

Amesbury Carriage Museum 2022 Annual Report

Industrial History Center's First Year!



Industrial History Center’s First Year!

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Board of Directors and Staff

Officers

President:
Pat Boyle-Steed

Vice President:
Tom Pendergast

Secretary:
Lorna Condon

Treasurer:
Juliann Clark

Past President:
Mary Chatigny

Directors

Pam Fenner
Peter Hoyt
Joyann Reynolds
Janice Valverde



Staff

Executive Director
Kelly Daniell

Program Manager
Bonnie Brady

Director of Engagement & Interpretation
Jessica Neuwirth



Presidents Report

Museums play an integral role in preserving the history of our society. Collections, exhibits, programs, and events relate stories about how our nation, our communities, and our cultures came to be. Without museums, those stories could be forgotten. It's quite remarkable that for 38 years, Amesbury Carriage Museum (ACM) has celebrated community stories of people and industries overcoming challenges, surviving change, and depending on each other.

The year 2022 was a challenging chapter in our local history as we slowly recovered from the isolation and disruptions of Covid. ACM, like other US nonprofits, was challenged to offer quality programs, with a lean budget and a community still fearful of gathering in a physical space. In spite of these limitations, the Industrial History Center (IHC), ACM's program venue, hosted an average of five activities per month with a focus on carefully curated exhibits and programs that were of pertinent interest to Amesbury today. The IHC welcomed an average of 270 visitors per month during its first full open season.

Amesbury residents and businesses have always dealt with constant change, and 2022 at ACM was no different. The museum changed leadership as John Mayer retired and Kelly Daniell became the new Executive Director. Building on the past, under Kelly's direction, the IHC increasingly became a site of welcome, learning, collaboration, and community. Amazingly, 2022 brought close to 2500 visitors and members here to learn about the people and industries of our area through lectures, exhibits, theater, photography, published research, walking tours, book discussions, family activities, and so much more.

In her first newsletter to members, Kelly stated that "people are what make a good museum a great museum ... the museum building represents the heart of the organization, and the people are its lifeblood ... infusing it with the necessary elements to live and thrive." Generous donors, committed members, enthusiastic staff, dedicated volunteers, prolific researchers, diligent board members, and our many visitors are truly the lifeblood of our museum.

ACM depends upon the continued support of members and benefactors, locally and across the United States. People with family ties to this area, as well as far flung history enthusiasts, enjoy the universally inspiring stories that an industrial history museum can recount: stories of challenge and grit, change and innovation, and a community pulling together. Stories like that of ACM in 2022.

Thank you for your support,

Pat Boyle-Steed
President

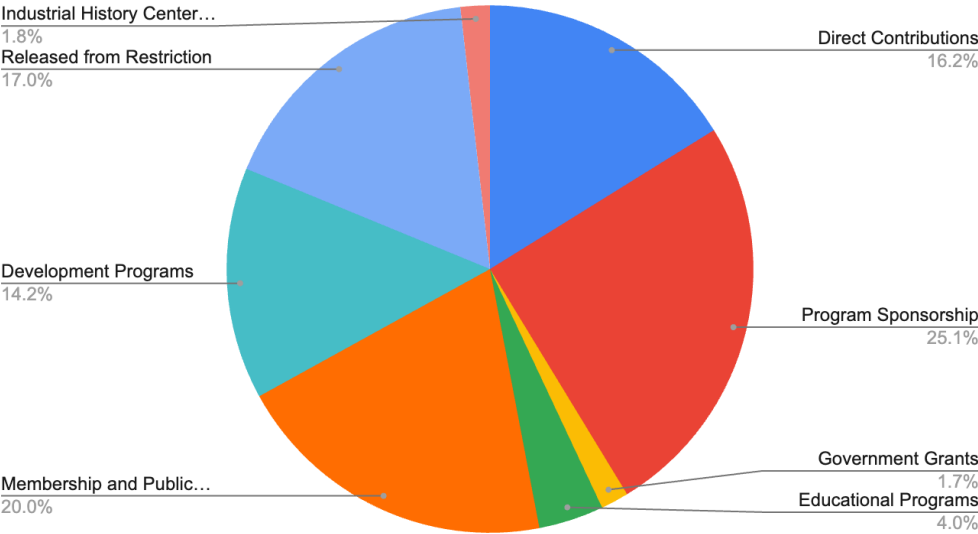
Treasurers Report

The key metrics of the finance committee include creating the annual budget and tracking the balance of income vs expenses, with the goal of achieving a balanced budget.

In 2022, we successfully simplified the financial reporting procedures, monitoring the monthly financials and implementing changes to decrease our projected deficit. The Finance Committee may not have achieved a balanced budget in 2022, but had great strides towards understanding where the shortfalls are and how our income/expenses occur in a cyclical manner. This enabled us to go into 2023 better prepared for what was to come, and with solutions to offer.

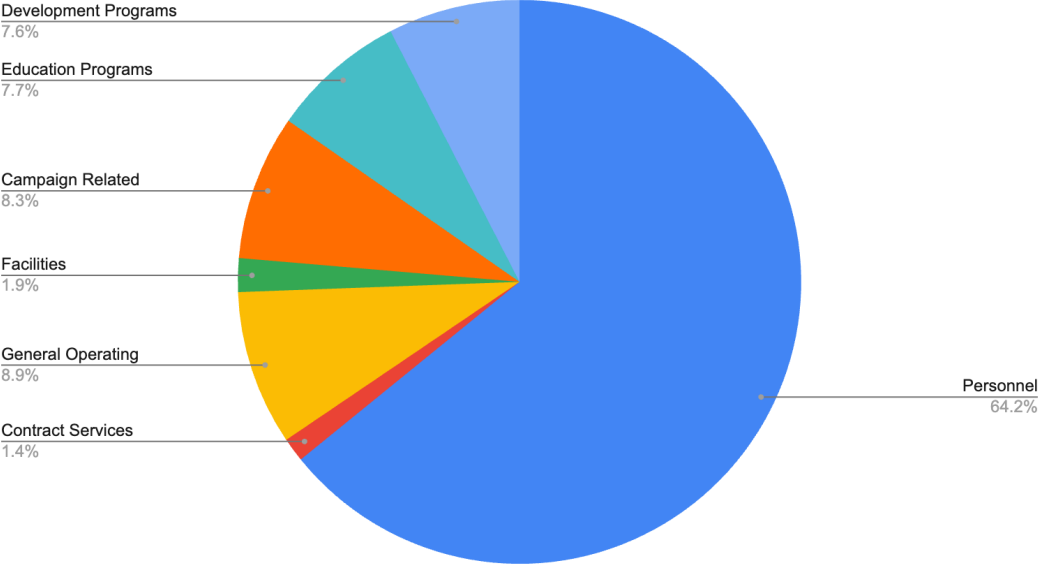
REVENUE	
Direct Contributions	\$19,808
Program Sponsorship	\$30,761
Government Grants	\$2,100
Educational Programs	\$4,893
Membership & Public Support	\$24,459
Banking	\$9
IHC Store	\$448
Industrial History Center	\$2,211
Development Programs	\$17,413
Funds Released from Restrictions	\$20,811
Total Revenue	\$122,914

Sources of Income

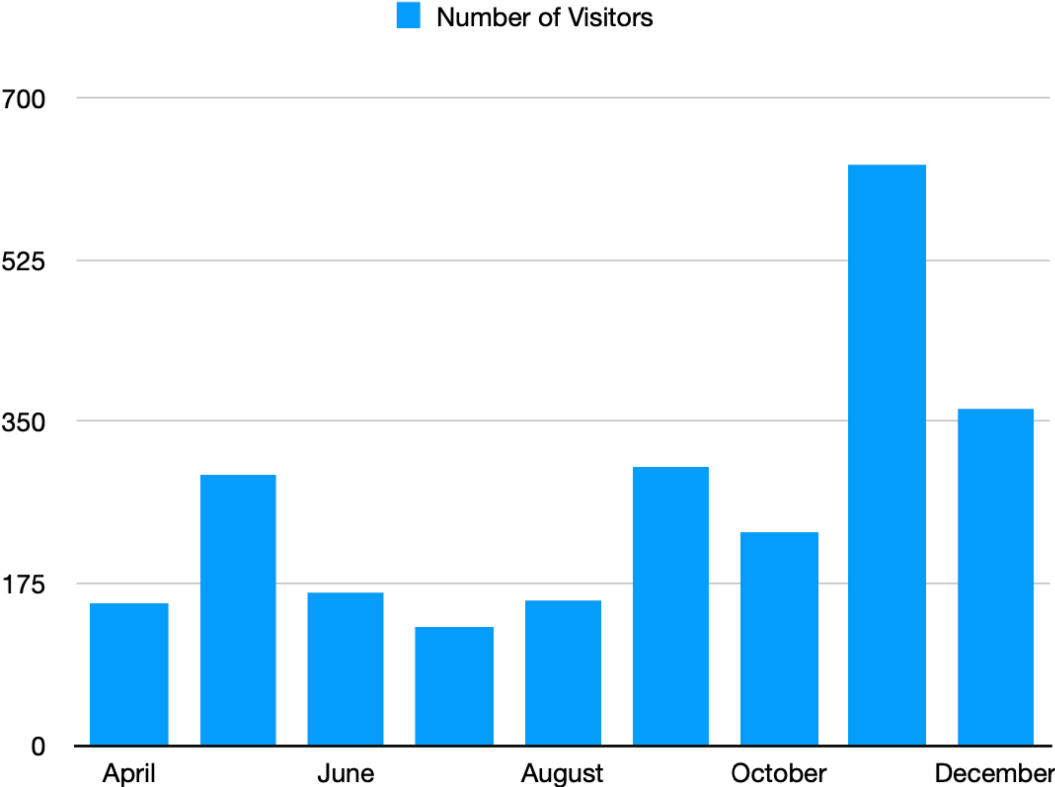


EXPENSES	
Personnel Related	\$100,496
Contract Services	\$2,160
General Operating	\$13,925
Facility	\$3,021
Campaign Related	\$13,054
Educational Programs, Exhibits & Collections	\$12,136
Development Programs	\$11,862
Business Expenses	\$595
	Total Expenses
	\$145,112
PROFIT/LOSS	-\$22,199

Expenses



Industrial History Center



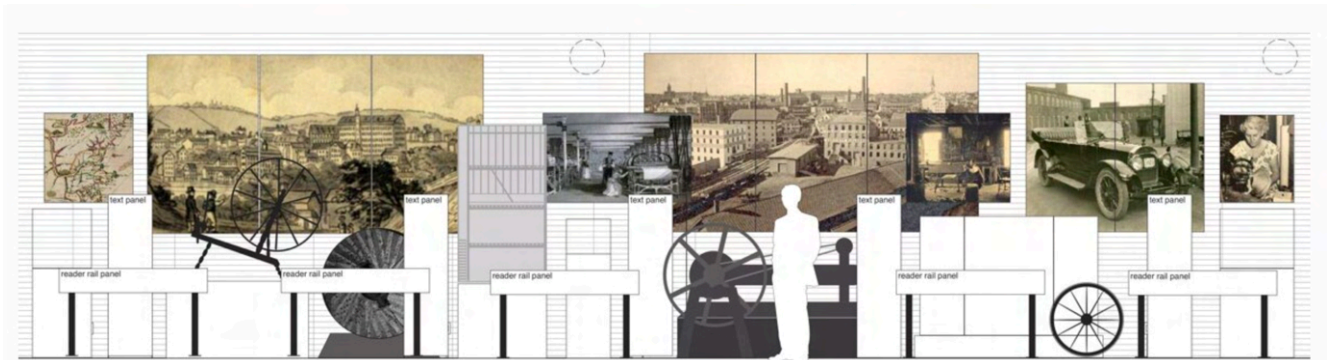
Average Monthly Visitors to IHC: 269.5

Visitors welcomed since April: 2,426

IHC Exhibits

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.)



Changing Exhibits

People of the Millyard – an interpretation of Amesbury’s millyard providing human stories that complement the walking tour and invite visitors to make a connection to Amesbury history.

Aperture on Amesbury: Then and Now - highlights the transition of an industrial-based downtown (specifically Main Street and the Upper Millyard) due to the declining economy of the 1890’s, to the current day mixed use of small business, restaurants, and open space.

Educational Programs

February 1

1st Tuesdays – Making Satinet

This was the last lecture in a series of Zoom sessions that were begun during the pandemic.

Peggy Hart (production weaver, historian, teacher, and author) spoke about the early mills producing satinet, a cloth with a cotton warp and a woolen weft.



Image Courtesy: Amesbury Public Library Local History Collection

acm amesbury carriage museum
1st Tuesdays
 Join the discussion!

Making Satinet – the First Woolen Fabric of our Mills

When: Tuesday, February 1, 2022
Time: 7:00pm - 8:00pm
Where: Online / Zoom

Learn about the early textile mills that produced satinet, a cloth with a cotton warp and a woolen weft. Satinet was an essential product in the early 1800s, but went out of style around 1860.

Speaker:
 Peggy Hart is a production weaver, historian, teacher, and author.

Free and open to the public.
 Register here:
www.amesburycarriagemuseum.org/events



April through August

Book Club - Witches, Warfare, And Women: Perspectives On 17th Century New England

A five-session book club focusing on both fictional and non-fictional accounts of life in early colonial New England.

April through August: 4/13, 5/11, 6/8, 7/13, and 8/10

ACM Book Club

Witches, Warfare, and Women: Perspectives on 17th Century New England



2nd Wednesday of the Month, April through August • 6:30 - 7:45PM
 Industrial History Center, Mill 2, Upper Millyard, Amesbury

Explore fiction and non-fiction accounts of life in colonial New England. Enrollment is limited to 12 to promote full participation and lively discussion.

<p>April 13</p>  <p>Nathaniel Philbrick <i>Mayflower</i> by Nathaniel Philbrick • 1999 USBB • Plymouth, MA • Historical non-fiction</p>	<p>May 11</p>  <p>American JEZEBEL The Disreputable Life of Anne Hutchinson, the Woman Who Sparked the Puritan Revolution by Eve Lofgren • Early 17th century • Boston, MA • Biography</p>	<p>June 8</p>  <p>Caleb's Crossing by Candace Carroll • 19th century • Martha's Vineyard, MA • Historical fiction</p>	<p>July 13</p>  <p>The Witches by Stacy Schiff • 17th century • Salem, MA • Biography</p>	<p>August 10</p>  <p>Measure on the March: Research on the Captivity and Rescue of Colonel Andros by the Abenaki by Roy Wilton - Van, Rowland MA • Biography</p>
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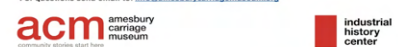
Open to all ACM members free of charge. Members, sign up for all five sessions by March 31.

REGISTER: www.amesburycarriagemuseum.org/events
 Non-members can become 2022 members in order to participate (memberships start at \$30).
JOIN ACM: www.amesburycarriagemuseum.org/membership

REGISTER  JOIN ACM 

Copies of each book will be available by inter-library loan from the Amesbury Public Library.

For more information: www.amesburycarriagemuseum.org/events
 For questions send email to: info@amesburycarriagemuseum.org



April through October

Upper Millyard Walking Tours

A 45-minute guided walking tour offered on a monthly basis. Focusing on the Upper Millyard, the tour explores how Amesbury people and businesses showed creativity and resilience in adjusting and adapting to the boom-and-bust cycles of industrialization.

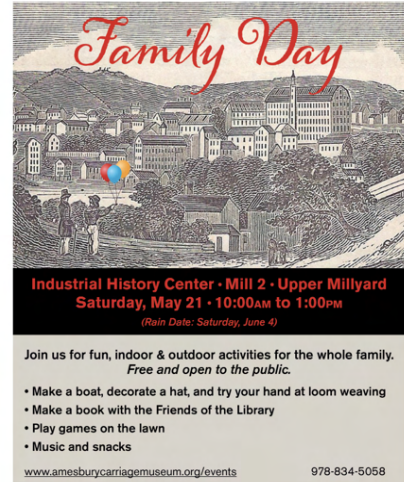


May 21

Family Day in the Millyard

Fun for the whole family. Attendees made boats, decorated hats, and tried their hand at loom weaving. Friends of the Library hosted book making. In addition there were lawn games, music, and snacks.

This event is funded by grants from the Amesbury Cultural Council and the Massachusetts Cultural Council



Family Day

Industrial History Center • Mill 2 • Upper Millyard
Saturday, May 21 • 10:00AM to 1:00PM
(Rain Date: Saturday, June 4)

Join us for fun, indoor & outdoor activities for the whole family.
Free and open to the public.

- Make a boat, decorate a hat, and try your hand at loom weaving
- Make a book with the Friends of the Library
- Play games on the lawn
- Music and snacks

www.amesburycarriagemuseum.org/events 978-834-5058

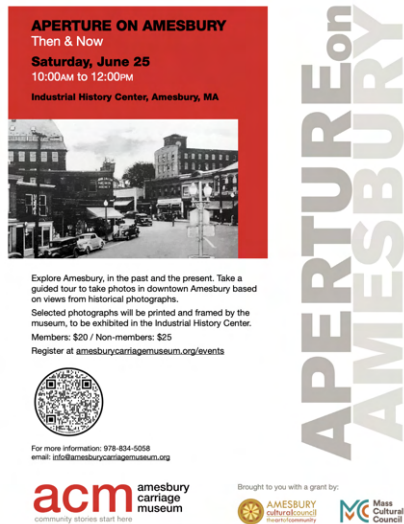


June 25

Aperture on Amesbury

A program for all levels of photographers that explored Amesbury, in the past and the present by capturing historic locations through their own unique lens.

Selected photographs were exhibited at the IHC in the Fall.




APERTURE ON AMESBURY
Then & Now
Saturday, June 25
10:00AM to 12:00PM
Industrial History Center, Amesbury, MA

Explore Amesbury, in the past and the present. Take a guided tour to take photos in downtown Amesbury based on views from historical photographs. Selected photographs will be printed and framed by the museum, to be exhibited in the Industrial History Center. Members: \$20 / Non-members: \$25. Register at amesburycarriagemuseum.org/events

For more information: 978-834-5058
email: info@amesburycarriagemuseum.org

Brought to you with a grant by:



July 23

Textile Traditions – A Modern Quilting Bee

A full afternoon of quilting and textile related activities for both children and adults. Kids learned basic skills about shapes and patterns. There were demonstrations of quilting techniques including applique and machine piecing. Participants practiced hand stitching and piecing fabrics.



Textile Traditions
...a modern quilting bee

Saturday July 23 noon-4PM
Industrial History Center • Mill 2 Upper Millyard Amesbury

A fun time for everyone!
Hands-on activities for children and adults
- kids learn basic skills about shapes and patterns
- contribute to a giant community quilt
- try your hand at stitching and piecing fabric
- demonstrations of quilting techniques

Open to the public, no registration required.
Recommended donation: \$5.00
amesburycarriagemuseum.org



August 6

Quaker Midwife Mystery Series Walking Tour & Book Signing

Edith Maxwell led a walking tour of downtown Amesbury to see the historic sites that are part of her mystery series and read from the books.

A reception and book signing followed the tour and was free and open to the public.

**Edith Maxwell, Mystery Author
Walking Tour
& Book Signing**



More info



Saturday, August 6th

**Quaker Midwife Mysteries
Walking Tour:**
around downtown Amesbury

4:00 to 5:30 PM
5 Market Square
Amesbury

See locations & hear readings
from the series.

Registration required:
\$20 members / \$25 non-members

A Chat with the Author:
*schmoozing, book sales and
signing*

5:30 to 6:30 PM
Industrial History Center
Mill 2, Upper Millyard

Join us for conversation &
enjoy wine & cheese.

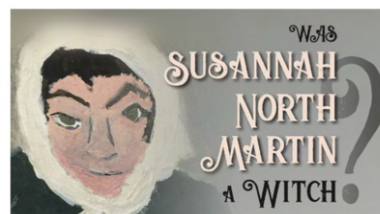
Free & open to the public
No registration required

For more information and registration: www.amesburycarriagemuseum.org/events

September 10

Was Susannah North Martin a Witch?

An engaging one-act play, written and performed by Christine Remus, telling the tale of Susannah North Martin - of Amesbury, MA convicted of Witchcraft during the Salem Witch Trials.



Saturday, September 10
4:00 - 5:30 PM
Industrial History Center
Mill 2, Upper Millyard
Amesbury

Members: \$15
Non-members: \$20

Registration:
[www.amesburycarriagemuseum.org/
events](http://www.amesburycarriagemuseum.org/events)

For more information: 978-834-5058



An engaging one-act play
written and performed by
Christine Remus.

Come listen to the tale of
Susannah North Martin - of
Amesbury, MA convicted of
witchcraft during the Salem
Witch Trials. Learn of Goody
Martin's life before, during, and
after the fatal day of 19th July
1692.

Q&A and discussion after the
play, with refreshments served.



September 12

Sail on the Merrimack River

Portsmouth's Gundalow Company provided a ride for the ACM community on a flat-bottom sailing river barge along the Merrimack River. ACM's Executive Director, Kelly Daniell gave a talk on the transition from carriage making to automobile making in Amesbury's history.



November 12 - 13

Amesbury Open Studios

As part of Amesbury’s Open Studios event, the IHC was open all weekend with a featured textile artist, Cheryl Desjardin and children’s weaving and coloring activities ran during the afternoons.

We opened our new community photography exhibit “Aperture on Amesbury - Then and Now.”



November 12

Aperture on Amesbury Exhibit & Opening Reception

This community exhibit highlighted the transition of an industrial-based downtown (specifically Main Street and the Upper Millyard) due to the declining economy of the 1890’s, to the current day mixed use of small business, restaurants, and open space.

APERTURE on AMESBURY

Then and Now

Every year Amesbury Carriage Museum staff lead a tour around Amesbury that invites community members to use photography to explore and focus on the history that can be found in the buildings and streets of this place.

This year, we were inspired by historic photos of downtown Amesbury, amazed by the profound changes that the city has gone through and how those are reflected in the architecture and streetscapes. We walked in the Upper Millyard, and along Main Street and Market Square, looking at places once densely packed with textile mills that now form a tree-lined shopping district. How this transformation occurred is an important part of Amesbury’s story.

This exhibition represents just some of the images captured by the group of photographers, juxtaposed with the historic photographs and images that inspired us to explore these places in the present day.

- Tour Leaders**
Bonnie Brady and Courtney Jordan
- Tour Creator**
Jessica Neuwirth
- Exhibit Curators**
Jessica Neuwirth and Courtney Jordan
- Graphic Design**
Cheryl Desjardin

- Photographers**
Su Bailey
Bonnie Brady
Courtney Jordan
Charles Monroe
Eric Smith
Rose Washak
Janice Valverde



Development

The Development Committee is responsible for increasing membership, increasing revenue from campaigns, and developing and executing new income streams.

Membership

- 226 Members

Annual Appeal

- \$13,070 raised from 83 constituents

2022 Grants

Agency	Amount	Program
Amesbury Cultural Council	\$800	Aperture on Amesbury
Amesbury Cultural Council	\$600	Family Day
ECCF Creative Placemaking	\$5,000	Project pushed to 2023
MOTT 2021 - 2022	\$24,487	Matching grant

Program Sponsorship

We thank our sponsors for their generosity - \$29,500 raised from 16 contributors!

PREMIER

Newburyport Bank Charitable Foundation

PLATINUM

Richard Sandler, Lectric Connection

Ed Seldin & Lisa Witham

GOLD PLUS

Gould Insurance, Matt Sherrill

GOLD

BB Alarms, Bart Bailey

Wayne & Jayne Barbaro

Peter & Patty Hoyt

The George McNeill Family

Dr. William Messner

Joan & Jon Miller

Diane & Tom Pendergast III

SILVER

Brewery Silvaticus

Lea Cabeen & Mike Harrold

Daniel Healey III

Institution for Savings, Kim Rock

Merrimac Valley Animal Hospital, Cynthia Wojcicki

Development Programs

Our development programs are primarily fundraisers, but also serve the important function of developing a community of friends, members, and donors ... a community passionate about ACM.

March 5

Wine in the Winter: A Taste of France

A wine tasting fundraiser hosted by RMA Craft Beer & Wine. The fun and informative event featured French wine expert Benoit Moline of Petit Vin. Wine was available for purchase both during and after the event.



**Wine in the Winter:
A Taste of France**

Enjoy a taste of wine on a winter evening in the ambiance of the new Industrial History Center.

- Taste both red and white French wines selected for us by the experts!
- Hosted by RMA Craft Beer & Wine
- Presentation by Benoit Moline of Petit Vin
- Enjoy cheese and chocolate treats
- Enter the raffle to win a wine basket

Help us raise funds for our programs and operations by purchasing individual bottles or cases of wine.

Only 24 tickets for sale, so don't delay!

\$30 for members
\$35 for non-members

Make your reservation at
www.amesburycarriagemuseum.org/events

For more information, contact the museum at:
info@amesburycarriagemuseum.org

Thank you to our host! RMA Craft Beer & Wine
19 Main Street, Amesbury

acm amesbury carriage museum
community always start here

industrial history center

March 28

History on Tap

An annual development event held at Brewery Silvaticus with a short program to preview our 2022 museum events, to recognize volunteers, and have some fun with a game of Amesbury History bingo to win prizes.



What's Brewing in Amesbury

History On Tap

Monday, March 22

Join us for our 5th annual **History on Tap**
Online / Zoom
7:00 – 8:00 PM
Register online:
www.amesburycarriagemuseum.org/events

- Social time with beverage of choice
- Industrial History Center update
- 2021 calendar of events
- Volunteer appreciation

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Get a FREE pilsner glass at **Brewery Silvaticus 9 Water Street** with a purchase of a 4-pack or crowler

Available:
Wednesday, March 17th
through
Sunday, March 21st

Open to the public. All are welcome.

April 2

Industrial History Center Spring Launch

Spring Opening of the Industrial History Center. A fun and informative day with walking tours, kids' activities, games, and refreshments. Our changing exhibit space featured People of the Milliard.



IHC Spring Launch
Celebrate the Spring reopening of the Industrial History Center

Saturday April 2 noon - 4 PM
Industrial History Center • Mill 2
Upper Milliard
Amesbury

Join us for an afternoon of fun and learning.

- Milliard walking tours: 1PM and 3PM
- New exhibit: *People of the Milliard*
- Kids activities: weaving, coloring, and games
- Refreshments

Free and open to the public
For more information:
www.amesburycarriagemuseum.org/events

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industrial history center

June 2

Mix & Mingle Membership Night

A community gathering for members and others to learn about the museum & the benefits of membership, and meet the Executive Director and Board Members. A friendly fun environment with networking games and refreshments.



Mix & Mingle
Community Night at the IHC
Thursday, June 2 - 5:30 to 7:30PM

Industrial History Center, Mill 2
Upper Milliard, Amesbury

- Meet Museum leadership
- Join or renew your membership
- Play mixer bingo
- Enjoy desserts
- Win raffle basket & prizes

Free and open to the public. Bring a friend!

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June 23

Chamber Block Party

As part of the annual Chamber of Commerce Block Party, the museum brought out our vintage carriages for viewing.



Amesbury
Block Party
THURSDAY JUNE 23, 2022
5:30-8PM
@ HERITAGE PARK, LOWER MILLIARD
food | drinks | entertainment | family friendly fun!
www.amesburychamber.com

Thank you to all of our sponsors for making this event possible!

BLB, Bankers Trust, shaboon, Accurety, CIDER MILL, OVEDIA, Seaboard, GOLD INSURANCE, Amherst, ZFDM, NEWBURYPORT WELLNESS, Rasc PR, COCO EARLY ASSOCIATES, First Choice, Amherst Chevrolet, Amherst, NEWBURYPORT WELLNESS, Rasc PR, COCO EARLY ASSOCIATES

August 10

Donor Recognition Cocktail Party

This special, invitation-only event was held to honor donors to our Capital Campaign.

In appreciation for YOU and your generous support

You're invited to a cocktail party!

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community stories start here

September 23

Driving Through History

The 4th annual ***Driving through History*** fundraiser, with great food, music, and silent & live auctions, was held this year at the new Industrial History Center.

The live auction sponsored by McInnis Auctioneers and the silent auction prepared by volunteers were the main attractions.

Driving through History 2022
A fundraiser to help support the museum's educational programs

Friday, September 23, 6:00PM – 9:00PM
INDUSTRIAL HISTORY CENTER
Mill 2, Upper Millyard, Amesbury

6:00 - 7:00PM Barbecue by American BBQ
Craft beer by RMA Craft Beer & Wine
Silent auction

7:00 - 8:00PM Live auction

8:00 - 9:00PM Dessert & music by Cuppa Joe

Ticket prices: Members: \$45 / Non-members: \$50

Ticket purchase options:

- SCAN QR code
- GO to www.amesburycarriagemuseum.com/events
- MAIL check to: ACM, PO Box 252, Amesbury, MA 01913

For more information: 978-834-5058

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September 24

Carriagetown Car Show

We hosted a tent in the Newburyport Car Show -Cruisin' the 50s, with a vintage photo booth and Bart Bailey's 1911 Electric Victoria Phaeton

SATURDAY SEPT. 24TH
9 AM TO 2 PM

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community stories start here

Opportunity Works
Empowering People

PLATINUM SPONSOR
GOULD INSURANCE
www.GouldInsurance.com

Carriagetown CAR SHOW
AMESBURY 2022

Amesbury

Photo by James Cook

October 28

Trunk or Treat

The Amesbury Carriage Museum participated in this holiday event hosted by SEPAC and PTO by serving candy from a vintage carriage from our collection!



November 7

Annual Meeting

We learned of recent progress, heard plans for 2023, and met Museum leadership. Robert Farrant, PhD, history faculty at the University of Massachusetts Lowell, talked about his latest book is *Where are the Workers: Interpreting Labor and Working-Class History at Museums and Historic Sites*.

A poster for the 37th Annual Meeting. It features the 'acm amesbury carriage museum' logo at the top right. The main text reads '37th Annual Meeting' in large, bold, black letters. Below this, it says 'Monday November 7 5:30 - 8:00PM'. The location is 'Ristorante Molise 1 Market Square Amesbury, MA'. A photo of Robert Farrant, PhD, is shown on the left. Below the photo, it says 'Featured Speaker: Robert Farrant, PhD - University of Massachusetts Lowell Faculty - Labor Stories at Museums and Historic Sites'. At the bottom, it says 'Meet museum leadership Learn about ACM plans and progress Dine at the fabulous Ristorante Molise'. A QR code is on the right. At the bottom left, it says 'Members: \$45, Non-members \$50 Registration: www.amesburycarriagemuseum.org/events'.

November 26

Holiday Fundraiser

Children of all ages visited with Santa and his sleigh (made in Amesbury!), in a festive holiday event. Photos with Santa were available for purchase.

A poster for 'Santa Comes to Amesbury'. It features the title 'Santa Comes to Amesbury' in large, bold, red and black letters. Below this, it says 'Saturday, Nov. 26 9:00 AM to 2:00 PM Industrial History Center Mill 2, Upper Millvard'. A photo of Santa Claus is on the right. Below the photo, it says 'Fun for the whole family' and lists 'Story time', 'Hot cocoa & cider', 'Ornament making', and 'Cookies for sale'. Below this, it says 'Micro Photo Sessions with Santa & His Sleigh' and 'Register for a 10 minute micro session (by Kate Donovan Photography, of Amesbury) - with time for both candid and posed photos with Santa.' Below this, it says 'Registrants will receive a link for their digital gallery of edited photos, in time for use in annual holiday cards or prints.' Below this, it says 'Cost: \$99 Register here: Amesburycarriagemuseum.org/events'. A QR code is on the right. At the bottom left, it says 'acm amesbury carriage museum' and at the bottom right, it says 'industrial history center'. A photo of a sleigh is on the right. Below the photo, it says 'Built around 1850, this sleigh was probably owned by Nathaniel Carrier who had a vacation home on Lion's Mouth Road.'

We were pleased to hold so many programs and events during our first full year at the Industrial History Center!



