ANNUAL REPORT

2023

MARITIME MUSEUM & PARK
ANNAPOlis

Dear Friends and Supporters,

Our mission of preserving maritime history takes a leap forward through our oral histories, the stories of people who share a passion for our mission. The ripple effect of our educational initiatives resonates far beyond our campus. Our summer camp program saw a 109% increase in student participation this year, continuing to inspire thousands to become stewards of the Chesapeake Bay. The ripple effect of our educational initiatives resonates far beyond our campus.

Over the past year, in the wake of our Phase I: Charting Our New Course Campaign, we celebrated the completion of significant projects. One major focal point next year is on opening the Maritime Museum & Park. Our annual report unfolds as I share the milestones shaping the Annapolis Maritime Museum & Park. Our annual report unfolds as I share the milestones shaping the Annapolis Maritime Museum & Park.

Warm regards,

Alice Estrada
President & CEO

Thank you for being an integral part of our story. Generous donors have been the wind in our sails. Our Board of Directors, and our amazing volunteers, our President & CEO, Alice Estrada. Her guidance, passion, and tireless dedication have been testaments to our commitment to maritime heritage.

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Strategic Plan, driving towards sustainable growth, the future with the completion of the 2023-2025 commitment to our mission. Our focus is set on a narrative of progress, engagement, and a steadfast commitment to maritime heritage.

Our educational programming, serving over 13,000 students this year, continues to inspire thousands to become stewards of the Chesapeake Bay. The ripple effect of our educational initiatives resonates far beyond our campus. Our summer camp program saw a 109% increase in student participation this year, continuing to inspire thousands to become stewards of the Chesapeake Bay. The ripple effect of our educational initiatives resonates far beyond our campus.

Exploring the completion of significant projects.

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Exploring the completion of significant projects.
Dear Friends and Supporters,

I reflect on the past year with pride and excitement as I share the milestones shaping the Annapolis Maritime Museum & Park. Our annual report unfolds a narrative of progress, engagement, and a steadfast commitment to our mission. Our focus is set on the future with the completion of the 2023-2025 Strategic Plan, driving towards sustainable growth, innovative programming, and enhanced community impact.

Over the past year, in the wake of our Phase I: Charting Our New Course Campaign, we celebrated the completion of significant projects.

The Merrill Family Pavilion and deep water dock are testaments to our commitment to maritime heritage. Our mission of preserving maritime history takes a leap forward through our oral histories, the stories and voices of our past. The Wilma Lee hosted over 5000 guests; our concerts, lectures and signature events were hugely well attended.

Our educational programming, serving over 13,000 students this year, continues to inspire thousands to become stewards of the Chesapeake Bay. The ripple effect of our educational initiatives resonates far beyond our campus. Our summer camp program saw a record 1,500 campers and was voted the best in Anne Arundel County in 2023 by the Capital Gazette. Our Box of Rain Program literally changes lives.

One major focal point next year is on opening the first maritime based nature pre-school in the country.

Meeting financial goals under strict budget guidelines speaks volumes about our commitment to fiscal responsibility. None of our achievements would be possible without the visionary leadership of our President & CEO, Alice Estrada. Her guidance, passion, and tireless dedication have been instrumental in steering our course. Alongside her, our staff that always does more with less, our amazing volunteers, our hands on Board of Directors, and our generous donors have been the wind in our sails.

Thank you for being an integral part of our story.

Warm regards,
Steve Picarde
Chairman of the Board

FROM OUR CHAIRMAN

VISION

Inspire all communities to cherish our maritime heritage and become lifelong stewards of the Chesapeake Bay.

MISSION

To educate youth and adults about the Annapolis area’s rich maritime heritage and the ecology of the Chesapeake Bay through programs, exhibits and community events.

CORE VALUES

Lifelong learning and education for all.
Stewardship of the Chesapeake Bay and our maritime heritage.
Community of people who share a passion for our mission.
Partnerships that extend our reach and expand our impact.
Fun events that bring our community together.
BOARD OF DIRECTORS

**Officers**
- Steve Picarde, Chairman
- Ann Schweitzer, Vice Chairman
- Cindy Whittle, Treasurer
- Agnes Cobbum, Secretary
- Lenox (Buck) Buchanan, Chairman Emeritus

**Directors**
- William B. Cogar, Ph.D.
- Derrick Cogburn, Ph.D.
- MajGen Andrew Davis (Ret.)
- Jay Fleming
- Richard L. Franyo
- Anne Harrington
- Michael Hughes
- Mark McCulloh
- Carol B. Sisco, Ph.D.
- RADM Frank Thorp IV (Ret.)

STAFF

**Administration**
- Alice Estrada, President & CEO
- Mary Ostrye, Director of Finance

**Development & Marketing**
- Kelly Swartout, Vice President of Development
- Lizzie Spokely, Events & Development Coordinator
- Madeline Duffy, Communications & Marketing Coordinator

**Programs**
- Louisa Engle, VP of Programs & Community Engagement

**Education**
- Megan Fink, Director of Education
- Kirsten Barbera, School Program Manager
- Marco Rojas, Community Program Manager
- Susan Sanger, Enrichment Program Manager
- Gail Hutchinson, Education Program Coordinator

**Museum and Collections**
- Hayley Worland, Curator of Collections
- Catherine Morrill, Guest Services Coordinator

**Wilma Lee**
- Captain Rick Flamand, Lead Captain of Wilma Lee
- Captain Frank McGowan, Captain of Wilma Lee
- Captain Bill Schneider, Captain of Wilma Lee

**Operations**
- Sarah Krizek, Director of Capital Projects
- Sarah Higgins, Operations Coordinator
- Donny Hundley, Maintenance

**Venue**
- Paige Skrickus, Venue Manager
- Amber Herr, Venue Associate

**Vision & Mission**

**From Our Chairman**

Our mission of preserving maritime history takes a leap forward through our oral histories, the stories of the people who share a passion for our mission, as well as testaments to our commitment to maritime heritage. The Merrill Family Pavilion and deep water dock are examples of significant projects. Over the past year, in the wake of our Phase I: Strategic Plan, driving towards sustainable growth, we have achieved a narrative of progress, engagement, and a steadfast commitment to our mission. Our focus is set on our Box of Rain Program, which literally changes lives.

**OUR PARK, PROGRAMS, AND COMMUNITY EVENTS**

- 106,000 people explored our parks, programs, and community events.
- 50,000 youth students participated in our education programs; nearly 2,000 adults have become stewards of the Chesapeake Bay.

**Annual Report:**

Annapolis Maritime Museum

**William B. Cogar, Ph.D.**

Chairman of the Board

Steve Picarde

Warm regards,

Chairman of the Board
In 2023, the Annapolis Maritime Museum & Park (AMM) Board and Staff collaborated on a 2023-2025 strategic plan with five key priorities:

- Enhance Program Impact
- Promote Diversity & Inclusion
- Strategic Marketing
- Ensure Sustainability
- Strengthen Infrastructure

COMMUNITY ENGAGEMENT

AMM is a vibrant community hub that brings together residents and visitors to explore our region’s maritime heritage and Chesapeake Bay. Thousands visit the Museum to enjoy cutting-edge exhibits and take time to experience AMM’s 12-acre Park Campus. In 2023, we successfully hosted the following events:

- **2023 Winter Lecture Series**
  attracted 1,450 life-long learners;

- **Oyster Roast**
  and **Sock Burning**
  engaged 1,200 oyster enthusiasts from around the country;

- **Tides & Tunes**
  and **September Sunsets**
  concerts engaged over 9,000 residents; and

- **18th Annual Boatyard Beach Bash**
  netted $170,000 for education programs.

VOLEUNTERS

AMM could not operate without the dedication of our volunteers. In 2023, our volunteers logged in nearly 10,000 hours, helping with:

- Archives & Collections
- Education Programs
- Winter Lectures
- Events

- Wooden Boat Crew
- Crewing on Wilma Lee
- Museum Docsents
- Gardening

VENUE

For 11 years, AMM has received the Couples’ Choice Award from Wedding Wire. Our venue rental revenue is critically important to our operations, contributing greatly to AMM’s sustainability. The Merrill Family Pavilion has opened for weddings, events, and corporate retreats with rave reviews.

“It was magnificent. The pavilion has waterfront views with sailboats, truly giving an Annapolis charm. Highly recommend Annapolis Maritime Museum and Park for your wedding venue!”

Bride, first wedding at the Merrill Family Pavilion

VP OF PROGRAMS & ENGAGEMENT

Louisa Engle is the Vice President of Programs and Community Engagement, bringing 17 years of program management and leadership from Whole Foods Market. Louisa will oversee more than 30 programs at AMM,
MERRILL FAMILY PAVILION

On June 1, 2023, the Annapolis Maritime Museum & Park (AMM) celebrated the grand inauguration of the newly-built, 2,600 sq. ft. pavilion, dedicated in honor of the Merrill Family. This remarkable facility serves as a covered outdoor classroom for family programs, school field experiences, and summer camps, expanding AMM’s educational offerings to the public and schools. A custom stone fireplace and distinctive cupola creates a warm and welcoming atmosphere, while fostering a strong sense of community along Back Creek’s waterfront.

Deep Water Dock on Back Creek

During the summer, a 250-foot-long hybrid fixed and floating dock was successfully installed. This meticulously crafted dock enhances rare public access to the Chesapeake Bay. Additionally, the new dock will serve as a secure shelter for our historic skipjack, Wilma Lee during inclement weather. Plans are underway to construct a 400-foot ADA accessible boardwalk to link the pavilion to the new dock.
Meet AMM’s New Curator

Meet Hayley Worland, AMM’s new Curator of Collections. With a Master’s in Library and Information Science and a certificate in Museum Scholarship and Material Culture, she’s passionate about preserving maritime history. Hayley’s expertise in Oral History and Archival Preservation aligns with her dedication to expanding and safeguarding Annapolis’ maritime heritage.

Mitchell Owens and his wife, Molly, who are descendants of Owens Yachts, have generously contributed to the Collections and Library program. This program aims to transcribe and digitize the oral histories of the Owens family and other Annapolis notables. Their gift will facilitate a finding aid to ensure easy access to these recordings for the public.

AMM displayed a temporary marine art exhibition featuring donated pieces from Dr. George and Joan Schonholtz’s collection. The exhibition highlighted exceptional artworks by renowned artists including John Morton Barber, Paul Landry, Ben Neill, and William Stille that now belong to AMM’s collection.

PT Boats Constructed in Annapolis: Photographs Donated to AMM’s Archives

Alan Coleman donated 1940s photographs of the Annapolis Yacht Yard, WWII PT boat construction, taken by Coleman’s uncle, David Sterling Whittington. Whittington, originally from Crisfield, Maryland, transitioned from home and furniture building to boatbuilding in the 1920s. He worked at the Annapolis Yacht Yard during WWII, primarily on PT boats, and later retired in the 1960s.

In 2023, a total of 5,000 adults and students embarked on the historic skipjack Wilma Lee to experience Annapolis and the Chesapeake Bay from a unique water perspective. Among these passengers, 30% were students actively participating in activities such as water quality testing, oyster harvesting, exploring maritime history, and studying Bay health.

Our stewardship of the Wilma Lee began in 2018, with confidence that her maritime legacy would outweigh refurbishment costs. Since then, we’ve warmly welcomed over 14,000 passengers aboard, passionately sharing AMM’s maritime heritage. Our commitment to preserving this history remains steadfast for AMM.
ENGAGING EDUCATION

AMM’s outdoor education programs are crucial for supporting Maryland’s Environmental Literacy Requirement and offering STEM/STEAM learning. The Education Center involves thousands of students annually in field trips, maritime heritage, summer camps, and specialized programs, aiming to instill lifelong environmental stewardship and a connection to nature. In 2023, the Maryland Association for Environmental and Outdoor Education (MAEOE) recognized and certified AMM as a Maryland Green Center.

In the summer of 2023, 1,511 campers had an unforgettable experience, fishing, paddling, and exploring Back Creek. They also embarked on the historic skipjack, Wilma Lee, to dredge oysters and birdwatch. This year, AMM’s Summer Camp Program was recognized as the best summer camp in Anne Arundel County by the Capital Gazette.

Anne Arundel County Public Schools’ new Superintendent, Dr. Mark Bedell, joined a school group on the Wilma Lee to learn more about AMM’s education programs, specifically our Oyster Education Program, which reaches over 1,500 sixth graders annually free of charge to participating students and teachers.

Box of Rain

Generous donors support Box of Rain (BOR), empowering under-resourced youth through programs like the Summer Maritime Program, Navigating TIDES Afterschool Program, and the winter Build-a-Boat Program led by AMM’s Community Program Manager, Marco Rojas. This year, BOR students crafted a 12-foot passagemaker dinghy provided by Chesapeake Light Craft, sold to Blacks of the Chesapeake for their exhibits. Mayor Gavin Buckley celebrated their achievements with a 2023 dinner in downtown Annapolis.

Maritime-Themed Nature Pre-School

The Annapolis Maritime Museum & Park has secured $375,000 in funding from Congressman Sarbanes through a Community Project Funding initiative. This funding will support the planning and development of a groundbreaking maritime-themed nature preschool, located at the west end of the Park Campus.
**AMM BY THE NUMBERS**

- **106,000** explored our Park, programs, exhibits, & community events
- **40%** of our students are from low-income families
- **25,359** youth and adults have participated in our education programs
- Nearly **10,000** volunteer hours completed
- **109%** increase in summer camp participants

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**FINANCIAL SNAPSHOT**

2022 Operating Revenue

- **16%** Program
- **17%** Grants
- **19%** Special Events
- **27%** Contributions
- **18%** Venue Rental
- **0%** Merchandise
- **1%** In-Kind

2022 Revenue

- Contributions: $735,411
- Grants: $466,504
- Venue Rentals: $476,290
- Special Events: $517,970
- Program: $437,819
- Investment Income & Merchandise: ($36,728)
- In-Kind: $26,757
- Total: $2,240,596

2022 Operating Expenses

- Program: $1,830,002
- General & Admin: $233,199
- Fundraising: $177,395
- Total: $2,240,596

Source: Audited financial statement for year-end December 31, 2022. Financial statements include all financial activity, both capital and operating activity. Venue revenue covers fundraising and general administration costs so that contributions are 100% for programs.