



The Lynchburg Museum System



**ANNUAL REPORT
FY 2011**

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Overview

The Lynchburg Museum System continued to grow in visitation, educational programs, public visibility, and artifact collections in FY 2011 (July 1, 2010 to June 30, 2011). Visitation to the Lynchburg Museum, Point of Honor, and outreach programs saw a 13% increase for FY 2011 over the previous year. Visitors came from all 50 states, the District of Columbia, and 21 countries.

Several special projects were completed during the year at both properties. The wallpaper in the Point of Honor dining room was removed due to moisture damage and that room and the bedroom above it were treated with a breathable stain recommended by consultant, John Milner and Associates. The Plexiglas storm windows in Point of Honor were replaced during the year as they had lost the ability to filter damaging UV rays since installation over 20 years ago. Funding for these projects came from Wells Fargo, a grant from the Greater Lynchburg Community Trust, and funds donated by the community to the Museum Foundation.

The Lynchburg Museum Foundation funded the restoration of a ca. 1840 secretary, made by local cabinetmaker Alanson Winston. The secretary is now on display in the Arts and Artisans gallery. Our next major project is the creation of an orientation video for Point of Honor. Cinebar Productions, Inc. of Newport News will produce the video and has done similar work for many museums including the Virginia Historical Society, Smithsonian Institution, and Jamestown-Yorktown Foundation. The video is being funded by a grant from Wells Fargo Philanthropic and annual fund donations to the Foundation.

The Museum exhibit: *Lynchburg at War 1861-1865* opened in April 2011 and runs through June 2012, exploring the impact of the Civil War on the Lynchburg community. Artifacts include historic images, mourning accoutrements, uniforms, flags, weapons, medical instruments, and more—all with a Lynchburg connection. Lenders include the South Carolina Relic Room, Museum of the Confederacy, Virginia Historical Society, Stonewall Brigade Band, and private lenders.

I. Visitation

A. 16,308 people were served by the Lynchburg Museum System in FY 2011 versus 14,449 in FY 2010, an overall increase of 13%.

	<i>Visitors FY 2011</i>	<i>Visitors FY 2010</i>
Lynchburg Museum	6,187	5,484
Point of Honor Tours	5,549	4,824
Events at Point of Honor	3,550	3,259
Outreach Programs	1,022	892



- B. **Visitor Origin:** The Museum had approximately 35% of visitors from the local region/Virginia and 65% were out of state. Point of Honor visitors were approximately 50% from local/Virginia and the rest out of state. The figures are based on visitor surveys and guest books.
- C. **Websites:** The Museum and Point of Honor websites had a total of 14,223 hits, up from 12,764 last year: www.lynchburgmuseum.org www.pointofhonor.org
- D. **Facebook:** The Museum System Facebook site had 24,121 hits compared to 13,609 hits last year.

II. Volunteers

Total Volunteer Hours 3,171

The Volunteers of the Lynchburg Museum System, with 42 active members, provided 3,171 hours of service with a value of \$67,722 based on the Federal volunteer rate of \$20.09 per hour. Liz Paull, Vince Desmond, and Ed Tinsley each gave over 200 hours. In FY 2010, volunteers gave 2,764 hours valued at \$55,518.

III. Lynchburg Museum Foundation

The Lynchburg Museum Foundation, a 501(c) (3) educational and charitable corporation, received \$82,076.89 in FY 2011 compared to \$21,150 in FY 2010. The 2011 figure reflects the remainder of the Robert “Peck” Merchant bequest (\$52,331.89), Annual Fund gifts (\$16,345), and three grants:

- ☞ Greater Lynchburg Community Trust: \$7,400
Replacement of Plexiglas storm windows in Point of Honor.
- ☞ Wells Fargo Bank: \$4,000
Partial funding of the orientation video for Point of Honor.
- ☞ Walmart Foundation: \$2,000
Support for Museum System educational programs.

All funds given for particular purposes are kept in restricted sub-accounts and other funds are classified as non-restricted. The Foundation supports all properties and programs of the Museum System and files a 990 return with the IRS annually.

☞ **Total donations, bequests, and grants received in FY 2010: \$82,076.89**

The Foundation had financial assets of \$266,217 total of all accounts, as of June 30, 2011. Financial assets totaled \$224,865 as of June 30, 2010.



IV. Programs and Events

Day at the Point – October 2010 – 2,897 visitors (2009: 1,550 visitors)

The largest event of the year for the Museum System, Day at the Point, is a fall festival held at Point of Honor. Living history demonstrations, musical groups, tours, food, and games for children are all part of this free annual event.

Christmas Open House – December 2010 – 378 visitors (2009: 505 visitors)

Each year on the first Sunday in December, Point of Honor hosts a free open house with period decorations, music, and living history.

Lights Out at the Museum – January 2011 – 30 children (2010: 22 children)

Children come to the Museum for evening programs from 6 pm to 11 pm.

Garden Day – April 2011 – 275 visitors (2010: 191 visitors)

Point of Honor's grounds have benefited from a long-term relationship with the Garden Club of Virginia. Each April during Garden Week, Point of Honor is opened free to Garden Day ticket holders. The 30 year contract expired in May 2011 and the Advisory Board and Garden Club are in discussions regarding a new contract.

Discover Lynchburg Summer Camp – June 2011 – 19 children (2010: 23 children)

Children come for one week from 9 am to 3 pm daily for the Discover Lynchburg Camp. Visits are made to City Hall, a fire station, police department, water plant, and include a picnic on Percival's Island. Campers also experience programs and activities at Point of Honor and the Museum ranging from Native American life to classic architecture.

V. Significant Maintenance Projects

Point of Honor

At Point of Honor, the City paid for repairs and painting for the porch on the main house and wood trim on the kitchen and Carriage House. Regular preventive maintenance was done to the mechanical systems in all buildings.

Work continued on the ongoing moisture problem in the house dining room and upstairs bedroom above. Analysis by John Milner and Associates determined that the probable cause of the moisture intrusion was damaged mortar joints and sills which had allowed moisture to infiltrate the interior plaster. The mortar joints and sills were restored prior to 2010. As the existing plaster is 1970s gypsum - based, it retained moisture. The consultants recommended removal of the wallpaper in the dining room and treatment with Keim products, a white breathable stain, for both rooms. This work was done by Mahone and Sons in February 2011. Gropen, Inc. replaced all the UV light filtering Plexiglas storm windows at Point of Honor with new UV Plexiglas.

Lynchburg Museum

The Museum exterior is undergoing restoration and painting of all wood trim, portico, and



columns. Repairs are also being made to roof seams, hidden gutters, windows, and related areas of the building. The City Public Works Department is funding this \$486,360 project from its building maintenance fund. The contractor is Worcester-Eisenbrandt, Inc. and the project architect is Craddock Cunningham Architectural Partners, Inc. The museum will remain open during the project which is expected to be completed in December 2011.

VI. Enhancement Projects at Point of Honor and Museum

Staff and volunteers constructed a bench patio next to the Kitchen out of brick and relocated the garden bench to this spot. They also lined the formal garden with Belgium block.

VII. Special Projects, Significant Artifact Donations

David Voelkel, a part of the Point of Honor Planning Team, was hired to draft an interpretive plan which was approved by the Board in 2010. They engaged him to prepare a furnishing plan linked to the prior work to be delivered in September 2011.

The Museum System added several educational programs in FY 2011. There are now 13 programs that are offered to school groups with each one having a hands-on component and directly tied to Virginia's Standards of Learning.

The Museum System is a member of the City Marketing Partnership, comprised of staff from Parks and Recreation, Economic Development, Marketing and Communications, City Schools, Lynch's Landing, Greater Lynchburg Transit Company, and Tourism/CVB. This group partners on a variety of projects including events and marketing.

The Museum System accepted 554 donated artifacts this year.

Significant Artifact Donations FY 2011

- ☞ Velvet dress from the Strader family
- ☞ Lt. Gen. G. Loving, Jr. uniform, papers, awards, & images
- ☞ Cile Turner records (LP format) & images
- ☞ Dewitt Clinton Guy family bible & images, Civil War era
- ☞ August Forsberg pistols, holsters, sash, & images, Civil War era
- ☞ Tour DuPont bicycle race posters & jerseys signed by Lance Armstrong

Foundation Purchases for Museum System

- ☞ Fireplace Shovel: Placed in the Best Bedchamber (204)
- ☞ 2011.6.1 & .2 Pitcher & Washbowl: Placed in the Guest Bedchamber (300)
- ☞ 2010.11.1 & .2 Pitcher & Washbowl: Placed in the Best Bedchamber (204)



VIII. Financial Reports: City Budgets and Lynchburg Museum Foundation

1150: This budget is part of the City's General Fund and supports the total Museum System operation including the Point of Honor main house. Funds received from the Diggs Trust at Wells Fargo are deposited as revenue in the general fund to help support expenses in this budget. As the City pays utilities, building and grounds maintenance, and related expenses on a City-wide basis, that support for Point of Honor is not itemized in the Museum budget.

1151: This budget covers the operation and support for the Carriage House and Kitchen at Point of Honor with funds received from the POINT OF HONOR Capital Campaign Account held by Wells Fargo.

Lynchburg Museum Foundation: Enclosed is the most recent 990 tax statement for the Foundation.

IX. Current Annual Budget

The City budget continued to be under significant pressure in FY 2011 and there was the potential for the Museum System to see budget cuts that would have forced reduced operations including closing Point of Honor several days per week. The Museum Foundation voted to provide 5% of the total budget (\$21,200) to the City as a gift to support operations in FY 2011 and this kept the budget at near level funding with no closures. The City approved a budget for FY 2012 that is essentially at the same level as in FY 2010 and FY 2011.

X. Advisory Board

The Lynchburg Museum System Advisory Board is appointed by City Council and the current members are: John Arnold, M.D., Mary Morris Booth, Jane Bowden, Melanie Christian (term expired 6/30/11), Robert Craighill, Laura Crumbley, Lucille Deane, Michael Doucette, Langhorne McCarthy, Laura Munson, Florence Perrow, Ray Stokes, Marie Waller, and Sandra Whitehead. Members Perrow, Crumbley, and Arnold, were reappointed by City Council and Ed Tinsley was appointed to fill Mrs. Christian's slot beginning 7/1/11.

The Board advises the City Council, City Manager, and Museum Director on the growth and development of the Museum System and also acts as the Board for the Lynchburg Museum Foundation. The Board meets a minimum of four times during the fiscal year: all minutes are available for review at the Museum System administrative offices.

XI. Inventory and Location of Point of Honor, Inc. Property

Only items that have been relocated since the FY 2010 report are included in the addendum.