



Old Salem President's Update

2nd Quarter 2019



2ND QTR 2019

HOT TOPICS

BB&T

Old Salem Receives
\$250,000
 multi-year, unrestricted
 From the
 BB&T Charitable Fund

JESSIE BALL DU PONT FUND

Old Salem Receives \$60,000
 Organizational Transformation Grant
 From the
 Jessie Ball duPont Fund

Grants Funded:

BB&T awarded OSMG an unrestricted grant of \$250,00, payable over five years.

The Winston-Salem City Council approved a 2019-2020 budget allocation of \$197,710.

The Forsyth County Commissioners approved an allocation of \$100,000.

INCOME & EXPENSES AT A GLANCE

At the end of the second quarter, we're in a great place financially! Probably the best in years. Both attendance and revenue are up.

- Our YTD revenue as of June 30th is 14.1% above budget and 15.1% above 2018. Expenses are 6.6% below budget and 6.1% below 2018. YTD our net income is -\$44.3 against a budgeted figure of -\$469 and last year of -\$631.7. The reason we're in such good shape is a \$300K non-restricted bequest received in the second quarter.
- Attendance has also been strong in the district. At the end of June, attendance revenue is 14.2% above budget and 8.9% above 2018.

2019 as compared to 2018

Attendance is up 13.8%
"Salem Saturday" attendance is up 12%
Net ticket sales & memberships are up 7%

DEVELOPMENT

Steward Donor and Prospect Relations

- Hosted a Horticulture and Gardens focused Hearthside Dinner in June with representatives of local garden clubs.
- Planning for three, Marshall Society focused Hearthside gatherings in September.
- Met with Arts Council CEO Randy Eaddy and members of his staff to explore collaborative funding opportunities. Special thanks to Development Committee chair Joe Logan for facilitating the gathering.
- Personal notes and phone calls to consistent donors – to introduce myself, thank donors for their support, respond to questions, etc.

The Jessie Ball DuPont Fund awarded OSMG a \$60,000 unrestricted grant. **Visit Winston-Salem Arts and Events** awarded OSMG \$20,000 Marketing Assistance grant.

Jesse Ball duPont Fund awarded OSMG the Small but Great grant of \$5,000 for Access Saturday.

The North Carolina Department of Natural and Cultural Resources awarded OSMG \$18,000 for Sounds of Hidden Town and Winter Fair.



Terry Taylor

➔ **Terry Taylor**, current Director of Visitor Engagement, has been named Interim COO. Prior to coming to OSMG, Terry was Vice-President and COO of DataMax Corporation, managing business operations for a company with a \$10 million annual operating budget and 120 full-time employees. Terry has experience with human resources, budget preparation, complex legal issues and contact negotiations, insurance and business licensing. **While at DataMax, Terry managed top client relations for Duke Energy, former Wachovia Bank, NC Baptist Hospital - Wake Forest University Physicians, EMS Management, Lowe's Foods and BB&T.**



➔ Old Salem welcomes **Shelia Harrell-Roye** as the Interim Assistant Director of Visitor Engagement and Group Tours Specialist. Shelia comes to us from Drayton Hall in Charleston, SC where she was the Curator of Education and Public Engagement. She is also a Project Manager for the Slave Dwelling Project, Inc. in Charleston. Shelia has a Bachelor of Arts and a Master of Arts degree in American History from the College of Charleston with a concentration in gender and race.

Rebuild Pillars Corporate Membership Program

- Hosted Pillars of Our Community Corporate Breakfast in May.
- Continued outreach to current and former Pillars members.
- Completed OSMG update mailing to current Pillars members.
- Revising, updating Pillars of Our Community brochures and other collateral.
- Engage Legacy Donors (1766 Society).
- Developed database of all 1766 Society members and their investments in OSMG.
- Planning for 1766 Society engagement event in early December 2019.

Strengthen Grantsmanship

Grants Submitted

- BB&T – Charter Partnership to support annual operations over five years
- Jesse Ball duPont Fund – Small but Great grant to support Access Saturday research gathering
- JW and AH Hanes Foundation - request to support Hidden Town Research
- Visit Winston-Salem
- Jesse Ball duPont Fund -- general operating support
- The Arts Council of Winston-Salem – Technical Assistance grant request

Grants to be Submitted:

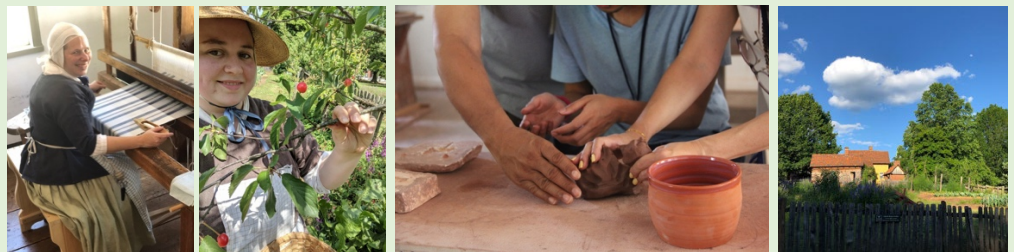
- The DataMax Foundation – August 2019
- Cannon Foundation- September 2019
- The Winston-Salem Foundation – September 2019
- IMLS Inspire! Grant – November 2019

Stewardship Reports Submitted:

- Van Hess Foundation Final Report – May
- Arts Council 4th Quarter Report – July
- City of Winston-Salem 4th Quarter Report – July
- Forsyth County 4th Quarter Report – July

Other

- Received a **\$271,000 bequest** from the estate of Nancy C. James. The funds were designated to MESDA acquisitions.
- **Bettie Clay, Coordinator of Donor Records and Stewardship** is working with **Access Salem Coordinator Ted Guenther, MESDA Manager of Museum Education Jenny Garwood** and a committee of community volunteers to plan for **Access Saturday**, a free day for persons with physical, cognitive, and emotional challenges, their families, caregivers, and disability advocates, to come together to experience what Old Salem has to offer people with disabilities. Access Salem Saturday is supported, in part, by a Jessie Ball duPont Foundation grant.



EDUCATION & INTERPRETATION

The Visitor Center staff in conjunction with the Education department have continued to develop our high-volume day procedures to create a smooth, flexible and educational system for moving groups into the historic area. ***This past spring, we were able to handle 12,424 students, which does not include teachers, chaperones, and other parents that are part of the visits.***



Hidden Town Committee: New Co-Chairs have been appointed to lead the Hidden Town Committee. New co-Chairs are Martha A. Hartley, Sheila Harrell-Roye and Bill Cook. Outgoing Co-chairs are Cheryl Harry and Franklin Vagnone.



Old Salem has been on the road this 2nd quarter of 2019. President Frank traveled to the **Royal Academy of Music in London** to present The Hidden Town Project's SOUNDS OF HIDDEN TOWN. The gathering collected international history sites that are doing innovative projects with sound & music in historic spaces. After that, he traveled to Paris and presented Old Salem's Shultz Shoe Shop as a potential international partnership with the **French preservation organization, REMPART**. The Board of Trustees of REMPART agreed to accept Old Salem as their only Preservation Institute in the USA for the

Old Salem was pleased to host **3,107 students this past spring during Arts Alive and Science Alive** special school visitation days during which the educational focus of the historic district is tied to the North Carolina core curriculum standards for various grade levels. These days are always popular.

Saturday hands-on classes of baking in the Winkler Bakery and blacksmithing in the Vogler Gunsmith shop have been well received, and more classes like these are being offered currently so please check them out on our website! <http://www.oldsalem.org/calendar-programs/salem-saturdays-in-spring-hands-on-workshops-2/>



RESTORATION & INTERPRETED ENVIRONMENTS

Moravian Book & Gift has a new space dedicated for all things garden-related. In addition, work is beginning on Winkler Bakery, where new shelving, lighting, layout, and colors will provide greater flexibility and product shelving, as well as a new spark to a long lackluster space.

Old Salem has been working with the staff of the Historic Resources Commission on several projects, both for Old Salem and for residents. Projects include a garden on Church Street, (which will be open to the public); signage for the archaeological lot on Main Street; prototype security approaches centered on the 4th House, which include discreet cameras and the addition of period lighting; and, several adjustments to trees in Salem that have the need for pruning or removal.

Old Salem has been collaborating with REMPART to bring an enthusiastic group of volunteers onto the streets of Salem, in pursuit of the restoration of the Schultz Shoe Shop. Look for more information in the coming year as the program matures and the Shoe Shop transforms.

An ADA Ramp for the Miksch House could be just a wrought nail away. Plans and elevations have recently been produced for including an accessible access to the rear entrance, directing people from Main Street and around the south elevation. Like other buildings in Salem, accessibility is the goal, providing all visitors the opportunity to experience the charms of our buildings and our stories, both inside and out.



FACILITIES

Salem Square Fence

The students from Salem college volunteered their time in a joint effort with us. We finished painting the entire fence at Salem Square both front and back. This will become an annual event for Old Salem and Salem College in the future.



At the end of June, **MESDA Summer Institute** students and staff hit the road for a week of field study, which included many stops at important museums, historic sites, and the homes of private collectors and scholars. MESDA was pleased to welcome more than 75 registrants from 9 different states to hear the Summer Institute students' final presentations in the Gray Auditorium. Afterward, a reception held at the President's House invited guests to toast the students' hard work and research achievements.



Salem's Horticulture Department has made the leap into Salem by taking over the upper floors of the Herbst House, just a seed's throw away from the Single Brothers' Gardens. The new space brings office and workspaces together in a show of both efficiency and charm. The location will also serve our guests, who will be invited to visit and attend open workshops. To compliment the new location, a building sign has been created that speaks to the opportunities in the space and proclaims our continuing growth with a seedling graphic.

HVAC Repairs

We have had some district-wide failures in our HVAC systems that resulted in the repairs to the A/C units at the following locations:

- Tavern Museum
- Lower level of the Herbst House
- Moravian Book & Gift
- Visitors Center

Copper Roof Repairs at MESDA

Repairs were made to the copper roof at MESDA to reseal the flashing and other voids that had opened up over time.

Tavern Restaurant

Much time has been spent at the Tavern Restaurant due to a variety of issues, both resolved, and ongoing. It has become quite clear that the Tavern restaurant (the building owned by Old Salem) is facing considerable restoration and infrastructure upgrades in the near future.



COLLECTION, RESEARCH, & ARCHAEOLOGY

MESDA Summer Institute

The **43rd MESDA Summer Institute** has come to a close. This year we welcomed fellows from eight states, six universities. This year, more than ever before, we integrated Old Salem and its staff into the Summer Institute's on-site curriculum. The fellows learned about the Hidden Town Project from **Martha Hartley, Shelia Harrell-Roye, and Bill Cook**; about Salem architecture from **Robbie King**; and about new methods of museum interpretation from **Frank Vagnone**.

We are grateful to **Barry and Sybille Sidden** for underwriting the second annual **Old Salem Fellowship to the MESDA Summer Institute**. Their generosity allowed **Kelly Beeson**, lead interpreter at the John Vogler House, to participate in the Institute. Her research on images of mills in the work of Daniel Welfare and Maria (Steiner) Denke makes a major contribution to the Hidden Town project and the interpretation of industrialization in the town of Salem.

New to the Collections

MESDA welcomed several important objects into the collection this quarter:

- A clock made around 1795 by Jonathan Jessop of York, PA, for fellow Quakers Barzillai and Jemima Gardner of Guilford County, NC. The walnut case is attributed to an early Guilford County cabinetmaker, David Osborne.
- An early 19th century oil painting that carefully copies the famous Revolutionary War-era engraving of the Edenton Tea Party.
- An oil portrait of Elizabeth Christian Humber of Goochland County, VA, painted around 1805 and attributed to a mysterious artist known only as The Payne Limner. Research by Robert Leath and Carolyn Weekley hopes to reveal the identity of this early Virginia painter in the next year.

SALEM SATURDAYS IN SPRING

Where everything
is new again and
where history
comes alive!



“Salem Saturdays in Spring” continued to validate that our SALEM SATURDAY pilot project is successful at pushing back the downward trend in attendance for history sites. Since January 2019 to the end of June we have **increased attendance by 12% over last year and increased our attendance revenue 7%**. Unfortunately, we also continue to see that retail sales are not fully dependent upon attendance as our **sales are down 3% on “Salem Saturdays.”**



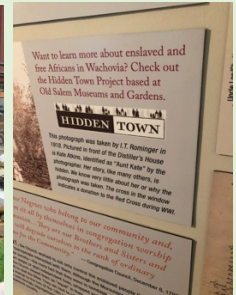
Historic District Infrastructure work continues as the waste water, and water/meter system is replaced. The visible work has begun, and we can now see some of the first completed brick sidewalk restorations (in front of MESDA). New trees have also been planted now expanding the quantity of trees in the district.



MESDA ENGAGEMENT

MESDA’s annual **Design Seminar** (May 3-4) was given a unique international perspective with three legendary designers who shared how their heritage inspires their work. Lady Henrietta Spencer Churchill of Oxfordshire, England; Hermes Maella of Havana, Cuba; and Ben Page of Nashville, Tennessee, spoke of classic and current modes of interior, architectural, and landscape design to a sold-out audience while J. Thomas Savage, Director of External Affairs at Winterthur Museum, Garden & Library, moderated the program. Corporate support from Wells Fargo Private Bank and the Institute for Classical Architecture and Art added to the program’s net profitability, which exceeded \$23,000.00. More than 120 guests from 11 different states comprised the chic, captivated audience for the day.

Director of Engagement **Catherine Carlisle** and **Chief Curator Robert Leath** look forward to spending time with participants of the **MESDA Journey** in October as they explore presidential sites in Virginia. The sold-out MESDA Journey is a fundraiser to support MESDA’s Conservation Fund.



HIDDEN TOWN PROJECT & MORAVIAN RESEARCH

Research

- Research Files: Work continues with 23 historic lot files completed or in process; focus remains identifying houses of enslaved people on Salem landscape.
- Biographies: Focus also directed to building research files on enslaved (and free) individuals and family connections; biographies developed for Facebook posts.
- Interns & students from Wake Forest University; Salem Academy and College Intern; Savannah College of Art and Design: Facilitated student’s work on master’s thesis.

Collaborations

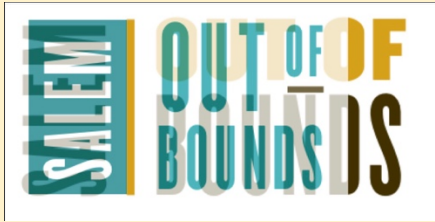
- Afro-American Historical and Genealogical Society: Supported organizational meeting for Forsyth/Stokes chapter
- Southern Garden History Society and Wake Forest University: planning/facilitating Sept. 26-28, 2019 Landscape Conference “Landscape, Race, and Culture: Shaping a World of Color in the American South.”
- Moravian Studies Collaborative: Attended regular meetings and special lectures convened by Moravian Archives and Wake Forest University.
- Hidden Town in 3D: assisted Middle Tennessee State University in grant preparation for Phase 2.
- WS/FC Schools: planning October workshop day for elementary Social Studies teachers.

Outreach

- Slave Dwelling Project at Old Salem: facilitated 2nd year for experiential overnight with students & chaperones (McMichael High School, Rockingham Co.); tours, garden gathering, hearth dinner, fireside conversation; overnight (boys - Single Brothers House, girls - Tavern); funding support from Wake Forest University Dept. of History through The Humanities Institute and NEH (May 3-4).



➔ **Handcrafted Salem 1766:** The second quarter saw a heightened interest in the assorted Handcrafted Salem items available for purchase at T. Bagge Merchant and the Visitor Center. **From April 1 to June 30, T. Bagge's sales totaled \$4,293 (compared to \$943 for last year's second quarter) and the Visitor Center's sales totaled \$653 (\$0 for last year), for a grand total of \$4,946.**

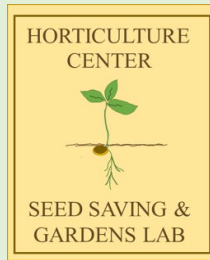


➔ **Salem Out of Bounds** is a new program whose goal is to collaborate with contemporary artists and performers to paint an image of Salem today, in relation to Salem as it was historically.

Our first two artists are King Nobuyoshi Godwin and Nico Amortegui. King is a painter and sculptor whose work responds to the artist being on the autism spectrum with a form of synesthesia. Nico is a Columbian immigrant who will be working with our master potters in creating and decorate pottery pieces that are produced in our public pottery workshop.



- Creative Corridors; Wake Forest University History Class:); Moravian Women's Conference: lecture for out-of-town attendees, many from Caribbean (June 19); Juneteenth Festival: exhibit and information with new co-chairs: Shelia Harrell-Roye and Bill Cook (June 22); WFDD Radio Camp: interview by student (June 26).



HORTICULTURE & LANDSCAPE

Single Brothers Garden

- In the **"Seed Saving Garden"** has seed crop harvests including a local cabbage collard and the Single Brothers heirloom lettuce mix. In the Flower garden the meadow-like mix of bachelor buttons, poppies, tillage radish, rye grain, vetch, and crimson clover provided a long period of color in the garden.
- The **"Crops from the Americas"** garden was seeded in late May to overall success.
- The **"Crops from Africa"** garden planting was timed with the upcoming September landscape conference, "Landscape, Race, and Culture: Shaping a World of Color in the American South."
- The **"Crops from Europe"** garden square will get planted starting late August with agricultural crops from Europe.

Landscape

- Across the landscape of Old Salem, the landscape crew has been busy. Regular grounds maintenance of Old Salem's 33 acres over 60 properties provides a consistent need for mowing, trimming and brush collection.

Main Street and More

- In mid-May, the container plantings of lantana, pomegranate, geraniums, and bay trees, all grown in our greenhouse, were set out at museum buildings. For upcoming Christmas decorations, we've been growing crops in the garden like peppers and broomcorn for decorative use.
- In addition, the 2019 Garden and Landscape Plan was released to the public to a positive reception.

Herbst House Horticulture Center

- During the second week of May, the garden crew redirected their energies from gardening and moved the Horticulture lab from the Coke building to the new Horticulture Center at the Herbst house.

Outreach

- Old Salem donated some of our Seeds with Stories to the Miracle Grounds farm at the **Children's Home**.
- **Burmese refugees** have been planting some of our heirloom seeds, and these stories may find their way to area restaurants soon.
- We had great help from **two Salem College service-learning students** during the spring semester.
- **Head Gardener Eric Jackson** gave a presentation to the **Friedland Women's Fellowship** in June.
- We have a new garden volunteer **Joe Byers** who, in a short time, has been very dedicated working three mornings a week. Also, we've been posting quite a few photos to social media about the gardens and landscape.

The primary goals of this initiative are:

1. To host the work of North Carolinian contemporary artists and performers that fully represent the diversity and culture of NC today.
2. To highlight thematic links between the historical story of Salem and the world of contemporary art, culture, and politics today.
3. To combine historical techniques and methods of art-making with contemporary concepts.
4. To bring the creation of modern Art into the historical space of Salem and to create a physical space for a gallery within the historic district where contemporary artwork can be displayed alongside historical concepts. This will lead to gallery events and performances.
5. To create a cultural bridge between Old Salem Museum and the artistic fabric of Winston Salem and North Carolina as a whole.



➡ **Closing Winkler Bakery?!** Misinformation spreads quickly on social media. The President's Office used it as an opportunity to communicate not only the truth but expand the conversation to discussing the value of Old Salem to the larger community. We wrote a public statement about such rumors and suggested we all ask ourselves,

"It's not true, but what if it were?"

<http://www.oldsalem.org/support/its-not-true-never-was-but-what-if-it-were/>



➡ **Activate Main Street** work continues as we tackle many small detailed repairs. From rotten fences, windowsills, or flaking paint, our maintenance team is constantly busy working on a variety of items.



LEARNING IN PLACE

Our Learning in Place initiative continues to expand Old Salem's educational partnerships, creating a vibrant learning community that goes far beyond the historic district boundaries.

- **Winston-Salem/Forsyth County Schools (WSFCS)** will partner with Old Salem on professional development workshops for their social studies teachers in grades 2-12. These workshops will focus on the Hidden Town Project. As part of their professional development experience, WSFCS teachers will create Hidden Town teacher resources (lesson plans, activities, etc.) for OSMG to use as part of our pre-trip/post-trip resources for all visiting K-12 schools. Also, to support their African American curriculum, WSFCS will promote OSMG school tour offerings to their teachers in grades 2-12.
- **Salem College** continued its work on aligning our school tour curriculum with the North Carolina Department of Public Instruction's Essential Standards. When seeking field trip approval from their administrators, teachers must provide documentation verifying that our school tours align with NC DPI Essential Standards. The work being done by Salem College will favorably impact our ability to market our school tours to teachers and administrators in our target region.



RETAIL HIGHLIGHTS

The second quarter saw a heightened interest in the assorted Handcrafted Salem items available for purchase at T. Bagge Merchant and the Visitors Center. From April 1 to June 30, T. Bagge's sales totaled \$4,293 (compared to \$943 for last year's second quarter), and the Visitor Center's sales totaled \$653 (\$0 for last year), for a grand total of \$4,946. Year-to-date, 1/1-7/15/2019, totals for each location: T. Bagge \$7,574 and Visitor Center \$1,036 (YTD 1/1-7/15/2018, total for T. Bagge \$2,005, Visitor Center \$0).



NEW BENEFACTORS

- The New Benefactors welcomed new members to **Brews with Benefactors** in April at River Birch Lodge (sponsored by Monteleone Enterprises) and in June at Krankies (sponsored by Breeden Insurance Services). Members were invited to join the newly formed subcommittees around fundraising, social activities, and service projects. The Executive Committee is pleased to report



Brasstown Chocolates has joined the Old Salem team of vendors. They have opened a space on the “Winkler 2nd Floor” and will be open every Salem Saturday and on high volume days. We look forward to the holiday season with Brasstown Chocolate!



The Landscape, Race, and Culture National Conference is planned for this September. We are anticipating about 50-100 attendees. So far, we have attendees from 7 states coming to listen to international scholars on the topic.

a strong response to the invitation and the engaged subcommittees will ensure continued growth in all three aspects of the New Benefactors’ activities.

- Planning continues for the New Benefactors’ second annual holiday fundraiser, now renamed “Deck the District.” This month-long celebration of the holiday season invites local businesses and nonprofits to decorate a tree in the Old Salem Visitor Center while supporting the Access Salem Initiative.
- In May members joined Eric Jackson, Director of Landscape, for their Spring Service Project. They assisted with the Horticulture Department’s move to their new headquarters in the Herbst House on Main Street. Members are pleased to have been helpful hands in this tremendous and important development for the Horticulture Department.



VISITOR SERVICES

For Mother’s Day and Father’s Day, Old Salem ran special ticket promotions. Mothers and Fathers were admitted free with another paid admission.

ORGANIZATIONAL INFORMATION TECHNOLOGIES

The second quarter of 2019 proved to be a challenging time for the Information Technology department at Old Salem. The quarter began with power-related issues in our backup batteries that power our servers and equipment. Manufactured in 2001 and 2003, these units were originally donated to Old Salem 14 years ago, making repair not an option. In addition, 8 of the batteries needed replacement. This operational reset was a great opportunity to reorganize the servers in the rack and clean up the cabling to make support much easier. During the morning-long cutover, IT was assisted by **Tony Bragg**, a member of our facilities team and in-house electrician. Although costly, the new equipment will keep the Old Salem infrastructure operational so staff can focus on their mission to make Old Salem the premier living history site for all!



WINSTON-SALEM STREET CONSTRUCTION: Communication has been excellent with the construction company, as well as the city project manager and staff. We continue to work collaboratively on any issues that arise. For any information regarding the infrastructure and street work by the City of Winston-Salem, please follow: <http://www.cityofws.org/Departments/Transportation/Old-Salem-Infrastructure-Improvements>

RESIDENTS’ ISSUES

Monthly meetings of the Residents Advisory Committee continue over coffee at the Fourth House. **Members of this committee are Linda Hobbs, Bob & Marilyn Little (Co-Chairs), Joe Madaras, and Jerry & Kathleen Keyser.**