



# Amesbury Carriage Museum 2021 Annual Report

## **Industrial History Center - A Grand Opening!**



## **Industrial History Center - A Grand Opening!**

## **Table of Contents**

Board of Directors and Staff	
Presidents Report	4
Treasurers Report	5
Industrial History Center	
Campaign Report	8
Campaign Donors – The Gearworks	9
Amesbury in the News	10
IHC Permanent Exhibit	12
Calendar of Events	13
Development	20

#### **Board of Directors and Staff**

#### **Officers**

President:

Chris Deorocki, (until 11/2021) Tom Pendergast, Interim President

Vice President:

Tom Pendergast (until 11/2021)

Secretary:

Courtney MacLachlan

Past President:

Mary Chatigny

#### Staff

Executive Director
John Mayer

Program Manager Bonnie Brady

Curator of Online Programs
Meryl Goldsmith

Director of Engagement & Interpretation

Jessica Neuwirth



#### **Directors**

Pat Boyle-Steed
Lorna Condon
Pam Fenner
Peter Hoyt
Susan Koso
Tom Murphy (acting Treasurer)
Joyann Reynolds
Peter Siess
Janice Valverde



### **Presidents Report**

2021 was the year the Amesbury Carriage Museum realized its dream. Since its inception in the mid 1980's, the ACM was a "Museum without Walls." Over the years, our collection had been stored in tractor trailers, barns, and storage buildings. Construction on the Industrial History Center (IHC) began, as did COVID in early 2020, and continued through 2021. As with any major construction project, especially involving a two-hundred-year-old building, there were surprises and delays. Ben Becker and his sub-contractors completed the interior systems and Rye Beach Landscape worked through the winter building our granite wall and plaza. By late spring, interior work and the landscaping was complete. With the installation of the canopy in July, the focus was to complete the exhibits and prepare for our grand opening on October 15. The IHC compliments and completes the Upper Millyard.

Our Executive Director, John Mayer, along with Bonnie Brady Program Manager, provided countless hours and dedicated service to achieve this goal. Meryl Goldsmith and her "Behind the Scenes" YouTube videos provided a continued in-depth view of construction progress. Special thanks to Joseph Fahey and Joshua Jackson on our Building Committee for their invaluable input. The ACM would not be able to succeed without the dedicated efforts of our Board of Directors. Two new directors were added in 2021. Lorna Condon and Pam Fenner were welcomed to the Board and immediately proved their worth.

During the construction of the IHC, the Carriage Museum also continued with full year of programs. Program development is critical and a Director of Education and Engagement was hired to enhance the experience of visitors to the IHC.

The mission of the ACM is to champion the history of Amesbury industry and people. The IHC is our home to share, celebrate and educate all who enter and realize the importance of the citizens of Amesbury and the contributions made to the life we currently enjoy. A permanent exhibit follows Amesbury from indigenous peoples through the hay days of carriage and automobile building. Temporary exhibits will highlight different aspects of Amesbury's history.

All of this is not possible without the generosity of our members, sponsors and benefactors. Thank you to all who contribute, regardless of amount, you provide the life blood of our museum. Membership shows a commitment to our heritage and will guarantee a strong future. A total of over \$954,000 was raised and used to complete our new home. When you visit the IHC, please view our gear wall to view the names of our neighbors who made significant contributions to make the IHC possible.

The future of the Amesbury Carriage Museum is bright, thanks to you.

With appreciation and gratitude, Tom Pendergast III

## **Treasurers Report**

### NEEDS TO BE REPLACED WITH 2021 / 2020

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**

#### **A Grand Opening**

The new Industrial History Center (IHC) had its Grand Opening on October 15, 2021, attended by more that 200 people, after a multi-year process of fundraising, architectural and design work, and finally construction and finishings.

Set in Amesbury's historic Upper Millyard, the IHC is dedicated to honoring the city's industrial history. The Center offers programs that serve families, schools, and the community. It is a vital addition to downtown, located in historic Mill 2 in Amesbury's Upper Millyard.



Most museums are buildings with objects in them. We're a bit different. Although we use the Industrial History Center for exhibits and programs, we consider the entire city of Amesbury as an artifact. Many of our programs explore the nearby built environment as a way to discover our industrial past.



### **Campaign Report**

We are so grateful for every contribution to the capital campaign that made the Industrial History Center become a reality!

Campaign funds raised from 2018 through 2022:

Silent Phase	\$ 657,024
Public Phase	\$ 145,201
Massachusetts Cultural Council Grant	\$ 120,000
Massachusetts Travel & Tourism Grant	\$ 24,487
Chamber of Commerce	\$ 3,475
TOTAL	\$ 950,187

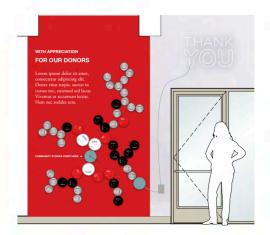
## Let's Make History Together



Industrial History Center
Donor Recognition

#### For gifts of \$1,000 and above

You will be recognized with a personalized gear on our Donor Recognition Wall.





### **Campaign Donors - The Gearworks**

With gifts from these generous donors, we now have a home to celebrate Amesbury's rich historical and cultural heritage.

#### \$100,000 and above

Daniel Healey III

Amesbury Industrial Supply, Greg T. Jardis

#### \$20,000 and above

Mary Alice Arakelian Foundation Ken Aspeslagh & Rachel Harris

Jeannine & Bart Bailey The Bailey Foundation

Institution for Savings Charitable Foundation Newburyport Bank Charitable Foundation

Diane & Tom Pendergast III

Sherrill Enterprises, Inc. DBA Gould Insurance

Caroline R. Stevens David B. Warias

#### \$10,000 and above

Matthew B. Bailey Jay Gould

Janet & Peter Hodge Marc & Delores MacBurnie

Debora & John Mayer

#### \$1,000 and above

Amesbury 350th Anniversary Committee

Amesbury Lions Club

Aqua Laboratories, Inc. Thomas Cass

Susan W. Bailey

Stephanie Bailey Sluder

Samuel R. Bailey III & Virginia Bailey

Ted & Terry Bailey Barbaro Family

Richard & Sally Bartley

G. Scott & Karen H. Briggs

Kate & John Cabot Mary & Bill Chatigny

Charlie Cullen

Frank L. Currier Charitable Foundation

Frank & Kim Czar

Laura & Christopher Deorocki

Peter & Lynn Doyle

Sallie Follansbee Dunning

Betty R. Dyer

Pamela Bailey Johnson Fenner

Ann & John Iacobucci

Paul Thaddeus Fenner

Gillian Jackson Fenner

Liesel Ware Fenner

Francesca deGomez Fenner

Paul Gagliardi

Greater Newburyport Realtors, Inc.

George & Lyndsey Haight

Lloyd L. Hamm, Jr. & Linda M. Hamm

Michael C. Harrold & Lea Cabeen

Gary & Cindy Hoglund

Peter & Patty Hoyt

Steve Klomps & Diane Moore

Jay & Laurie Knapp

Susan Koso

John & Gale Lyman

Courtney & Tom MacLachlan

Roger & Nancy McNeill

Merrimac Valley Animal Hospital,

Cynthia Wojcicki

Dr. William Messner

Joan & Jon Miller

Robert & Paulette Morse

Helen & Bill Nicita

The Family of William & Eleanor Noyes

Shirley & Bill Owen

Larry & Sherry Pearl

Paul C. Rogers & Sons

RTN Federal Credit Union

Richard Sandler

Mary Schaefer

Amy & Jonathan Sherwood

**Peter Siess** 

SPS New England, Wayne Capolupo

Cathy Toomey

James B. van Bokkelen

In Memory of Bob Wallack, Editor,

Amesbury News

Mark Wojcicki & Patricia O'Reilly

#### **In-Kind Donations**

BB Alarm Systems, Inc.

Legacy Machine & Manufacturing

Merrimac Tool Co.

Shea Concrete

### **Amesbury in the News**

#### **Amesbury Industrial History Center Ready for Business**

By Jim Sullivan, Newburyport Daily News September 29, 2021

AMESBURY — It has been a long time coming but the Amesbury Carriage Museum recently opened the doors to its Industrial History Center in the Upper Millyard.

John Mayer is the executive director of the museum, which launched a \$700,000 capital campaign in 2018 to build the center in 2,700 square feet of space in the Amesbury Industrial Supply building.

But the COVID-19 pandemic increased construction costs and the museum would end up needing to raise more than \$920,000.

Mayer said the nonprofit organization's capital campaign was successful in raising \$935,000, almost all of which went directly into building the Industrial History Center. The center celebrated its grand opening Oct. 15.

"This has been a lot of work," he said. "Things happened during the process that we didn't expect but we are here and things are happening now. There are a lot of people who wanted to have this come to be and there are a lot of people behind me that made this happen."

Mayer said the center's "museum without walls" programming will focus on the history of industry and work life in Amesbury. "We are talking the entire arc of human endeavors in Amesbury," he said. "From the Native Americans and going all the way up into the 20th century."

The former 1826 factory space has been filled with the Industrial History Center's exhibits, which will be display along with a S.R. Bailey Whalebone Road Wagon carriage built in 1896.

"The carriage will be one of the first things that you see when you come in the door," Mayer said. "But we want people to recognize that there is so much more to the story than carriages. There were water-powered grist mills for grain. We will also have one nail from the J.P. Perkins Nail Co., which was one of the first nail factories in North America right here in Amesbury. We also had textile making and hat making. It is pretty amazing to think about all that happened here."

The center will feature a community meeting room and an educational component tied to local schools.

"Every few months, we will bring in a new exhibit, which will be mostly two-dimensional but there will be a reason for people to come back," he said. "Then, we will have some other supporting displays on the story of Amesbury history. There will also be an orientation space for schoolkids and walking tours will take off from here as well."

The Industrial History Center project has received donations from about 200 donors and organizations, including the Institution for Savings, the Newburyport Bank Charitable Foundation and the Mary Alice Arakelian Foundation.

The names of individual donors and organizations that gave more than \$1,000, such as Amesbury Industrial Supply owner Gregg Jardis and ARC Technologies founder Dan Healey, have been included in a gear works, movable sculpture wall display.

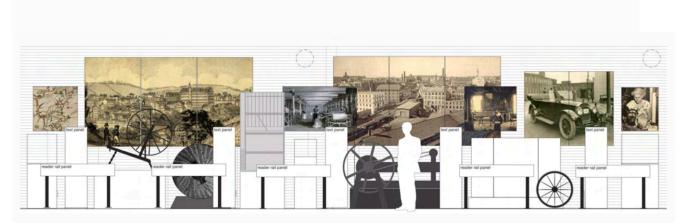
"We have pretty much spent up to \$900,000 on the history center and we still need to spend a little bit more to finish the exhibits," Mayer said. "The signage is still coming and it should be here next week. We are in the middle of the final push to make this space look like the museum that we want it to be."



#### **IHC Permanent Exhibit**

#### **A Productive Story**

Our new permanent exhibit "A Productive Story: Amesbury Industry and Work Life" portrays a timeline starting in the 1600's and continuing through European settlement and the earliest mills, showing the resilience and innovation through the years.



The design for the orientation exhibit will feature a blend of images and objects. It will introduce the story of industry and worklife in our community and serve as the starting point for many of our programs. (Keith Ragone design.)





#### **Calendar of Events**

December 2020 - April 2021

#### ACM Book Club: Mystery & History

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.



January 25

## Behind the Scenes Live – What Makes a Good Exhibit

Live on Zoom - John Mayer, ACM Executive Director, and Keith Ragone, exhibit designer, have a dialog about what makes for a successful exhibit. They also discuss trends and new approaches in the museum world.



#### Behind the Scenes LIVE!



Welcome! Delighted you are joining us!
7:00 pm - 8:00 pm
Featuring a construction update with John Mayer and then our guest:
Exhibit Expert Keith Ragone

#### February 2

#### Ralph Lowell and the Making of the Dory

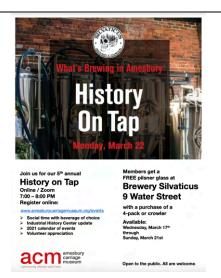
Live on Zoom – Graham McKay, Executive Director and Master Boat Builder talk about the origins of Lowell's Boat Shop, the oldest operating boat shop in the country, built in 1793.



#### March 22

#### History on Tap – What's Brewing in Amesbury

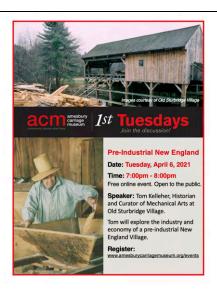
Live on Zoom – This year, our annual networking event was virtual! We announced our upcoming calendar of events, recognized volunteers, and showcased Brewery Silvaticus who partners with us every year.



#### April 6

#### Pre-Industrial New England

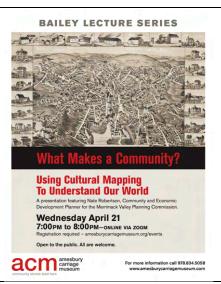
Live on Zoom - Tom Kelleher, Historian and Curator of Mechanical Arts at Old Sturbridge Village explores the industry and economy of a pre-industrial New England Village.



#### April 21

## Bailey Lecture – What Makes a Community?

Live on Zoom – Nate Robertson, Community and Economic Development Planner for the Merrimack Valley Planning Commission talks about using cultural mapping to understand our world.



#### May 1

#### Edith Maxwell Book Launch & Signing

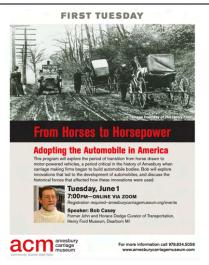
Our first in-person event at the IHC in 2021! Edith Maxell, Amesbury resident and Agatha Award winning author, introduced the 7<sup>th</sup> book in.her historical Quaker Midwife Mystery series.



#### June 1

#### From Horses to Horsepower

Bob Casey, former Dodge Curator of Transportation and Henry Ford Museum, explored innovations that took place during the period of transition from horse-drawn to motor-powered vehicles.



#### October 17

#### Front Steps. People & Community

A new exhibit in the Counting House Storefront based on a photography project by Laura Kozlowski.

An online Zoom opening was held.



#### June 26

## Aperture on Amesbury – Exploring Carriage Hill

A photographic tour of historic Carriage Hill for photographers of all skill levels. The tour is followed

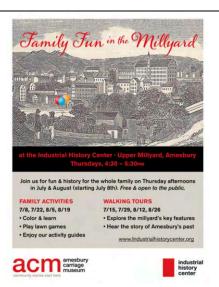
in the Fall with a curated community exhibit at the Industrial History Center.



#### July and August

#### Family Fun in the Millyard

The Industrial History Center provided outdoor activities and walking tours on Thursday afternoons (before our official October opening). And, visitors were treated to a sneak peak of the interior before the first exhibit was installed.



#### September 13

## Annual Meeting – Folk History, Community Narratives and Storytelling

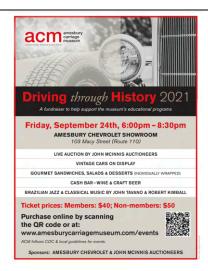
Isaac Kestenbaum, Director of the Salt Institute explored how narrative-driven journalism has built an appreciation of community stories.



#### September 24

#### **Driving Through History**

ACM's annual fundraiser the night before the Carriagetown Car Show features a live auction, silent auction, and Amesbury-bodied vintage cars on display.



#### September 25

#### Carriagetown Car Show

ACM is the beneficiary of proceeds from the annual car show and we contribute by staffing the event as well as put on a display of Amesbury-bodied automobiles in Market Square.



#### October 15

#### **Industrial History Center Grand Opening**

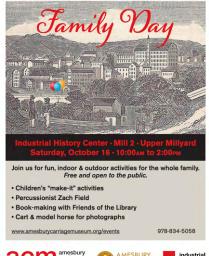
A ribbon cutting and celebration was held to commemorate the opening of the IHC. The new permanent exhibit, A Productive Story: Industry and Work Life in Amesbury, and the Aperture on Amesbury temporary exhibit were on view.



#### October 16

#### Family Day

Fun with indoor and outdoor activities for the whole family with children's "make-it" projects, percussionist Zach Fields, bookmaking with the Friends of the Library, and a vintage cart and model horse for photo opportunites.









#### October 19

#### Flatbread Fundraiser

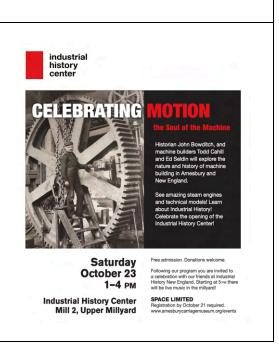
The community was invited to eat in or order out at the Flatbread Company to benefit the Industrial History Center.



#### October 23

## Celebrating Motion: The Soul of the Machine

Historian John Bowditch and machine builders Todd Cahill and Ed Seldin explore the nature and history of machine building in Amesbury and New England.



#### November 13

#### **Amesbury Open Studios**

The Industrial History Center was on Amesbury Open Studios tour with weaving activities for children, our permanent exhibit, and the *Aperture on Amesbury: Exploring* Carriage Hill temporary exhibit.



#### **Development**

#### Membership

• 239 Members

#### **Annual Appeal**

\$11,690 raised from 97 constituents

#### **Program Sponsorship**

- \$11,250 raised from 8 contributors
  - o Ed Seldin & Lisa Witham
  - o Amesbury Chair, Wayne Barbaro
  - o Amesbury Industrial Supply, Greg Jardis
  - o BB Alarms, Bart Bailey
  - o Peter & Patty Hoyt
  - o Sacris Design, Jennifer Sanborn
  - Michael Harrold & Lea Cabeen
  - Diane & Tom Pendergast III

#### 2021 Grants Awarded for Operating Support

- Massachusetts Cultural Council
  - \$1,000 matching grant for Counting House display
- Essex Heritage Partnership Grant
  - \$2,000 matching grant for Walking Tour program
- Massachusetts Cultural Council funds, granted locally by Amesbury Cultural Council
  - \$665 for Family Day
  - \$565 for Aperture on Amesbury

#### **Fundraising**

Matt Sherrill and Jeff Picard present ACM with a \$7,500 check from the 2021 Carriagetown Car Show.

