

Amesbury Carriage Museum 2020 Annual Report



Industrial History Center - A Work in Progress

Table of Contents

<i>Board of Directors and Staff</i>	2
<i>Presidents Report – Christopher Deorocki</i>	3
<i>Executive Director Report – John Mayer</i>	4
<i>Treasurers Report</i>	5
<i>Industrial History Center Construction Project</i>	7
<i>Calendar of Events</i>	8
<i>Grants Awarded</i>	11
<i>Development</i>	12
<i>Volunteers</i>	13
<i>Industrial History Center – A Work in Progress</i>	15

Photographs courtesy of John Mayer.

Board of Directors and Staff

Officers

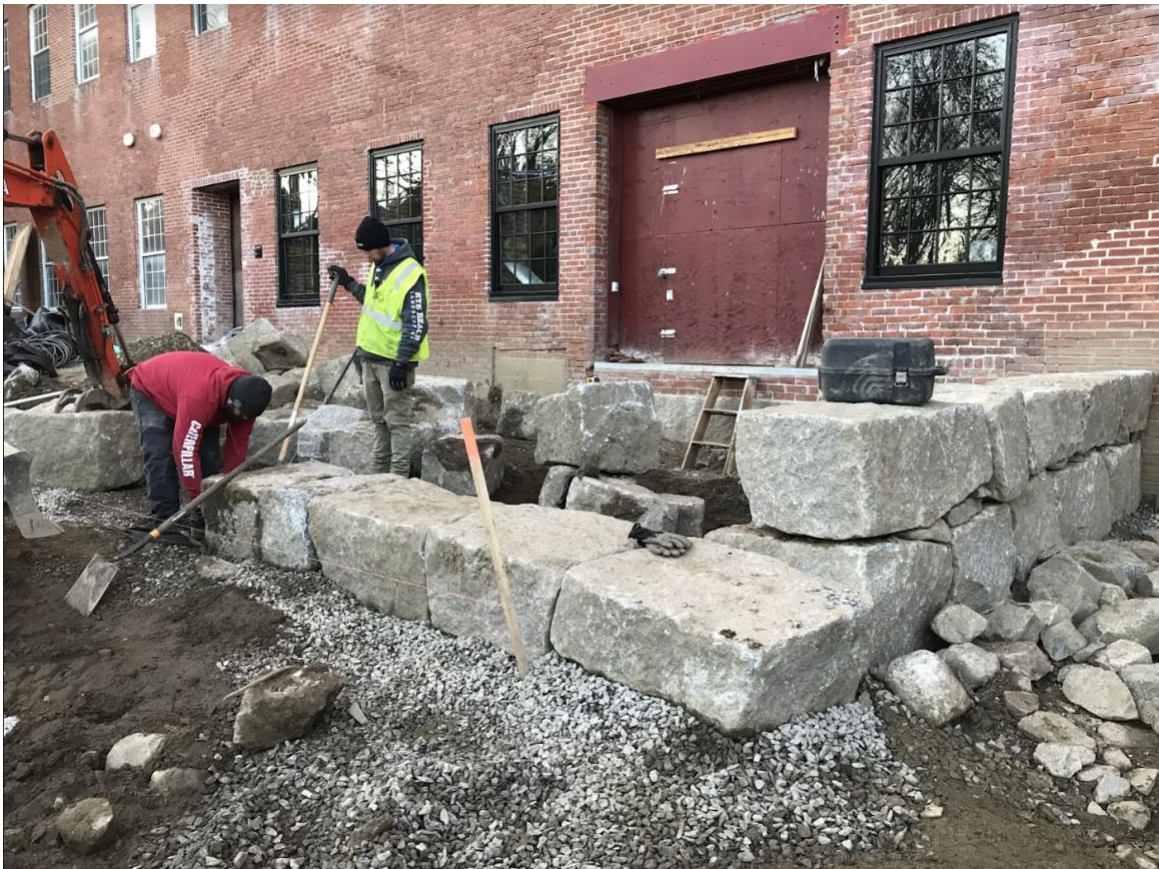
Chris Deorocki, *President*
Tom Pendergast, *Vice President*
Courtney MacLachlan, *Secretary*
Peter Doyle, *Treasurer (Acting)*
Mary Chatigny, *Past President*

Directors

Pat Boyle-Steed
Peter Hoyt
Susan Koso
Tom Murphy
Joyann Reynolds
Peter Siess
Janice Valverde

Staff

John Mayer, *Executive Director*
Bonnie Brady, *Campaign and Program Assistant*
Meryl Goldsmith, *Curator of Online Programs*



Presidents Report – Christopher Deorocki

2020 was a year of tragedies and triumphs. The world changed and every day was punctuated by unexpected challenges. What we took for granted ceased to exist. In reflecting upon this year, I am amazed at the progress made by the Amesbury Carriage Museum despite the severe limitations of the pandemic. Through the strong leadership of Executive Director John Mayer and Bonnie Brady, a dedicated and talented Board of Directors, and the unwavering support of our local community, the Amesbury Carriage Museum continued to make progress.

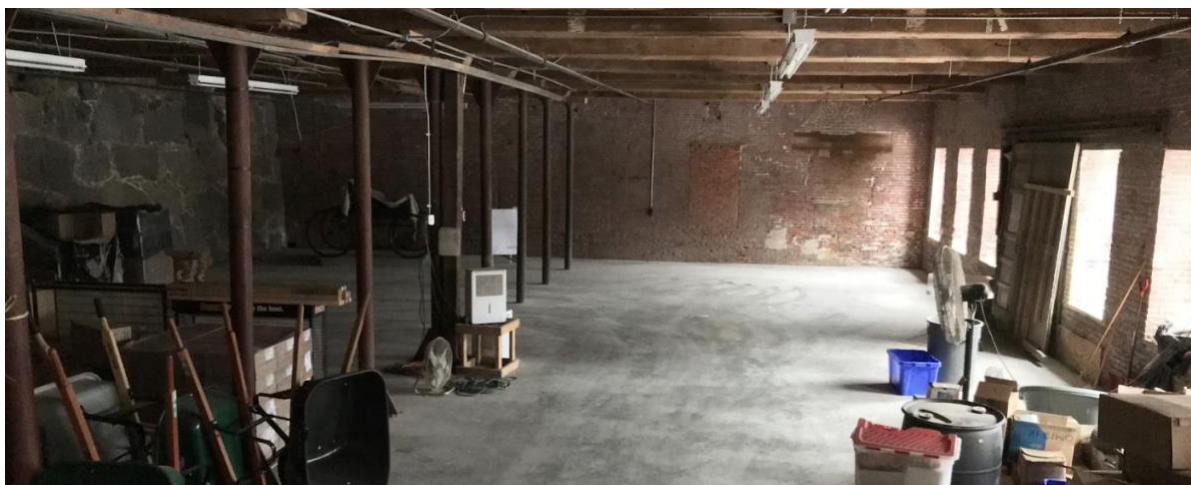
The generosity of the community was evidenced by the fact that the Capital Campaign raised over \$365,000 in 2020. Donations ranged from \$10.00 to \$120,000 and came from all segments of the community. These donations funded the construction of the Industrial History Center in the Upper Mil yard. After thirty years, the Amesbury Carriage Museum now has a home!

Thanks to the dedication of the Board of Directors, the Amesbury Carriage Museum was able to not only meet the challenges but to exceed expectations. The Board pivoted constantly in an effort to continue to move forward. The Board welcomed Janice Valverde and Tom Murphy as new members.

I invite all of you to explore the Industrial History Center when it opens in October 2021. It is true, *Community Stories Start Here*. None of this would be possible without your continued support. I thank you for your unwavering commitment to ACM.

With appreciation and gratitude,

Christopher D. Deorocki
Board President



Executive Director Report – John Mayer

It is an understatement to say 2020 was a year unlike any other. Who could have possibly imagined the challenges our entire community would face because of the COVID epidemic?

It is also an understatement to say the power of our community is strong. Thanks to the support of so many, 2020 was literally a transformative year for the Amesbury Carriage Museum. We began the year focused on the work of building the Industrial History Center; we ended the year with the IHC coming into form and completion within reach. All the while we provided our public programs to a regional – and virtual - audience. By every measure, 2020 was a historic year for the Amesbury Carriage Museum.

In 2020, the Capital Campaign for the Industrial History Center raised over \$365,000. This included a \$120,000 Cultural Facilities grant from the Mass Cultural Council – a powerful endorsement for our project from this important state agency. Combined with many additional gifts and the funds already in hand, we secured the funds needed for the project.

In February, with the guidance of our architect, Greg Colling of Merrimack Design Architects, we signed our construction contract with Ben Becker of BLB Custom Building. Actual work began shortly after. And throughout the year groups of workers and technicians safely worked on the space while observing COVID guidelines. By November, interior construction was complete and we turned our focus to landscaping and site development. A crew from Rye Beach Landscaping worked through the winter.

By the end of 2020, we could see the finish line. Our remaining tasks included fitting out the space and exhibit development. And for the exterior, landscaping, planting and finishing of the exterior would begin in spring 2021.

We continued our programming and made a remarkable “pivot” to an on-line program series. Meryl Goldsmith joined the staff team as Curator of Online Programs – and together with Bonnie Brady, we converted our in-person offerings to an expanded on-line series. The Communication Team generated a weekly e-newsletter, and we found new ways to sustain and even build our offerings for a regional audience. The ACM Board of Directors, our committees, and workgroups successfully adjusted to a virtual platform. And remarkably, our community found ways to keep involved and connected.

2020 was a remarkable year. The foundation was laid for the Industrial History Center. We learned new ways of doing our work. And we managed to build our community. It was challenging – and rewarding.

With much appreciation,
John Mayer
Executive Director

Treasurers Report


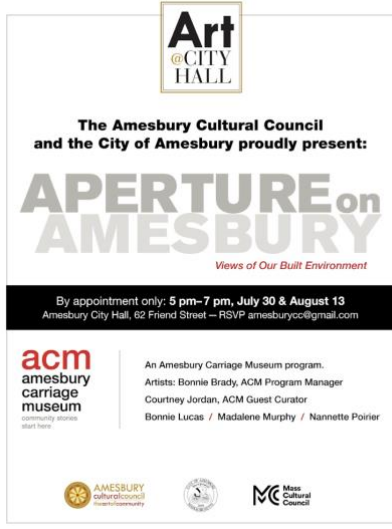
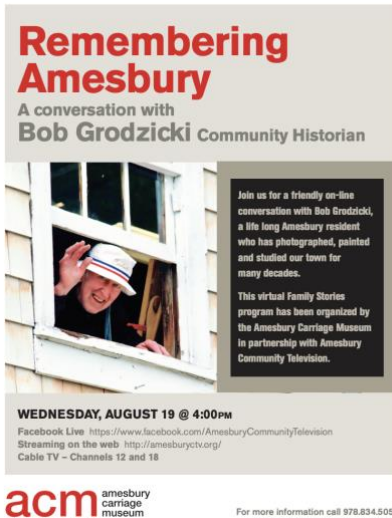
BALANCE SHEET		
ASSETS	Dec. 31, 2020	Dec. 31, 2019
Endowment	41,851	36,120
Checking Account	6,674	46,032
Savings Account	47,036	2,748
Money Market Account	1,800	-
Capital Savings Account	165,666	233,329
Furniture and Equipment		-
TOTAL ASSETS	263,027	318,229
LIABILITIES		
Accounts Payable	-	-
TOTAL LIABILITY	-	-
EQUITY		
Opening Balance Equity	94,577	94,578
Unrestricted Net Assets	226,761	-17,378
Net Income	-58,311	241,029
TOTAL EQUITY	263,027	318,229
TOTAL LIABILITIES & EQUITY	263,027	318,229
STATEMENT OF SUPPORT, REVENUE AND EXPENSES		
INCOME	Dec. 31, 2020	Dec. 31, 2019
Direct Contributions		
Contributions & Bequests	4,961	1,971
Capital Campaign	372,006	254,998
Non-Government Grants		
Sponsorships	10,215	4,000
Grants	18,250	43,700
Government Grants		
State & Local	5,365	-

Programs & Events		
Annual Meeting	180	10,146
School Programs	-	20
Memberships & Public Support		
Memberships - Individual	11,870	10,895
Memberships - Business	1,250	1,950
Annual Fund	12,635	12,145
Other Income/Misc. Revenue	12,200	2,843
Investment & Banking Income		
Sales of Real Estate	-	316
Bank Income	390	107
Investment Income	573	5,804
Event Donations	2,960	11,048
TOTAL INCOME	452,854	359,944
EXPENSE		
Personnel	56,401	62,421
Contract Services	1,229	1,133
Non-Personnel Expense	7,261	6,806
Furniture & Equipment	-	-
Facilities	482	3,766
Campaign Expenses	437,472	26,831
Programs, Exhibits, Collections	3,062	13,097
Acquisitions	1,336	1,017
Other	3,783	3,588
Organizational Expenses	140	255
TOTAL EXPENSES	511,166	118,914
PROFIT/LOSS	-58,312	241,029

Industrial History Center Construction Project



Calendar of Events

<p>December 2019 – April 2020</p> <p><i>ACM Book Club: Mystery & History</i></p> <p>An online book club based on Edith Maxwell's award-winning Quaker midwife mystery series. Each of the five book club sessions is based on a historical theme or societal issue for discussion and features a noted speaker on the topic. Themes included the anti-slavery movement, women's suffrage, immigration, and the lives of mills girls.</p>	 <p>acm amesbury carriage museum community stories start here</p> <p>Book Club <i>Mystery & History</i></p> <p>Join our online book club based on Edith Maxwell's award-winning Quaker Midwife mystery series. Learn about what life was like in Amesbury around 1888. Create our book club community by going in on the discussion.</p> <p>Edith Maxwell will join us for the first session!</p> <p>Each of the five, one-hour book club sessions features a historical theme or societal issue for discussion. Read the book and the supplemental historical materials to prepare for each session.</p> <table border="1"> <tr> <td>December 9 6:30 - 7:30 PM</td> <td>January 13 6:30 - 7:30 PM</td> <td>February 10 6:30 - 7:30 PM</td> <td>March 10 6:30 - 7:30 PM</td> <td>April 14 6:30 - 7:30 PM</td> </tr> <tr> <td>Theme: • Quaker • Midwifery Guest speaker: Edith Maxwell</td> <td>Theme: Anti-slavery movement Guest speaker: Chris Bryant</td> <td>Theme: Women's suffrage Guest speaker: Cordelia Hess-Moody, Ph.D.</td> <td>Theme: • Lives of mill girls • Immigration Guest speaker: Eileen O'Brien, Ph.D.</td> <td>Theme: • Immigration Guest speaker: Bob Forner, Ph.D.</td> </tr> </table> <p>Open to all ACM members free of charge. Non-members can become 2021 ACM members in order to participate (memberships start at \$25). Register by December 4th, at www.amesburycarriagemuseum.org/events</p>	December 9 6:30 - 7:30 PM	January 13 6:30 - 7:30 PM	February 10 6:30 - 7:30 PM	March 10 6:30 - 7:30 PM	April 14 6:30 - 7:30 PM	Theme: • Quaker • Midwifery Guest speaker: Edith Maxwell	Theme: Anti-slavery movement Guest speaker: Chris Bryant	Theme: Women's suffrage Guest speaker: Cordelia Hess-Moody, Ph.D.	Theme: • Lives of mill girls • Immigration Guest speaker: Eileen O'Brien, Ph.D.	Theme: • Immigration Guest speaker: Bob Forner, Ph.D.
December 9 6:30 - 7:30 PM	January 13 6:30 - 7:30 PM	February 10 6:30 - 7:30 PM	March 10 6:30 - 7:30 PM	April 14 6:30 - 7:30 PM							
Theme: • Quaker • Midwifery Guest speaker: Edith Maxwell	Theme: Anti-slavery movement Guest speaker: Chris Bryant	Theme: Women's suffrage Guest speaker: Cordelia Hess-Moody, Ph.D.	Theme: • Lives of mill girls • Immigration Guest speaker: Eileen O'Brien, Ph.D.	Theme: • Immigration Guest speaker: Bob Forner, Ph.D.							
<p>July 30, August 13</p> <p><i>Aperture on Amesbury – Views on Our Built Environment</i></p> <p>The City of Amesbury and the Amesbury Cultural Council sponsor an exhibit at City Hall of photographic images captured during an ACM tour of historic mill buildings. The exhibit, curated by volunteer Courtney Jordan, showcases what captivated and inspired five participants as they visited spaces steeped in Amesbury's industrial past.</p>	 <p>Art @ CITY HALL</p> <p>The Amesbury Cultural Council and the City of Amesbury proudly present:</p> <p>APERTURE on AMESBURY <i>Views of Our Built Environment</i></p> <p>By appointment only: 5 pm-7 pm, July 30 & August 13 Amesbury City Hall, 62 Friend Street – RSVP amesburycouncil@gmail.com</p> <p>acm amesbury carriage museum community stories start here</p> <p>An Amesbury Carriage Museum program. Artists: Bonnie Brady, ACM Program Manager Courtney Jordan, ACM Guest Curator Bonnie Lucas / Madalene Murphy / Nannette Poirier</p> <p>AMESBURY culturalcouncil friendcommunity</p> <p>AMESBURY Cultural Council</p>										
<p>August 19</p> <p><i>Remembering Amesbury – A conversation with Bob Grodzicki, Community Historian</i></p> <p>Long time Amesbury resident, Bob Grodzicki, who has photographed, painted, and studied our town for many decades shares his experiences. We partnered with Amesbury Community TV (ACTV) to broadcast and stream the session.</p>	 <p>Remembering Amesbury A conversation with Bob Grodzicki Community Historian</p> <p>Join us for a friendly on-line conversation with Bob Grodzicki, a life long Amesbury resident who has photographed, painted and studied our town for many decades.</p> <p>This virtual Family Stories program has been organized by the Amesbury Carriage Museum in partnership with Amesbury Community Television.</p> <p>WEDNESDAY, AUGUST 19 @ 4:00PM Facebook Live https://www.facebook.com/AmesburyCommunityTelevision Streaming on the web http://amesburycv.org/ Cable TV – Channels 12 and 18</p> <p>acm amesbury carriage museum community stories start here</p> <p>For more information call 978.834.5058 www.amesburycarriagemuseum.com</p>										

September 14

35th Annual Meeting – Future of Museums in New England

The first virtual Annual Meeting in our history, we meet Museum leadership and learn about ACM progress and plans for the future. The featured speaker, Dan Yaeger, Executive Director of New England Museum Association, talks about the state and future of museums in our area.

acm amesbury carriage museum

35th Annual Meeting

September 14, 2020 • Online via Zoom • 5:30PM–6:30PM

Learn about recent progress, hear our plans for the future, and meet museum leadership. Be the lucky participant to receive a \$75 gift certificate to Ristorante Molise, Amesbury.



THE FUTURE OF MUSEUMS IN NEW ENGLAND

Speaker Dan Yaeger, Executive Director of the New England Museum Association, will join us for a conversation about the state and future of the museums in our region.

Register by September 13 at amesburycarriagemuseum.org/events

For more information: email amesburycarriagemuseum@gmail.com A FREE ONLINE EVENT call 978-834-5058

September 24

Industrial History Center Groundbreaking

Both an in-person and virtual event to celebrate the construction of the Industrial History Center. Museum leadership and Mayor Gove speak about the progress and value of creating this new resource for Amesbury and the region. ACTV broadcast and streamed the event including a tour of the interior space.

Industrial History Center
Let's Make History Together

Join us for a virtual ground-breaking to celebrate the construction of the Industrial History Center.

Hear about the project from our museum leadership and invited guest, Mayor Gove. Take a virtual tour of the interior space to see the progress towards completion.

Thursday, September 24th, from 3:00 to 3:30 PM

FACEBOOK LIVE: www.facebook.com/AmesburyCommunityTelevision

STREAMING ON THE WEB: www.amesburycity.org/

AMESBURY COMMUNITY TV: Channels 12 and 18

We need your support!
This is the moment we need your help!
Donate today:
www.industrialhistorycenter.org/give

Let's Build It!
\$10.0M
\$5.0M
\$2.5M
\$1.25M



P&C Interior rendering by Scott Blythe

For more information about this project:
VISIT www.industrialhistorycenter.org
EMAIL jmayer@amesburycarriagemuseum.com
CALL 978-834-5058

industrial history center

acm amesbury carriage museum

October 17

Early Industries of Amesbury

This two-part online program includes a virtual tour of the Powow River, followed by four presentations providing an introduction to early water-powered industries of Amesbury: gristmills, ship building, saw mills, and oil mills. Local scholar Dr. Gregory (Gray) Fitzsimons provides commentary.



EARLY INDUSTRIES of AMESBURY

Saturday, October 17 | A Free Online Event

This online program via Zoom will provide an introduction to the early water-powered mills that established the foundation for Amesbury's industrial history. Supporting materials will provide information about Amesbury's industrial history and offer open-ended questions and topics for further inquiry on your own.

10:30–11:30AM A Virtual Tour of the Powow River

12:30–2:00PM The Early Industries of Amesbury
A series of four, 10 minute presentations, with expert commentary

Registration Advance registration by Friday, October 16
amesburycarriagemuseum.com/events

acm amesbury carriage museum
community stories start here

For more information call 978.834.5058
www.amesburycarriagemuseum.com

December 7 – 13

Driving Through History – Online Auction

Our first online auction to raise funds for our ACM operations. With 20 donated items and services to bid on, we raise over \$3,000 from 57 generous participants! We conclude the auction with a celebratory online session to announce the winners.



acm amesbury carriage museum
community shares what we love

Driving through History

Online Auction
Monday, Dec. 7th – Sunday, Dec. 13th
Starts on Monday at 8 AM – Closes on Sunday at 8 PM

We are very excited to hold our first online auction with 20 incredible and unique items for you to bid on.

WEEKEND GETAWAYS	FISHING ON THE MERRIMACK
ORIGINAL ARTWORK	LEGAL SERVICES
ARCHITECTURAL CONSULT	WALKING TOURS
POTTERY LESSONS	GIFT BASKETS...AND MORE!

Your contribution goes directly to our operating budget to support our programming.
www.32auctions.com/ACM-2020

December 1

1st Tuesdays – The Carriage Trade

The inaugural session of the *1st Tuesdays* series features Thomas A. Kinney, author of *The Carriage Trade: Making Horse-Drawn Vehicles in America*. The series is sponsored by our Industrial Survey team to broaden participation in learning about industrial history through informal presentations and discussion.

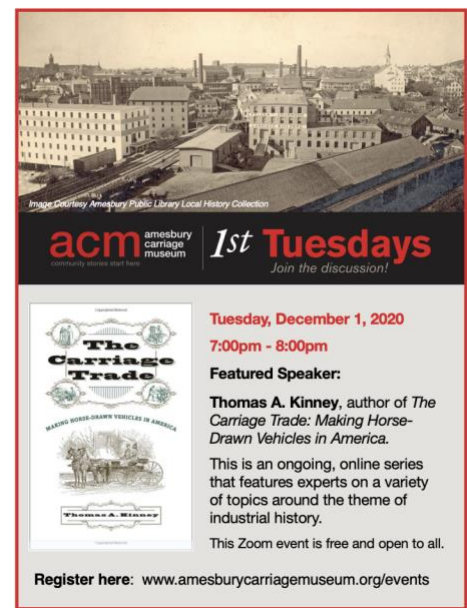


Image Courtesy: Amesbury Public Library Local History Collection

acm amesbury carriage museum
community shares what we love

1st Tuesdays
Join the discussion!

Tuesday, December 1, 2020
7:00pm - 8:00pm

Featured Speaker:
Thomas A. Kinney, author of *The Carriage Trade: Making Horse-Drawn Vehicles in America*.

This is an ongoing, online series that features experts on a variety of topics around the theme of industrial history.

This Zoom event is free and open to all.

Register here: www.amesburycarriagemuseum.org/events

Grants Awarded

Mass Cultural Council, Cultural Facilities Grant

- \$120,000 grant for the Industrial History Center

ECCF – Creative County

- \$2,000 unrestricted grant for Counting House display

Mass Humanities, Research Inventory Grant

- \$2,000 for collections cataloging project

Mass Humanities, CARES Act

- \$2,500 unrestricted support

Individual Grant – John and Debora Mayer

- \$5,000 unrestricted grant for salaries

Massachusetts Cultural Council funds, granted locally by Amesbury Cultural Council

- \$500 for Family Day
- \$800 for Aperture on Amesbury

SHRAB – Roving Archivist

- In-kind technical services for ACM library

Paycheck Protection Program loan - forgiven

- \$12,200 for salary support

Restricted Gift / Individual Grants

- John Howe - \$1,000 for travel expenses and conservation of Dennett Carriage
- Scott Dennis - \$1,000 for conservation of the Dennett Carriage

Development

Membership

- 205 Members

Annual Appeal

- \$12,345 raised against our \$12,000 goal, from 115 constituents

Program Sponsorship

- Alternative Therapies Group
- Amesbury Industrial Supply
- ARC Technologies, a Hexcel Company
- BB Alarm Systems, Inc.
- DiTolla Dentistry, LLC
- Gametime Lanes & Entertainment
- Michael Harrold & Lea Cabeen
- Peter & Patty Hoyt
- Merrimack Design Associates
- Tom Pendergast
- Ed Seldin
- Mel Webster



Volunteers

Committee Membership

Building

Tom Pendergast, chair
Joshua Jackson
Joseph Fahey

Capital Campaign

Peter Hoyt, co-chair
Greg Jardis, co-chair
Chris Deorocki
Tom Pendergast
Stephanie Bailey Sluder
Pamela Fenner

Collections

Joyann Reynolds, chair
Peter Hoyt
Susan Koso
Tom Pendergast
Sean Palmatier

Communication

Peter Siess, chair
Bob Dennis
Ron Klodenski
Gillian Fornier

Development

Janice Valverde, chair
Mary Chatigny
Chris Deorocki
Pam Fenner
Tom Pendergast
Pat Boyle-Steed

Finance

Tom Pendergast, co chair
Peter Doyle, co chair
Tom Murphy
Wayne Barbaro

Programs

Pat Boyle Steed, chair
Carol Feingold
Pam Gilday
Courtney MacLachlan

Youth & Family Programs

Pat Boyle-Steed, chair
Ruth Boehl
Greg Noyes
Lindsay Pouliot

Industrial Survey

Barbara Bell
Greg Colling
Frank Gurczak
Joshua Jackson
Mike Harrold
Steve Klomps
Ron Klodenski
Tom Murphy
Larry Pearl
Robert Schoen

Special Advisor

Tommy Hall
Sara Wermiel

Program, Event, and Tour Support

Stephanie Bailey Sluder
Karen Baptiste
Donna Collins
Cheryl Desjardin
Susan DiRocco
Meghan Fahey
Carol Feingold
Zach Field
Pam Gilday
Frank Gurczak
Mike Harrold
MaryLou Ireland
Courtney Jordan
Ron Klodenski
Edith Maxwell
Sandra Morrissey
Lindsay Pouliot
Delia Rinaldi
Lainie Senechal



Industrial History Center – A Work in Progress

