



# ANNUAL REPORT 2022



gcv&m

GENESEE COUNTRY  
VILLAGE & MUSEUM





Photo by Regina Muscarella

## Our Mission

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

## Our Values

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

## Our DEAI Commitment

Genesee Country Village & Museum is actively committed to broadening our understanding of Diversity, Equity, Accessibility, and Inclusion, and making it part of everything that we do. Guided by our mission, values, and inclusive culture of curiosity, we strive to dismantle inequity and address erasure through ongoing dynamic interpretation, communications, research, and outreach. We celebrate the stories of our shared past; connect the rich diversity of the 19<sup>th</sup> century to the present; and collaborate with the communities we serve to create welcoming spaces for learning, work, exploration, and play.

### BOARD OF TRUSTEES

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As of December 31, 2022

<sup>D</sup> Deceased





# Dear friends,

It is with excitement and gratitude that we at Genesee Country Village & Museum reflect on another successful year. 2022 was full of growth and change as we continued shifting our programming towards a more comprehensive telling of our collective history and completed a strategic plan to guide our work through the Museum's 50<sup>th</sup> anniversary in 2026. With your support, the Museum also hosted our most successful Whirl fundraiser to date and we experienced a significant recovery in attendance during the 2022 season, bringing us even closer to our pre-pandemic annual visitation. Our members have been our champion ambassadors – membership is 34% higher than our 2019 benchmark and the member retention rate is up 10.5% over the prior year.

Our vital work in diversity, equity, accessibility, and inclusion (DEAI) continued across our entire organization. This included hiring two new critical, full-time positions in 2022: Associate Director of Diversity, Equity, and Inclusion and Diversity Outreach

Coordinator. GCV&M's newly revised DEAI Commitment can be read in this report and seen in dedicated space on our website, and our staff is working hard to continue hiring, training, and serving our diverse public with inclusive and equitable perspectives as we grow our culture of understanding and welcome.

Our new strategic plan was developed by a committee of staff and Board members and represents an exciting new chapter in the evolution of the Museum as a more engaging, relevant, and sustainable community asset and attraction. Its three interconnected goals, which will help us to grow and thrive as we look towards our next 50 years, are:

- Re-envision all aspects of the Museum to be more relevant and engaging for visitors.
- Build financial sustainability by sharing our institutional story and developing new sources of support.
- Adapt Museum facilities, operations, and staffing to meet strategic needs.

We look forward to sharing more about the plan with you in the coming months.

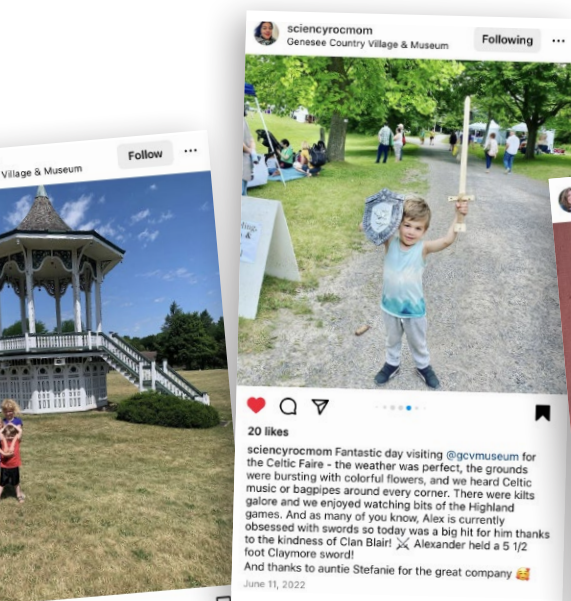
We would also like to extend a heartfelt thank you to Philip & Anne Wehrheim, Tom & Nan Hildebrandt, and the family of Ruby Foote for making gifts to support our endowment in 2022. These transformational gifts, given with purpose and a deep understanding of the Museum, do so much to help ensure GCV&M's strong future. We are deeply grateful for their belief in what we do.

GCV&M is excited to begin implementing our strategic plan in 2023 and beyond, continuing to grow our staff, programming, and visitorship; and bringing joy and wonder to visitors of all ages. It is only with your support and our staff, members, volunteers, and Board of Trustees that our ability to adapt is so successful, so thank you! Here's to another incredible season at GCV&M.

*Becky Wehle*

Elizabeth A. Wehle  
President & CEO

*Peter M. Greendyke*  
Peter M. Greendyke  
Chair, Board of Trustees





# 2022 Highlights

Genesee Country Village & Museum had another strong year of programming and community partnership in 2022!

Our work with Rochester Institute of Technology continued, as students and staff utilized GCV&M as a learning laboratory. The Museum's 1868 "Mammoth View of Rochester" went to



RIT

RIT for visual and multi-spectral scanning of the 63" x 36" lithograph. Scanning this surviving example of post-Civil War Rochester at wavelengths other than natural light revealed pencil inscriptions and text hidden by aging or fading! In addition, RIT drones created a digital replication of GCV&M's 1828 Livingston-Backus Garden House with prototype software meant to assist in the historic preservation of ancient monuments in Pakistan. Four RIT students joined us as Wehrheim Scholars throughout the year, completing internships in a variety of disciplines.



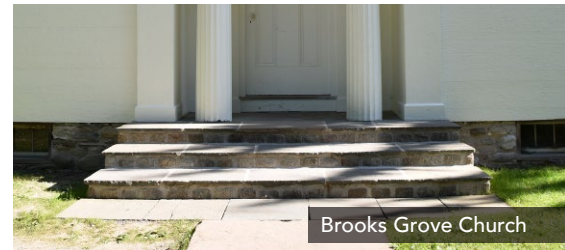
Wehrheims & Wehrheim Scholars

The Museum also joined the national Museums for All program in September, ensuring that those using SNAP benefits can visit at a significant admissions discount. Over 40 people utilized the program in its first three months! And GCV&M hosted a new partnership with the BOCES Building Trades program called Camp Hard Hat, in which students 12-15 years old learn design and construction principles, project safety, and teamwork. In July, five local students repaired structures at our historic base ball park, learning about historic and modern trade work, and gaining real preservation experience.



Camp Hard Hat

GCV&M preservation staff were busy with many highly visible projects in the **Historic Village**. Carpenters spent the winter of 2022 crafting a replacement cornice for Brooks Grove Church by hand-carving new ornaments and elaborate scrolls for the cornice's reinstallation over the summer. The carpentry crew also completed repairs and roofing of the Law Office, re-constructed and re-installed the Livingston-Backus House fence, and made crucial repairs to the sill of Hosmer's Inn. Masons rebuilt Brooks Grove Church's stone steps, and the Exhibition Barn and Hosmer's Inn were repainted. And of course, the constant repairs and window reglazing of historic buildings never stop!



Brooks Grove Church

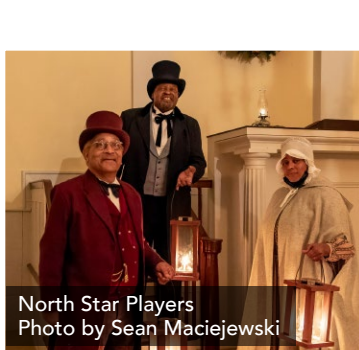
Over 15,000 members, families, and school children visited the **John L. Wehle Gallery** this year. In May, *Duck, Duck, Shoot! The Story of American Waterbirds* exhibit opened for its first season and featured New York State-crafted hunting firearms, a replica hunter's punt boat, wildlife art, Indigenous-made duck decoys, and more. The Museum accessioned the most pieces into the Gallery and Historic Village collections this year since 2008 – 43 individual donors gave almost 2,300 items, including significant textiles and photographs from longtime supporter Susan Greene and an extensive collection of American glassware from Dr. William Bassett.



*Duck, Duck, Shoot!*

At the **Nature Center**, a new solar-powered vacuum pump is helping to increase sap output in our maple sugarbush—which means more syrup! The Center also partnered with Genesee RiverWatch on preventing erosion on the banks of Oatka Creek, and continued its 15-year relationship with the Norman Howard School's senior ecology class, who visit monthly to study the Museum's

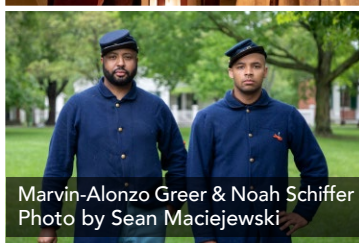




North Star Players  
Photo by Sean Maciejewski



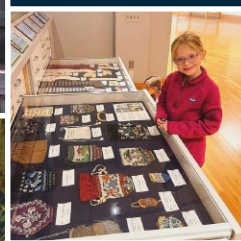
Tonia Loran-Galban



Marvin-Alonzo Greer & Noah Schiffer  
Photo by Sean Maciejewski



Cheyney McKnight



The Museum also secured grant funding to begin renovating the Nature Center in 2023! The design process is under way. You will see changes in the interior layout and new exhibits inside and out!

*Thank you to the Daisy Marquis Jones Foundation; The Davenport-Hatch Foundation, Inc.; Emil Muller Foundation, Inc.; Guido & Ellen Palma Foundation; and Glover-Crask Charitable Trust for making Phase One of this project possible.*



ecosystems. Nearly 700 campers joined us for Summer, Spring Break, and Weekend Camps throughout the year, and had gender neutral costume options - selecting for themselves the best costume for their self-expression and active participation. And the Center hosted eight Scout programs, including two night hikes and its largest overnight program (with ASL interpretation for the group!) to date.

Our **Special Events** in 2022 strengthened key collaborations with nationally-recognized interpretive partners like Marvin-Alonzo Greer, Cheyney McKnight, David Shakes and the North Star Players, and local Hodinöhsö:ni' citizens Tonia Loran-Galban and Michael Galban, Perry Ground, and Ronnie Reiter. Partnerships like these showcased 50 hours of educational talks at events throughout the year! History on Tap returned to the calendar after a brief hiatus, as did our July 4<sup>th</sup> Naturalization Ceremony, when 50 people became American citizens with Judge Mark Pedersen presiding. In fact, GCV&M was so thrilled this ceremony was back, we held two more! The two additional ceremonies in September welcomed a further 99 new citizens from 40 different countries. At these ceremonies, local school groups also participated and asked questions of the

judge and immigration officials. 2022's Spirits of the Past was our highest-grossing event in this program's history, featuring spooky stories of wicked 19<sup>th</sup>-century women. GCV&M's Holiday Teas became a new family tradition for the 160 people served a traditional tea in Davis Opera House – look out for a summer edition in 2023!

Beyond GCV&M's new **Diversity, Equity, Accessibility, and Inclusion** (DEAI) Commitment, two full-time, equity-focused positions joined our staff. The Museum also conducted inclusive language trainings, created and rolled-out its first "Workplace Climate for Inclusion Survey" to provide a helpful baseline for workplace inclusion; and expanded its DEAI working group to 14 individuals from across the Museum staff structure.

In **Education**, our onsite staff and programs served 72 public school districts, while staff also delivered 113 Moveable Museum programs in the community. Five new Rochester City School District schools joined us onsite in 2022, and partnership with both Cameron Community and RCSD Central Offices expanded to help us serve more students. An annual favorite school program, Home for the Holidays, was updated to be more inclusive and relevant for our visiting students, and included a bilingual caroling stop on the students' tour. We thank all our educational funders for their continued investment in our

student visitors and programs: the Daisy Marquis Jones Foundation, Charles Fund Inc., Max & Marian Farash Charitable Foundation, Mary S. Mulligan Charitable Trust, and others crucial to our success.

The Museum proudly hosted 35 colleagues and attendees to the 2022 American Association for State and Local History Annual Conference for tours and to discuss historical **Interpretation**. Foodways at GCV&M hosted eight successful weekends of a historic Coffee House, three weekends of historic luncheons, and twelve sold-out historically-themed dinners. During five weekends of Pioneer Experiences, families from as far away as Utah, California, Georgia, Arizona, and Canada came to stay overnight in the Historic Village, living and working as a pioneer family would alongside our staff! Interpreters offered 50 different themed educational gatherings to guests throughout the season, and thanks to its new Costume Supervisor, the Historic Village's **Costume Shop** will include a public-facing Costume Lab, with many more public workshops and lecture series coming in 2023. Check out the new Costume Shop page on our fully redesigned website – which relaunched to the public in September!

*We are grateful for all who supported the Museum's projects and operations in 2022. Please see our insert for further donor recognition.*



History on Tap



## Meet Our Newest Board Member

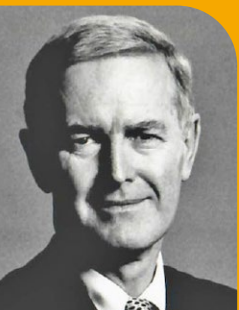


### Alisa Burns Hoy

Ali is an attorney with more than 20 years of experience, currently serving as Deputy General Counsel & Assistant Corporate Secretary for Carestream. Her impressive resume includes degrees in English and

Computer Applications from Notre Dame, and both an MBA and JD from Cornell. Ali is an active PTSA member and sits on several local boards. She and her husband Will live in Rochester with their children.

## In Memoriam



### William Balderston, III

The Museum lost a long-time friend and Board member on October 23, 2022 when Bill passed away. Bill was a community leader in many ways, retiring as Executive Vice President of the Chase Manhattan Corporation

in 1993. His deep commitment to the Rochester community was apparent in his service to many local organizations like ours, at which he was a dedicated trustee since 2003. His strong guidance and presence at the Museum will be missed.



### Ruby Foote

Tens of thousands of people saw GCV&M through Ruby's eyes and lens for decades – in her role as the Museum's official photographer she caught every aspect of our site and programming. Ruby and her husband

Jim made so many projects at GCV&M possible over the years; there is no aspect of our site which has not been improved by their attention to what the Museum needed and their willingness to help. Ruby's indomitable spirit remains in our memories and in her vast impact on our site—including in an endowed, named fund for camp scholarships.

## 2022 By the Numbers



**\$160,000+**  
raised  
at our most successful  
Whirl ever



**83,000**  
users on our  
new website  
just from September–  
December!



**78,177**  
total onsite visitors  
plus 187 virtual visitors



**27,309**  
historic tastings  
12,600 of them for  
Chocolate Weekend  
alone!



**7,245**  
volunteer hours  
131 volunteers helped  
make this season  
possible



**5,850**  
new followers  
joined us on social  
media



**2,100+**  
general membership  
households  
supported us this year



**3**  
descendants of the  
MacKay family  
came for Summer Camp  
and connected to their  
family history!



**56**  
camp scholarships  
for kiddos to join  
us for a week



**16 weddings &  
2 engagements**  
(that we know of!)

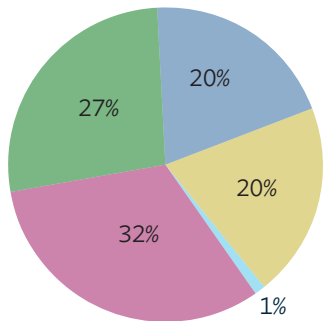
*Congratulations to the  
happy couples.*



Photo by Aubrey Donovan

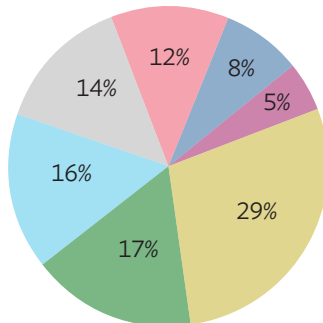


# 2022 Treasurer's Report



## Operating Revenue \$5,006,906

■ Earned (Admissions, Retail, Rentals).....	\$1,590,936
■ Development & Membership.....	\$1,362,987
■ Government Funding.....	\$1,029,357
■ Endowment & Investments.....	\$985,628
■ Miscellaneous .....	\$37,998



## Operating Expenses \$4,438,735

■ Administration .....	\$1,271,237
■ Programming .....	\$759,087
■ Interpretation .....	\$700,792
■ Operations .....	\$613,939
■ Visitor Services.....	\$538,518
■ Curatorial & Preservation.....	\$347,407
■ Development.....	\$207,755

Genesee Country Village & Museum had a successful year of continued attendance and earned revenue growth. GCV&M was the beneficiary of a second federal Employee Retention Credit in 2022, and this income assistance allowed the Museum to hire staff necessary to our strategic goals and complete other infrastructural improvements. Along with generous donations from our many supporters, these funds helped GCV&M meet rising costs for goods and services and finish the year with a balanced budget.

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

# Tribute Gifts

*This list encompasses gifts at or above \$30 from January 1 to December 31, 2022*

## In Honor of...

### Don & Regina Becker

Lisa & John Fields

### Murie Gillett & Ben Michalak

Meredith Watson

### Clifford Smith

Andrew & Karen Gallina

### Megan Henry Stuart & Hank Stuart's Wedding

J. Michael & Alice Smith

## In Memory of...

### William Balderston, III

Elizabeth Wehle

Patricia Wehle

### Elizabeth Bolger

Thomas Hargrave Jr.

Lindsey Bolger & Alec Brecher

Dwight & Winifred Collin

Mark Cuddy & Christina Selian

Alfred & Kathleen Desimone

Ronald & Bonnie Epner

James Foote

John & Lindsay Garrett

Marjorie Grinols

Neil Kvasnak

Leo & Charlotte Landhuis

Kathleen Lang

Nancy Lee

Priscilla Minster

Nathan & Susan Robfogel

John Rumsey<sup>D</sup>

John & Lynn Shipe

William & Mary Kay Taber

Jane Tuttle & Doug Blue

Jean Weaver

Elizabeth Wehle

Patricia Wehle

Catharine Wise

### Stuart Bolger

Lindsey Bolger & Alec Brecher

### Jon Bovard

Maggie Bowes Bovard

### Don Buell

Allen Buell & Francois Auclair

Denis Dessureault

Jacqueline DiStefano

Eastridge Parents for Music

Bonnie Garner

John & Lindsay Garrett

Mary Miskell & Terry Clar

Amanda Powers

Lisa Ann Seischab

Lori Seischab

Elizabeth Wehle

### Ruby Foote

Nancy Bolger

Sylvia Fraser

Dawn Anita Good

Aimee & Chris Lewis

David Lucero

Donald Parry

Stephen Reinke

Anne Rodgers

Leonard & Brenda Tripp

Randy & Karen Weeks

Elizabeth Wehle

Patricia Wehle

### Bruce Greene

Susan Greene

### Robin Lott Reese

Elizabeth Wehle

Aimee & Chris Lewis

### Ann McCulloch

James & Laurie Taillie

### Rita O'Connor

John & Anne Gaffney

Roger & Heather Hyman

Martha Keenan

Clare Lowsby

Sharon McGough

Donald & Sandra Pangrazio

Paula & Timothy Suttell

Richard & Ann Marie Suttell

### Patricia Ann Stroud

Michael & Kathleen Brudek

Kathy & James Farrar

Virginia Hanks

James Hardy

Nan Liu

Svetlana Lukishova

Duncan Moore

### Jeffrey B. Wallace

Trevor & Sarah Barton

Donald Marsh

<sup>D</sup> Deceased





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GENESEE COUNTRY VILLAGE & MUSEUM

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585-538-6822 [www.gcv.org](http://www.gcv.org)