



HISTORIC LOCUST GROVE
ANNUAL REPORT 2009



FROM THE PRESIDENT OF HISTORIC LOCUST GROVE

The Historic Locust Grove Board of Directors and Advisers is pleased to present the 2009 *Annual Report*, summarizing the organization's financial condition and providing insight into the processes and projects that captured our attention and demanded our resources in the past year. As the non-profit organization that manages Locust Grove for Louisville Metro government, HLG dedicates its resources to the preservation of this National Historic Landmark and the interpretation of the lives and times of the historic personalities associated with the site.

Thanks to the generosity of our donors and the energy of our professional and volunteer staffs, HLG again emerged from the last fiscal year in a strong financial position, poised to carry out our mission through 2010. We continue the work of self-evaluation



and strategic planning through the American Association of Museum's re-accreditation process, and anticipate successful application early next year. And, we are committed to the work of development, education and research even as we participate in the most thorough examination and restoration process known to Locust Grove since the 1960s.

The HLG Board is privileged to be permitted to serve as stewards to Locust Grove. Each of us views the responsibility of governance with careful thought,

mindful of the importance of Locust Grove's story and the challenge of maintaining its viability in an ever-changing world and economic uncertainty. We are dedicated advocates for Locust Grove, ensuring the organization's sound financial position and the site's physical security, and working hard to earn your support.

You are a vital part of the network of friends whose gifts of time, talent, income and partnership make it possible for us to achieve our objectives. Metro Parks, Friends of Locust Grove, interpreters, volunteers of all stripes, donors, neighbors, visitors, renters, and event partners alike: we thank you for all you have given and, with your help, look forward to a successful year to come.

Gwynne Potts, President

Historic Locust Grove Board
of Directors

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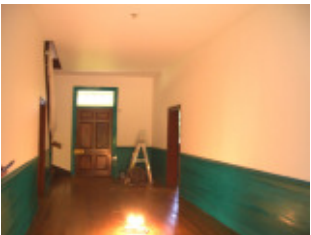
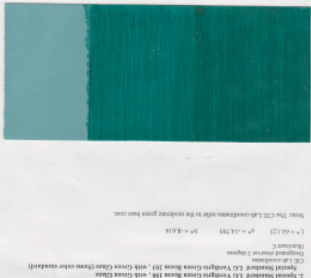
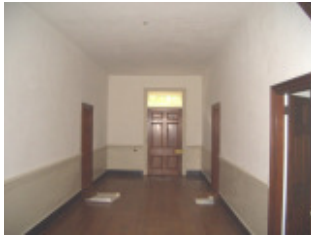
Brook T. Smith

Emilie S. Smith

STAFF

EXECUTIVE DIRECTOR

Carol A. Ely, Ph.D.



Views of the process of restoration of the Main Hallway: Replastering follows re-wiring; paint samples provided by Matthew Mosca are used as a reference; the painting of 4 layers of verdigris over paint is completed, and the wallpaper is installed.

FROM THE EXECUTIVE DIRECTOR: HIGHLIGHTS OF THE YEAR

The year began with a bang: the gala opening of our new permanent exhibit *A Country Worth Defending: Land and Family in Early Kentucky*, on July 4, 2008. Hardly pausing to accept congratulations, we immediately moved on with our next big project, the re-restoration, re-furnishing, and re-interpretation of our most important resource, the 1790s historic House. We haven't slowed down since.

It has been quite a year. Despite two major storms accompanied by power outages and branches down all over the site and despite a crashing economy, our attendance this past year was the highest it has been in six years. Yes, the highest. Part of this was due to the excitement surrounding our new exhibit gallery, and part of it was due to our ever-strengthening partnerships with related organizations to plan and promote our events.

We did not cut back or slow down at all. The extraordinary response to our annual appeal and the generosity of new and longtime donors gave us the funding not only to maintain programming, but to add events and new programs to our offerings. We added to our marketing budget, concentrating on email promotions and social network marketing (yes, you can be a Locust Grove fan on Facebook).

We worked with teachers to create new learning opportunities based on our permanent exhibit, adding a program called "A Day in the Life" that uses the exhibit section of that name as a jumping off point for exploring the daily lives of children in the early 19th century, and extending outward by using the grounds in a new way, to show the work of the farm that was Locust Grove.

With support from donors and the Louisville Metro Council, and with essential supervision from volunteers and Board members, construction and repair work was constant this year. We resurfaced our parking lot, replaced the roof and repainted and repaired the exterior of the Visitors Center, and repainted the interior and re-decorated our auditorium. The House's north porch was painted and repaired, and the east porch was entirely replaced. The wood shop roof was repaired with new gable ends.

But our main accomplishment this year is still in process: the House. With a large grant from a preservation-minded foundation, the research done last year by paint expert Matthew Mosca became visible on the walls of the House. First we re-wired the House (thanks to another donor) and replastered the entire interior of the first two floors. Then the painting began, with layers of verdigris pigment overlaying gray or blue undercoat in the newly-named Farm Office, in the first floor hallway, in the Croghan bedroom, and in the second floor Great Parlor (formerly called the Ballroom.)

Why the new room names?

The physical changes in the House are not arbitrary; the forensic research undertaken on the physical evidence was accompanied by an extensive and searching review of everything we know and think we know about the family that lived here and how they used this site. The evidence was sifted and reviewed by staff, volunteer, expert, and Board committees, and resulted in the adoption of a new Interpretation Plan for the House and the site, accompanied by a new Furnishing Plan. Some room uses have been changed in our Plan according to how we believe that William and Lucy Croghan would have arranged their domestic spaces. There are family bedrooms and guest bedrooms, a parlor and a Great Parlor, and an office within the House.



George Rogers Clark, the most illustrious resident of the House, continues to occupy the room that he has, in our interpretation, always occupied, the first floor northwest corner room. But now, we are re-furnishing it as his “apartment”, not merely a place for him to sleep. In a similar way, we are re-thinking all of our furnishings, concentrating on making them as representative as they can be of a high-style Kentucky house whose residents traveled frequently and were very familiar with styles on the East Coast and in Europe.

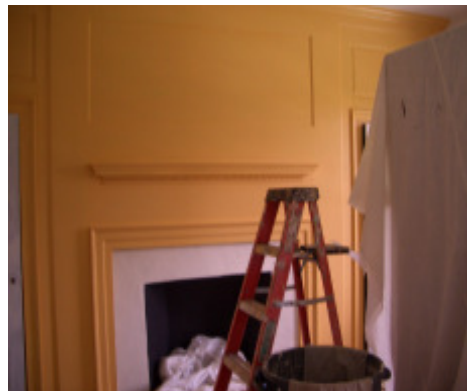
And then, of course, there will be the *punkah* for the Dining Room - we'll let you discover that for yourself, sometime early next year.

This rebirth of the site was possible because of the trust that our donors, docents, committee members, and other observers have in the Board and staff of Locust Grove to do the right thing by the site, the courage to undertake and follow the research to get closer to the Croghans and Clark. Most skeptics are now convinced that the site is well served by the changes. We have kept what is best, weighed the evidence, replaced what needed renewal, and the site already breathes new life even in the midst of the process, which continues through this next year with new textiles arriving. In the Spring, we will unveil the grandly restored (custom-made for Locust Grove) wallpaper in the Great Parlor.

It will be magnificent! Join us then to celebrate.

Carol Ely

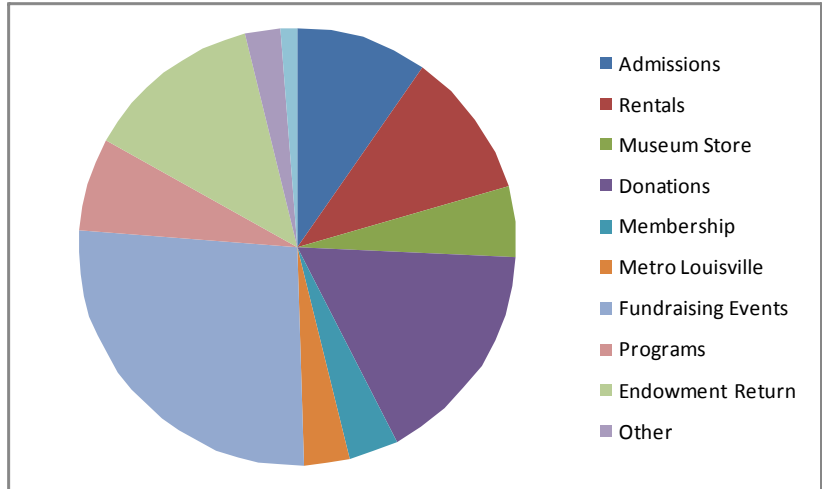
Executive Director

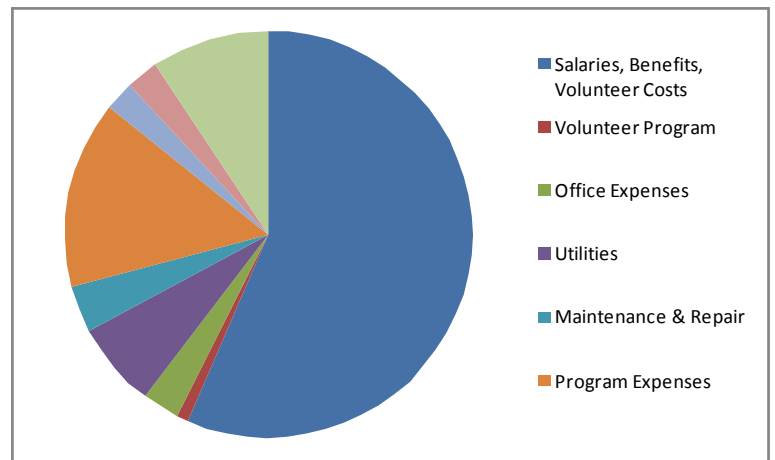


THE YEAR IN REVIEW: REVENUE

(Audited Financial Statements will be available by December 2009 – please write to us if you would like to receive a copy. These are preliminary estimates.)

This year, strong individual donations, successful events, and strong rentals made up for a diminished endowment return and lower retail sales. Total revenue for operations was \$382,221; capital revenue is not included in this chart.





THE YEAR IN REVIEW: EXPENDITURES

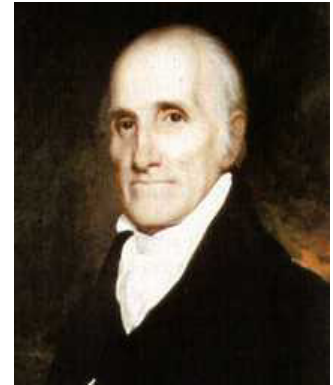
As with most museums, personnel costs dominate our expenditures. Other costs include the expenses of running our programs, promoting our site, and maintaining it. This year we kept very tight control of costs, while we watched how our revenue flowed. We succeeded in ending the year with a surplus, with no cuts in staff or programs. Total expenditure this year for operations was \$358,221.

THE YEAR IN REVIEW: MAJOR PROGRAMS 2008-09

Antiques Fair - September 2008, June 2009

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, considering the state of the national economy, with about approximately 1135 visitors. Local antique shop sponsors helped to underwrite the event. It was preceded by an Antiques Appraisal Day, with appraiser Scott Nussbaum, Revenue: \$6801; Attendance: 1135

The June Antiques Fair was similar to the September event. Revenue: \$6525; Attendance: 1326



Market Fair - October 2008

The **18th Century Market Fair**, in its fifth 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. The weekend attendance was higher than last year, and concessions were very lucrative, thanks to the volunteers. We held a "school day" on Friday, with reenactors present, though unfortunately it rained that day. Revenue: \$6446; Attendance: 1828



Candlelight Tours - December 2008

Each December the House is decorated with greens and fruits and our own crew of costumed interpreters present a Clark/Croghan family gathering in the year 1820 to visitors in the evenings, by Candlelight. Refreshments are served, and this year we added a special Book Sale in the Auditorium in conjunction with the event. Attendance was disappointing; we had already decided to make some changes in the event for 2009. Revenue: \$682; Attendance: 466

Book Sale - March 2009

The 5th 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): \$19,515

Spring Encampment/18th Century Thunder - April 2009

This weekend event, sponsored with military re-enactors from the Illinois Regiment of Virginia, was disappointing again this year with very rainy and cold weather that kept visitors almost completely away. We introduced a new feature: short scripted plays created by an intern on slave life on the site. This event will be changed in 2010 to try to revitalize it. Revenue: -\$0; Attendance: 435

Gardeners' Fair - May 2009

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, building its audience each





day. The committee did a great job ensuring good publicity with excellent vendors. Revenue: \$33,800; Attendance: 3,498

Slow Food Family Picnic – June 2009

The second year of this event, sponsored by the Marketing Committee working with Chef Mark Williams of Brown-Forman and Slow Food Bluegrass. This family-centered event focuses on Kentucky heritage foods and Kentucky agriculture and attracts young families and other new visitors. This year's event included a "cast-iron chef" cookoff. Attendance: 598

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 *The Material World: Art, Architecture, and Design in Early Kentucky*, with topics ranging from Kentucky painters to food and dining, transferware, wallcovers, and clothing and textiles. 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, to be expanded next year, and a floorcloth making workshop.

Workshops

Workshops for adults and kids were offered through the year, and included floorcloth-making and other crafts, genealogy, making caned chairs, and more.

Special Tours

Special-interest tours were introduced this year. Usually held on Sunday afternoons, they included a General Clark tour, a furniture tour, and a popular walk-in-the-woods tour.



Restoration Previews

Several weekends included a special program and previews of the work of the restoration on the historic House, led by Gwynne Potts, the Chair of the Restoration Committee and expert on the House and its residents.

School Programs

School visits were as popular as ever in spring and fall, as we worked on ways to incorporate our new exhibit into the interpretation and programs for children. With the help of some teachers and an intern,

new programs were developed including *A Day in the Life*, on the daily lives and work of children, including enslaved children, in the early 19th century. School attendance: 4,284.

SELECTED GOALS FOR FY2010

- We will complete Re-accreditation with the American Association of Museums, meeting all accreditation standards.
- We will begin work on a Master Plan for the entire site, in partnership with Metro Parks, initiating a renewed focus on grounds, gardens, and outbuildings.
- We will complete the re-restoration and re-interpretation of the historic 1790s House.
- We will create a marketing plan and unify our marketing materials, and we will work with new strategies for outreach and programming in response to new audience demands.
- We will develop and begin to implement a publications plan including scholarly and popular work.
- We will create a business plan for the Museum Store including development of new products based on the permanent exhibit and on the House restoration.
- We will create a new focus on the role of research in the organization.
- We will expand our partnerships with other organizations to build our own resources and audiences.

HISTORIC LOCUST GROVE STAFF

July 2008-June 2009

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
Sasha Caufield (October-May)

Caretaker
Lindsey Carter



Weekend Managers
Alba Jennings
Marino McDaniel
Rita Jones
Tricia Langley

Interns
Tiffany Caesar
Jen Marcum

ATTENDANCE 2008-09

	Adults	Groups	Students	Gallery	Free	Special	Total
July	463	57	208	17	45	1507	2297
August	421	43	35	2	112	816	1429
Sept.	231	228	295	7	47	1302	2110
Oct.	218	112	885	4	157	2173	3549
Nov.	291	85	623	5	92	103	1199
Dec.	95	2	81	0	24	621	823
Jan.	55	0	2	7	14	0	78
Feb.	80	2	79	0	116	148	425
March	223	25	270	6	40	1659	2223
April	282	188	840	16	73	507	1906
May	259	132	820	4	78	3502	4795
June	326	34	146	8	110	2040	2664
	2,944	908	4,949	76	908	14,378	23,498

“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. Use of the site also includes 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
Adults	3,082	2,783	2,989	2,818	2,944
Groups	1,200	1,601	700	1,078	908
Students/Ch.*	5,471	5,241	4,449	4,949	4,284
Gallery only					76
Free	619	525	1,558	1,476	908
Spec.Events	8,307	10,117	13,422	11,738	14,378
TOTAL	18,683	20,267	23,148	22,050	23,498
	\$33,164	\$31,692	\$30,347	\$31,700	\$36,760

VOLUNTEERS

Locust Grove would not work without the time, love, and care of our group of about 120 active volunteers. In calendar year 2008 they logged 10,167 hours helping with events, as docents, running the front desk, and other tasks.

MEMBERS

Our membership program, [Friends of Locust Grove](#), had about 360 active participants. Special member events included previews of our new exhibition, our annual meeting timed to celebrate the birthday of George Rogers Clark on November 19th, and early admission to events such as the March Book Sale.



ACQUISITIONS & COLLECTIONS 2009

Much of the focus this year was on developing a plan for the future of the furnishings and collections of the House, deaccessioning unwanted items, and identifying the kinds of items that we lack that would be found in a home such as Locust Grove. We now have a Board-adopted Furnishing Plan based on the best available evidence and understanding of the design and room uses of the period.

We purchased a wheeled chair for General Clark's apartment, something that we've been seeking for a while in order to present his life at Locust Grove with more accuracy.



GROUNDS & PRESERVATION CHECKLIST 2009

- We re-surfaced our parking lot
- We replaced the roof and repainted and repaired the exterior of the Visitors Center
- We repainted the interior and redecorated our auditorium
- The House's north porch was painted and repaired
- The House's east porch was entirely rebuilt
- The wood shop roof was repaired with new gable ends
- The top of the northeast chimney of the house was rebuilt
- Trees and limbs were removed (some by intention, some by nature)

Donors to Historic Locust Grove FY2008

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City of Riverwood
AT&T Foundation
The UPS Foundation
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Anonymous Donor
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Lane & Joanne Long
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Helen Macdonald
Norma & Duncan Macmillan
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Commons
Michael & Theresa Mattei
Linda & James McArthur
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Marion McClain
Jennifer & John McCormick
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Mary Stites
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Stubbs
James & Diana Stuckert
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Dace & William King Stubbs

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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