**December 2020**

**Executive Director’s Report**

**Visitors & Activities**

(YTD through December 2020:1223 )

Year to year comparison of visitor numbers

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 2017 | 2018 | 2019 | 2020 |
| January | 14 | 30 | 96 | 126 |
| February | 26 | 50 | 76 | 92 |
| March | 17 | 63 | 140 | COVID |
| April | 120 | 85 | 156 | COVID |
| May | 324 | 403 | 348 | COVID |
| June | 115 | 144 | 164 | COVID |
| July | 80 | 180 | 176 | COVID |
| August | 130 | 125 | 171 | COVID |
| September | 48 | 106 | 159 | 118 |
| October | 120 | 383 | 736 | 458 |
| November | 133 | 190 | 171 | 158 |
| December | 438 | 476 | 289 | 271 |

**Fundraising**

Hometown Christmas was a huge success. Sponsorships, tree adoptions, and wreath sales brought in $15,427.33. We spent $6,552.50 on trees, wreaths, lights, and miscellaneous expenses for the Hometown Christmas Village. Our profit for Hometown Christmas was $8,874.83. We had 1,100 skaters this year. That is a 90% increase in skaters for the season! Payroll for the 2021 season totaled $3,839.33. Ticket sales brought in $5,736.87, leaving us with a profit of $1,897.54. Total profit for Hometown Christmas and the Ice Rink together is **$10,7772.37.** Next year our costs should go down**.**

**Upcoming Events**

We will be working on the events calendar and will have it out As Soon As Possible. Be on the lookout for it.

**Director’s Notes:**

We did very well this year with fundraising and donations. I hope we can keep up this momentum for the upcoming year.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year | Fundraising/Events | Up from previous year | Donations | Up from previous year | Notes/Projects |
| 2016 | ---- |  | $4,174.94 |  |  |
| 2017 | ---- |  | $8,950.48 | ↑114% |  |
| 2018 | $23,420.19 |  | $9,771.60 | ↑9.2% |  |
| 2019 | $24,068.50 | ↑2.8% | $13,557.40 | ↑38.7 | *Ice Rink Purchase* |
| 2020 | $26,232.78 | ↑9% | $25,552.89 | ↑88.5% |  |

Respectfully submitted by: Kelly Hargett

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## Financial Report – December 2020

Account Summaries

Checking/Savings

Designated $14,827.79

Undesignated $33,164.45

Total Checking/Savings $47,992.24

Money Market (MM)

Restricted $0.0

Depot $5,709.12

6 month Reserve $44,000.00

Subtotal Restricted $49,709.12

Unrestricted $8,633.56

Interest $280.83

Subtotal Unrestricted $8,914.39

Total MM $58,623.51

Total Current Assets $106,955.60

Unrestricted Operating Funds $33,164.45

Project/Events Updates

As of December 2020, there are no upcoming projects. New roofs have been installed on the Bellamy House and Morris House.

Budget Assessment/Overall Condition

We had a very good year with fundraising and donations. Individual donations were $23,144.93, Business donations were $2,407.96, and donation box contributions were $285. Total Donations for 2020 were: $25,837.89, Fundraising total for 2020 was $26,232.78. Together the Museum brought in $52,070.67 in donations and fundraising.

Submitted by: Kelly Hargett

Fundraising 2021

**Spring Fundraising Events Goal**

Déjà vu Prom [March or May 2021] **$5000**

{Sponsorships, ticket sales, alcohol sales}

Easter At the Museum [April 2021] **$1500**

{2 East Egg Hunting Sessions, 50 families total/$20 per family, Sponsors}

**Summer Fundraising Events**

Sidewalk Saturdays

{June, July, Aug, Sept, Oct}12 vendor slots, $40/slot $480 per Saturday} **$2400**

Hidden Spaces **$2000**

{July}

**Fall Fundraising Events**

Mini Photo Sessions **$2500**

{October}

Chicken Stew **$3500**

{October 16, 2021}

**Winter Fundraising Events** **$15,000**

{Wreaths, Story Time with Santa, Wreath Decorating, Tree Adoption

Sponsorships, concessions, Ice Rink ticket sales}

**Subtotal** **$31,900**

**Individual Donations** **$20,000**

**Business Donations** **$3,000**

Cement Pad dimensions for vendors for Sidewalk Saturdays:

