

Soaring Higher

ST. MARY'S COUNTY
MUSEUM DIVISION

2019

ANNUAL REPORT

St. Clement's Island Museum, Piney Point Lighthouse Museum
and Historic Park and Drayden African American Schoolhouse

museums.stmarysmd.com



POTOMAC JAZZ & SEAFOOD FESTIVAL WINS MAJOR TOURISM AWARD!

SOARING HIGHER

GIVING BACK! This year, we found many new ways of giving back to the community. Collaborating with the *National Association of Reciprocal Museums* (NARM) gives our Friend's members access to 1,000 other museums throughout the country. Joining the *Museums for All* effort affords reduced or free admission to our museums and historic sites to all EBT card holders, increasing access to our significant heritage sites. We partnered with the *St. Mary's Caring Soup Kitchen* to become a drop-off site for non-perishable food donations at various times throughout the year to support their programs for adults and children in need.

REACHING MORE! We greatly increased our attendance through increased promotional efforts and partnerships, as well as operating the water taxi seven days a week.

EARNING RECOGNITION! We received the *Maximizing Opportunities Award*, one of four awards issued by the Maryland Department of Commerce Office of Tourism in 2019, for the 20th Annual Potomac Jazz & Seafood Festival Weekend. The festival was the only event in Maryland to be given this honor for using a network of partnerships to expand the one-day event to a three-day-weekend festival highly successful in its first year, as well as increasing hotel accommodation nights by 25% for the weekend.

LOOKING FORWARD! We received every grant we applied for:

\$100,000 for the St. Clement's Island Museum building and exhibit renovation (MD Heritage Area Authority)

\$6,700 for the replacement and standardization of 35 interpretive panels around the county (MD Heritage Area Authority)

\$2,500 for the Potomac Jazz & Seafood Festival (St. Mary's County Arts Council)

\$1,200 for St. Clement's Island Heritage Day (MD Humanities Council)

NEW EVENTS AND EXHIBITS! We added a new event to the calendar at Piney Point with a very successful RetroFest. This theme was carried over to the holiday exhibits which were also very popular. Both Piney Point and St. Clement's Island added several exciting new exhibits.

485 group tour participants

3098 water taxi passengers

200+ FINANCIAL DONORS

63,453 visitors

from
Southern
Maryland and
around the
world!

5 grants received

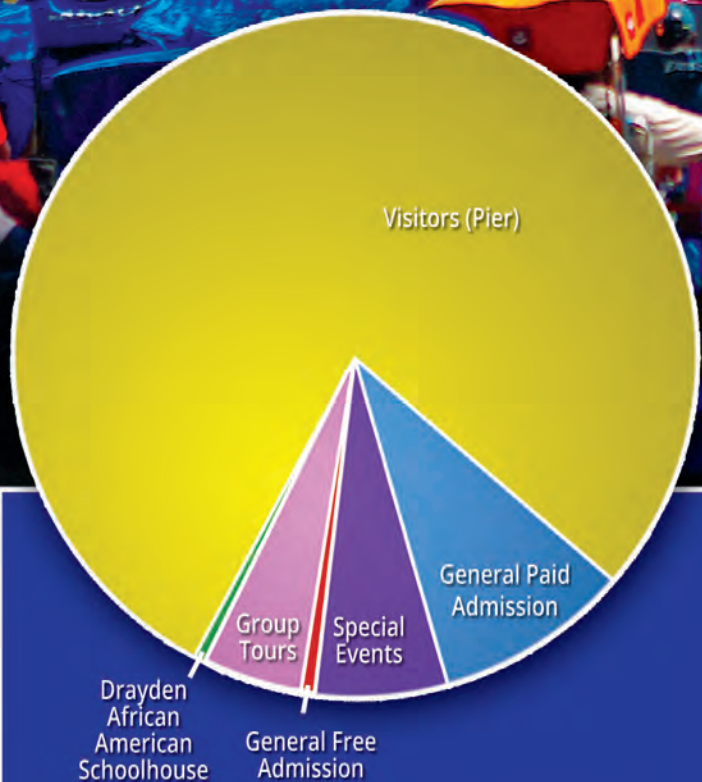
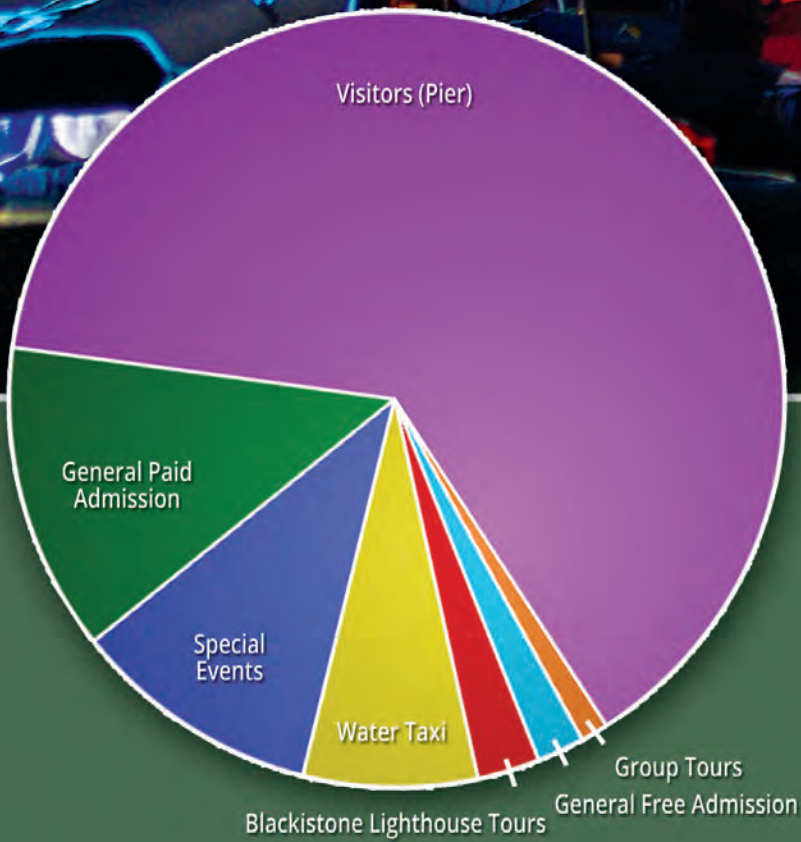
11 EXHIBIT ADDITIONS

37 EVENTS

8 exhibit donations received

1742 VOLUNTEER HOURS

RETROFEST KICKS OFF!



Piney Point Lighthouse Museum
Visitors: 20,713

UP FROM 15,524 IN 2018!

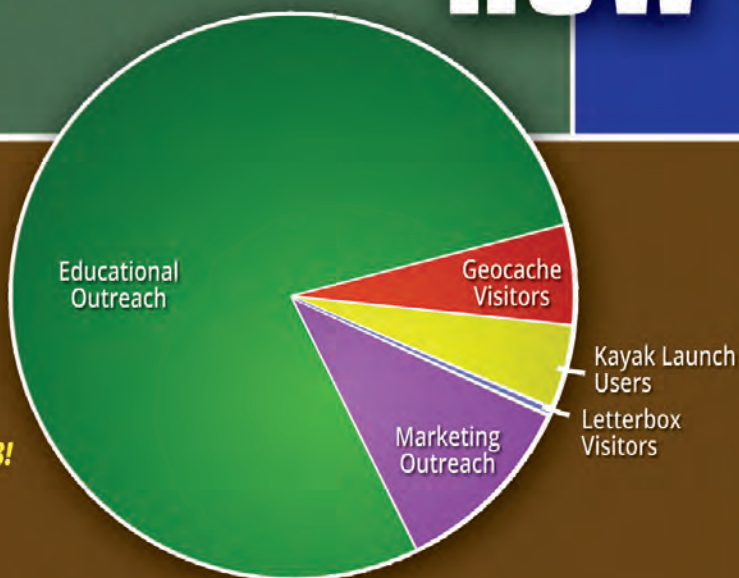
St. Clement's Island Museum
Visitors: 42,740

UP FROM 23,896 IN 2018!

how many?

Others Served: 1,277

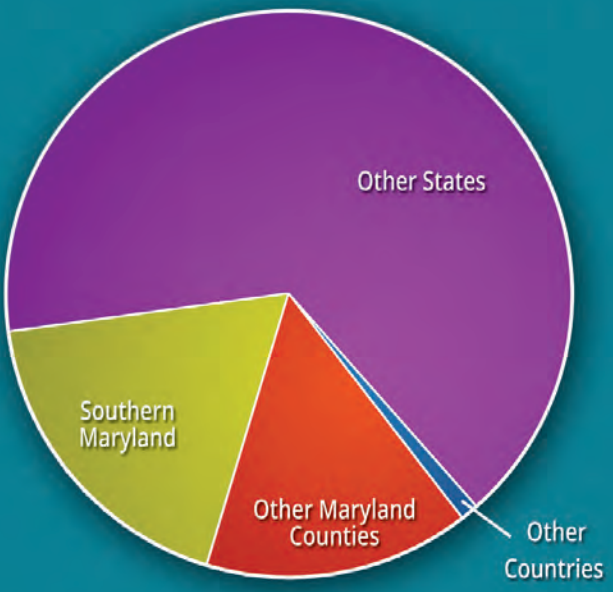
UP FROM 942 IN 2018!





our 2019 visitors

where did they come from?



how did they find us?

- Word of Mouth
- Internet
- Repeat Visit
- Brochures and Rack Cards
- Road Signs
- Newspapers





exhibits

NEW AT ST. CLEMENT'S ISLAND MUSEUM

Businesses People Used and Loved in St. Mary's County
featuring the collection of Josh Guy

A Portrait of St. Mary's art exhibit by Nichole Stewart

The Masks of Lincoln from the Smithsonian Institution

The Potomac Jazz and Seafood Festival Celebrating 20 Years
featuring instrument collection of local jazz group GrooveSpan

Southern Maryland on the Water art exhibit by Spencer Riddle

Christmas Doll and Train Exhibit featuring collections from the Black-Eyed Susan Doll Club of Southern Maryland and the Hammett Family

NEW AT PINEY POINT LIGHTHOUSE MUSEUM & HISTORIC PARK

A Very Retro Christmas Exhibit featuring collections of Christmas decorations, vintage toys, and kitchen items from various donors

Off-Shore Lighthouses of the Potomac River on loan from the Chesapeake Chapter of the U.S. Lighthouse Society

America's Greatest War Invention featuring the Rogers System of underground electronic signals

Coast Guard Station Piney Point featuring information on the station located at Piney Point

Bottles of the Past featuring a collection of medicinal and household bottles by April Havens

GRANTS

St. Mary's Arts Council

\$2,500 for the Potomac Jazz and Seafood Festival

The Rotary Club of Leonardtown

\$250 for Childrens' Day

Southern MD Heritage Area

\$3,400 for the Black Diamond Civil War Weekend

MD Heritage Area Authority

\$6,700 to upgrade 35 interpretive panels

MD Heritage Area Authority

\$100,000 towards the new building project



The St. Mary's County Museum Division is one of only two accredited organizations in St. Mary's County, one of only three in Southern Maryland, and one of only 23 in all of Maryland.

events

MARKETING AND SPECIAL EVENTS (on and off site)

- 10-Mile Run at Piney Point
- Appraiser Fair
- Armed Forces Day Open House
- Benjamin Hance Soil Collection Ceremony
- Black Diamond Event Weekend
- Blessing of the Fleet
- Chamber of Commerce Business After Hours
- Chamber of Commerce Business Showcase
- Children's Day at St. Clement's Island Museum
- Community Day at St. Clement's Island Museum
- Dinner & A Cruise Series
- Drayden African American Schoolhouse Open Houses
- Earth Day on the Square
- Father's Day Open House
- Fox5 Zip Trips
- Holiday Open Houses
- Juneteenth
- Leonardtown First Fridays
- Lighthouse Challenge Weekend
- Lower Potomac River Marathon at Piney Point
- Maryland Day at St. Clement's Island Museum
- Mother's Day Open House
- Museum Store Sunday
- National Lighthouse Weekend
- Osprey Gala at St. Clement's Island Museum
- Pirates on the Potomac
- Potomac Jazz & Seafood Festival Weekend Expansion
- Potomac River Cleanup
- RetroFest on the Potomac
- SMECO Bike Ride
- Smithsonian Magazine's Museum Day LIVE!
- St. Clement's Island Art Kids classes
- St. Clement's Island Heritage Day
- St. Mary's County Fair
- Stratford Hall Wine & Oyster Festival
- The Way to Wellness Fair
- U.S. Oyster Festival in St. Mary's County

donations

Five photos taken in the 1970s showing clamming rigs in Bushwood, Maryland
donated by Bernard Bailey

An early 20th century child's rocker
donated by Nancy Bauer

An early 20th century bed frame and headboard
donated by Ryan Camasso

A 20th century copy of a 17th-century Chancellors Point deed
donated by Fred Hoffman

An image of the Golden's Hotel in the 1950s
donated by Celeste Jones

Map of Colton's Point, Maryland and a copy of the Southern Maryland Sportsman
donated by Emory Lawrence

An envelope marked with a Piney Point Torpedo Test Range cancellation stamp dated 1942
donated by Jeffery Russell

A skipjack model built by Skip Willard
donated by Leahrea Willard

25
artifacts
are on
loan
FROM
other
institutions

4
artifacts
are on
loan
TO
other
institutions

HOLDINGS





Museum Division Board of Trustees

This advisory group is appointed by the St. Mary's County Board of Commissioners, and serves to provide them with advice and assistance concerning the cultural and natural history of the region through the establishment and maintenance of museums.

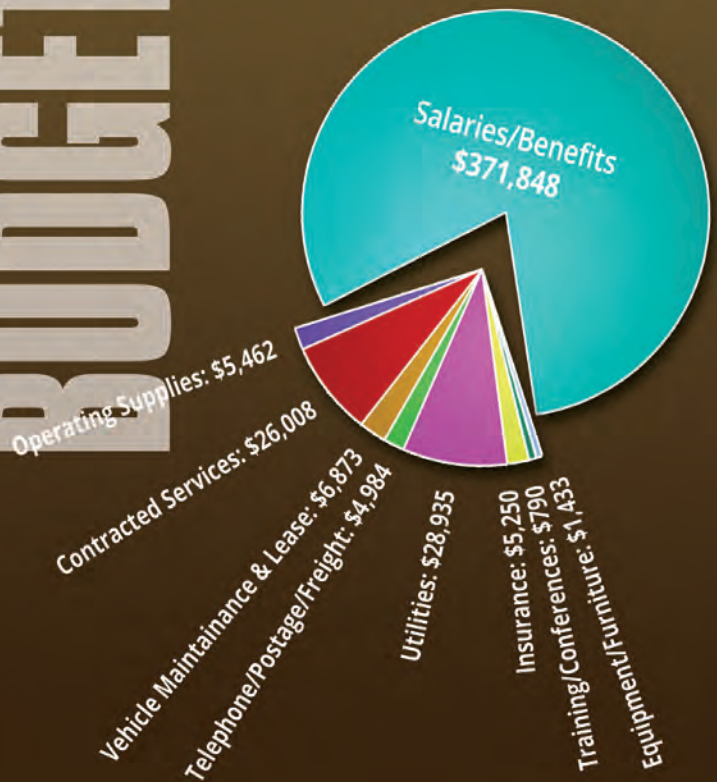
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County Funds Expenses

BUDGET



Volunteer Hours



TOTAL: 1,742 HOURS
VALUED AT \$44,286

Up from 608 hours in 2018!

Make your time matter.

Volunteer! There are so many ways to get involved.





Friends of the St. Clement's Island and Piney Point Museums

The Friends organization is the 501(c)3 arm of the Museum Division, whose mission it is to raise funds in order to support historical interpretation, education programs and special needs of the sites managed by the Museum Division of St. Mary's County Department of Recreation and Parks.

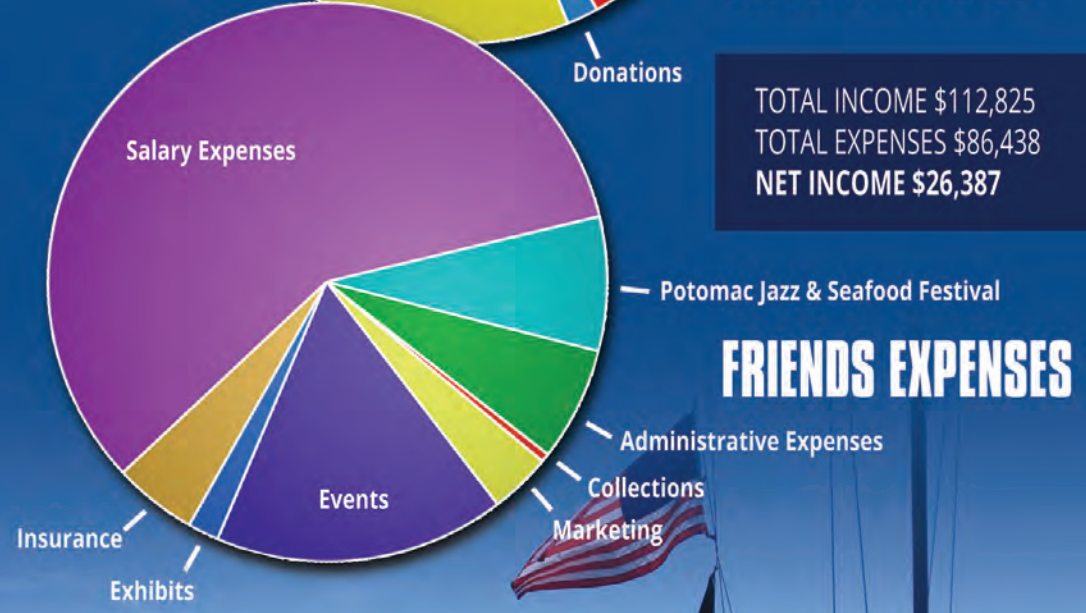
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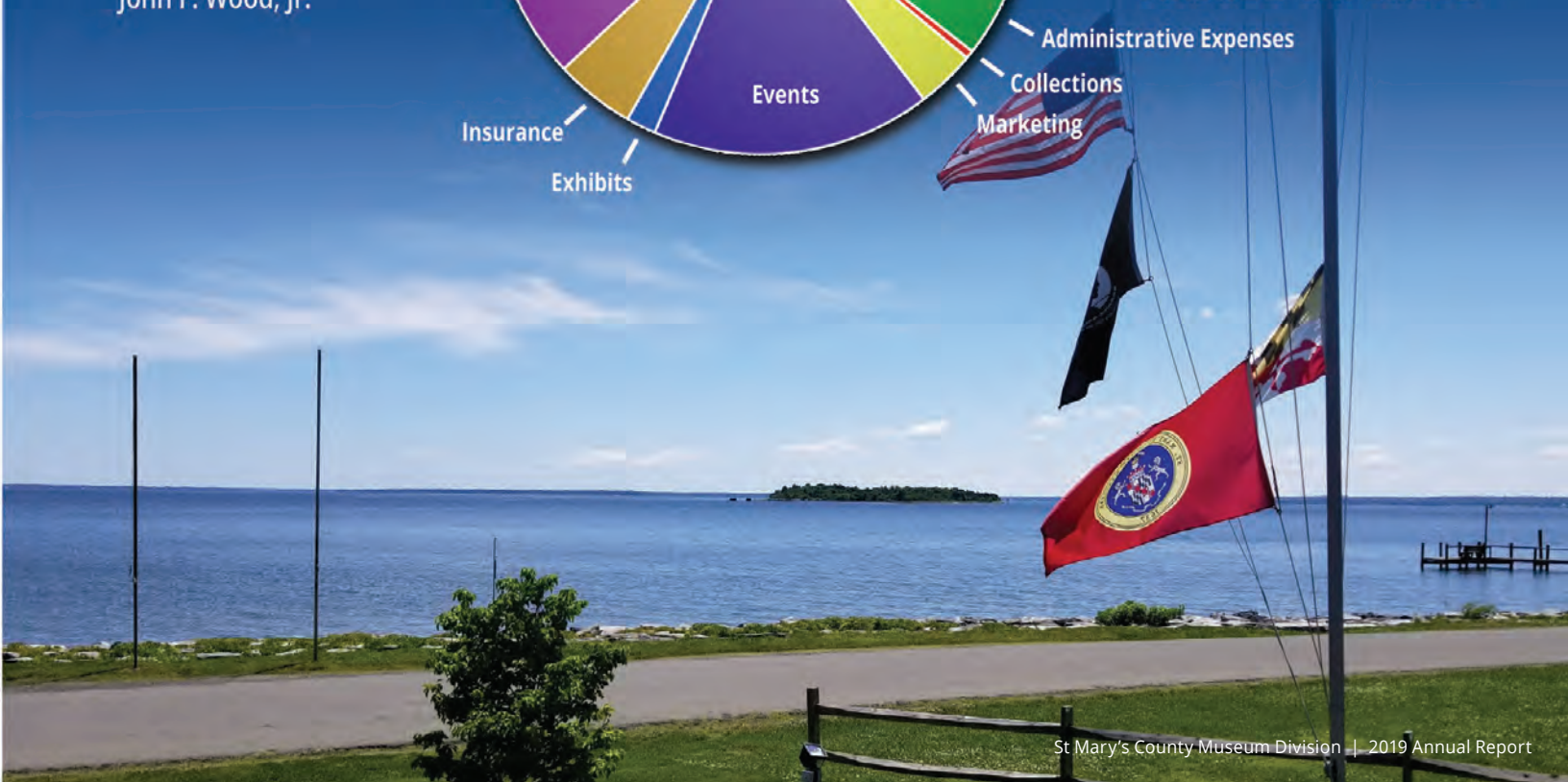


FRIENDS INCOME

TOTAL INCOME \$112,825
 TOTAL EXPENSES \$86,438
 NET INCOME \$26,387



FRIENDS EXPENSES



DONORS

Support the Museum Division...

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In Memorium – Annette Madel

IN MEMORY OF ANNETTE MADEL FROM MADEL FAMILY GIVING



Friends of St. Clement's Island & Piney Point Museums

Join the Friends today. Benefits include free museum admission, the quarterly *Finer Points* newsletter, email updates for special events, NARM benefits, and a 10% museum store discount. Benefits vary by level and can also include guest passes and water taxi passes. To become a member of the Friends, download the membership form at www.stmarysmd.com/recreate/friends.

CALL FOR EVENT SPONSORS

The Friends of the St. Clement's Island and Piney Point Museums are looking for community businesses to help support our expanded educational and community-focused event calendar. The Friends have introduced a new **Business Membership** program with sponsorship opportunities and year-round benefits. Sponsorships help to support our museums and our local history. Email amber.puschinsky@stmarysmd.com for more information.





museums.stmarysmd.com

ST. MARY'S COUNTY MUSEUMS

2019 Annual Report

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