

Sedona Heritage Museum ANNUAL REPORT

for 2010



Museum
Collections
growth and
management
improvements



Kid-friendly Museum
enhancements


Our new
Restoration
Workshop

2010 Annual
Conference of the
Museum Assn. of
Arizona held in Sedona



A record
crowd for
Veteran's
Day Tribute



 Our mission is to
research, preserve, and teach
the history of the
Greater Sedona area.

We are a 501c3 non-profit organization.

Contact Us:
Sedona Heritage Museum
P.O. Box 10216, Sedona AZ 86339
Offices & Museum location:
735 Jordan Road, Sedona AZ
928-282-7038, sedonamuseum@esedona.net
www.sedonamuseum.org

For additional copies of this report, please contact us.

Message from the Board

2010 has been a tough year with the economy struggling to provide growth and far too many of our business neighbors going under. However, the Sedona Heritage Museum has been able to stay afloat thanks to the help of our members, our business partners, colleagues and associates, and most especially with the help of our dedicated and industrious volunteers.

Membership revenues were down last year, and this is somewhat understandable as people tighten their discretionary spending. As the economy improves, we are hopeful that our old friends will once again see their way clear to not only rejoin us but to rejoin at a higher membership level. We have joined NARM (North American Reciprocal Museums), and our members who join at the \$100 or higher level now receive automatic NARM membership. This entitles our Sustaining and Supporting level members to the benefits of membership at over 400 other museums! Our Gift Shop exceeded conservative expectations and continues to be a major source of revenues to pay for our programs and services. On the bright side, our new audio tour was popular and resulted in an off-setting new income stream, and donations were up. We are extremely grateful to all our consistent, and new, supporters who reached down deep and provided us with needed donations.

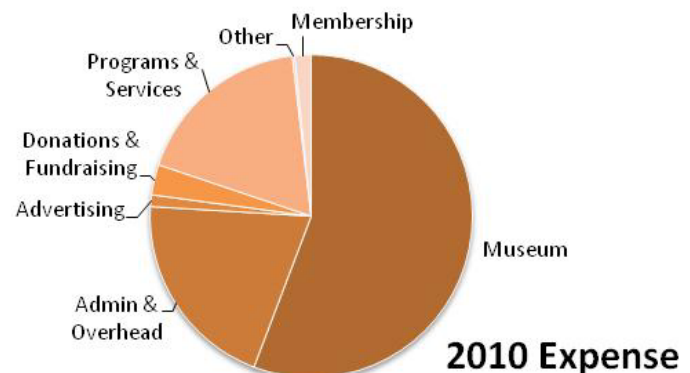
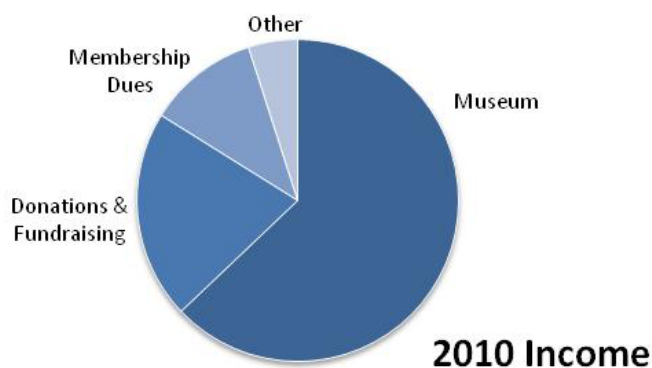
The Board took the risky step of raising SHMuseum admission for the first time in 12 years, from \$3 to \$5 for 2011. We did this with great reluctance, but the SHMuseum offers a much deeper and richer experience than it did in the early years and the new fee is still a bargain for what we offer.

The Board also decided that our use of both the Sedona Historical Society and Sedona Heritage Museum monikers is confusing. The SHMuseum is a 'relatable' physical location that people can identify with. We are not pursuing a legal name change at this time but have begun using the SHMuseum's name when identifying ourselves to members and the general public.

The SHMuseum, like most of us, is dealing with the economic downturn and looking to a brighter tomorrow. We have been able to hold our own and are still able to set ambitious goals and meet them. We've come a long way in the last 12 years, and with the support of the community, we plan to do even better in the next 12 years.

2010 Resources Highlights:

- * The SHMuseum is funded by memberships, museum admissions & Gift Shop sales, fund-raising, and donations. Our services and the SHMuseum are housed at the City's Jordan Historical Park.
- * Our three part-time employees worked a cumulative ave. 45 hours per/week providing museum and membership administration, bookkeeping, volunteer coordination, and Collections management services.
- * In 2010, the SHMuseum logged a record 13,177 hours of volunteer time. At \$20.25*/hour, these hours equal **\$266,834** in value to the community. (*Source: Independent Sector, Wash. D.C.)
- * The SHMuseum experienced a 9% decrease in revenues over 2009, while our expenses remained approximately the same as 2009. This resulted in no excess funds for re-enforcing our investments or savings. We did maintain programs and services at or above traditional levels.



Top 2010 Accomplishments:

1. Grants: We received over \$8000 in grants for special projects: Sedona Community Foundation and Arizona Historical Society for a hi-density storage system for the Collections Room; Arizona Historical Records Advisory Board for Phase I of digitizing and cataloging the Elizabeth Rigby photo collection of 15,000+ images; and City of Sedona toward Veteran's Day Tribute.



2. Community & Leadership: SHMuseum members are active in their community also serving on City committees, Sedona Main Street Board, Sedona Events Alliance Board, Museum Assn. of Arizona Board, and in leadership roles in several other national and local organizations.



3. AZ Centennial 2012: We participated on the Yavapai County AZ Centennial committee. A plan of activities sponsored by the SHMuseum was developed. This will occupy many of our 2011 resources.

4. Collections Management: We completed digitizing and cataloging over 200 oral history tapes (about 20% of the tapes still need to be transcribed). A co-op project with the Sedona Genealogy Club resulted in a much in demand Obituary Index. We completed cataloging our book collection and initiated a "Lending Library" for members.



5. Exhibits: SHMuseum curated and launched three 'changing' exhibits: "Movie Stars who Made Sedona Home", "Avon Transportation Bottles" and "Sedona's Early Schools: Personal Memories."

6. Special Projects: Long-awaited improvements were made at our historic Schuerman Red Rock Cemetery; and the Restoration Workshop was finished and several projects begun.

Strategic Plan & Operational Highlights:

The SHMuseum continued in 2010 to tackle strategies and goals from our Strategic Plan:

1. Marketing: With mixed results we tried several new advertising and promotional activities. Reaching visitors who are already in Sedona is consistently where we get our ROI. A new rack card bearing a coupon generated good return. A new web-site was finally designed after several false starts. This will be operational in 2011.

2. After the popularity of our Oak Creek Canyon history tours, Historian Sherman Loy developed a historic tour of Red Rock. This was also very well received. These tours meet our education, outreach and fund-raising goals.

3. The SHMuseum now has over 13,000 catalog records entered into our electronic catalog system (PastPerfect). We now offer public access to the PastPerfect catalog for researchers.

4. Professionalism: We hosted the 2010 Museum Assn. of Arizona annual meeting in Sedona. Almost 120 museum professionals from around Arizona attended.

5. Overall attendance in 2010 was down approximately 9% from 2009. This was entirely and directly attributable to a dramatic decrease in bus tours coming to Sedona and then to the Museum.

Urgent Needs:

- Additional funds to complete a Collections Room hi-density storage system installation
- Tech-savvy volunteers to help with Facebook postings and our website updates
- Funds to finish transcribing our oral history collection before the audio tapes disintegrate

Our mission is to research, preserve and teach the history of the Greater Sedona area.

2010 Critical Memberships:

Sustaining Members:

Inge Hilberg
Vaughn & Joyce Knapp
Richard & Rebecca Kruse
Bill & Fran Levengood
Ron & Kay Maassen
Bill Mitchell
Ron & Rae Steinke

Supporting Members:

Bob & Sharon Angelo
Fred & Rosemary Avery
Cynthia Batchelder
Clarence & Lynn Bates
David & Loretta Benore
James Bishop
Brad Bittner
Robert & Valerie Girard
Roseanne & Michael Haboush
Bill Harrison
Loren & Jan Haury
William & Justine Kusner
Greg & Beth Lanzoni
Marjorie Miller
Bruce & Janet Misamore
Josephine Parrish
Ron & Cindy Rovey
Karen Swanson
Craig McGrath & Carol Wyant
Monte & Sheila Wymore
Robert & Linda Yee
Warren & Patsy Zeitlin

SHMuseum supporters, the Sedona Community Foundation, received the Museum Assn. of Arizona award for support to museums at MAA's 2010 Conference in Sedona.

CONGRATULATIONS!



On-going and In-kind Support:

Design Group Architects
Dick & Misty Curtis
Sedona Red Rock News
Bill & Fran Levengood, marketing fund
KUDOS
Palatki Questers Michael Peach
Sedona Questers
esedona.net

2010 awards from the Sedona Community Foundation:
SHMuseum Business Partners:
Volunteer of the Year (John DiBattista/DiBattista Construction) and Business of the Year (Weber's IGA/Jake Weber).

CONGRATULATIONS & thanks to them for their kindnesses to us & other local NPOs.



Business Partners:

R. Behmer Roofing
Chris Connolly Electric
DiBattista Construction
ProBuild
T. Michael Hadley & Associates, architects
sedona voiceovers
Weber's IGA

Business Colleagues:

BSE Rents
El Portal Inn
J.A.T.H. Enterprises Masonry
Sedona Fudge Company
Rancho Sedona RV Park

Business Associates:

Steve Ash Plumbing
Edward Jones Investments, Bill Welter
Hummingbird House
Jeff & Trish Gobble
Kincaid Financial Advisors
Rosalie's Catering
Sedona Tour & Guide Services

Grantors:

Sedona Community Foundation
AZ Historical Records Advisory Board
Arizona Historical Society
City of Sedona

2010 Board of Trustees:

Officers: Bill Levengood, President
Valerie Girard, Vice-President
Terry Greene, Treasurer
Ann Pearson, Secretary

Past Pres.: Jim Eaton

Historian: Sherman Loy

Trustees: Ray Anderson
Vaughn Knapp
Jane Petty
Donna Pratt
Dr. Paul Schnur
Dale Starr
Janeen Trevillyan

Ex-officio: Holly Epright, Sedona Main Street

Emeritus: Sherman Loy, George Tice

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