Chairman’s Message

Dear Friends of AMM,

In September, the AMM Board approved a new three year strategic plan for the Museum posted at www.amaritime.org. In order to focus on the future, the Board and staff first had to take stock of where AMM is today. I think you will agree that the Museum’s achievements over the last several years have been extraordinary.

The starting point of the Museum was the transformation of the McNasby property including a derelict industrial building, a former itinerant-workers dormitory barge and storm ravaged grounds. Today the Museum is a center for education and community programming.

The staff now includes a curator who is continually reevaluating and reorganizing the exhibit space. We are thinking about how to move outside the four corners of the exhibit space by focusing on Annapolis’ hidden history. The first step in that is the development of a WWII – themed historical walking tour of Eastport which was recently completed.

From an education program that initially served one local elementary school, this year nearly 6,000 children participated in a menu of education programs ranging from the Oyster Education Program, sponsored by NOAA and Chesapeake Bay Trust, targeting sixth graders, to “Sundae Fundays” and a STEM based summer day camp.

Several years ago, an average of two dozen people attended the AMM Winter Lecture Series. This year four times that number regularly come out. Often on freezing nights to participate in a dynamic series of talks that span the Bay’s ecology, maritime history and local culture.

The Museum’s Summer Concert Series has become an event in itself that draws hundreds to the Museum each week. And of course the Museum’s signature community events – the fall Boatyard Beach Bash and the Annapolis Oyster Roast & Sock Burning attract capacity crowds to mark the fading days of summer on the Bay and to celebrate the arrival of the spring equinox.

All of this is possible because of the talented staff that Executive Director, Alice Estrada, has developed and nurtured. Seven professionals has expanded once again to include a Development Manager. But as we all know, virtually everything that the Museum does floats on a corps of enthusiastic volunteers.

In short, from a very modest start, AMM has developed into a vital and dynamic community asset.

In the course of the planning process, the Board realized a critical fact: we are maximizing the confines of our current physical campus. We will never abandon our McNasby core. However, the Museum is currently evaluating whether there are locations that we can use to supplement operations at McNasby’s. We’ll keep you posted on that.

Finally, the Board wants to thank you, AMM members and contributors. In the final analysis, AMM and all that it has and is accomplishing is a tribute to you.

Best, Eric Rubin, Chairman
Executive Director’s Message

Dear Friends:

Another outstanding year for the Annapolis Maritime Museum! We saw great growth in our programs, attendance to events and are increasingly popular as a unique venue to host weddings.

With everything going so well, staff and our proactive Board of Directors embarked on a Strategic Plan. In preparation for this plan we conducted extensive evaluations and appraisals with the express intention of getting rigorous feedback on ways to improve. Third party feedback included:

- **Museum Assessment Program** offered by the American Alliance of Museums - by participating in this program we took a Pledge of Excellence.
- **Brews & Reviews** – a critique of exhibits by representatives from area heritage sites.
- **Evaluation of our Education Program** by a non-profit think tank specializing in environmental education.
- And **survey monkey** is our new friend, offering virtually instant feedback on all of our activities from guests and participants.

The plan concluded that we are at capacity on many of our programs, particularly education, and we should look for ways to expand. Perhaps a second site is in our future…

We have not lost sight of our most important role, and that is to serve as both an educator and a community anchor for you. Show up to our campus on a random Saturday and you’ll see Thomas Point Lighthouse tours launching, Wooden Boat Crew restoring a Chesapeake Bay workboat, a family education program or a birthday party magically teaching environmental lessons, Museum visitors from all over the world exploring the exhibits, a kayak launching, a fisherman fishing, a nervous bride preparing for the most important day of her life. We are a hub of activity; we are community.

With great thanks for all of your contributions,

Alice Estrada
Executive Director

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**MUSEUM MISSION**

The Annapolis Maritime Museum’s principal mission is to educate students and adults on the area’s rich maritime heritage and the ecology of the Chesapeake Bay through programs, exhibits and community events. The Museum campus includes the 7,000-square-foot McNasby Oyster Company building, the 600-square-foot Barge House, adjacent beachside park with a historic wooden boat exhibit. The Museum has permanent and rotating exhibitions and an ongoing calendar of special events. The waterfront campus provides rare public access to the waters of the Bay. The Annapolis Maritime Museum’s core focus is as an educational institution.

A SPECIAL THANK YOU AND ACKNOWLEDGEMENT TO KEN TOM WHO PROVIDED THE MAJORITY OF THE PHOTOS FOR THIS REPORT.
Museum Highlights

- NEW Bay Ecology exhibits featuring the osprey, horseshoe crab, blue crab and oyster
- A Trumpy skiff restored by the Wooden Boat Crew and now on display
- Created The Homefront: Eastport During World War II- A Walking Tour
  a free mobile tour, visit: tutorial.com/city/eastport-md
- Launched first virtual exhibit: “Crab Pots, Eel Spears, and Fish Nets: Seasonal Changes in Watermen's Work” and a maritime heritage portal where you can access collections online

Nearly one-fourth of our visitors come from out of the country!
AMM hosted visitors from: Spain, Canada, Israel, Serbia, and Vietnam.

“The location alone is enough for you to pay them a visit. There’s a long dock that juts out into Back Creek, offering splendid views of the Chesapeake Bay. Inside the museum, you will find exhibits about oysters and the watermen who once plied their trade around the waters of the Bay. If you want to avoid the tourist crowds and just relax as you learn about one of the world’s greatest estuaries, the Annapolis Maritime Museum is the place to go.”
— Trip Advisor, October 2015 (Steve C)

“Great little place with a lot of heart.”
— Trip Advisor, January 2015 (Roxita)

“A hidden gem. This is a hands on place with all the joys of “working” water communities. It is an educational place, a quiet place, a charming place and a real place that reeks of old Annapolis.”
— Trip Advisor, January 2015 (James H)
Nearly 6,000 children enjoyed and learned from an AMM Education program, half participated for FREE.

3 CORE PROGRAMS targeting Pre-K, 2nd grade & 6th grade; plus field trips, summer camp, birthday parties.

Offering summer camps, schools out camp, scout programs, home school programs and field trips for all ages.

Received Four Rivers Heritage Area Stewardship Award.

In order to cultivate lifelong environmental literacy, educational efforts must begin at an early age and provide a continuum of experiences that cultivate future environmental stewards.

(NOAA Education Strategic Plan 2009 - 2029) & AMM Partner

Environmental education is one of the most critical steps in creating a clean future!
— Shannon Leap
Field Organizer for Food & Water Watch

The Award Winning Education Center at AMM

Education Advisory Board

Carol B. Sisco Ph.D
Managing Partner,
Sisco Associates,
AMM Board Member

Hank Libby
AMM Board Member

Kim Martinez
Regional Education Manager,
National Wildlife Foundation

Paul Bayne
Outdoor Department Head,
Key School

Melanie Parker
Coordinator of
Environmental Literacy
and Outdoor Education, AACPS

Ted Berkinshaw
AMM Board Member

Eric Rubin
AMM Board Chairmen

Alice Estrada
Executive Director

Josh Schmidt
AMM, Education Volunteer

Josh Falk
Program Officer,
National Environmental
Education Foundation

Jack Whitelaw
AMM Board Member

Beth Foster
Science Academic Chair,
Annapolis High School

AMM Education Center By the Numbers

195% INCREASE IN SUMMER CAMP

1,468 STUDENTS dissected oysters

19,369 HOURS of learning Bay ecology and marine heritage

1,104 CHILDREN went seining in BACK CREEK

reached 755 PRESCHOOL STUDENTS with hands-on learning with Little Skeppacks

and caught fish, crabs and shrimp

Environmental education is one of the most critical steps in creating a clean future!
— Shannon Leap
Field Organizer for Food & Water Watch
Programs

8 WINTER LECTURES
with increased attendance of 15%.

18 CIVIC & COMMUNITY EVENTS
hosted at the Museum.

10 SUMMER CONCERTS
with an average of 300
in attendance each week.

8 THOMAS POINT LIGHTHOUSE TOURS
offered June through October.

9 ART SHOWS
featuring over 160 artists with
three nationally juried shows
produced by Maryland Federation of Artists.

Countless Community Connections
Financial Highlights

157 VOLUNTEERS LOGGED IN OVER 6000 HOURS!

HAVING FUN WITH FUNDRAISERS

BOATYARD BEACH BASH and OYSTER ROAST & SOCK BURNING

VENUE RENTALS

– The only thing we overlook is the Chesapeake Bay!

91 EVENTS FOR 2015; half were weddings!

“Thank you so much for everything! AMM is one of our favorite places in Annapolis so it was a dream to have our reception there.”

– Bride, 2015

Annapolis Maritime Museum 2015 Annual Report to Donors
OUR SUCCESS WOULD NOT BE POSSIBLE WITHOUT SUPPORT FROM OUR PARTNERS

Government Grants
Arts Council of Anne Arundel County
City of Annapolis
Maryland State Arts Council
National Oceanic and Atmospheric Administration (NOAA)

Foundations
Annapolis Rotary Club
Annapolis Yacht Club Foundation
Bonnell Cove
Cahouet Family Fund
Carol M. Jacobsohn Foundation
Chaney Foundation
Chesapeake Bay Trust
Community Foundation of Anne Arundel County
Four Rivers: The Heritage Area of Annapolis, London Town & South County
Parole Rotary Club
Hopkins Charitable Trust
Sisco Family Fund

Corporate & Community Support
Annapolis Sailing School
Annapolis Subaru
Berkinshaw Orthodontics
Bert Jabins Yacht Yard
BG&E
Boatyard Bar & Grill
CFG Community Bank
Charlie Buckley’s Mr. Waterfront Team
Chesapeake Whalertowne
Chuck Irish
Creative Cuisine
Eastport Civic Association
Eastport Shopping Center
First Citizens Bank
George S. Rich Foundation

Program Partners
Annapolis Green
Anne Arundel County Visitors Bureau
Anne Arundel County Public Schools
Arlington Echo
Back Creek Conservancy
Chesapeake Bay Foundation
DNR: Maryland Grow Oysters
MAEOE
National Park Service
Oyster Recovery Project
Seeds for Success

Hamel Builders
Hannon Armstrong
KEYW Corporation
Learning Systems International
Long & Foster, Dan Early
Maryland Glass & Mirror
Mike’s Crabhouse
Nationwide Insurance, Matthew Boudreau
Northrup Grumman
PNC Wealth Management
Sage Title Group
Severn Savings Bank

In-Kind Support
Department of Natural Resources – Living Shoreline
DirectMail.com
Distell
Fegan’s Taxidermy
Hargrove
Homestead Gardens
Katcef Brothers
KT Electric, Inc
Pro Shuckers
Prop Talk/Spin Sheet
Watermark Cruises
WRNR 103.1

Directors
Ted Berkinshaw
Jenny Kottler
Frank Cahouet
Hank Libby
Agnes Cobbum
Steve Picarde
Dick Franyo
Mike Pitchford
Michael Hughes
Carol Sisco

Advisory Board
Kevin Brooks
Bill Cogar
Bill Dudley, PhD
Eric Fischer
Harry Hirsch
Gary Jobson
C.R. Sunny Smith
Jeannie Zajac

Staff:
Executive Director, Alice Estrada
Administrative Manager, Mary Ostrey
Development Manager, MK Richardson
Education Director, Sarah Krizek
Education Program Coordinator, Heather Richardson
Education Program Assistant, Candice Hilliard
Museum Manager & Curator, Caitlin Swaim
Venue Manager, Cindy Whittle
Maintenance – Tom Cagle