

2014-2015 ANNUAL REPORT TO DONORS

ANNAPOLIS MARITIME MUSEUM



PHOTO: ANTHONY BURROWS

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.

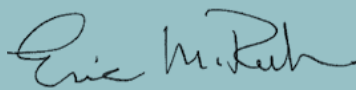
The Museum's Summer Concert Series has become an event in itself that draws hundreds to the Museum each week. And of course the Museum's signature community events – the fall Boatyard Beach Bash and the Annapolis Oyster Roast & Sock Burning attract capacity crowds to mark the fading days of summer on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



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: tutourial.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)





The Award Winning Education Center at AMM

- 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

Education Advisory Board

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

Paul Bayne
Outdoor Department Head,
Key School

Ted Berkinshaw
AMM Board Member

Alice Estrada
Executive Director

Josh Falk
Program Officer,
National Environmental
Education Foundation

Beth Foster
Science Academic Chair,
Annapolis High School

Amy Greif
Teacher Specialist, AACPS

Hank Libby
AMM Board Member

Kim Martinez
Regional Education Manager,
National Wildlife Foundation

Melanie Parker
Coordinator of
Environmental Literacy
and Outdoor Education, AACPS

Eric Rubin
AMM Board Chairmen

Josh Schmidt
AMM, Education Volunteer

Jack Whitelaw
AMM Board Member

AMM Education Center By the Numbers

reached
195% INCREASE IN
Summer Camp

1,468
STUDENTS
dissected
oysters

reached
755 PRESCHOOL
STUDENTS
with
hands-on learning
with Little Skipjacks.

19,369 HOURS
of learning Bay ecology and
marine heritage

1,104
CHILDREN
went seining in
BACK CREEK



and caught fish,
crabs and shrimp

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.



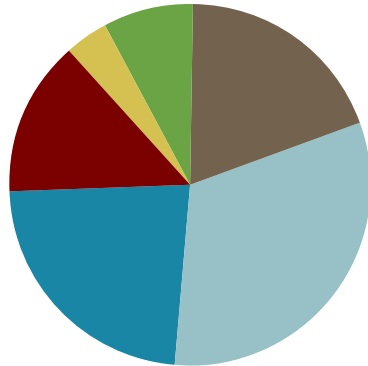
9 ART SHOWS

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

Countless Community Connections

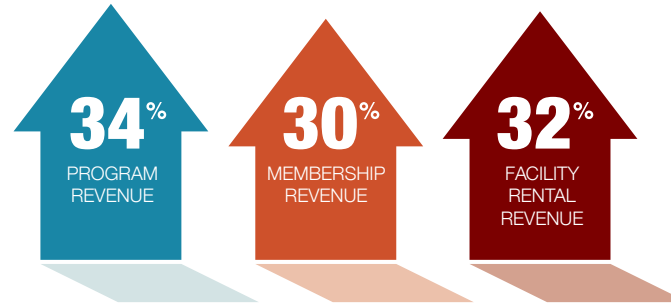


Financial Highlights

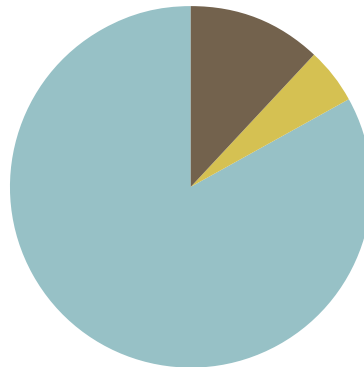


REVENUE

- Special Events 8%
- Contributions 19%
- Grants 32%
- Facility Rental 23%
- Programs 14%
- Membership Dues 4%



157 VOLUNTEERS LOGGED
IN OVER 6000 HOURS!



- General & Admin 12%
- Fundraising 5%
- Program 83%



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



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

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Jack Whitelaw, **Vice Chair**
Kent Wilkinson, **Treasurer**
Elvia Thompson, **Secretary**
Lenox Buchanan, **Chair Emeritus**

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Frank Cahouet	Hank Libby
Agnes Cobbum	Steve Picarde
Dick Franyo	Mike Pitchford
Michael Hughes	Carol Sisco

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

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Administrative Manager, Mary Ostrye
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



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