

# HISTORIC LOCUST GROVE

Annual Report 2008



# FROM THE PRESIDENT OF HISTORIC LOCUST GROVE

Historic Locust Grove (HLG), the non-profit organization that manages Locust Grove for Louisville Metro government, has enjoyed a spectacular year, and because the organization's achievements flow directly to the site, the region has benefited, and will continue to benefit, from our success. The HLG Board of Directors and Advisers is pleased to present the 2008 Annual Report, summarizing the organization's financial condition and providing insight into the processes and projects that captured our attention and demanded our resources in the past year.

Citing HLG's mission to educate the public and interpret the life and times of George Rogers Clark and his fellow Kentuckians, the Board approved a series of proposed capital improvements five years ago and initiated a campaign to give life to those projects. The campaign, completed in 2008, provided financing for the expansion of the Visitor's Center, created a new permanent exhibit, and secured Locust Grove's future through the direction of additional funds to the museum's only endowment.

Operational income remained healthy during the period of capital growth. With careful planning and the staff's dedicated efforts, Historic Locust Grove completed the fiscal year in the black on 30 June and approved a balanced Fiscal 09 operational budget.

The HLG Board is privileged to be permitted to serve as stewards to this National Historic Landmark. Each of us views the responsibility of governance with careful thought, mindful of the importance of Locust Grove's story and the challenge of maintaining the viability of the story in an everchanging world.

In the coming months, we will focus our energies on the American Association of Museum's re-accreditation process and continue to look to the future as we join Metro Parks in planning the development of a 55-acre site Master Plan. Historic Locust Grove will assume responsibility for ongoing preservation and maintenance of the restored and reconstructed buildings it manages, and will determine if a "new" restoration of the Croghan House will be initiated with the aid of modern science and a large grant. And, as our financial stability depends upon the generosity of donors, we will be conservative advocates in a year of economic uncertainty to ensure Locust Grove's financial and physical security, even as we work hard to earn your continued support.

We remain keenly cognizant of the network of friends whose gifts of time, talent, income and partnership make it possible for us to achieve our objectives. Metro Parks, Friends of Locust Grove, interpreters, volunteers of all stripes, donors, neighbors, visitors, renters, and event partners alike: we thank you <u>sincerely</u> for all you have given and, with your help, look forward to a challenging, but successful year to come.

## Gwynne Potts, President

Historic Locust Grove Board of Directors

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EXECUTIVE DIRECTOR Carol A. Ely, Ph.D.

Cover Photo by John Nation

# FROM THE EXECUTIVE DIRECTOR: HIGHLIGHTS OF THE YEAR

This year, Locust Grove achieved a goal that we've been working for since 2003 – our new exhibit gallery, in a new wing of the Visitors Center, opened to the public to rave reviews. The gallery and the connected Surveyor's Office exhibit are part of a plan of improvements to Locust Grove that was created more than five years ago with the launch of the Capital Campaign. With the help of many individual, corporate, and foundation donors through several rounds of fundraising, we opened the Martin F. Schmidt Gallery with the permanent exhibit A Country Worth Defending: Land and Family in Early Kentucky, on July 4, 2008.

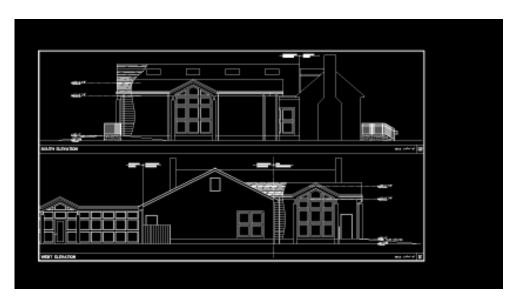




Following the interpretive ideas in our 2003 Strategic Plan, the exhibit takes a bold approach to reinterpreting the meaning of the American Revolution in the trans-Appalachian West, and of explaining the central role of surveying and surveyors in the expansion of this region, and it places the African-American slaves at Locust Grove in the context of the work they did and their relationship with the Croghan family. The Surveyor's Office, housed in the 1810 log cabin attached to the Visitors Center, recreates the work space of William Croghan, who maintained the land records of Jefferson County here at Locust Grove in the early days of the community. The exhibit was designed with elements to appeal to children and to adults.

The completed building also includes offices, a greatly improved collections storage room with archival space and a work area, general storage, and improved facilities for rentals.

Gala opening events featured a party for project donors and supporters, Locust Grove founders, and other VIP guests, held on the evening of July  $2^{nd}$ . Our members, the Friends of Locust Grove, had a preview day on July  $3^{rd}$ , and on Independence Day the public was invited in, with free admission all day, with re-enactors (from Clark's own Illinois



Regiment of Virginia), speeches, and festivities.

#### This year we also:

 Began new research on the interior of the I790s House, including paint colors, wallpaper, flooring, and room use and layout, working with a local foundation's support. Watch for the results of this project in the coming year.



- · Expanded our school audiences through a generous donation from the Louisville Metro Council, which supported our bus fund in bringing more than 2,500 children from schools that would not otherwise have been able to afford the field trip to Locust Grove.
- Had attendance of 22,050 visitors overall; and worked to expand our audience through partnerships with organizations whose members have common interests in early 19<sup>th</sup> century life and society, such as the local chapter of the Jane Austen Society of North America, and Slow Food Bluegrass (an organization devoted to the heritage and enjoyment of local cuisine).
- · Held our first Volunteer Fair to show off our site to potential new volunteer recruits, successfully adding to our vital volunteer corps.
- · Added a successful Appraisal Day event to our already popular September Antiques Fair, and initiated other new programs and events.
- · Acquired a wonderful long-lost portrait of Ann Heron Croghan Jesup, the daughter of Lucy and William Croghan, and a wheeled invalid's chair that will help us in interpreting George Rogers Clark's life at Locust Grove.

This amazing, productive, complicated, improvisatory, dusty, thrilling, year would not have worked out so well without the help of our wonderful volunteer crew and great staff, who pitched in and did whatever, whenever, in all conditions – thanks to you all!

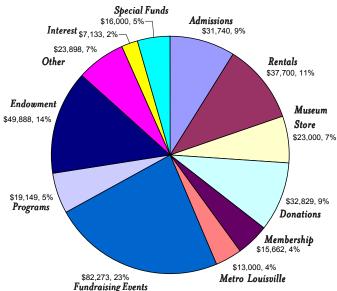
Carol Ely
Executive Director

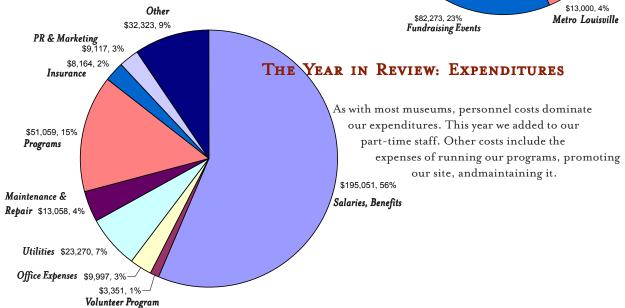


### THE YEAR IN REVIEW: REVENUE

(Audited Financial Statements will be available by December 2008 – please write to us if you would like to receive a copy)

Despite the activity with capital projects and fundraising this year, we still managed a balanced budget, even though a number of our fundraising weekends were affected by bad weather. A successful Antiques Fair added an Appraisal Day, our Book Sale expanded into several smaller sales, and our rentals and store sales hit their marks. Key support for school programs from Metro Council and event underwriters were essential to our fiscal success.





## CAPITAL PROJECT COSTS 2005-2008: BUILDING AND EXHIBITION

Bornstein Building Company/Total Building: \$489,854.65 Railing in Surveyor's Office: \$5,502.00 **IRA Architects:** \$63,935.71 Engineering & Computer Systems: \$ 4,259.21 Exhibit Design & Fabrication / Solid Light: \$ 321,837.00 Exhibit Image Permissions: \$ 5,378.13 Collections Storage: \$ 3,663.69 Landscaping: \$ 2,670.95 Opening Events: \$1,813.60 **TOTAL** \$ 898,914.94

## THE YEAR IN REVIEW: MAJOR PROGRAMS 2007-08



#### Antiques Fair - September 2007, June 2008

The Antiques Fair is run in conjunction with the promoter Rod Lich, who contracts with the vendors. The event promotes knowledge of early furniture and decorative arts to an appreciative audience. The September Antiques Fair was remarkably successful despite the fact that it rained on and off through the event. Attendance was about 75% of the usual. The lead sponsor, Central Bank, not only contributed money, they contributed volunteers who were essential to the success of the day. Local antique shop sponsors helped to underwrite the event. It was preceded by our first Antiques Appraisal Day, with appraiser Scott Nussbaum, with about 70 people having their treasures assessed and

valued. We had to turn people away. Revenue: \$9044; Attendance: 1363

The June Antiques Fair was among the most successful ever, with very large crowds through the day, and excellent weather. Revenue: \$7208; Attendance: 1604

#### So Close From Home Bus Tour - September 2007

Led by Lynn Renau and based on her book on the history of the Brownsboro Road neighborhood, this bus tour took visitors to private homes from the 18<sup>th</sup> and early 19<sup>th</sup> centuries. The tour was oversubscribed, with an enthusiastic group of local residents, and Locust Grove members and volunteers.

#### Market Fair - October 2007

The I8th Century Market Fair, in its fourth year, had the best program of activities and events yet, with excellent entertainers and exciting battles. This event promotes our mission to present the history of the Clark/Croghan era in an exciting and accessible way. Though the weekend attendance was less than last year, people stayed all day and there were more re-enactors, so the crowds were larger. Concessions were very lucrative, thanks to the volunteers. Metro Council provided underwriting for the event, along with Stockyards Bank. Revenue: \$4443; Attendance: 1472



#### Candlelight Tours - December 2007

Each December the House is decorated with greens and fruits and our own crew of costumed interpreters present a Clark/Croghan family gathering in the year 1820 to visitors in the evenings, by Candlelight. Refreshments are served, and this year we added a special Book Sale in the Auditorium in conjunction with the event. Revenue: \$862; Attendance: 683



#### Book Sale - March 2008

The 4th Annual **Used Book Sale** was a success, despite being postponed for a week due to snow, raising between \$11,000 and \$12,000. As before, we got several new memberships for the members' preview, the Museum store did well, and some book shoppers also took tours of the House. Book sale funds support Locust Grove programs, especially education programs. Revenue (all book sales this year): \$11,071

#### Spring Encampment/18th Century Thunder - April 2008

This weekend event, sponsored with military re-enactors from the Illinois Regiment of Virginia, was disappointing this year with very rainy cold weather than kept visitors almost completely away. Revenue: -\$203 Attendance: 479



#### Gardeners' Fair - May 2008

This major fundraising event includes the annual Silent Auction and the Mothers' Day Brunch, in addition to a lecture on garden-related topics. The event brings attendees who share our enthusiasm for the gardens and grounds of Locust Grove. The three-day event was very successful until bad weather hit on Sunday, forcing the closing of the vendor section around I p.m. The Brunch, Silent Auction, and Concessions continued until about 3 pm. The committee did an excellent job ensuring good publicity, excellent vendors, and special features this year such as music – the only problem was the rain. Revenue: \$30,475.46; Attendance: 2,350

#### Slow Food Family Picnic - June 2008

A new event, sponsored by the Marketing Committee working with Chef Mark Williams of Brown-Forman and Slow Food Bluegrass. This family-centered event, focusing on Kentucky heritage foods and Kentucky agriculture, attracted more young families and young people than we usually see, to learn about the traditions of food production on farms such as Locust Grove.

Attendance: 578

#### **Chamber Music Series**

A series of four concerts held through the fall and winter use the beautiful and intimate setting of the ballroom to present music of the period that might have been enjoyed by the people of Locust Grove. A highlight this year was the appearance of the Glass Armonica, played by Dean Shostak, and the year finished with an alfresco concert featuring the music of civic brass bands. Concert-goers include series subscribers and individual ticket-purchasers.



#### Lecture Series

Our monthly lecture series this year focused on Early Louisville Society, with topics ranging from Kentucky painters to early doctors, clergy, and surveyors. Attendees at our lectures are often Locust Grove members and volunteers, and the lectures create an atmosphere of learning and community. Ten lectures were held this year.



#### Camps

Two summer camps are a regular feature of summer at Locust Grove. Our woodworking camp offers sessions for younger and older campers, and our Pioneer Camp offers varied activities to one session of enthusiastic campers.

#### Workshops

Our usual series of winter workshops was not offered this year due to the construction on the building, but it will revive in 2009.

#### **School Programs**

This year we received a grant of \$8,000 from Metro Council members to bring school groups to Locust Grove, paying for both buses and admission for qualified schools. Representatives from Districts 24, 7, 6, 16, 1, 8, & 14 each contributed. We were able to promote this opportunity in the winter and spring, ultimately hosting 4534 students from 20 schools in addition to our regular visitors.

## SELECTED GOALS FOR FY2009

- · We will complete the self-study portion of our Re-accreditation with the American Association of Museums, meeting all accreditation standards
- · We will begin preliminary work on a Master Plan/Cultural Resource Plan in partnership with Metro Parks
- · Working with a local foundation, we will complete research on the original finishes, paint, and wallpaper, of the historic I790s House, and make decisions about future presentation and interpretation of the spaces
- We will develop new programs, especially in education, that focus on opportunities from our new exhibit.

  A Country Worth Defending: Land & Family in Early Kentucky
- · We will evaluate and improve all our marketing materials to unify them, and we will work with new digital strategies for outreach and programming
- · We will develop and begin to implement a publications plan including scholarly and popular work, building on the success of our *George Rogers Clark and Locust Grove*
- $\cdot \quad \text{We will develop in-depth programs for members and repeat visitors including specialized monthly tours.}$

# HISTORIC LOCUST GROVE STAFF July 2007-June 2008

Executive Director Carol Ely, Ph. D.

Program Director

Aileen Novick (June - November)

Mary Beth Williams (April - continuing)

Visitor Center Manager Jennifer Jansen

Gardener Sarah Sutherland

Groundskeeper/Housekeeper John Moses

Marketing Coordinator Bonny Wise

 $\begin{tabular}{ll} Administrative Assistant \\ Debbie Scott \end{tabular}$ 

School Program Assistant
Rachel Goodman (October-May)

Caretaker Lindsey Carter



Weekend Managers Alba Jennings Marino McDaniel Rita Jones Tricia Langley

Interns
Tiffany Donnelly (summer 2007)
Sasha Caufield (summer 2008)

## Admissions 2007-08

|        | Adults | Groups | Students | Free  | Special | Total  | \$        |
|--------|--------|--------|----------|-------|---------|--------|-----------|
| July   | 462    | IOI    | 49       | 69    | 107     | 788    | 2845.00   |
| August | 263    | 120    | 37       | 144   | 871     | 1435   | 1518.50   |
| Sept.  | 288    | 32     | 215      | 94    | 1509    | 2138   | 2260.00   |
| Oct.   | 284    | 206    | 519      | 650   | 1741    | 3400   | 3645.00   |
| Nov.   | 255    | 107    | 984      | 135   | 102     | 1583   | 3974.50   |
| Dec.   | 90     | 58     | 105      | 19    | 862     | 1134   | 1478.50   |
| Jan.   | 69     | 35     | 254      | 22    | 8       | 388    | 631.50    |
| Feb.   | 58     | 0      | 338      | 49    | 153     | 598    | 332.50    |
| March  | 161    | 24     | 626      | 67    | 1223    | 2101   | 1449.00   |
| April  | 241    | IIO    | 745      | 58    | 555     | 1700   | 1754.50   |
| May    | 296    | 229    | 1039     | 97    | 2372    | 4033   | 5087.00   |
| June   | 351    | 56     | 38       | 72    | 2235    | 2752   | 2162.50   |
|        | 2,818  | 1,078  | 4,949    | 1,476 | 11,738  | 22,050 | \$31,700* |

<sup>\*</sup>attendance total adjusted to include school admission paid by grant; does not include revenue from special event attendance

## COMPARATIVE ATTENDANCE

|               | 2004-05                    | 2005-06                | 2006-07                   | 2007-08                   |
|---------------|----------------------------|------------------------|---------------------------|---------------------------|
| Adults        | 3,082                      | 2,783                  | 2,989                     | 2,818                     |
| Groups        | 1,200                      | 1,601                  | 700                       | 1,078                     |
| Students/Ch.* | 5,471                      | 5,241                  | 4,449                     | 4,949                     |
| Free          | 619                        | 525                    | 1,558                     | 1,476                     |
| Spec.Events   | 8,307                      | 10,117                 | 13,422                    | 11,738                    |
| TOTAL         | 1 <b>8,683</b><br>\$33,164 | <b>20,267</b> \$31,692 | <b>23,148</b><br>\$30,347 | <b>22,050</b><br>\$31,700 |





### VOLUNTEERS

Locust Grove would not work without the time, love, and care of our group of about I2O active volunteers. In 2007, they logged 9947 hours helping with events, as docents, running the front desk, and other tasks. This year we held a **Volunteer Fair**, our first, which attracted many potential volunteers, and we're encouraged that there are a number of young people now interested in volunteering at Locust Grove.

### **MEMBERS**

Our membership program, Friends of Locust Grove, had about 350 active participants. Special member events included first access to the *Close From Home* bus tour, book sale preview, and special member's preview of the new exhibit.



## Acquisitions & Collections 2008

Our most important acquisition this year is a long-lost portrait of **Ann Heron Croghan Jesup**, William and Lucy's elder daughter, found on eBay, listed by an English dealer in antiques who found it in a barn at an estate sale. It had been damaged, but was restored by Collectors Art Group of Cincinnati. It will be displayed on the mantel in the formal Dining Room of the House.

George Rogers Clark's sword spent the winter in storage at the Speed Museum for the duration of construction, but is now proudly back on display in our new exhibition. Those collections items that are kept in storage are now in the new **Collections Storage and Archive Room**, along with Collections and Acquisitions records.



## GROUNDS & PRESERVATION 2008

The new construction of the exhibit gallery, collections storage, and office, was the main story of the year, but in addition:

- · The House's north **porch steps and railings** were replaced entirely, due to serious rot, with mahogany and treated wood.
- · A new **sound system** was installed in the Auditorium, with new speakers, a new sound board, and microphone jacks, and a better interface between portable computers and the projector in order to allow Powerpoint presentations to be simpler.
- Preservation consultant **Tom McDowell** inspected the House chimneys in particular and the building in general, and recommended repairs that will be made in FY2009.

# DONORS TO NEW VISITORS CENTER WING AND EXHIBIT:

# A Country Worth Defending: Land and Family in Early Kentucky

#### Founders of Locust Grove

We honor the first generation of individuals who were responsible for the restoration of Locust Grove as a memorial to General George Rogers Clark.

Mr. and Mrs. Barry Bingham, Sr. Mrs. John Tarrant

Mrs. W.L. Lyons Brown, Sr. Jefferson County Judge Bertram

Mrs. John Collis VanArsdale Judge and Mrs. Macauley Smith Julian VanWinkle

#### Leaders of Locust Grove

We acknowledge the men and women who served Locust Grove as its first organizational leaders

Mrs. Irvin Abell, Jr. Mr. Lewis Kaye
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Trace Mayer Antigues

Linda W. McArthur

The Crazy Daisy Antique Mall

Craig J. McClain

Towery Equipment Co

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Barbara & Robert Roberts Lee W. Robinson Company

Joan Thomas Ruby Albert V. Rudd Joyce Ruffra

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The Community Foundation

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Wallitsch Nursery & Landscaping

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William & Diana P. Winkler

Bonny & Rob Wise Paula & Mike Wolf Yum! Brands Foundation Robert M. Zur Schmiede The Veritas Society Lexington Antique Gallery



## Mission Statement

The mission of Historic Locust Grove is to preserve and interpret the 55-acre site, with its circa 1790 house and outbuildings, the collection and the gardens, as an example of early nineteenth-century frontier America and to share the stories of the many people who contributed to the history of Locust Grove, emphasizing the life of General George Rogers Clark, Revolutionary War hero and founder of Louisville.

**Values:** We base everything we do on best practices in the museum profession; on best practices in historic preservation and conservation and on the best available research in every field that we interpret. We aim to bring scholarly accuracy and insight to a popular audience. Locust Grove will be a destination site for visitors, accessible and popular with a wide range of people.

**Vision:** Our goal is to become the finest historic site in our region, attracting a national, regional, and local audience. We will interpret the site as a place to come to experience and understand farm life in early Kentucky, as it was for the Croghans and Clarks, their dependents, and their neighbors. Visitors will come away with a new understanding and appreciation of our nation's early history and the people who made it. Visitors will become advocates for the site and "friends" of Locust Grove.



## HISTORIC LOCUST GROVE

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