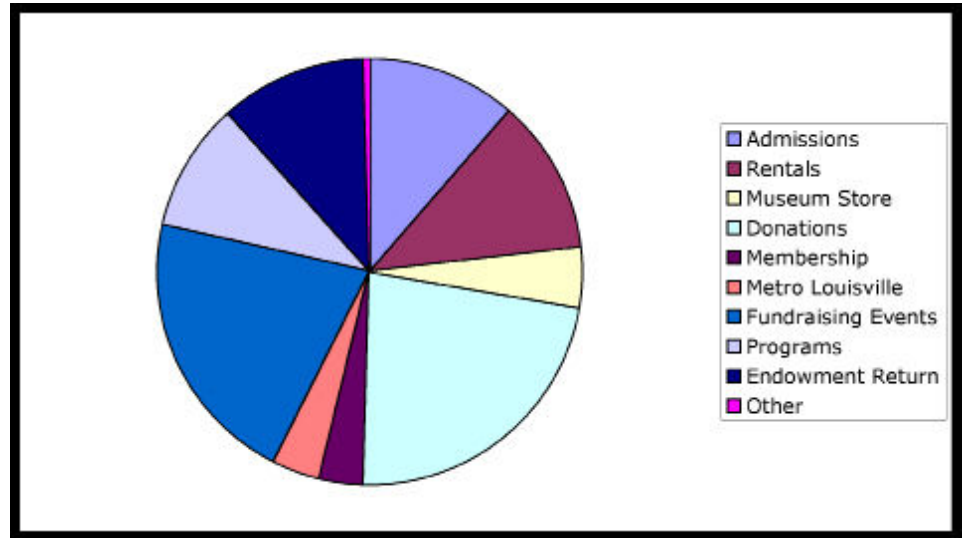
All of us at Locust Grove – staff, Board, volunteers, members – are proud to be growing, innovating, and exploring what history means to people in the second decade of the 21st century. We look forward to a bright future, with the help of all of you who believe that the past matters.

Carol Ely, Ph.D.
Executive Director

THE YEAR IN REVIEW: REVENUE

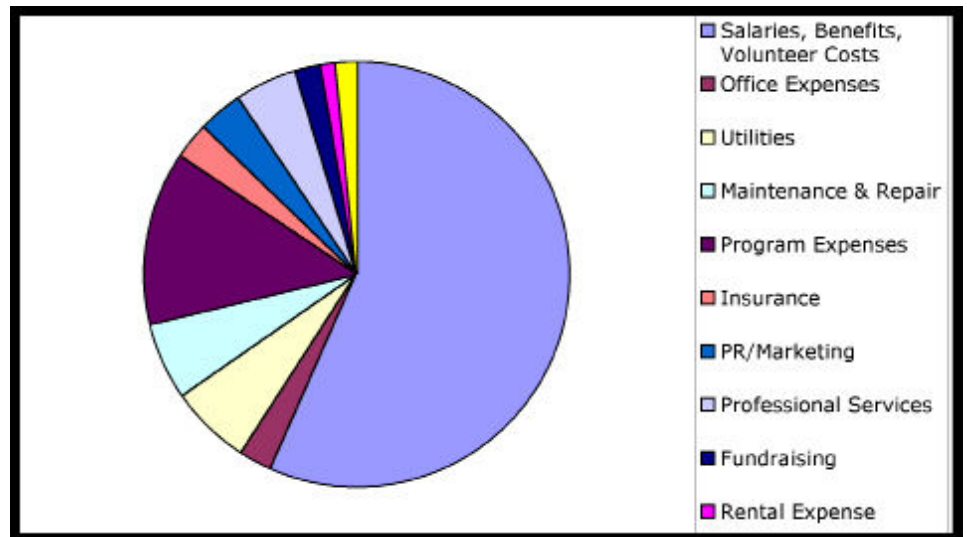
This year, successful fundraising events and annual fund donations were crucial in achieving a stable budget. Total revenue for operations was \$375,567. Capital revenue is not included in this chart.

Audited Financial Statements are available; please write to us if you would like to receive a copy.



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. The year ended with a small surplus, with no cuts in staff and expanded programs. Total expenditure this year for operations was \$370,998. Capital expenditures are not included in this chart.



GRANTS AWARDED:

National Trust for Historic Preservation, for Structural Engineering Survey



HISTORIC LOCUST GROVE STAFF

JULY 2010–JUNE 2011

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

Ashley Cave

Caretaker

John Bateman

Weekend Managers

Alba Jennings

Tricia Langley

Tiffany Caesar (partial year)

Robert Boone (partial year)

Abigail Smith (partial year)

Brian Cushing (partial year)

Marino McDaniel (partial year)

Interns

Marissa Wheatley

Tiffany Caesar

Alison McDaniel

Liz Ratliff

VOLUNTEERS

Locust Grove would not be able to operate without the time, love, and care of our group of about 130 active volunteers. In calendar year 2010 they logged more than 10,000 hours helping with events, as docents, as costumed interpreters, running the front desk and museum store, assembling mailings, baking for our receptions, assisting with maintaining the structures, grounds, and collections, and other tasks. Volunteers have learning opportunities both on-site, through in-service training, and through travel to other museums and historic sites. This year our volunteers journeyed as a group to Mammoth Cave NHS, and spent 3 days in Charlottesville, Virginia, George Rogers Clark's birthplace, visiting and learning from Monticello, Montpelier, and other landmarks.



Volunteer costumed interpreter Ted Wright plays the role of George Rogers Clark, whose injuries left him confined to a wheelchair during his years at Locust Grove. Our costumed interpreters work hard to understand and portray the era of the Clarks and Croghans, to the delight of our visitors.



THE YEAR IN REVIEW: MAJOR PROGRAMS 2010-11

Jane Austen Festival - July 2010

This popular annual event 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: 1065, a new record.

Slow Food Picnic - August 2010

Held in conjunction with Slow Food Bluegrass, this celebration of food and the land brings out families and friends to picnic on the grounds, listen to fiddle music, and sample the offerings of local chefs. Attendance: 554, a record.

Book Sales - August 2010, March 2011

The Annual Used Book Sale is now two sales, due to the volume of donations, held in August and in March. Thanks to our partner in this project, Charles Bartman, and a great committee of volunteers, the event continues to grow. The Book Sales are possible because of the book donations of our members and other supporters through the year. Book sale funds support Locust Grove programs, especially education programs. Revenue (all book sales this year): \$20,265

Antiques Market - September 2010, June 2011

The Antiques Market is presented in partnership 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 did well, though the June was affected by damp weather. Local antique shop sponsors helped to underwrite the event. September attendance: 1432. June attendance: 1093

Market Fair - October 2010

The 18th Century Market Fair, in its seventh 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. A promotion through Groupon boosted our sales. Attendance: 2012

Candlelight Tours - December 2010

The year 1809 came to life with costumed interpreters in the roles of the Croghan and Clark families, including George Rogers Clark. Afternoon Tea in the Visitors Center, and a special Book Sale in the Auditorium were included in the event. Attendance: 426.

Slave Life at Locust Grove - February 2011

Interns from the University of Louisville researched and planned a weekend of events around the theme of slave life, featuring guided tours and costumed interpretation. Intern Marissa Williams and Locust Grove docents offered tours of the site focusing on the lives of the enslaved African-Americans, Intern Tiffany Caesar re-enacted the role of Hannah, imagined as the skilled seamstress who sewed for the family, within the space of the recreated Slave Residence. Attendance: 211.



Spring Encampment/18th Century Thunder – April 2011

This weekend event, sponsored with military re-enactors from the Illinois Regiment of Virginia, was nearly rained out. Attendance: 534

Gardeners' Fair – May 2011

This major fundraising event includes the annual Silent Auction and a Sunday 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. Attendance at the three-day event was reduced by the rainy spring weather. Attendance: 4209

Chamber Music Series

A series of four concerts held through the fall and winter use the beautiful and intimate setting of the Great Parlor to present music that the Croghans might enjoyed. Concert-goers include series subscribers and individual ticket-purchasers.

Lecture Series

Our monthly lecture series presents speakers on topics including politics and personalities in Revolutionary-era and Federal 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; Crafts Camp was a popular addition to the schedule.

Workshops & Special Tours

Our workshop series resumed this year, with workshops on seed-starting, block-printing, and choosing and caring for oriental rugs. The very popular Art of the Book was a special program of hands-on book arts activities including letterpress printing, paper making, paper marbling, and bookbinding. Special tours focused on the House restoration, on the furnishing of the House, and on the woods of Locust Grove.



ACQUISITIONS & COLLECTIONS 2010-2011

After the excitement and activity of the re-furnishing of the House during the previous year, when we re-examined our entire collection, the pace of acquisitions slowed to include a few thoughtful additions to the new furnishings plan. The highlight of the year was the arrival from Turkey of our custom-made Oushak carpet, made in the patterns and colors that were used in export carpets and sold to men like William Croghan in the early 19th century. It was the finishing touch to the second floor Great Parlor.

Other acquisitions included documents and books relating to the Croghan family and the earliest history of Louisville, including a manuscript letter written by Dr. John Croghan referring to the discovery of a mammoth's tooth, and an original copy of the *Acts of Assembly Concerning the Town of Louisville*. In the coming years we plan to organize our archives for research use, and to display some of the documents in our collection in the gallery of the Visitors Center.



ATTENDANCE 2010-11

	Adults	Groups	Students	Gallery	Free	Special Events	Total
July	559	453	80	0	75	1744	2911
August	340	6	36	4	49	1676	2111
Sept.	319	86	61	4	32	1761	2263
Oct.	342	151	727	2	120	2845	4187
Nov.	197	32	724	12	205	204	1374
Dec.	86	81	258	0	58	523	1006
Jan.	88	16	102	5	18	0	229
Feb.	177	12	74	1	31	78	373
March	192	51	393	9	55	1592	2292
April	233	78	338	0	63	621	1333
May	331	280	640	0	120	2577	3948
June	381	122	67	0	213	1193	1976
	3245	1368	3500	37	1039	14814	24,003

“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, workshops, 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

	2005-06	2006-07	2007-08	2008-09	2009-2010	2010-2011
Adults	2,783	2,989	2,818	2,944	3,285	3,245
Groups	1,601	700	1,078	908	1,234	1,368
Students/Ch.	5,241	4,449	4,949	4,284	4,173	3,500
Gallery only				76	41	37
Free	525	1,558	1,476	908	1,167	1,039
Spec.Events	10,117	13,422	11,738	14,378	15,162	14,814
TOTAL	20,267	23,148	22,050	23,498	25,082	24,003

Our attendance in the first three quarters of the year was up more than 15% over the previous year, but it rained on our events and programs from April through June, and the year ended as the second highest.

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MEMBERS

Our membership program, Friends of Locust Grove, had about 360 active participants. Special member events included our annual meeting and dedication of the Samuel W. Thomas Gallery on November 18th, and early admission to events such as the March Book Sale.

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All Booked Up
Yum! Brands Foundation

SLAVE LIFE AT LOCUST GROVE

As part of a long-term effort to research and present the life of the enslaved African-Americans who lived and worked at Locust Grove, we designated the outbuilding known as the “Residence” as a re-creation of a slave dwelling of the period in the first decades of the 19th century when the Croghans and George Rogers Clark lived on the site.

This structure, a single room and loft, is the center section of the outbuilding row directly east of the main House, between the kitchen and the smoke house. This room was probably NOT originally used as a slave residence, but as either a residence for an overseer or caretaker, or perhaps even as the laundry for the site. However, in the absence of an original or reconstructed slave house on the site, using this room allows us to discuss and interpret the living and working space of an enslaved family. We will present the space as the workroom of Locust Grove’s seamstress and shoemaker, who would use both the downstairs room (with a fireplace) and the upstairs unheated loft.

This presentation of the Slave Residence was launched at a weekend event, *Slave Life at Locust Grove*, on February 26th and 27th. Two of Locust Grove’s interns from the University of Louisville planned a weekend including a combination of guided tours and costumed interpretation. Intern Marissa Williams and other Locust Grove docents offered tours of the House and site focusing on the lives of the enslaved African-Americans, whose presence would have been felt in every room of the House and every foot of the grounds. The recently completed re-restoration of the historic House has included a new emphasis on restoring the traces of their presence. Our other intern, Tiffany Caesar used her theater skills to re-enact the role of Hannah, imagined as the skilled seamstress who sewed for the family, within the space of the recreated Slave Residence.







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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