



Q1 Report

October–December 2021



Peg Cornwell invited the spouses of the Rollins College Trustees for a private tour and discussion led by Executive Director Christy Grieger and Executive Assistant Devorah Burgess on October 28th.

City of Winter Park

Attention: Peter Moore
401 South Park Avenue
Winter Park, FL 32789

PO Box 51 | Winter Park, FL 32790 | 407.647.2330 | museum@wphistory.org | www.wphistory.org

Museum: 200 W New England Avenue | Winter Park, FL | 32789

EXHIBIT “A”

EXHIBIT A SERVICES

Programming Overview and Attendance Goals

October 1, 2021 – September 30, 2022

Please Note: 1st Quarter (October 1, 2021 – December 31, 2021) comments in red

Displays, Exhibitions and Children’s Activities	
<ul style="list-style-type: none"> Exhibitions <i>Rollins: Florida’s First College, The Early Years 1885-1935.</i> This exhibition showcases the history and evolution of Florida’s first college. It opened to the public on June 17th, 2021. Museum Docents The Winter Park History Museum will provide over 1300 of docent supported museum hours and keep the museum open 5 days a week open free to the public. Children’s History Detective Hunt A history adventure that takes children all through Central Park as they track down the answers to the detective hunt. This experience gives children an insider’s view of Winter Park and engagingly connects them to City history. Speaker Programs: A series of programs (2) designed to complement and enhance the scope of the exhibition; programs are open to the public without charge at the Winter Park Welcome Center. Walking Tour of Historic Downtown A free and comprehensive brochure, available to any museum visitor, the walk begins at the museum and takes the visitor to 24 historic city properties. Oral History Podcast A new online podcast available on Spotify, Apple Podcasts, and Google Podcasts that showcases our past oral histories as well as our newest recordings. As of this year we are filming our interviews. <i>A Stroll Down Park Avenue</i> officially launched on October 20, 2021 	<p>10,000 attendees 754 attendees</p> <p>1300 Hours (estimate) 372 hours</p> <p>100 Distributed 20 distributed</p> <p>120 attendees</p> <p>250 distributed 50 distributed</p> <p>20 uploads 1 upload</p>

Collaborations	
<ul style="list-style-type: none"> • The Executive Director serves on the Arts & Culture Alliance for the City of Winter Park. • Assist the City Communications Department, as related to historic research and City events. • On November 3rd Executive Director Christy Grieger and Board Treasurer Rick Baldwin gave talks on the current exhibit and the History of Winter Park at the University Club. • On December 4th, the WPHM participated in the Winter Park Holiday parade. Our 2021 Honoree, Jack Lane, rode in the parade. December 4, 2021 was declared “Jack Lane Day” by Mayor Phil Anderson. • Provide, display, and distribute in the Winter Park History Museum informational brochures for the following cultural institutions: Scenic Boat Tour Cornell Fine Arts Museum Charles Hosmer Morse Museum of American Art Hannibal Square Heritage Center Albin Polasek Museum Crealdé School of Fine Arts 2021 Arts and Culture Pocket guide 	<p>1, 000 distributed 100 distributed</p>
Direct Community Activities and Services	
<ul style="list-style-type: none"> • Provide, without charge, the new Children’s Program to the Winter Park Day Nursery, Welbourne Day Nursery and Winter Park United Methodist Church, for their 2-4 year old children. <ul style="list-style-type: none"> ○ Donated bags • Provide historic research services, without charge, to citizens, organizations, scholars and the press. • Maintain and make publicly available the 133 oral histories from local city residents that have been collected over the past 50 years. • Expand our oral history collection. The goal is to add 5-7 recordings and transcripts to our collection. 	

<ul style="list-style-type: none"> Continue to professionally archive and store Winter Park artifacts and documents of importance, in temperature controlled space. Hosted the Central Florida Archivists meeting on November 8th. Provide five specially designed museum tours for diverse audiences such as Leadership Winter Park, senior citizen groups and school classes. <ul style="list-style-type: none"> Led a private tour for Peg Cornwell and her guests on October 28th. A tour was provided for the Rollins Institutional Advancement committee on December 16th. A tour was given to the Orange County Vocational School on December 17th. 	
Public Receptions and Social Enrichment	
<ul style="list-style-type: none"> A Day in the Life of Winter Park. A photography collaboration. Inviting people to document a day in Winter Park. The project will showcase events happening from 8am-8pm. Community-wide Holiday Party at the historic Winter Park Golf Club. <ul style="list-style-type: none"> This year's Holiday Open House was held on Wednesday December 15th, 2021. Provide interactive Hands-on-History programs at the WPHM. <ul style="list-style-type: none"> October 9th, 2021. Surveys taken at the WPHM to be included in quarterly reports. 	<p>50 participants</p> <p>110 attendees</p> <p>8 programs 1 program</p> <p>Approx. 6 per month</p>
<p>Total projected program and museum attendance</p> <p>Total projected Winter Park informational, educational, and/or marketing materials distributed</p> <p>Total projected number of museum docent hours</p>	<p>10,120 attendees 754 attendees</p> <p>1,350</p> <p>980 Hours 372 hours</p>



GEOGRAPHIC VISITOR PROFILE

October 2021 – December 2021
Information from Visitor Sign-In Log

42 Cities/Towns in Florida

Altamonte Springs, Apopka, Bradenton, Celebration, Clearwater, Cocoa, Davie, DeLand, Englewood, Eustis, Ft. Lauderdale, Gainesville, Hanes City, Hunters Creek, Jacksonville, Kissimmee, Lake Mary, Lake Worth, Longwood, Maitland, Marco Island, Melbourne, Merritt Island, Miami, Mt. Dora, New Smyrna Beach, Ocoee, Orange City, Orlando, Ormond Beach, Oviedo, Palatka, Palm Coast, Parrish, Portland, Sarasota, St. Augustine, St. Pete, Tampa, West Palm Beach, Winter Park, and Winter Springs

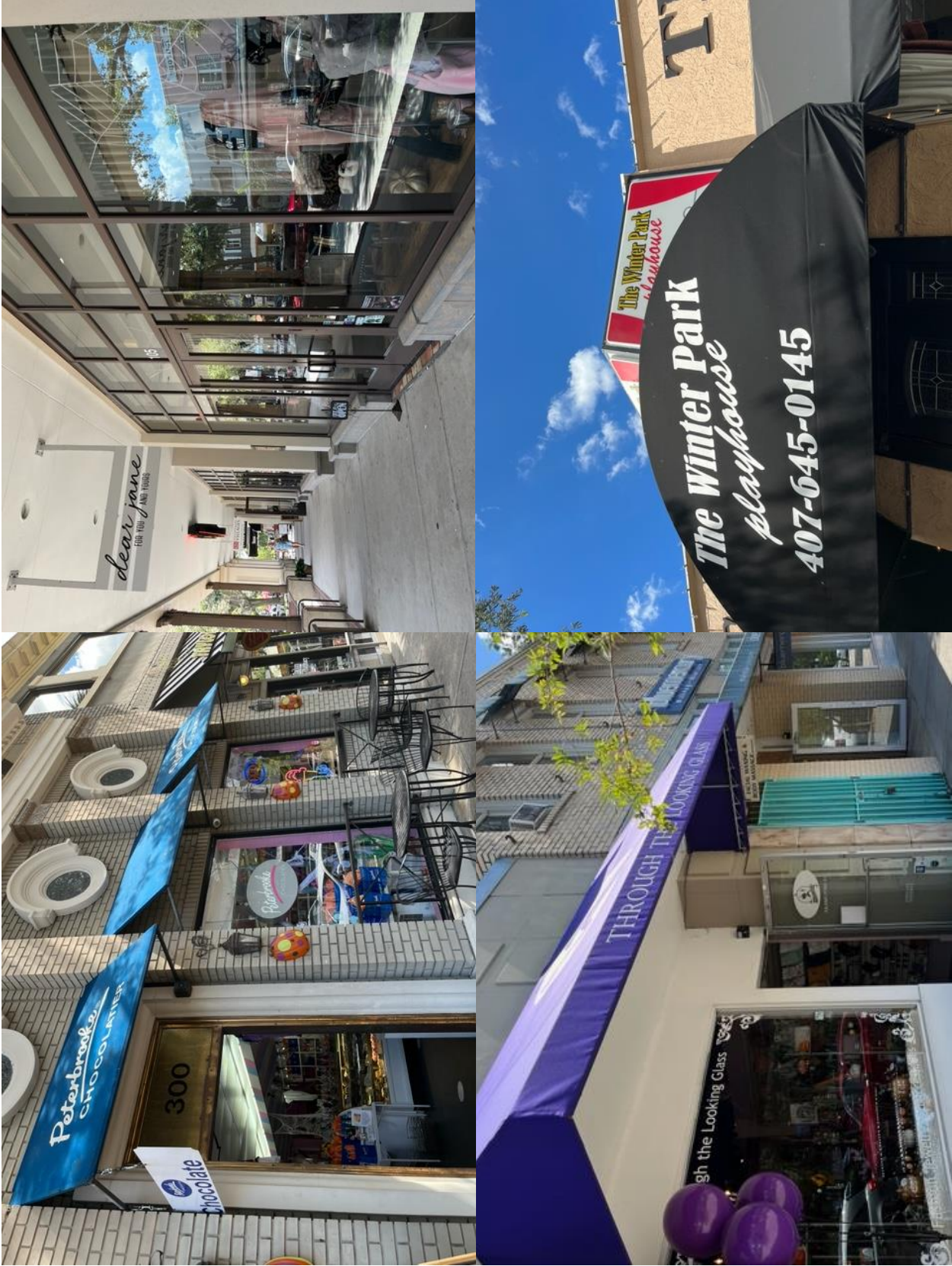
22 States and Territories

Alabama, California, Connecticut, Delaware, Florida, Georgia, Indiana, Kansas, Louisiana, Massachusetts, Michigan, New York, North Carolina, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Texas, Utah, and Virginia

9 Countries

Brazil, Costa Rica, Germany, Mexico, New Zealand, Philippines, United Kingdom, Venezuela, and Zimbabwe

Based on Sign-In Book and Surveys



The WPHM collected marketing materials from various shops along Park Avenue for archiving purposes.



The WPHM debuted new gift shop items such as a canvas tote and a baseball cap.



Winter Park History Museum's "A Stroll Down Park Avenue"

Winter Park History Museum

The Official Podcast of the Winter Park History Museum. Follow the Winter Park History Museum on social media for some of the best moments from the episodes.



More

The WPHM's official podcast debuted in October. Access to *A Stroll Down Park Avenue* is available on wphistory.buzzsprout.com



The WPHM and the City of Winter Park celebrates Dr. Jack Lane's contribution to preserving and sharing Winter Park's History. Mayor Phil Anderson presented Dr. Lane with a proclamation during the Holiday parade on December 4th, now known as "Jack Lane Day."





Please join us for our
Annual Holiday Open House!

Wednesday, December 15th, 2021
5:00 p.m. - 8:00 p.m.



Winter Park Golf Club
761 Old England Avenue
Winter Park, FL 32789

Free and open to the public.

All are welcome!

RSVP required: [Click here](#) to RSVP

Casual attire

Our Annual Holiday Open house was held on December 15th.



Students from the Orange County Vocational School visited the museum on December 17th.

WINTER PARK HISTORICAL ASSOCIATION
Profit & Loss
October through December 2021

	<u>Oct - Dec 21</u>
Ordinary Income/Expense	
Income	
INCOME	
600 · DONATIONS	
601 · GENERAL DONATIONS	282.00
602 · END OF YEAR APPEAL	12,160.00
603 · MUSEUM DONATIONS	565.00
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Total 600 · DONATIONS	13,007.00
605 · MEMBERSHIP	5,140.00
610 · MUSEUM SALES	527.50
615 · GRANTS INCOME	
616 · GOV'T GRANTS	45,000.00
617 · NON-GOV'T GRANTS	24,500.00
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Total 615 · GRANTS INCOME	69,500.00
650 · INTEREST INCOME	29.34
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Total INCOME	88,203.84
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Total Income	88,203.84
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Gross Profit	88,203.84
Expense	
EXPENDITURES	
700 · OFFICE SUPPLIES	129.04
705 · PRINTING & POSTAGE	
706 · YEAR END APPEAL CAMPAIGN	1,733.02
708 · PRINTING	128.00
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Total 705 · PRINTING & POSTAGE	1,861.02
710 · ADVERTISING	168.75
715 · ACCOUNTING COSTS	1,232.01
720 · TECH SUPPORT&COMPUTER SOFTWARE	147.32
730 · WEBSITE EXPENSE	213.18
750 · EVENTS	
751 · MUSEUM GRAND OPENING	0.00
752 · HOLIDAY OPEN HOUSE	1,277.09
758 · OTHER SPECIAL EVENTS	1,398.33
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Total 750 · EVENTS	2,675.42

WINTER PARK HISTORICAL ASSOCIATION
Profit & Loss
October through December 2021

	<u>Oct - Dec 21</u>
760 · LIVING HISTORY EXPENSE	18.00
775 · MUSEUM SHOP INVENTORY	1,259.47
790 · EXHIBIT EXPENSE	109.58
795 · BANK CHARGES / CC FEES	155.32
800 · BIGELOW HOUSE	3,595.30
805 · MUSEUM UTILITIES	360.51
810 · INSURANCE	684.66
825 · CLEANING SERVICES	382.50
830 · STORAGE UNITS	1,603.66
850 · SALARIES - DIRECTOR	12,250.00
855 · SALARIES - OFFICE/MUSEUM STAFF	6,483.75
860 · ARCHIVAL FEES	3,577.83
861 · ARCHIVAL SUPPLIES	21.00
875 · EXE DIR TELEPHONE	175.00
885 · PAYROLL TAXES	1,660.72
890 · HEALTH INSURANCE	2,975.00
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Total EXPENDITURES	41,739.04
891 · DEPRECIATION	4,158.01
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Total Expense	45,897.05
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Net Ordinary Income	42,306.79
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Net Income	<u><u>42,306.79</u></u>

WINTER PARK HISTORICAL ASSOCIATION
Profit & Loss Budget vs. Actual
January through December 2021

	Jan - Dec 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
INCOME				
600 · DONATIONS				
601 · GENERAL DONATIONS	5,678.07	5,000.00	678.07	113.6%
602 · END OF YEAR APPEAL	15,040.00	10,000.00	5,040.00	150.4%
603 · MUSEUM DONATIONS	1,424.00	2,000.00	(576.00)	71.2%
Total 600 · DONATIONS	22,142.07	17,000.00	5,142.07	130.2%
605 · MEMBERSHIP	9,938.70	12,000.00	(2,061.30)	82.8%
610 · MUSEUM SALES	1,378.50	3,000.00	(1,621.50)	46.0%
612 · YARD SALE	820.00	1,500.00	(680.00)	54.7%
615 · GRANTS INCOME				
616 · GOV'T GRANTS	105,633.00	83,200.00	22,433.00	127.0%
617 · NON-GOV'T GRANTS	72,100.00	62,300.49	9,799.51	115.7%
Total 615 · GRANTS INCOME	177,733.00	145,500.49	32,232.51	122.2%
630 · PEACOCK BALL INCOME	1,587.50			
650 · INTEREST INCOME	112.71			
Total INCOME	213,712.48	179,000.49	34,711.99	119.4%
Total Income	213,712.48	179,000.49	34,711.99	119.4%
Gross Profit	213,712.48	179,000.49	34,711.99	119.4%
Expense				
EXPENDITURES				
700 · OFFICE SUPPLIES	1,958.49	3,000.00	(1,041.51)	65.3%
705 · PRINTING & POSTAGE				
706 · YEAR END APPEAL CAMPAIGN	1,983.02	1,500.00	483.02	132.2%
707 · MEMBERSHIP DRIVE	269.47	500.00	(230.53)	53.9%
708 · PRINTING	128.00	1,565.00	(1,437.00)	8.2%
709 · POSTAGE	253.54	812.00	(558.46)	31.2%
Total 705 · PRINTING & POSTAGE	2,634.03	4,377.00	(1,742.97)	60.2%
710 · ADVERTISING	337.50	500.00	(162.50)	67.5%
715 · ACCOUNTING COSTS	3,017.31	3,000.00	17.31	100.6%
720 · TECH SUPPORT&COMPUTER SOFTWARE	2,686.51	2,500.00	186.51	107.5%
725 · GRANT EXPENSE	0.00	100.00	(100.00)	0.0%
730 · WEBSITE EXPENSE	881.18	525.00	356.18	167.8%
735 · GOVT FEES / MEMBERSHIPS	796.20	1,000.00	(203.80)	79.6%
750 · EVENTS				
751 · MUSEUM GRAND OPENING	2,754.91	1,500.00	1,254.91	183.7%
752 · HOLIDAY OPEN HOUSE	1,277.09	1,000.00	277.09	127.7%
753 · SPEAKER SERIES	100.00	200.00	(100.00)	50.0%
755 · CHILDREN'S OUTREACH PROGRAM	525.00	500.00	25.00	105.0%
758 · OTHER SPECIAL EVENTS	2,145.77	250.00	1,895.77	858.3%
Total 750 · EVENTS	6,802.77	3,450.00	3,352.77	197.2%

WINTER PARK HISTORICAL ASSOCIATION
Profit & Loss Budget vs. Actual
January through December 2021

	Jan - Dec 21	Budget	\$ Over Budget	% of Budget
760 · LIVING HISTORY EXPENSE	18.00			
765 · DOCENT / BOARD APPRECIATION	208.42	500.00	(291.58)	41.7%
770 · CONFERENCE & WORKSHOPS	0.00	200.00	(200.00)	0.0%
775 · MUSEUM SHOP INVENTORY	1,864.30	1,500.00	364.30	124.3%
776 · COLLECTION ACQUISITIONS	0.00	100.00	(100.00)	0.0%
790 · EXHIBIT EXPENSE	26,079.42	30,000.00	(3,920.58)	86.9%
795 · BANK CHARGES / CC FEES	323.28	350.00	(26.72)	92.4%
800 · BIGELOW HOUSE	12,931.25	13,000.00	(68.75)	99.5%
805 · MUSEUM UTILITIES	2,975.19	3,000.00	(24.81)	99.2%
810 · INSURANCE	3,044.39	3,500.00	(455.61)	87.0%
815 · OFFICE FURNITURE & REFURBISHING	0.00	50.00	(50.00)	0.0%
820 · MUSEUM REPAIRS & MAINTENANCE	0.00	50.00	(50.00)	0.0%
825 · CLEANING SERVICES	1,530.00	1,530.00	0.00	100.0%
830 · STORAGE UNITS	5,585.60	6,200.00	(614.40)	90.1%
850 · SALARIES - DIRECTOR	42,000.00	42,000.00	0.00	100.0%
855 · SALARIES - OFFICE/MUSEUM STAFF	21,521.25	23,400.00	(1,878.75)	92.0%
860 · ARCHIVAL FEES	17,383.30	15,060.48	2,322.82	115.4%
861 · ARCHIVAL SUPPLIES	348.99	100.00	248.99	349.0%
865 · CONTRACT LABOR	25.00	1,200.00	(1,175.00)	2.1%
870 · TRAVEL / MILEAGE	0.00	100.00	(100.00)	0.0%
875 · EXE DIR TELEPHONE	600.00	600.00	0.00	100.0%
880 · SALES TAX	114.62	250.00	(135.38)	45.8%
885 · PAYROLL TAXES	5,509.63	5,200.00	309.63	106.0%
890 · HEALTH INSURANCE	8,500.00	8,500.00	0.00	100.0%
900 · MISCELLANEOUS	240.00			
Total EXPENDITURES	169,916.63	174,842.48	(4,925.85)	97.2%
891 · DEPRECIATION	4,158.01	4,158.01	0.00	100.0%
Total Expense	174,074.64	179,000.49	(4,925.85)	97.2%
Net Ordinary Income	39,637.84	0.00	39,637.84	100.0%
Other Income/Expense				
Other Expense				
0000 · 1099 Holding Account	547.26			
Total Other Expense	547.26			
Net Other Income	(547.26)	0.00	(547.26)	100.0%
Net Income	39,090.58	0.00	39,090.58	100.0%