Our Mission
Through immersive experiences, we enrich life today by connecting people with history, art, and nature.

Our Values
Authenticity, Collaboration, Exploration, Inclusivity, Responsibility, & Stewardship

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As of December 31, 2021
Dear friends,

We were thrilled to celebrate Genesee Country Village & Museum’s 45th anniversary season in 2021, complete with birthday cake at Independence Day, a “Then and Now” photo contest, and deep thanks to all who have kept the Museum strong over those many years. While COVID-19 continued to impact our operations and limit visits from tourists and schools, overall we had a strong year that featured a variety of new initiatives and many happy visitors.

In programming, we were able to host almost every event from Maple Sugaring in March through Yuletide in December. We continued our work in expanding the stories that we share, adding a new Juneteenth celebration and building partnerships with guest interpreters who taught visitors about Black soldiers in the Civil War and Haudenosaunee maple sugaring traditions. The Wehle Gallery hosted three exhibits throughout the year and the Nature Center was full of activity from Nature Sundays in the winter to camps with record-breaking attendance during the summer. Many preservation projects were completed in the Historic Village, but our work is never done there, and many are on the schedule for 2022 as well!

In development, so many of you renewed or purchased memberships throughout the year that membership reached its highest number of households since 2016. We had the most successful Whirl ever, with almost 400 guests enjoying dinner throughout the Historic Village on a lovely September evening. Both of these things provided much-needed operating support that helps us care for our collections, educate and entertain tens of thousands of visitors each year, and support our staff.

We will embark on a strategic planning process in 2022 that will chart the future of the Museum over the next several years. We also have a full schedule of events and a new Gallery exhibit planned and hope that you can join us for an old favorite or to try something new.

On behalf of the Board, staff, and volunteers, thank you for all that you do for GCV&M - your support, your visits, and your kind words of encouragement have kept us all moving forward over the past few years. It’s remarkable to reflect on the impact that the Museum has had on so many people over the past 45 years, and we look forward to many more anniversaries.

Elizabeth A. Wehle
President & CEO

Peter M. Greendyke
Chair, Board of Trustees

We loved seeing visitors submit their "Then and Now" photos for our 45th Anniversary Museum Memories Photo Contest!

Louise Richens has been a GCV&M employee since our first season and the Miller family has grown!
2021 Highlights

Genesee Country Village & Museum celebrated 45 years of sharing the history, art, and nature of our region with a strong 2021. While we still felt the effects of the pandemic in a variety of ways, our attendance, programs, and projects provided much to be proud of. Community partnerships were crucial in all that we did, whether they facilitated exhibition loans, expert guest interpreters who shared fuller history, or interns from three local universities who gained valuable hands-on experience. GCV&M is committed to being a safe space for life-long learning, and to reflecting our community’s and visitors’ true histories. We rely on our community, and hope you join us in moving GCV&M forward for 45 more years.

Throughout 2021, GCV&M’s Education staff provided onsite and virtual field trips for 7,612 local students and teachers while 1,321 more youth and adults learned from 71 Moveable Museum programs. Throughout the year, schools and our educational partners were still navigating hybrid learning and finding field trips difficult, so flexibility was key. We thank all of our educational funders for their continued investment: the Daisy Marquis Jones Foundation, Charles Fund Inc., Max & Marian Farash Charitable Foundation, Mary S. Mulligan Charitable Trust, Museum Association of New York, and others crucial to our success.

Our Interpretation department educated and entertained our onsite visitors with 7,612 local students and teachers while 1,321 more youth and adults learned from 71 Moveable Museum programs. Throughout the year, schools and our educational partners were still navigating hybrid learning and finding field trips difficult, so flexibility was key. We thank all of our educational funders for their continued investment: the Daisy Marquis Jones Foundation, Charles Fund Inc., Max & Marian Farash Charitable Foundation, Mary S. Mulligan Charitable Trust, Museum Association of New York, and others crucial to our success.

Johnny Yedvout
This was our first year as members and we definitely intend on renewing our membership...every experience was amazing and the staff are the best!!! Everyone visiting this page should consider a membership (as I am not a paid commercial, I am a real customer).

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Our Interpretation department educated and entertained our onsite visitors with 100 gatherings this season, covering a range of new topics from “The Life of Austin Steward” to “Landscaping with Heirloom Flowers.” They costumed our staff, campers, volunteers, and actors; planted and harvested crops of corn, flax, wheat, and tobacco; and hosted 11 sold-out historic dining experiences. Five dinners celebrated Malinda Russell, the U.S.’ first-known African American cookbook author – her 1866 A Domestic Cookbook includes baked goods, sauces, and pickled vegetables and fruits. A larger greenhouse was constructed for our historic gardening program, and our Village potters produced almost 1,000 pieces for sale in 2021! For the first time, Rochester Institute of Technology’s (RIT) ShopOne featured GCV&M’s pottery in their store on campus.

In the Historic Village, our preservation carpenters reroofed Jones Farm, removed Brooks Grove Church's steeple cornice to repair it, and rebuilt the massive porch columns at Livingston-Backus House as well as repairing fencing, barns, shutters, and porch decking. Local tradespeople painted Jones Farm, Brooks Grove Church, Town Hall, Village Mercantile, and Bolger Library. Our Curatorial team welcomed 133 new pieces into the Village collection, but sadly lost our schoolhouse privy to a fallen tree in March’s severe windstorm. A historic window restoration workshop hosted at GCV&M in conjunction with the Landmark Society of Western New York also helped 14 students learn a new trade!
Nature’s Chain: The Land and Our Place in It and Fan Favorites had their final year of display at the John L. Wehle Gallery in 2021. The 12,000 Gallery visitors also enjoyed Consuming Desires: The Great American Wedding, a new exhibit examining how 19th-century American weddings evolved from intimate family affairs to costly public spectacles. GCV&M is honored to highlight historical Haudenosaunee clothing from the New York State Museum in this exhibit through 2022, providing a view into local Indigenous marital history and fashion. Curatorial staff welcomed 150 new items into GCV&M’s textile collection in 2021, reconfigured secure object storage for maximum safety and space, and reproduced three 19th-century handkerchief patterns from our collection (now in Museum stores) in partnership with Burnley & Trowbridge of Williamsburg, VA.

Our Nature Center welcomed the most day campers ever in 2021 – we even extended Summer Camp a full week! Camp care hours were expanded to increase accessibility for families, and a new Art Camp inspired 20 campers to create one-of-a-kind works of art over the summer. As a Town of Wheatland anchor in the Genesee Valley Trail Town Initiative, the Museum encouraged outdoor recreation, tourism, and pandemic recovery through this new regional collaboration. Nature Sundays also grew, serving more than 1,500 community members with fun and safe outdoor experiences over 22 weeks of the year. Many thanks to the Guido & Ellen Palma Foundation for their support of Nature Sundays.

In a year of Special Events, GCV&M was proud to host our first Honoring Juneteenth event. Created in partnership with local and national storytellers like the North Star Players and Not Your Momma’s History, we reflected on our nation’s past and learned how it has shaped our society today. We seek to broaden our view of history with more such events and partners. GCV&M held our first Mother’s Day Brunch, served the most Holiday Open House visitors in the event’s history, and combined Preparing for Winter and Holiday Market for a two-day extravaganza with 50 community vendors. Our annual Celtic Faire also became a two-day event with almost 1,500 more visitors, becoming our second-most well attended event of 2021 after the Maple Sugar Festival.

Our Visitor Services department launched a new e-commerce system in March, processing approximately one-third of the full year’s ticket sales! A new WiFi antenna improved connectivity for visitors, and a new radio repeater improved staff communications. A joint project between GCV&M, RIT, and Eastman Kodak to create, test, and embed transparent antennae in window glass will further extend connectivity onsite without disrupting the Village’s immersive historical atmosphere. A major project to transform the first section of our lot into more accessible parking with a graded pathway and new front loop paving was also completed. We thank the Davenport-Hatch Foundation for their support of this project.

GCV&M’s Memorandum of Understanding with Rochester Institute of Technology was renewed for another five years of working and learning together. Nine RIT Wehrheim Scholars assisted the Museum’s Marketing, Curatorial, Interpretation, Nature Center, and Education departments throughout the year, and students, staff, and faculty came to our Agricultural Fair as part of RIT’s Into the Roc program. RIT is also helping to assess GCV&M’s technological and physical accessibility site wide and, perhaps our most fun project in 2021, faculty have been working to create a digital Dr. Backus (DigiBackus) who will greet visitors on their mobile devices upon entering GCV&M’s Livingston-Backus House on the Village Square.

We are grateful for all who supported the Museum’s projects and operations in 2021. Please see our insert for further donor recognition.
Meet Our Newest Board Members

Mark Kulzer
Mark started the reinforcing bar fabrication business for Klein Steel in 1980 before becoming President & Owner in 1991. With 40+ years of ‘rebar’ experience, this founding member of the Independent Steel Alliance, past Chairman of the Rochester Builders Exchange, RBE Lifetime Achievement Award recipient, and MCC Alumni Hall of Fame inductee is also a former scoutmaster, father of three sons, grandfather to eight, and lives in Rush with wife Lynn.

Scott Trumbower
Scott is the Director of Shareholder Relations - SVP Wealth Administration at Canandaigua National Corporation, with over 38 years of banking and wealth management experience. In addition to an economics degree and time at the NYS Bankers Association School, Scott’s expertise extends to managing his home farm and animals in Naples with wife Stephanie.

Ellen Granberg, Ph.D.
Ellen is the Provost and Senior Vice President for Academic Affairs at Rochester Institute of Technology, becoming the first woman to serve as such in August 2018. She holds degrees from the University of California at Davis and Vanderbilt University, and oversees nine colleges, two degree-granting units, and international campuses in Croatia, Dubai, Kosovo, and China. She and her wife Sonya enjoy traveling, hiking, and exploring the Rochester region.

2021 By the Numbers

$140,000+
raised
at our most successful Whirl ever

67,117
total onsite visitors
and another 6,410 for virtual programs

19,138
items sold in our
D.B. Munger Confectionery
Cookies, cakes, pies, bread, candy—even pickled limes!

1,980
general membership households
supported us this year

6,321
volunteer hours
helped our events, camps, restaurants, offices, and more run smoothly

1,980
new followers
joined us on social media this year

1,600
lbs. of handmade fudge
sold at our Flint Hill Store

1,463 lbs of Maple Breakfast waste diverted from landfills and recycled or composted by partner Impact Earth

741
day campers
our most ever!

1 new social media channel
We’re on TikTok! @gcvmuseum
2021 Financial Summary

Tribute Gifts
January 1 to December 31, 2021

In Memory of Claire Allen
Linda Scarpa
Last Man Standing Club
Paul Allen
Troy & Jennifer Melhenbacher
Gregory & Eileen McMaster
Elizabeth Vaczy

In Memory of Miles Anderson
Travis & Jennifer Anderson

In Memory of Colby & Jean Chandler
Patricia Wehle
Elizabeth Wehle

In Memory of Leota Chichester
Corydon Skeates

In Memory of George & Josephine D’Ambrosia
William & Dolores Cooper

In Honor of David & Rebecca Jackson
Karolyn Kingman

In Honor of Deb & Bob Lambert
Sandra Bradt

In Memory of David Mahaffy
Christine Mahaffy-Reber

In Memory of William H. Mandelare
Gerry McDonald
Our Village Optician
Patricia Mandelare
James Conroy
Sharon & Leal Smith
James & Cheryl Mulcahy
Advance 2000

In Memory of Heather Christa McGlynn
Maureen McGlynn

In Memory of Kenneth Minster
Richard & Priscilla Minster

In Memory of Joanie Pietrzykowski
Debbie Prosser
William & Debra Fugle

In Honor of Mary Jane Proschel
Richard & Vicki Schwartz

In Honor of Laurie & Jim Taillie
James Wilson

In Memory of Donald Whitney
Roger Gardner & Terry LaFave

While attendance and associated revenue in 2021 were not at pre-pandemic levels and likely will not be for several years, Genesee Country Village & Museum was the beneficiary of both a second forgiven Payroll Protection Program loan and Employee Retention Credit funds. Both federal programs allowed the Museum to invest in retaining and hiring staff and address much-needed capital improvements onsite. Despite rising costs for goods and services, these funds combined with generous donations from foundations, corporations, and individuals helped GCV&M finish the year strong.

Copies of the Museum’s financial statements, audited by Bonadio & Co., LLP are available upon request.

Operating Revenue

- Development & Membership $1,558,192
- Earned (Admissions, Retail, Rentals) $1,352,649
- Government Funding $626,133
- Development - Temporarily Restricted $599,150
- Endowment & Investments $269,317
- Miscellaneous $16,886

Total Operating Revenue $4,422,327

Operating Expenses

- Administration $1,168,987
- Programming $734,303
- Interpretation $661,404
- Operations $621,483
- Visitor Services $482,480
- Curatorial & Preservation $338,322
- Development $189,082

Total Operating Expenses $4,196,061

Net Operating Income $226,266

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