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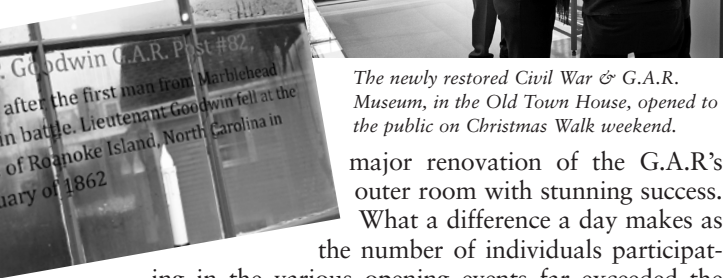
M · U · S · E · U · M

ANNUAL REPORT

PRESIDENT'S LETTER

There have been numerous articles reflecting on the difficulties that small museums are facing across the country. Financial issues seem to head the list of issues with membership retention, fundraising, programming and overall relevance listed as major issues. The Marblehead Museum has been witness to some of these same issues over the past several years but has been making a major effort to better recognize its many core strengths, the historic richness of its community, and the internal strength of the organization itself. Over the past year the museum has worked through first a 2013 Strategic Plan and, currently, a 2014 Business Goals and Objectives, the goal of the re-vitalization and re-direction of the museum. Our efforts confirm that the Town of Marblehead and the museum offer untapped opportunities which, if orchestrated with imagination and energy, can vastly increase the museum's ability to offer a greater variety of informative, relevant and interesting events. Today, the museum embraces the Town with its cherished history (individuals, landmarks, houses) as an extension of the museum itself. Marblehead is our museum and we hope to Preserve, Protect and Promote its history along with that of the museum's. Our planning process also focused a great deal of time and effort on our own capabilities and strengths with the early recognition that the Museum is far more than the Jeremiah Lee Mansion. Besides the mansion the museum has three other assets that deserve far greater recognition and programming initiatives.

The Civil War G.A.R. is a marvelous example of what the museum has to offer its members and the town. Thanks to a town-led effort to install an elevator within the Old Town House walls, the museum proceeded to fund a



major renovation of the G.A.R's outer room with stunning success. What a difference a day makes as the number of individuals participating in the various opening events far exceeded the number of G.A.R visitors over the past five, maybe ten years. The combination of Marblehead's patriotic participation in the Civil War, and afterward to the Grand Army of the Republic, is powerful recognition of Marblehead's commitment to its country and to its returning veterans.

continued

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We are also committed to a major renovation of the JOJ Frost Galleries. Speaking of hidden gems, the JOJ collection is a truly unique Marblehead art collection worthy of our attention and promotion. For art lovers of all ages, JOJ should be a must see and an important reason to visit Marblehead and the museum. There will be a major focus on new JOJ related lectures, events and maybe even a party or two.

Last but not least we recognize that we have been taking our wonderful period gardens at the Jeremiah Lee Mansion for granted. The gardens, thanks to the Marblehead Garden Club, have received tender loving care and have been sustained just as Martha would have done back in the 1700s. What a natural for landscapers and gardeners to participate in themed discussions and events. Such a lovely setting might also witness a concert or two which seems like a perfect way to pay our respects to both Martha and Jeremiah Lee for being such good neighbors so many years ago.

The Marblehead Museum is challenged by the need to expand its membership base, its fundraising activities, and its programming initiatives. But we are not standing still. We conducted a survey in late 2013 which received solid participation and both confirmed and supported the need for more progressive planning going forward. We are making every effort to revitalize the museum's mission, attract new members, offer a real reason to invest in our future, and, bottom line, become recognized town-wide for being special and important.

We need your participation and support and thank those who have been loyal and generous friends. We are excited about our 2014 plans!



Frederick H. Settlemeyer, *President*

RIGHT: *The Lee Mansion gardens are a lovely setting for a garden party. This year's event featured Sea Shanties sung by Marblehead fisherman and musician Steve Willard and friends.*



ABOVE: *Spring and Fall Lecture Series in the Frost Gallery, sponsored by Marble Harbor Investment Counsel, and RIGHT: Bette Hunt Walking Tours, are very popular, and frequently sell out. They provide great information, entertainment and discounted prices for Museum members.*



TREASURER'S REPORT

2013 was a year with many challenges, as well as many successes. The museum's programming and events continue to be well received, and quality of what the Museum represents is well established. Focus is on promoting and presenting the Marblehead Museum's three properties, the Lee Mansion, the J.O.J. Frost Gallery and the Civil War & G.A.R. Museum in the best possible way for the museum to move forward. The Marblehead Museum and staff are pledged to an investment in the museum's future.

The use of endowment will be curtailed in 2014, and an aggressive increase in fundraising is planned. We continue to rely on our members and friends for support through membership, donations and attendance at our programs and events.

The museum's mission and dedication to education continues. It was the driving force behind the major project of 2013, the improvement and reopening of the Civil War & G.A.R. Museum in the Old Town House. The major project for 2014 will be the renovation and reinterpretation of the J.O.J. Frost Gallery. By improving the Frost Gallery, the Museum will have raised the level of appreciation for all three properties, bringing these Marblehead treasures to the new level that they deserve.

The Marblehead Museum has served the town's school children, without any charge to students or schools, for over 50 years. This commitment continues, as the museum seeks funds from grants, foundations and individuals to accomplish the goal of making the Frost Gallery a resource for schools, local residents and visitors to Marblehead.

The lectures series sponsored by Marble Harbor Investment Counsel were both well delivered and well attended. Marblehead is indeed fortunate to have both a rich history and an array of excellent historians and speakers. Positive feedback was received from members especially at such social events as the garden party, the re-opening ceremony of the Civil War G.A.R and at the "Friends of the Museum" party in October. The highly successful renovation of the Civil War & G.A.R Museum was celebrated at the December 2013 re-opening ceremony, which was attended by an "army" of well wishers and history buffs. The G.A.R descendents party was a heartwarming success as numerous Marblehead families braved horrible weather to honor and celebrate their long lived history of patriotism and sacrifice.

The museum will continue in its efforts to expand its programming while simultaneously pursuing all opportunities to increase the museum's revenues. The museum appreciates its loyal members and will make 2014 a successful year.



Michael Meehan, *Treasurer (November 2013)*

REVENUES & EXPENDITURES
 Year ended December 31, 2013

REVENUE AND SUPPORT	
<i>Donations and Dues</i>	
Annual Appeal	\$ 53,352
Membership Dues	25,875
Other Donations	24,191
<i>Museum Activities</i>	
Admissions	4,444
Events	17,457
Exhibits and Programs	11,723
<i>Other Revenue</i>	
Miscellaneous	11,374
Endowment Income Remittal	133,004
Total Revenue and Support	281,420

EXPENSES	
Personnel	143,219
Museum Activities	42,561
Development	8,544
Facilities	36,134
Insurance & Professional Fees	37,743
General and Administrative	13,219
Total Expenses	281,420

Cash flow activity does not include investment activity or depreciation.

STATEMENT OF FINANCIAL POSITION
 December 31, 2013

ASSETS	
<i>Current Assets</i>	
Cash	\$ 6,578
Investments	1,163,409
Mansion Preservation*	357,242
Total Current Assets	1,527,229
Property and Equipment, Net	359,147
Total Assets	\$ 1,886,377

LIABILITIES	\$ 246
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NET ASSETS	
Unrestricted	\$ 1,886,131
Total Net Assets	\$ 1,886,131

Total Liabilities and Net Assets	\$ 1,886,377
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* *The Lee Mansion Preservation Fund has two components: The W.F. and T.F. Bowden Fund and The Martha and Russell Knight Fund.*