Each passing year, Genesee Country Village & Museum makes remarkable progress showcasing the 19th century in ever more engaging and educational ways. 2018 was no exception.

One highlight was the enthusiastic adoption and implementation of our three-year strategic plan, designed to diversify our programming, operate more efficiently, provide an improved visitor experience, strengthen our Board of Trustees, and ultimately define a sustainable financial model for long-term success. The plan provides a clear roadmap for our Board and staff, and we have already made measurable progress toward our goals.

In parallel, our updated mission, a new vision statement, and six new values were brought to life every day. Those essential principles serve as a model for this year’s report, with many initiatives and accomplishments meeting one or more values—a testament to how they have been deeply embraced by our staff and volunteers.

2018 saw us welcome more than 94,000 visitors from around the world, who were treated to new programs and exhibits. They saw the results of our growing partnership with the Rochester Institute of Technology on a variety of projects and internships, and the care we have placed into our collections, grounds, and more than 200-year-old buildings. We touched thousands more by participating in instructional, cultural, and community events throughout the region. Of course, we couldn’t accomplish any of this without the tireless work of our staff, trustees, donors, volunteers, and other champions such as you.

We are deeply grateful for your support of the Museum and your appreciation of our efforts. Together, we are enriching life today by connecting people with history, art, and nature. All of us strive to provide an educational and entertaining experience for every person who walks through our gates, and we look forward to welcoming you back to Genesee Country Village & Museum throughout 2019.

Michael L. McDougall  
Chair, Board of Trustees

Elizabeth A. Wehle  
President & CEO
In 2018, Wehle Gallery Curator Patricia Tice studied Queen Victoria’s diaries, research for the Gallery’s exhibit Victoria’s Closet: Fashions of the 1840s. In tandem with historical New York newspapers, this research and the exquisite costumes from our Susan Greene Costume Collection illustrated how Queen Victoria influenced fashion in the United States. The Gallery also accessioned new collections items, including a beautiful summer “pineapple” gown (right)—yes, the dress fabric is actually made from pineapple leaf fibers! And Darlene Braun, Curatorial Assistant at the Wehle Gallery, developed new methods for hanging historical costume skirts and petticoats, as well as new archival hat stands which were featured in a Museum Association of New York textile workshop.

Our Nature Center’s new sugarhouse was open for visitors in 2018! We were proud to host an opening ceremony and pancake breakfast with many of the project’s supporters. We thank an anonymous donor, the Hallowell Fund at the Rochester Area Community Foundation, Manning Squires-Hennig Co., many other generous local companies and individuals, and our Director of Natural History Programs, Melissa Marszalek, who made this sweet dream a reality.

2018 was another active preservation year for the Museum: four buildings were painted, and after conducting paint chip analysis and poring over historical photographs, our Curator of Collections, Peter Wisbey, discovered that Hamilton House and its outbuildings were a historically inaccurate hue. With help from the Lloyd E. Klos Fund at the Rochester Area Community Foundation and the Helen & Ritter Shumway Foundation, the Hamilton buildings will soon have fully restored and more historically accurate exteriors.

With the help of The Charles Fund, Inc., the Village’s 19th-century printing press moved down the road, where the Print Office is now housed in a different, fully re-sided and re-roofed building better suited to press operation and viewing. The old Print Office will now be our Telegraph Office! GCV&M is excited to add this new exhibit to the Village to highlight an important form of 19th-century communication, thanks again to The Charles Fund, Inc.

If you visit our Campbell House, you will see that the brick hearth is half-finished… on purpose! It was built so that our visitors can see how chimney flues work. Altay Store also received a new front deck with a handicap-accessible ramp (above), and MacArthur House underwent extensive preservation work so that it could re-open to the public for the first time in more than 10 years, thanks to a gift from the Stiles Family. And the Village Square may look different to visitors—there is now reproduction street-lighting to illuminate many of our evening programs.
Our partnership with the Rochester Institute of Technology (RIT) created many more exciting opportunities in 2018: in our two biggest projects, students studied the impact of cannon fire concussions on the buildings in the Historic Village, to plan safe locations for artillery during reenactments; and students mounted computer interactives in the Wehle Gallery and continued 3D-printing lifelike, historically scaled hands for our 19th-century-sized mannequins. Throughout the year, more than 15 students from local colleges participated in internships with Museum staff and many more worked on class projects with us.

In 2018, our Nature Center introduced a new Spring Break Camp, received 25 scout groups for programming, and explored the beauty of our landscape and wonder of our wildlife with 450 visitors during our Nature Sunday programs. Nature Center staff also worked with SUNY Geneseo on a National Science Foundation-funded study, assessing the drivers and social ramifications of changes in eastern U.S. oak forests, a project which will continue into 2019.

Our Gallery’s second exhibit, Working Like a Dog, fostered partnerships with many canine service groups in our community, including Guiding Eyes for the Blind and the Livingston County DEC K-9 unit. These groups delighted our visitors with their beautifully behaved four-legged friends. The exhibit, which was made possible with the help of the William & Anne Erdle Family, Canandaigua National Bank & Trust, Robert C. Stevens Revocable Trust, and Guido & Ellen Palma Foundation, is now on loan to the Pebble Hill Plantation in Thomasville, GA, through the generosity of the Parker Poe Charitable Trust. Visitors at the Gallery in 2018 were able to “try on the 1840s,” donning reproduction clothing and posing in our Victoria’s Closet photo booth, as well as test out a reproduction treadmill in our Working Like a Dog exhibit, which demonstrated how dogs were used to power butter churns. The Gallery and Village staff also collaborated with the Rochester Historical Society (RHS) for the first time, hosting an exhibit on the second floor of our iconic Livingston-Backus House. Yesterday’s Child explores childhood in the 19th century and includes 18 portraits of children from the RHS collection.

The Museum explored many new programming and event offerings in 2018: bringing our classes downtown by partnering with the Rochester Brainery; hosting two after-hours concerts, a plein air painting workshop, a volunteer photography program with the Montanus Photography Classroom, and spooky evening Trick-or-Treating for our young friends. Almost 400 museum professionals from across the country explored the theme “Visioning Change” at the Museum Association of New York’s annual conference workshops held at GCV&M, and GCV&M volunteers were excited to be on the field with the Rochester Red Wings for several vintage baseball games at Frontier Field. The Museum collaborated with Imagine Monroe for our Fall Festival & Agricultural Fair, hosting 23 local agribusinesses; and we received a visit at Ag Fair from TV’s The Fabulous Beekman Boys, Josh and Brent, who shared their latest cookbook.

**collaboration**
Creating a community of respect and cooperation amongst our staff and volunteers, throughout our neighborhood and region, and within our field.

**exploration**
Providing educational, fun, and hands-on experiences not offered anywhere else.
A major component of GCV&M’s new strategic plan is better understanding our current audiences and expanding our programs and activities to attract new ones. With the assistance of RT faculty and students, we participated in an international research study of museums and plan to do more research moving forward.

The Museum offered free admission to a variety of visitors throughout our season to encourage broader visitation. Our second annual Kids Free Week saw attendance increase by almost 1,400, and we also offered Neighbors Free Weekend and Smithsonian Museum Day Live. GCV&M welcomed almost 5,000 Rochester City School District students for field trip programming, where students of all ages saw, heard, smelled, tasted, and touched history, art, and nature. In fact, the Museum replicated this longstanding field trip model for the first time in 2018 with rural and suburban schools in need. This educational programming was made possible through the generosity of the Daisy Marquis Jones Foundation, Max and Marian Farash Charitable Foundation, and Mary S. Mulligan Charitable Trust.

In 2018, GCV&M welcomed several new staff members including a part-time pottery apprentice and a Civil War Re-enactor at our Civil War Re-enactment, and Resonanz, the Rochester Farash Charitable Foundation, and Mary S. Mulligan Charitable Trust.

GCV&M celebrated the Frederick Douglass bicentennial by including a professional Douglass reenactor at our Civil War Re-enactment, and Resonanz, the Rochester Otario Society’s ensemble choir, honored his life and legacy through song and speech at a September concert held in our Brooks Grove Church.

In 2018, GCV&M welcomed several new staff members including a part-time pottery apprentice (above), and began planning for better recycling practices at events and how to utilize solar energy onsite. Our facilities team upgraded the lighting in our Meeting Center and Nature Center from incandescent to LED, and the restroom facilities in the Nature Center were also improved. A gift from the Robert C. Stevens Revocable Trust is helping the Museum improve handicap accessibility all over our campus. And this year’s annual Whirl, held with the support of Tompkins Bank of Castle and several other sponsors, raised funds to support the Museum’s interpreters—spurring our most successful paddle call ever and allowing us to provide training, costumes, and supplies to this core of our Village.
treasurer’s report
Standardized statement of financial position through 12/31/18

ASSETS

Cash & Cash Equivalents $305,415
Inventories & Prepaid $186,918
Receivables $19,254

OTHER NONCURRENT ASSETS

Property & Equipment, net $11,857,751
Investments $5,928,741
Investments: Collections Fund $3,837,478

total assets $22,135,557

LIABILITIES

Accounts Payable $95,243
Line of Credit $28,163
Accrued Liabilities $112,268
Total Liabilities $235,674

NET ASSETS

Without Donor Restrictions
Operating $3,009,057
Quasi-Endowment $4,306,634
Collections Fund $12,827,754
Total Without Donor Restrictions $20,143,445

With Donor Restrictions
Temporarily Restricted $178,774
Permanently Restricted $1,577,664
Total With Donor Restrictions $1,756,438
Total Net Assets $21,899,883

total liabilities & net assets $22,135,557

Museum Board and staff members continue to work closely together to add additional revenue through philanthropy and projects like the production of maple products, while also managing expenses. We are also exploring a variety of other longer-term strategies to increase our financial sustainability.

Copies of the Museum’s financial statements, audited by Bonadio & Co., LLP are available (without change) from the Chief Financial Officer.

Photograph by Donna LaPlante

Peter M. Greendyke, CPA
Treasurer

79%

15%

management &
general

6%

fundraising

functional expenses

operating expenses

operating income

79% programs

15% management &
general

6%

fundraising

operating expenses

operating income

11