



Annual Report | 2017



VALDEZ MUSEUM & HISTORICAL ARCHIVE
ASSOCIATION, INC

<http://www.valdezmuseum.org>

Board of Directors

President	Michelle Cullen
Vice-President	Gary Minish
Secretary	Sara Irwin Goudreau
Treasurer	Tom McAlister
Member.....	Georgie-Ann Christoffersen
Member.....	Spike Gilson
Member.....	Diane Gibbs
Member.....	Polly Page
Member.....	Karen Allred
Member.....	Martha Barberio
Member.....	Bryan Vincent

Staff

Full Time

Executive Director	Patricia Relay
Curator of Collections & Exhibitions	Andrew Goldstein
Curator of Education & Public Programs	Faith Revell
Communication & Marketing Manager	Brittany Cabello

Part Time

Museum Services Manager	Andrea Searles
Collections & Exhibitions Assistant	Lanette Oliver
Education & Public Programs Assistant.....	Beverly Colapietro

Summer Attendants

Museum Attendant.....	Barb Bryson
Museum Attendant.....	Damien James
Museum Attendant.....	Melissa Kaiser
Museum Attendant.....	Talia Meller
Museum Attendant.....	Louise Parish
Museum Attendant.....	Sharon Strick-Baureis
Museum Attendant.....	Marian Wamsley

President's Report

On behalf of the Valdez Museum and Historical Archive Board of Directors I would like to express our heartfelt appreciation for the City's on-going support to preserve our local heritage.

The fall of 2017 marks the wind down as my term as Board President and I want to take this time to acknowledge the support of the City Council and the hard work of the Museum staff to make our Museum one of the most beloved in the State! It is not just the physical space that tells the story of Valdez' history, it is our programming that makes the Museum the heart of the community. This was the vision of the Executive Director, Patricia Relay, from the very beginning, and she has made this happen with the Museum's dedicated staff, community networking, sponsorship, and advocacy!



Michelle Cullen, VMHA Board President

The Valdez Museum has a relatively new and energetic Board of Directors who are dedicated to the mission of preserving, presenting, and interpreting the history of our region. We are coming together as working board to tackle the tough issues such as revamping our strategic plan. We are also exploring how to apply our Master Interpretive Plan alongside the vision of the Cities beautification task force, and how to creatively fund raise to keep our Museum on track with our vibrant exhibits and community events. The Board of Directors takes our fiduciary responsibility seriously and the finance committee and the directors are working to keep our costs down and to make the most efficient use of our funding. We are even bringing back the raffle this year and we have put incredible effort into our Roadhouse Fundraiser with all hands on deck to make this an exciting and profitable event. This year's annual appeal is short and sweet and I hope we can inspire the stakeholders and members to be generous.

Our "Case for Space" is still on the minds of the staff every day as well as on the Board of Directors that crowds alongside the changing exhibits once a month. We earnestly advocate to have more room to be able to host our history talks, have our board meetings, and to have educational history camps for kids in an appropriate space.

As Board President I have worked on many committees including Advocacy where I once again travelled on my own dime to Washington DC last February for the Museums Advocacy Day. I have met with all of Alaska's Congressional Senators and Representative Young over the past three years and I am proud to help make the case for art and museums in this time of ever tightening budgets. I feel confident that with the generous support of the stakeholders and with the hard work of the Board of Directors and staff, the Valdez Museum will grow into a new space that the community and visitors will thrive in.

Thank you once again for all you do. I hope you agree with me that these are exciting times for our City and for the Valdez Museum.

A handwritten signature in black ink that reads "Michelle Cullen". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Michelle Cullen,
VMHA, President of the Board of Directors

Committee Reports

Standing Committees

Finance Committee

Committee Chair: Tom McAlister The Valdez Museum & Historical Archive is committed to responsible financial management. The entire organization including the Board of Directors and staff, work together to make certain that all financial matters of the organization are addressed with care, integrity, and in the best interest of the Valdez Museum & Historical Archive. In addition to developing this year's organizational operating budget through 2017, the Finance Committee made budgetary recommendations throughout the year. This year the Finance Committee went out to bid for a new audit/IRS services firm and made recommendation to the Board on the preferred firm.

A financial review is described in more detail later in the Financial Report. Submitted for your review are a Profit & Loss Budget vs. Actual (Jan - December, 2017); Profit & Loss Previous Year Comparison (as of September 30, 2017); a Balance Sheet Previous Year Comparison (as of September 30, 2017); and a 2018 Adopted VMHA Budget.

Board Development Committee

Committee Chair: Diane Gibbs. The role of the Board Development Committee is to give attention to the composition of the Board – and the effective and appropriate involvement of all Directors to ensure continuing vitality and effective governance. Over the last year, the Board Development Committee actively recruited new Directors as positions became available, met with new Board Members as they came on board, and continued reviewing Board Job Descriptions and Committee Job Descriptions.

Collections Committee

Committee Chair: Tom McAlister. The role Collections Committee is to review and make recommendations to the VMHA Board of Directors regarding collection acquisitions, deaccessions, and collections policy revision recommendation. While the Collections Committee did not meet this year, the Committee Chair was involved in Yellow Warehouse discussions as the majority of the collections are stored there.

Ad-Hoc Committees

Building Committee

Committee Chair: Martha Barberio. Formed in January 2016, the Building Committee has been authorized by and is accountable to the VMHA Board of Director to coordinate all issues as it relate to the expansion of the facilities of the Valdez Museum & Historical Archive. Since the Master Interpretive Plan was finalized in 2016, the committee did not meet. Over the last year, the Master Interpretive Plan has been utilized to communicate the next steps in facility planning, whereby the next phase is to finalize site selection for a Museum project; develop a Concept Design and fundraising materials; and begin actively fundraising.

Roadhouse Dinner Committee



Committee Chair: Sara Irwin Goudreau. The Roadhouse Dinner committee is made up of board members, volunteers and Staff. Our annual dinner & fundraiser was held on October 14, 2017 at the Civic Center. This year we celebrated the 50 year anniversary of "New Town" Valdez. With the destruction of the original town site in 1964, caused by the Good Friday Earthquake, the community of Valdez relocated to safer ground in 1967, with the theme "Relocation Roadhouse" Celebrating 50 Years of New Valdez. In recognition of the community coming together, we honored the City Councils from 1964 to 1967 who were instrumental in New Valdez Development. On behalf of the Councils and Commissioners during this time, Mayor Ruth Knight will be accepting the honor. As this report has been submitted prior to the event, a verbal recap about the event will be offered at the Annual Meeting.

Membership Committee

Committee Chair: Sara Irwin Goudreau. Given that the Membership Committee did not have a Committee Chair for the majority of the year, the Committee did not have any major activities in 2017. Thankfully, new Board Member Sara Irwin Goudreau stepped up and is now evaluating how best to activate the Committee. In December the Committee will be hosting a Holiday Gathering at the Museum.

Strategic Planning Committee

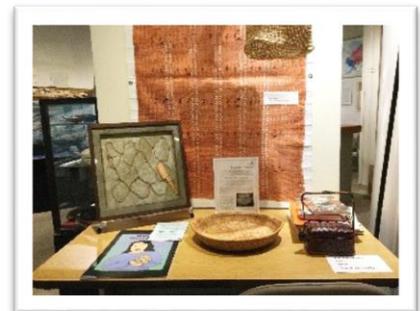
Committee Chair: Gary Minish. With the completion of the VMHA Strategic Plan in August of 2012, the Committee has been reporting regularly at monthly board meetings on progress in meeting our institutional Goals. The Strategic Plan is a five year road map that articulates the following four goals:

- The Valdez Museum & Historical Archive will be a sustainable organization.
- The Valdez Museum & Historical Archive will have a diverse program.
- The Valdez Museum & Historical Archive will have a dynamic communication program.
- The Valdez Museum & Historical Archive will have a consolidated infrastructure.

As the existing Plan term expires in 2017, the Committee has been working on updating the plan. The Goal is to finalize the updated five year plan the first quarter of 2018.

Native Gallery Committee

Committee Chair: Vacant. The Native Gallery Committee did not have any major activities in 2017. However, the museum has continued to cultivate its relationship with Chugachmiut in bringing Native heritage kits to the museum. Over the last few year, the Museum has been successful hosting the Heritage Kits. Since introducing them to the Museum's education program of work, strong partnerships with the Valdez City Schools, Home School and Private School groups have partnered with the Museum. In 2018 the Museum will continue this important partnership to teach Native Culture.



Weg'et, Grass and Plant Fibers Chugachmiut, Inc. heritage kit on loan to the VMHA.

Advocacy Committee

Committee Chair: Karen Allred. Given that the Advocacy Committee did not have a Committee Chair for the majority of 2017, the Committee did not have any major activities. Thankfully new Board Member Karen Allred agreed to coordinate the committee. Her passion for the Museum and experience in Radio will serve the Committee well. Once fully activated the Committee in tandem with Museum Staff will develop a Communications Plan that will educate the community, donors, and elected officials on the services that the Museum provides as well as a unified message on the needs of the Museum.

As the Museum plans for the future, the Advocacy Committee will play an important role in connecting the community, stakeholders, and donors in publicizing and positioning the Museum.

Endowment Committee

Committee Chair: Georgie – Ann Christoffersen. While the Committee has not met over the last year, the Executive Director, Patricia Relay has been working with the Alaska Community Foundation to develop a Legacy and Planned Giving program. The Goal is to bring the Alaska Community Foundation Vice President of Philanthropy to town to consult the Board on how best to proceed in coordinating and implementing a fund development plan that will grow the Valdez Museum Endowment fund to \$3.5 million by promoting donations, and creating activities and events to raise money for the Fund.

Financial Report

Summary - Overall we are on track. 2017 continues to show promise. For your review, I have provided you with four Financial Statements: Profit & Loss Budget vs. Actual (Jan - December, 2017); Profit & Loss Previous Year Comparison (as of September 30, 2017); a Balance Sheet Previous Year Comparison (as of September 30, 2017); and a 2018 Adopted VMHA Budget.

1. Profit & Loss Budget vs. Actual (Jan - December, 2017): Now at the height of summer operations we have generated 89.1% of our expected revenues and expended 67.3% of projected expenses for 2017. This financial statements were generated on October 2, 2017.

Income: Of special note:

- **Fund Development:** 28.4% of Budget Projection. (Consists of Corporate Sponsors, Roadhouse Dinner, Annual Appeal, Raffle, Membership, In-kind, Restricted, and Unrestricted donations) At the time of this report we have generated
 - 100.5% of budgeted Corporate Sponsorship, in addition to the Alyeska Corporate Sponsorship for the Student Art Show, we have already received \$9,600 in corporate support for Roadhouse – Woo Hoo☺
 - 14.9% of budgeted Roadhouse income received: To date we have generated \$3,420.00 in ticket sales.
 - 17.2% of budget Annual Appeal- No new 2016 Appeal revenues at this time. 2017 Appeal is ready to go and will be sent out the last week of October.
 - 70.4% of budget Membership revenues. While about 4.6% under performance, still steady.
 - 11.8% of our Donation Income, of which
 - 7.3% of In-Kind Received; In addition to a set of clown paintings have been donated for Roadhouse; we received a donated filing cabinet for archives; donated wood and donated store display items, donated software and miscellaneous other items. Once the Roadhouse auction items have been recognized this account come close to meeting the projection.
 - 0.3% of Restricted; while the account does not reflect any activity, there are deferred revenues for Treasure Trove (\$1,483) and EQ Education (\$5,000), totaling \$6,483 rendering the account at 35% received
 - 37.1% of Unrestricted – In addition to minor matching gifts, Board Gifts and other general donations, this account includes income from Yoga & Wine event, Garage Sale and Hurry for History proceeds, donation box proceeds, Round Up donations and a variety of other donations.
 - 99.6% of Designated Fundraising (proceeds of Commemorative Photo.) in addition to the commemorative print, there are a variety of other items in this category, such as the Owen Meals DVD and the Statehood Medallion. The Commemorative Prints of Old Town are selling well this year☺
- **Earned Revenue:** 102.1% of Budget Projection. (Consists of Program Fees, Admission Fees, Space Rental Fees, and Store Sales)
 - 60.6% of Program Fees: In addition to receiving income from the Valdez City Schools for education programs we are now offering, this account includes Tuesday Nite

History Talk income and Summer Camp fees included. We have a variety of offerings coming up in the Fall, I am hopeful that we make the projection

- 90.4% of General Admission; May and June started off slow but attendance is steady. July was up by .2% and August up by 18%
- 138.4% of Tour Bus income; on track. This year we have a new Tour Operator, Tauk. They are a sub-contractor for Princess. September buss revenue was up by 41%
- 387% of Archival Fees; with the collections, online and the Google Optimization, this account continues to grow. In addition to the publishing request to create a 5th grade text book that include the 1964 earthquake, we have a couple of others in the works as well☺
- 103.3% of Store Sales has been generated; in addition to tourists, we are now seeing more locals in the store. I attribute this to finding the right mix of inventory to meet the needs of local shoppers.
- 68.7% of anticipated Space Rental revenues have been received. In addition to the Premier Alaska Tours receptions, the Theater Conference once again hosted their annual reception at the Museum. I am not confident that we will hit the mark on this account. We are finding that prospects are considering membership instead given that there is a free rental at the \$250.00 level and above. The Eagles just bought a membership for that reason.
- **Grants:** 99% of Budget Projection. Consists of Federal, State, City, and Foundation Agencies)
 - 100% of City Grant:
 - 58% of State of Alaska Grant: while this account does not show any activity, differed revenues from 2016 include FY17 Internship grant of \$4,100 and \$300 leftover from 2016 ASCA grant for Temporary exhibits, specifically support the Annual Student Art Show. We have received word the FY18 ASCA grant award will be \$4,000. We also know now that the Intern Grant will not come from the State. This grant is now administered by Museums Alaska.
 - 86.3% Foundation Grants: The United Way \$11,000.00 grant has been received. Application pending with Museums Alaska Collections Management Fund Grant for 2018 Intern that will show up in Q4 2017. If awarded, this account will exceed projections.
- **Interest Income:** 96.8% of Budget Projection. Earnings from two of our three CDs have been received. The third CD has been closed now, therefore we should not see any more revenue in this account for the year.
- **Reimbursed income:** 106.1% of Budget Projection. This account includes a variety of different credits.
- **Miscellaneous and Transfer Income:** These accounts still appear as we had activity in 2015. At the time of this report we are not anticipating any activity for 2017.

Expenses: Of Special note:

- **Facility Planning:** This account will continue to show up throughout the year as it will be linked to the previous year comparison statement.

- **Pass-through Donation:** This account has been deactivated but continues to show up as we actually budgeted for the expense last year. We are not anticipating any activity in this account as Spirit Camp no longer uses the Museum as a fiscal agent.
- **Volunteer Expenses:** 74.4% of projected budget. April appreciation event has been applied. There should be no other expenses in this account for the year.
- **Fundraising Expenses:** 13.2% of projected budget. In addition to Pick Click Give administration fee of \$250.00, Holland America Cruise donation costs are also included, \$700. as well as minor printing costs for Roadhouse.
- **Membership Expenses:** 38.7% of projected budget. In addition to costs for Q1& Q2 *Inside View Magazine*, there are minor expenses for mailing.
- **IT Services:** 69.5% of projected budget. With consistent service all, technology is stable, rendering the account on track.
- **Education:** 21.6% of projected budget. In addition to minor supplies for program related needs, there are expenses associated with coloring printing of program posters.
- **Collections:** 68.1% of projected budget. (Consists of Intern, Conservation, Collections Supplies, and Acquisitions)
 - 58.2% of Intern: \$3,900 contract has been paid in full. With the generous donation of housing from Board President Michelle Cullen, we will saved \$2,700 this year. There will be no further costs in this account for the year.
 - 88.7% of Collections Supplies: in addition to supplies for summer intern work, general archival supplies have been purchased
 - 84.5% Acquisitions: in addition to photo purchase and Fort Liscum photo album, two of Deb Lowney' s works have been purchased. The artwork is supported by the Museums Alaska Art Acquisition fund. There should be no further expenses in this account for the year.
- **POS Inventory Adjustments:** -6,655.5% of projected budget. When transferring inventory to the Annex for summer operations, this account is having some kind of software issue. Yearend inventory seems to resolve the issue.
- **Freight and shipping:** 133.8% of projected budget. Given that store sales have been doing so well, we have needed to replenish inventory, rendering the account over.
- **Personnel Expenses:** 71.7% of projected costs for the year. While Health Insurance Costs increased, all other accounts performing as anticipated.
- **Contract Labor:** 68.8% of projected cost for the year. Supported by the United Way, summer programming help has been completed. Given budget constraints, this account will be monitored closely to cut costs.
- **Professional Fees:** 92.8% of projected budget. Both the 2016 Financial Audit and IRS 990 preparation has been completed. Additionally, the 403B annual IRS report has been submitted. There should be no further expenses in this account for the year.
- **Vehicle Expenses:** 53.9 of projected budget. To date minor repairs on windshield wipers and gas for the van have been expended. I am happy to report that I have found an affordable

solution to the Van Door. When I got stuck in Anchorage, Jeff Johnson, Valdez U Drive, gave me a ride home. We got to talking about this and that and the van door came up. He has looked at the door and can fix it for \$250.00 Woo Hoo!

- **Janitorial Expenses:** 66.7% of projected budget. No increase in janitorial. Performing as expected.
- **Utilities:** 91.1% of projected budget.
 - 116% of budgeted electric. As anticipated this account continues to grow. At this point I anticipate by yearend we will be roughly \$10,000 - \$12,000 over. I have been speaking with City Capital Facilities and we concur the possible reason comes from the inefficiencies of the Climate Control systems at both the Annex and the Main.
 - 61.7% of budgeted heating oil. Performing under projection. This will help to cover a portion of the increased electrical costs.
 - 74.3% of budgeted water and sewer. Q1, Q2 and Q3 costs have been expended. Account performing as expected.
- **Telephone:** 62% of projected budget. (Consists of Conference line, Fax, Internet, Local Service and Long Distance) All accounts are on track.
 - 60.5% of Conference line
 - 0.00% of Fax;
 - 53.4% of internet;
 - 81.7% of Local Service; not sure why this account is higher. I anticipate the reason is because the Fax line is now lumped into local service as we no longer have Fax expenses. I will investigate further.
 - 1.2% of Long Distance. 200 free minutes have ended. With this benefit, we should be well under anticipated expenses for the year.
- **Postage and Delivery:** 80.2% of projected budget. In addition to minimal postage costs, there are annual costs for nonprofit mailing and two box holder mailings, supported by grants and restricted donations.
- **Supplies:** 26% of projected budget, (Consists of Technology, Office and Operating)
 - 84.2% of Technology. We had one CPU die in August. Of course it was the computer that the Intern needed to use. Arctic IT worked with us to find an affordable replacement.
 - 36.8% of Office Supplies – in addition to printer paper, there are minor office supplies. I have been purchasing a number of supplies and donating them to the Museum.
 - 5.2% of Operating Supplies – cleaning supplies, store display case, and key replacement. The goal this year was to recycle and reuse to reduce spending.
- **Exhibits:** 44.1% of projected budget. (Consists of three sub accounts: Special Projects, Permanent Exhibits and Temporary Exhibits.)

- 0.00% of Special Projects no special projects are planned at this time. This is just a place holder. Unless there is an immediate funding stream, special projects need a least a year to 18 months to plan for. The operating budget does not have any wiggle room.
- 74.7% of Permanent Exhibits. In addition to minimal costs for the Parlor update, production costs for creating the 2nd edition of *Between the Glacier and the Sea* are included. This new edition includes closed captioning to adhere to Americans with Disabilities laws.
- 31% of Temporary Exhibits – Supported by the State Council on the Arts and restricted gifts from individuals for the summer show, to date the only costs in this account are for printed materials for promotion. This account will have additional expenses for the installation and promotion of the fall exhibit *Inspired: An Art Acquisition Retrospective*.
- **Dues & Subscriptions:** 89.9% of projected budget. Expenses in this account are directly related to Collections Management fees, i.e. Past Perfect licensing, Ancestry.com as well as membership to the Alaska Historical Society, Museums Alaska, and VCVB. This year we did not renew the Foraker membership. Therefore we should be able stay under budget.
- **Printing & Reproduction:** 66.2% of projected budget. The only costs in this account are for Xerox monthly fees. There will be additional costs in this account for printing of materials associated with Roadhouse.
- **Advertising & Marketing:** 59.5% of projected budget. We should be able to keep this account low as we have reevaluated regional placements and have decided not to be in Bells Travel, The Mile Post or the ADN. We are keeping Northern Brochures, Bearfoot, and a RV publication that goes all the way down the west coast.
- **Board Expense:** 140.7% of projected budget. Strategic Planning Food Costs
- **Insurance:** 86.7% of projected budget. At the advice of our Insurance Agent, we are now covered by a new provider. With the new vendor, payment of the premium has switched from prepaid to January of year covered.
- **Credit Card Fees:** 66.1% of projected budget. Transaction fees for credit debit sales. On track
- **Bank Service Charges:** 94.5% of projected budget. Anticipated fees.
- **Travel:** 8.8% of projected budget. (Consists of Transportation/Lodging and Meals)
 - 8% of Transportation/Lodging. Includes all costs for Alaska Retail Trade show. Juneau and D.C. trip costs were paid for by Executive Director
 - 14% of Meals. Includes all costs for Alaska Retail Trade show. Juneau and D.C. trip costs were paid for by Executive Director
- **Training / Education:** 16.7% of projected budget. With a broken ankle last winter, a refund for these costs which has been received and recognized in reimbursed income. Therefore, there are no costs for this account.
- **Public Programs:** 33.9% of projected budget. Supported by the United Way, this account currently has minimal costs for supplies.

2. Profit & Loss Previous Year Comparison (as of September 30, 2017):

Income: In comparison to fiscal year 2016, we have increased revenues by 1.1%

- **Fund Development:** 30.3% decrease over last year. (Consists of Corporate Sponsors, Roadhouse Dinner, Annual Appeal, Raffle, Membership, In-kind, Restricted, and Unrestricted donations, and designated Fundraising)
 - 8% increase in Corporate Sponsorship – Roadhouse Sponsorships are coming in much earlier this year. We also cultivated a new presenting sponsor Edison Chouest☺
 - 58.5% difference in Roadhouse income: Ticket sales are slower than last year, but still steady.
 - 244% increase in Annual Appeal – current revenue in this account is 2016 appeal donations. 2017 revenue should start showing up in November.
 - 2.7% decrease Membership; while slower than last year, memberships are still coming in.
 - Donation Income
 - 70.6% decrease over last year in In-Kind Donations. Last year we received donated services from Cordova artist Denis Keogh.
 - 58.3% decrease over last year. Restricted Donations.
 - 56.5% decrease Unrestricted – Last year at this time we received a very generous unsolicited donation from Providence, rendering the overall Fund Development account lower than last year.
 - 162.1% increase over last year in Designated Fundraising The 50 Year Anniversary of the Good Friday Earthquake Prints are doing really well this year.
- **Earned Revenue:** 15.4% increase over last year. (Consists of Program Fees, Admissions, Group Sales, Archival Fees, Space Rental, and Store Sales.)
 - 26.4% decrease Program Fees – While Summer Camp ended up well attended, we have not had any significant artist workshops. We are generating funds with the Tuesday Nite History Talks but those revenues are lower given the admission fees are merely \$5.00 a person.
 - 2.2% increase Admissions – Both July and August were notably good
 - 48% increase in Tour Bus and bulk tickets. After a couple of years of connecting with the Copper River Princess Lodge, we are finally getting their tour groups.
 - 304.6% increase in Archival Fees – In addition to usage fees for use of our DVD *Between the Glacier and the Sea*, we continue to receive rights and reproduction requests☺
 - 87.3% increase in Space Rentals; In addition to the theater conference, we are generating income from Premier for regular receptions.
 - 14.5% increase in Store Sales – With the right mix of inventory and an increase in visitation, the Museum Store is doing well.
- **Grants:** 1.2% increase over last year. (Consists of City funding, State, and Foundation Grants)
 - 0.00% difference in City Grant;
 - 100% difference in State Grants; award notification for FY2018 received earlier than in past year
 - 15% increase in Foundation Grants. This year we received a Museums Alaska Art Acquisition Grant for two Deb Lowney works.
- **Interest Income:** .3% increase over last year. The Reserve CD performed well this year.

- **Reimbursed Expenses:** .9% increase over last year. This year we have had a variety of notable reimbursements, Lynden Transport, Xerox, Foraker and a variety of others.

Expense: Compared to last fiscal year we have decreased spending by 10.5%.

Of special note:

- **Facility Planning:** 100% decrease over last year. Planning is complete and we should not have any expenses in this account in 2017 unless the City approves the next phase of planning.
- **Volunteer Expenses:** 25.6% decrease over last year. We were able to reduce the costs for the annual appreciation event.
- **Fundraising Expenses:** 76.4% decrease over last year. Last year we spent more money on advertising for the year end appeal as well as invested in the MobileCause donation platform. Reducing spending this year, we have not renewed MobileCause.
- **Membership Expenses:** 13.9% decrease over last year. Last year we purchased a new membership card printer.
- **IT services:** 4.9% decrease over last year. Tech support and website are all stable, reducing costs.
- **Education:** 70.6% decrease over last year. Education department is utilizing supplies that are currently available to reduce spending.
- **Collections:** 310.5% increase over last year.
 - Intern: 100% increase over last year. We did not have a summer intern last year.
 - Collections Supplies: 25.1% increase over last year. In addition to annual replenishment needs for the Archives, project specific supplies to intern were procured, support by the internship grant.
 - Acquisitions: 178% increase over last year. Supported by the Museums Alaska Art Acquisition Grant, this year we purchased two works of art created by Deb Lowney.
- **Freight & Shipping:** 20.7% increase over last year. Similar to last year, costs for store inventory are recognized in this account. With increased store sales, replenishment of inventory has increased shipping costs.
- **Payroll Expenses:** 1.8% decrease over last year. All accounts are performing well under from last year with the exception of Health Insurance and Retirement Plan contributions, both reflecting under 2.2% increase.
- **Contract Labor:** 2.6% decrease over last year. With no artist workshops this year, program assistance has been reduced. We are evaluating the offerings for 12 Free Days of Christmas in hopes to keep expenses in this account low.
- **Vehicle Expenses:** 88.3% increase over last year. This year we have had minor repairs, specifically windshield wipers. l
- **Utilities:** 31.5% increase over last year.
 - 41.2% increase in Electric. While summer usage has dropped, the increase kilowatt rate is still in place increasing costs.
 - 14.3% increase heating oil. Annex fuel costs have increased over last year.
 - 0.00% difference in water/sewer
- **Telephone:** 8.2% decrease over last year. This is based on the timing of the billing.

- **Postage & Delivery:** 13.2% decrease over last year. Although spending has reduced from last year, there are a number of mailings that we be going out in October that will bring expenses up to last year.
- **Supplies:** 71.9% decrease over last year. (Consists of Technology, Office and Operating Supplies) Even with the purchase of a new CPU for the Archives, still under budget, this year office and operating supplies are on a needs basis, resulting in reduced spending in all supply accounts. Reuse and recycle as much as possible.
- **Exhibits:** 73.3% decrease over last year. (Consists of Special Projects, Permanent Exhibits & Temporary Exhibit) The primary reason for the decrease is that last year we had costs associated with returning the artwork for the 2014 traveling exhibit, *Communities, Disaster and Change*. The only new costs this year are for printed material associated with Temporary Exhibits which is supported by the Alaska State Council on the Arts, minor supplies for the Parlor upgrade, the minor's cabin and production costs for the *Between the Glacier and Sea* 2nd edition. .
- **Dues & Subscriptions:** 10.1% increase over last year. Even with the elimination of the Foraker dues, we are maintaining other strategic partnerships for collaborative efforts to reduce costs for marketing and advertising.
- **Printing & Reproduction:** 32.8% decrease over last year. We are printing less in color reducing Xerox costs.
- **Advertising & Marketing:** 40.9% decrease over last year. This year we have reassessed regional placements and have eliminated Bells Travel Guide and the Mile Post. We have found a cheaper placement that reaches all the way down to California.
- **Insurance:** 7,046% increase over last year. With the switch to a new underwriter the billing cycle has changed and we now remit the current year premium in January.
- **Credit Card Fees:** .6% decrease over last year. Based on the timing of this report, the bank statement has not been reconciled.
- **Equipment:** 100% decrease. Programmatic equipment needs are accounted for in respective accounts.
- **Travel:** 88.9% decrease over last year. Trip to Juneau and D.C. was paid privately and not billed to the Museum
- **Training & Education:** 74.4% decrease over last year. (Consists of registration fees for conferences as well as online professional development for staff) Foraker Leadership is included at the time of this report. As I was unable to attend because of my stupid broken ankle, a refund has been issued. It shows up in reimbursed income. There will no additional costs in this account as any training is on hold given the reduced spending initiative.
- **License & Permits:** 200% increase over last year. This is directly attributed to State of Alaska Corporation reports; Biennial, Certificate of Compliance, and Charitable Organization licensing.
- **Public Programs:** 55.1% decrease over last year. Last year we had costs associated with bringing Cordova artist to town for a workshop as well as Summer Camp supplies.

3. Balance Sheet Previous Year Comparison (as of September 30, 2017):

Assets: At the time of this report we are up by 7.2%.

Of Special Note:

- **Checking and Savings:** .3% decrease over last year. As you will see in this statement the Gen Ops CD has been closed and funds transferred to a 1st national Operating account. The other 1st National Account has not been active for at least three years but remains on the Balance sheet as it is linked to historical data. As the Gaming account has been closed because we have not had a Raffle this year, this account also reflects a notable reduction. Both the Reserve CD and the Phyllis Irish CD have generated anticipated annual earnings. The other notable item is the difference in Wells Fargo Operating and Savings. Given that the Savings account has been re-classed as a checking account and does not earn interest, City Funding is now recognized in the operating account so that we can work smarter. Overall, the \$962.41 reduction in revenues is due to the completion of multiyear projects in the previous year as well as reduced unrestricted donations.
- **Accounts Receivable:** 223% increase over last year. While this report reflects a 223% increase, the real difference is actually 270% increase. This is attributed to software errors in old invoices that have been removed, resulting in actual receivables of \$7,141.50. To date, \$4,000 (State Grant); \$500 Roadhouse Sponsorship); \$1,431.50 (Tour Bus Revenue); and \$1,210.00 (Roadhouse Tickets)
- **Museum Endowment Fund:** 7.1% increase over last year. The Endowment continues to perform well. Q1 & Q2 2017 earnings have been recognized. Combined, 2017 earnings reflect a \$58,102 increase. Q3 Earnings should be available in November.
- **Fixed Assets – Construction in Progress:** 53.7% increase over last year. As per auditor recommendation, we continue to book Master Interpretive Planning cost. We will be able to use these costs for matching purposes in the future.

Liabilities:

- **Accounts Payable:** 66.9% decrease over last year. The primary reason for the decrease is reduced spending on the Museum Credit Card and costs associated with Facility Planning. To date the following bills are recognized in this account:
 - Arctic Circle Ent., Inc. \$175.34 (Store Inventory)
 - Business Card \$5,921.58 (Credit Card)
 - North Pacific Fuel \$643.34 (Heating Oil – Annex)
 - Todd Communications \$229.26 (Store Inventory)
 - verizon wireless \$30.08 (iPad Cellular Data monthly)
 - Wren and the Raven \$268.00 (Store Inventory)
- **Credit Card:** 694% increase over last year.
 - **Bank of America:** To benefit from the Alaska Air Miles, we continue to utilize the card for utilities, operational, IT, dues and subscriptions and miscellaneous needs. The increase is due to increased utilities.
- **Net Income:** 67.8% increase over last year. Reducing spending this year to be able to have enough funds available for the first quarter of 2018.

- 4. 2018 Approved Operating Budget** Overall, the 2018 Budget utilizes current budget data and conservatively increases some areas and decreases other areas. Now that multiyear special projects and the Master Interpretive Plan is complete, we do not recognize any special

project income and expenses, with the exception of deferred revenues to support EQ Education and the potential of restricted funds for the 2018 Temporary exhibits and 2018 Summer Intern.

The 2018 Budget reflects a 1% decrease in operations. While some expense accounts remain stable, others are notably reduced and increased as needed to accommodate income and expense requirements. The narrative below draws your attention to variances between the current year and the proposed 2018 budget.

Income: The Accounts have been classified to accommodate grants and federal reporting requirements.

- **Fund Development:** (28% decrease) consists of Corporate Sponsors, Roadhouse Dinner, Annual Appeal, Membership, Donation Income (In-Kind, Restricted and Unrestricted), and other Designated Fundraising activities. With the exception of Roadhouse Event Income, all accounts are reduced based on current year actuals.
- **Earned Revenue:** (3% increase) includes Program Fees, Museum Fees (General Admissions, Group Admissions, Archival, and Space Rental), and Museum Store Sales. With the exception of Program Fees and Space Rental Fees, Tour Bus Income, Store Sales, Archival Fees have notably increased given current year actuals.
- **Grants:** (4% increase) includes City of Valdez Grant, State Grants, and Foundation Grants. While State of Alaska Grants have decreased, due to the financial crisis State Grants have been reduced in the event that a full award is not granted, City of Valdez Grant and Foundations Grant have been increased by 4% and 9% respectively. The City Grant will support General Operation accounts such as Payroll, Utilities and a portion of annual audit fees. Foundation Grants will support a portion of Education, Public Programs and the 2018 Summer Intern.
- **Interest Income:** (5% decrease) consists of interest income from two Certificate of Deposits. The projection is based on current year actuals.
- **Reimbursed Expenses:** (28% increase) includes rebates on services and other miscellaneous refunds. The projection is based on current year actuals.

Expenses: The Accounts serve two purposes. One, classification helps with federal and grant reports and secondly, to reflect a more mission driven Museum operating budget. The accounts will help curatorial staff plan for programming. All increases and decreases are based on year to date actuals as well as planned multiyear projects

- **Contingency: (100% Increase) Given that Cash Flows are minimal at the end of the year and Q1 City funds are not received until the middle of January, this account serves as a place holder for 12/31/18 expenses paid out on January 5, 2019 payable. This is a new strategy as the Museum struggled to meet payables on January 5, 2017.**
- **Facility Planning:** (100% decrease) As the Master Interpretive Plan was completed in 2016, this account will not be utilized until the next phase of Design and Development is decided upon. This account serves as a placeholder in the event that Planning efforts are revived in the coming year.
- **Volunteer Expenses:** (30% decrease) based on year to date actuals.
- **Fundraising Expenses:** (14% decrease) itemized for IRS 990 reporting, these funds cover costs for Appeal mailings, Roadhouse and Pick Click Give administration fees. Given that there will be no Raffle costs in 2018 this account has been reduced.

- **Membership:** (14% decrease) itemized for IRS 990 reporting. Based on current year actuals, the majority of this account is allocated to the cost of printing the quarterly publication *Inside View*. A portion will also be utilized for an annual membership party.
- **IT Services:** (5% decrease) Overall the Museum's Technology Assets are in good order. Given the stability of our technology assets, this account has been reduced based on current year actuals.
- **Education:** (33% decrease) supported in part United Way, Education will continue to sustain the program of work currently offered with no special projects forecasted for 2018. The decrease is due in part to support labor associated with coordinating programs.
- **Collections:** (35% decrease) (Consists of Intern, Conservation, Collections Supplies, and Acquisitions) While costs for Collections Supplies have increased by 55% to meet the needs of Collections Management, Internship Costs and Acquisitions have reduced by 42% and 77% respectively. With the generous donation of housing, we have been able to reduce the costs for the Intern. Given the uncertainty of the Museum's facilities, major acquisitions are on hold.
- **Personnel Expenses:** (3% decrease) While Salaries & Wages and State Unemployment Tax have decreased, 6% and 25% respectively, Federal Taxes, 403(B) Retirement Plan contributions, and Health Insurance cost have increased, 13%, 1% and 2% respectively,
- **Contract Labor:** (21% decrease) Based on current year actuals and the need to apply funds supported by grants from the United Way of Valdez and the Felland Fund to support Salaries and Wages. Contract Labor funds summer program assistance as well as other Education Department needs.
- **Professional Fees:** (4% decrease) With the growing costs for Audit Services, the Museum Finance Committee issued as RFP for a new provider. We were fortunate to find an accounting firm that offered competitive services at a reduced rate.
- **Vehicle Expense:** (47% decrease) based on year to date data, this account covers costs for routine maintenance and gas.
- **Janitorial Expenses:** (no change) based on current year data.
- **Utilities:** (28% increase) While Heating Oil and Water/Sewer have remained stable over the last year, Electric is currently 28% over the previous year. This is due part to the increase to business accounts that CVEA is now charging and the inefficiencies of the climate control system at both locations.
- **Exhibits:** (10% increase) includes special projects, temporary exhibits and permanent exhibits. While Permanent Exhibits remain stable, Temporary Exhibits have increased. Although the State Grant Request is uncertain, two additional requests have been submitted to private corporations, rendering a 10% increase assumption.
- **Advertising & Marketing:** (40% decrease) in time of economic uncertainty, advertising and marketing is one of the first accounts to be seriously slashed. To keep this account low, we have reevaluated regional placements and have decided not to be in Bells Travel, The Mile Post or the ADN. We are keeping Northern Brochures, Bearfoot, and a RV publication that goes all the way down the west coast.
- **Rent:** (no change) cost for storing the Perry and for the annual rent owed the City for the Museum facilities.
- **Liability Insurance Package:** (8% decrease) Coverage for Corporate Liability, Workman's Compensation, Vehicle insurance, and Board Insurance. Working with our insurance broker, we were able to find a better underwriter at a reduced cost.

- **Travel:** (100% decrease) in times of economic uncertainty, Professional Development costs, such as Travel, are the first to go when crafting an operating budget. Over the last year, if travel was needed Staff paid for the costs.
- **Training and Education:** (100% decrease) in times of economic uncertainty, Professional Development costs, such as Training Registration fees, are the first to go when crafting an operating budget. Over the last year, if registration was needed Staff paid for the costs.
- **Public Programs:** (40% decrease) includes workshops, lectures, presentation, and summer Camp. Depending on the success of non-City grant funding, this account has been reduced to reflect this uncertainty. In the even full funding is available, Public Programs will be reassessed and increased.

12:16 PM
10/02/17
Accrual Basis

Valdez Museum & Historical Archive
Profit & Loss Budget vs. Actual
January through December 2017

	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
8003 · Fund Development	28,151.37	99,000.00	-70,848.63	28.4%
8024 · Earned Revenue	97,266.06	95,300.00	1,966.06	102.1%
4200 · Grants	471,650.00	476,550.00	-4,900.00	99.0%
8501 · 7015 Interest Income	798.28	825.00	-26.72	96.8%
8008 · Miscellaneous Income	0.00	0.00	0.00	0.0%
8011 · Reimbursed Expenses	2,122.26	2,000.00	122.26	106.1%
4320 · Funds Transfer Income	0.00	0.00	0.00	0.0%
Total Income	599,987.97	673,675.00	-73,687.03	89.1%
Cost of Goods Sold				
8102 · Gallery Commission	495.29	1,500.00	-1,004.71	33.0%
8101 · Cost of Goods Sold	14,240.59	15,000.00	-759.41	94.9%
Total COGS	14,735.88	16,500.00	-1,764.12	89.3%
Gross Profit	585,252.09	657,175.00	-71,922.91	89.1%
Expense				
8036.3 · Facility Planning	0.00	0.00	0.00	0.0%
760 · Passthrough Donations	0.00	0.00	0.00	0.0%
8036.2 · Volunteer Expense	372.24	500.00	-127.76	74.4%
8036 · Fundraising Expenses	1,390.45	10,500.00	-9,109.55	13.2%
8036.1 · Membership	1,159.84	3,000.00	-1,840.16	38.7%
8037 · IT Services	11,810.59	17,000.00	-5,189.41	69.5%
8039 · Education	648.09	3,000.00	-2,351.91	21.6%
8040 · Collections	7,046.73	10,350.00	-3,303.27	68.1%
9000 · Reconciliation Discrepanc...	12.88	0.00	12.88	100.0%
9003 · Cash Drawer Payouts	35.00			
9001 · POS Inventory Adjustments	-6,655.54	100.00	-6,755.54	-6,655.5%
9002 · Freight and Shipping Costs	1,672.89	1,250.00	422.89	133.8%
8103 · Personnel Expenses	301,164.77	420,240.10	-119,075.33	71.7%
8044 · Contract Labor	4,805.00	7,000.00	-2,195.00	68.6%
8110 · Professional Fees	15,780.00	17,000.00	-1,220.00	92.8%
8113 · Vehicle Expense	403.92	750.00	-346.08	53.9%
8047 · Janitorial Services	8,000.00	12,000.00	-4,000.00	66.7%
8048 · Utilities	42,170.79	46,280.00	-4,109.21	91.1%
8118 · Telephone	5,764.39	9,300.00	-3,535.61	62.0%
8123 · Postage and Delivery	1,603.12	2,000.00	-396.88	80.2%
8049 · Supplies	2,467.94	9,500.00	-7,032.06	26.0%
Exhibits	2,204.62	4,994.90	-2,790.28	44.1%
8130 · Dues and Subscriptions	3,597.98	4,000.00	-402.02	89.9%
8131 · Printing and Reproduction	3,974.02	6,000.00	-2,025.98	66.2%
8053 · Advertising/Marketing	4,458.91	7,500.00	-3,041.09	59.5%
8133 · Board Expense	140.65	100.00	40.65	140.7%
8134 · Rent	0.00	910.00	-910.00	0.0%
6185 · Insurance	20,366.03	23,500.00	-3,133.97	86.7%
8138 · Credit Card Fees	3,305.64	5,000.00	-1,694.36	66.1%
8139 · Bank Service Charges	47.26	50.00	-2.74	94.5%
8140 · Equipment	0.00	850.00	-850.00	0.0%
8056 · Travel	660.70	7,500.00	-6,839.30	8.8%
8144 · Training & Education	250.00	1,500.00	-1,250.00	16.7%
8145 · Licenses and Permits	150.00	500.00	-350.00	30.0%

12:16 PM

10/02/17

Accrual Basis

Valdez Museum & Historical Archive
Profit & Loss Budget vs. Actual
 January through December 2017

	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
8148 · Contributions	1,468.39	20,000.00	-18,531.61	7.3%
8058 · Public Programs	1,696.20	5,000.00	-3,303.80	33.9%
Total Expense	441,973.50	657,175.00	-215,201.50	67.3%
Net Ordinary Income	143,278.59	0.00	143,278.59	100.0%
Other Income/Expense				
Other Expense				
8149 · Other Expenses	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	143,278.59	0.00	143,278.59	100.0%

12:17 PM

10/02/17

Accrual Basis

Valdez Museum & Historical Archive
Profit & Loss Prev Year Comparison
 January through September 2017

	Jan - Sep 17	Jan - Sep 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
8003 · Fund Development	27,791.37	39,880.22	-12,088.85	-30.3%
8024 · Earned Revenue	97,207.56	84,224.58	12,982.98	15.4%
4200 · Grants	471,650.00	466,000.00	5,650.00	1.2%
8501 · 7015 Interest Income	798.28	795.55	2.73	0.3%
8011 · Reimbursed Expenses	2,122.26	2,103.17	19.09	0.9%
Total Income	599,569.47	593,003.52	6,565.95	1.1%
Cost of Goods Sold				
8102 · Gallery Commission	495.29	681.69	-186.40	-27.3%
8101 · Cost of Goods Sold	14,230.08	13,541.47	688.61	5.1%
Total COGS	14,725.37	14,223.16	502.21	3.5%
Gross Profit	584,844.10	578,780.36	6,063.74	1.1%
Expense				
8036.3 · Facility Planning	0.00	35,875.00	-35,875.00	-100.0%
8036.2 · Volunteer Expense	372.24	500.00	-127.76	-25.6%
8036 · Fundraising Expenses	1,390.45	5,901.62	-4,511.17	-76.4%
8036.1 · Membership	1,159.84	1,347.30	-187.46	-13.9%
8037 · IT Services	11,745.25	12,344.78	-599.53	-4.9%
8039 · Education	648.09	2,203.54	-1,555.45	-70.6%
8040 · Collections	7,046.73	1,716.80	5,329.93	310.5%
9000 · Reconciliation Discrepanc...	12.88	0.00	12.88	100.0%
9003 · Cash Drawer Payouts	35.00	0.00	35.00	100.0%
9001 · POS Inventory Adjustments	-6,655.54	-581.01	-6,074.53	-1,045.5%
9002 · Freight and Shipping Costs	1,672.89	1,386.37	286.52	20.7%
8103 · Personnel Expenses	301,164.77	306,664.33	-5,499.56	-1.8%
8044 · Contract Labor	4,805.00	4,935.00	-130.00	-2.6%
8110 · Professional Fees	15,780.00	17,317.00	-1,537.00	-8.9%
8113 · Vehicle Expense	403.92	214.47	189.45	88.3%
8047 · Janitorial Services	8,000.00	9,000.00	-1,000.00	-11.1%
8048 · Utilities	42,170.79	32,079.60	10,091.19	31.5%
8118 · Telephone	5,764.39	6,281.62	-517.23	-8.2%
8123 · Postage and Delivery	1,603.12	1,847.49	-244.37	-13.2%
8049 · Supplies	2,467.94	8,782.90	-6,314.96	-71.9%
Exhibits	2,204.62	8,251.58	-6,046.96	-73.3%
8130 · Dues and Subscriptions	3,597.98	3,268.00	329.98	10.1%
8131 · Printing and Reproduction	3,974.02	5,916.40	-1,942.38	-32.8%
8053 · Advertising/Marketing	4,458.91	7,544.95	-3,086.04	-40.9%
8133 · Board Expense	140.65	72.00	68.65	95.4%
8134 · Rent	0.00	900.00	-900.00	-100.0%
6185 · Insurance	20,366.03	285.00	20,081.03	7,046.0%
8138 · Credit Card Fees	3,305.64	3,326.65	-21.01	-0.6%
8139 · Bank Service Charges	47.26	160.63	-113.37	-70.6%
8140 · Equipment	0.00	269.20	-269.20	-100.0%
8056 · Travel	660.70	5,969.79	-5,309.09	-88.9%
8144 · Training & Education	250.00	978.00	-728.00	-74.4%
8145 · Licenses and Permits	150.00	50.00	100.00	200.0%
8148 · Contributions	1,468.39	5,000.00	-3,531.61	-70.6%
8058 · Public Programs	1,696.20	3,777.71	-2,081.51	-55.1%

Page 1

12:17 PM
10/02/17
Accrual Basis

Valdez Museum & Historical Archive
Profit & Loss Prev Year Comparison
January through September 2017

	Jan - Sep 17	Jan - Sep 16	\$ Change	% Change
Total Expense	441,908.16	493,586.72	-51,678.56	-10.5%
Net Ordinary Income	142,935.94	85,193.64	57,742.30	67.8%
Other Income/Expense				
Other Expense				
8180 - Balancing Adjustments	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	142,935.94	85,193.64	57,742.30	67.8%

12:18 PM

Valdez Museum & Historical Archive

Balance Sheet Prev Year Comparison

10/02/17

As of September 30, 2017

Accrual Basis

	Sep 30, 17	Sep 30, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1025 · 1st National Operating	12,473.19	0.00	12,473.19	100.0%
1023 · CD - 61243443 Reserve Acct	59,753.22	59,385.03	368.19	0.6%
1018 · 1st National Checking	0.00	0.00	0.00	0.0%
1020 · CD 61248942 Gen Ops	0.00	16,774.23	-16,774.23	-100.0%
1021 · CD 61215021 -Phyllis Irish	66,531.75	66,121.79	409.96	0.6%
1022 · 10950 Cash in Drawer	1,871.47	2,251.23	-379.76	-16.9%
1001 · Cash In Bank-Operating-WFargo	123,355.36	4,271.61	119,083.75	2,787.8%
1003 · Cash In Bank - CMC Savings	23,265.91	133,386.87	-110,120.96	-82.6%
1010 · Cash In Bank-WF-Gaming Acco...	0.00	6,022.55	-6,022.55	-100.0%
Total Checking/Savings	287,250.90	288,213.31	-962.41	-0.3%
Accounts Receivable				
1501 · Accounts Receivable	6,247.50	1,934.00	4,313.50	223.0%
Total Accounts Receivable	6,247.50	1,934.00	4,313.50	223.0%
Other Current Assets				
1502 · Museum Endowment Fund	900,990.00	841,255.25	59,734.75	7.1%
Cash on Hand	609.31	660.75	-51.44	-7.8%
2002 · 1120 Inventory Asset	29,421.20	22,070.87	7,350.33	33.3%
2501 · Prepaid Insurance	0.00	20,929.00	-20,929.00	-100.0%
Total Other Current Assets	931,020.51	884,915.87	46,104.64	5.2%
Total Current Assets	1,224,518.91	1,175,063.18	49,455.73	4.2%
Fixed Assets				
4000 · Construction in Progress	74,227.00	25,199.00	49,028.00	194.6%
4001 · Fixed Assets	42,420.61	50,720.21	-8,299.60	-16.4%
Total Fixed Assets	116,647.61	75,919.21	40,728.40	53.7%
Other Assets				
Merchandise Inventory	639.11	671.17	-32.06	-4.8%
Total Other Assets	639.11	671.17	-32.06	-4.8%
TOTAL ASSETS	1,341,805.63	1,251,653.56	90,152.07	7.2%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
5501 · 2000 Accounts Payable	7,267.60	21,969.28	-14,701.68	-66.9%
Total Accounts Payable	7,267.60	21,969.28	-14,701.68	-66.9%
Credit Cards				
5505 · Bank of America Business C...	5,051.25	-850.45	5,901.70	694.0%
Total Credit Cards	5,051.25	-850.45	5,901.70	694.0%
Other Current Liabilities				
5503 · Loss on Disposal of Assets	0.00	-174.03	174.03	100.0%
5504 · 24700 Customer Deposits	34.00	34.00	0.00	0.0%
6601 · Deferred Revenue	24,114.00	24,114.00	0.00	0.0%
6002 · Leave Payable	17,265.61	14,634.30	2,631.31	18.0%
6003 · 2100 Payroll Liabilities	11,639.09	11,715.32	-76.23	-0.7%
Total Other Current Liabilities	53,052.70	50,323.59	2,729.11	5.4%
Total Current Liabilities	65,371.55	71,442.42	-6,070.87	-8.5%
Total Liabilities	65,371.55	71,442.42	-6,070.87	-8.5%

12:18 PM

Valdez Museum & Historical Archive

Balance Sheet Prev Year Comparison

10/02/17

As of September 30, 2017

Accrual Basis

	Sep 30, 17	Sep 30, 16	\$ Change	% Change
Equity				
7503 · Museum Endowment Fund Equity	900,990.00	841,255.25	59,734.75	7.1%
8079 · Contributed Capital	91,636.18	91,636.18	0.00	0.0%
3000 · Opening Bal Equity	33.93	33.93	0.00	0.0%
7502 · 3900 Retained Earnings	140,838.03	162,092.14	-21,254.11	-13.1%
Net Income	142,935.94	85,193.64	57,742.30	67.8%
Total Equity	1,276,434.08	1,180,211.14	96,222.94	8.2%
TOTAL LIABILITIES & EQUITY	1,341,805.63	1,251,653.56	90,152.07	7.2%

11:10 AM

10/10/17

Accrual Basis

Valdez Museum & Historical Archive
Profit & Loss Budget Overview
 January through December 2018

	Jan - Dec 18
Ordinary Income/Expense	
Income	
8003 · Fund Development	
8004 · Corporate Sponsorship	10,000.00
8060 · Roadhouse Dinner	23,000.00
8021 · Annual Appeal	3,000.00
8061 · Membership	10,000.00
4030 · Donations Income	
8062 · 6145 In-Kind Income	17,500.00
8001 · Restricted	1,620.00
8002 · Unrestricted	5,525.00
Total 4030 · Donations Income	24,645.00
8152 · Fundraising	
8023 · Designated	200.00
Total 8152 · Fundraising	200.00
Total 8003 · Fund Development	70,845.00
8024 · Earned Revenue	
8025 · Program Fees	
8025.1 · Enrollment Fees	1,800.00
Total 8025 · Program Fees	1,800.00
4120 · Museum Fees	
8026 · Admissions	55,000.00
8009 · Admission Fees	6,000.00
8010 · Archival Fees	2,000.00
8159 · Space Rental	1,000.00
Total 4120 · Museum Fees	64,000.00
8027 · Store Sales	
Towel	200.00
Snow To Go	200.00
Dog Toys & Treats	400.00
Art Supplies	700.00
Print	300.00
Body & Bath Products	161.00
Childrens Toys	75.00
Key Chain	170.00
Playing cards	100.00
Seeds	35.00
Ornament	30.00
Patterns	100.00
Candy	470.00
Maps	30.00
Umbrella	80.00
Zipper Pulls	323.00
Gold Vials	410.00
Sockeye Salmon	1,325.00
Jewelry	2,640.00
Video/Audio	70.00
8063 · Copies/Fax	23.00
8064 · Galley Sales	70.00
8164 · Miscellaneous	660.00
8165 · Audio/Video	1,470.00
8166 · Post Cards	70.00
8167 · Plush/Puppets	610.00
8012 · Cards	125.00
8013 · Books	7,665.00
8014 · Childrens Books	860.00
8015 · Gallery Sales	605.00

11:10 AM
10/10/17
Accrual Basis

Valdez Museum & Historical Archive
Profit & Loss Budget Overview
January through December 2018

	Jan - Dec 18
8017 · Other Items	380.00
8027 · Store Sales - Other	11,525.00
Total 8027 · Store Sales	31,882.00
48600 · Service Sales	
486001 · Shipping	30.00
Total 48600 · Service Sales	30.00
Total 8024 · Earned Revenue	97,712.00
4200 · Grants	
8032 · 4110 City of Valdez	475,000.00
8006 · State of Alaska	3,000.00
8033 · Foundation	16,000.00
Total 4200 · Grants	494,000.00
8501 · 7015 Interest Income	
Reserve Acct. CD	370.00
Phyllis Irish Memorial Fund CD	415.62
Total 8501 · 7015 Interest Income	785.62
8011 · Reimbursed Expenses	4,565.00
Total Income	667,907.62
Cost of Goods Sold	
8102 · Gallery Commission	860.00
8101 · Cost of Goods Sold	13,925.00
Total COGS	14,785.00
Gross Profit	653,122.62
Expense	
8059 · Contingency	27,376.69
8036.2 · Volunteer Expense	350.00
8036 · Fundraising Expenses	9,000.00
8036.1 · Membership	2,575.00
8037 · IT Services	16,200.00
8039 · Education	2,000.00
8040 · Collections	
8043.1 · Intern	3,900.00
8042 · Collections Supplies	2,325.00
8043 · Acquisitions	500.00
Total 8040 · Collections	6,725.00
9002 · Freight and Shipping Costs	1,975.00
8103 · Personnel Expenses	
8104 · Salaries & Wages	267,125.00
8105 · ESC Payroll Tax	2,938.38
8106 · FICA Payroll Tax	25,243.31
8107 · 403(b) - Employer	13,040.08
8108 · Health Insurance	98,254.12
Total 8103 · Personnel Expenses	406,600.89
8044 · Contract Labor	5,500.00
8110 · Professional Fees	
8045 · Accounting	16,000.00
8046 · Consulting	400.00
Total 8110 · Professional Fees	16,400.00
8113 · Vehicle Expense	400.00
8047 · Janitorial Services	
8114 · General Janitorial	12,000.00

11:10 AM

10/10/17

Accrual Basis

Valdez Museum & Historical Archive
Profit & Loss Budget Overview
 January through December 2018

	Jan - Dec 18
Total 8047 · Janitorial Services	12,000.00
8048 · Utilities	
8115 · Electric	37,900.00
8116 · Heating Oil	21,000.00
8117 · Water	280.00
Total 8048 · Utilities	59,180.00
8118 · Telephone	
8124 · Conference Line	120.00
8119 · Fax	207.00
8120 · Internet	3,400.00
8121 · Local Service	4,800.00
8122 · Long Distance	100.00
Total 8118 · Telephone	8,627.00
8123 · Postage and Delivery	3,000.00
8049 · Supplies	
8125 · Technology	1,000.00
8126 · Office Supplies	3,000.00
8127 · Operating	5,000.00
Total 8049 · Supplies	9,000.00
Exhibits	
8051 · Permanent Exhibits	1,500.00
8052 · Temporary Exhibits	4,000.00
Total Exhibits	5,500.00
8130 · Dues and Subscriptions	3,000.00
8131 · Printing and Reproduction	5,275.00
8053 · Advertising/Marketing	4,500.00
8134 · Rent	
8056.1 · Storage Rent	900.00
8055 · Building Lease	10.00
Total 8134 · Rent	910.00
6185 · Insurance	
8137 · Liability Insurance	21,721.00
Total 6185 · Insurance	21,721.00
8138 · Credit Card Fees	4,100.00
8139 · Bank Service Charges	222.00
8145 · Licenses and Permits	485.00
8148 · Contributions	
8057 · In-Kind Expenses	17,500.04
Total 8148 · Contributions	17,500.04
8058 · Public Programs	3,000.00
Total Expense	653,122.62
Net Ordinary Income	0.00
Net Income	0.00

Fund Development Report

2018 Goal: \$178,122.62

VMHA Board and Staff will work closely to develop a dynamic Fundraising Plan. The Plan will include diverse and strategic methods that will address the changing demographic trends in how individuals, corporations and private sector granting agencies give. The giving landscape is rapidly changing as young people mature and populations diversify. Therefore, to be successful at raising money from all groups the plan will need to identify and build relationships with those donors.

How can the Valdez Museum adapt to the changing climate of raising money? The Plan will include both tried and true methods and strategies as well as adapt to the changing climates of fundraising. Each fundraising effort in the coming year will include opportunities for reaching out to younger donors. While Elder Generations give 6.2% annually, Baby Boomers are coming of age and give at the rate of 4.5% annually. Generation X (born 1965 – 1980) give at a rate of 3.9% and Millennials (born 1981-1995) give at the rate of 3.3% annually.

In addition to our annual Roadhouse Dinner, we will also employ an associate member's campaign, host a membership appreciation party, an annual appeal letter, employ a variety of small scale event related strategies (Hurry 4 History, Yoga and Wine, and Board Garage Sale to name a few), strengthen relationships with major donors by hosting an intimate cultivation event in the Pinzon Bar, as well as obtain project centered grants for education programs, collections, and exhibits.

The updated Fund Development Plan will include strategies to increase earned revenue by continuing efforts through paid programmatic offerings, continue strengthening relations with Tour Operators, develop marketing materials for facility rentals, and so much more. The following are a few highlights of how we are doing this year combined with plans for 2018.

Fund Development Account

- **Corporate Sponsors:** 2017 Corporate Sponsors sustain long term relationships as well as recruited one new sponsor, Edison Chouest. Similar to last year, the Annual Student Art Exhibit and the Roadhouse dinner will maintain corporate giving level. Additional proposals have been solicited to support temporary exhibits. The goal in 2018 is to secure at least one new corporate sponsor. **2018 Total: \$10,00.00**
- **Roadhouse Dinner:** Over the years Roadhouse has been a successful event. Since 2011 the event has seen a 49% increase, with consistent net results of over \$23,000. This is a wonderful community event that brings us together to pay recognition to the past, showcases how Valdez continues to prosper today, while raising funds for the Valdez Museum's projects and programs. **2018 Total: \$23,000.00**
- **Annual Appeal:** Studies have shown that successful appeal letters balance awareness with action as well as a strategic mailing list. To reduce the cost of the mailing, and to gain the broadest reach, the 2017 appeal has been crafted in postcard format, with unusual levels of giving. The 2017 annual appeal is scheduled to be launched the end of October with a yearend marketing push. In 2018 we will continue to hone the mailing list and the message. Over the last six years, the Appeal averaged \$2,200 annually, with 2015 generating \$3,675. **2018 Total: \$3,000.00**

- **Membership:** At the time of this report, Membership has been sustained. While we have recruit several new members over the last year, to remain conservative in our assumptions, in 2018 we will maintain the same level as 2017 **2018 Total: \$10,000.00**
- **Donation Income: In-Kind, Restricted & Unrestricted:** At the time of his report 2017 has performed as expected. While In-Kind and Restricted Donations remain stable, Unrestricted Donation decreased by 59% as a past donor did not come through this year. To remain conservative in our assumptions, 2018 assumptions are 26% less than 2017 **2018 Total: \$26,645.00**
- **Designated Fundraising:** Designated Fundraising income is a strategy that is built into products sold at the Museum Store. Past efforts included Memory Tiles, the Statehood Medallions, and a framed commemorative photo for the 50 Year Anniversary of the Good Friday Earthquake. 2017 sales of products have increased by 105% 2018 projection is based on current sales. **2018 Total: \$250.00**

Earned Revenue Account

- **Public Program Fees:** At the time of this report, public programs, including workshops, summer camp, presentations, and Tuesday Nite History Talks, are down by 23%. While we continue to present a variety of offerings, fees for the events have been reduced to encourage broader participation. Private sector grants will continue to support staff needed to coordinate these activities. With the support of private sector grants, in 2018 Public Programs will continue play an important role in reaching out to the community. **2018 Total: \$1,800.00**
- **Admissions:** As we enter the 4th quarter of operations, General Admissions are at 88% of projection. To meet 2018 projections, a rate increase of \$1.00 for each level will be imposed. **2018 Total: \$55,000.00**
- **Bulk Rate Admissions & Tour Busses:** Strengthening our relationship with tour operators, in 2017 we recruited a new provider, Tauck, a sub-contractor of Princess Lodges. To date, Tour Bus income increased by 48% 2018 projections are conservative but strive to continue the upward trend. **2018 Total: \$6,00.00**
- **Archival Fees:** 2017 saw significant growth in archival requests. With the Google Optimization of the Museum's website the collections accessible on-line, revenues from archival fees grew 304% As continued growth is uncertain, 2018 projections remain stable. **2018 Total: \$2,000.00**
- **Space Rental Fees:** At the time of this report, Space Rental income has increased by 87% While Space Rental income has increased this year with tour operator offering a catered reception twice a month, revenue is only at 69% for 2017. Museum staff will continue marketing efforts to grow the 2018 projection. **2018 Total: \$1,500.00**
- **Museum Store Sales:** To date, we have generated 99% of our 2017 budgeted projections. 2017 sales have increased by 11% over 2016. The Museum Staff will continue with inventory refinement, coupled with strategic marketing efforts to grow budget assumptions for 2018 by 1% **2018 Total: \$31,882.00**

Grants – Non-City

- **State:** With the State Budget crisis, the goal is sustain level funding from the Alaska State Council on the Arts. The Internship Grant from the Alaska State Museum is no longer supported and is now funded through the Rasmuson Museums Alaska Collections

Management fund. Therefore State Grants are projected 57% less than the current year. **2018 Total: \$3,000.00**

- **Foundation:** In 2018 the Museum will sustain program funding from the United Way of Valdez to support Education and Public Programs as well as seek a grant from the Rasmuson Museums Alaska Collections Management Fund to support the 2018 Summer Collections Management Intern. Projections for Foundation grant reflect a 9% increase **2018 Total: \$16,000.00**

Interest Income

- **Interest Income:** With the closing of Capital Equipment CD to support the Pre Planning efforts and support general operations, coupled with lower rates for Certificate of Deposits, 2018 assumptions factor in this significant reduction, rendering minor growth of less than 1% **2018 Total: \$785.62**

Endowment

- **Planned Giving Programs:** While not included in our 2018 Adopted Operating Budget, the Endowment Committee will work on identifying and recruiting planned gifts, bequests, beneficiary designation, and charitable remainder trusts. The goal for 2018 is to actively engage in a discussion with the Alaska Community Foundation to strategically implement a legacy and planned giving program.

Executive Director's Report

It has been another exciting year at the Valdez Museum & Historical Archive. Over the last year the Museum Board and Staff have been working hard to not only expand our reach to summer visitors, but to deepen our relationship with the local community. 2017 has been a year that the Museum is grounded in a strong sense of responsibility to contributing to the regions cultural and economic development. We:

- Contribute to the development of our community.
- Provide opportunities for education and learning.
- Build human capital through building social networks,
- More importantly, attract tourist to the area, stimulating the economy and creating employment.



Patricia Relay (right), VMHA Executive Director, pictured with Alaska's First Lady, Donna Walker.

In response to this obligation, the Valdez Museum has played an important role in fostering a “sense of community” by sharing the stories of our lives here in the Prince William Sound area while allowing for easy interaction among community members at exhibits, lectures, and presentations. The museum functions as a place of ideas and education. The Valdez Museum is a natural gathering place for the community through a variety of activities and events which provides a conduit that helps build and strengthen inter-connections within the family units and within the community at large. Here are a few highlights of what we have been up to and what you can expect to see at the Valdez Museum in the coming year:

- Completed *Going with the Flow*, artwork by Homer-based artist Debra Lowney. November 10, 2016 – February 11, 2017
- Completed Fire History Interim Exhibit, featuring the 1907 Ahren's Steamer. February 13 – March 10, 2017
- Completed the Annual Student Art Show, March 24 – May 7, 2017.
- Update the permanent exhibit displaying early 20th century domestic life in Valdez.
- Completed *Treasure Trove*, showcasing items and artifacts in the collection that are rarely seen. Since 2007, museum staff have been systematically going through the collection item by item, thoroughly documenting each object. The results of the project have been a more thorough understanding of the collection, including the discovery of the fascinating stories behind some of these historical objects. Visitors were able to learn about the care that goes into collections to preserve them for future generations, and how to best care for their own historic treasures.
- Completed Hands-on History and Art Camp, July 2017. Funded in part by the United Way of Valdez,
- Ongoing throughout the summer/early fall Old Town & Historic Homes Walking Tours, May – October 2017
- Celebrated Alyeska' Pipeline Services Company's 40th Anniversary with a presentation made by Joanne Seegelken Munns, the daughter of Henry "Hank" Seegelken, Senior Quality Control Supervisor sections 4, 5 and 6, TAPs.

- Distributed over 1,000 Old Town walking tour maps that direct visitors to our online interactive walking tour of Old Town Valdez.
<http://www.valdezmuseum.org/dev/category/education/old-town-walking-tour/#14>
- Participated Kelsey Dock Yellow warehouse discussions.
- Continued advocacy efforts regarding the Museum's facilities.
- Ongoing Tuesday Night History Talks
- During the summer we hosted a variety of fundraising events: 2nd Annual 5K Run/Walk for History at "Old Town"; Yoga and Wine in the gallery; and "Gramma's Attic: Board Garage Sale.
- On-going teaching in the Valdez City Schools classrooms.
- Installed *Inspired and Acquired*, showcasing artwork acquired through the Rasmuson Foundation's Art Acquisition Initiative. September 22 – December 30, 2017
- Completed "Relocation Roadhouse" Celebrating 50 Years of New Valdez. October 14, 2017

Still to come:

- In November, we will be hosting a series of FREE weekly Lunch & Learn programs focusing on the Paul Finfer Collection. Attendees may peruse a selection of images and documents from Finfer's personal archive that include small concept drawings of the new town site scribbled in pencil; letters to City planners from Owen Meals and John Kelsey; beautifully rendered architectural drawings; citizen's questionnaires and documents that reflect the role of local, state and federal agencies in building the new town site.
- 12 Free Days of Christmas – December 9 – 31, 2017

But, we could not have accomplished all of this without the help of our dedicated board of directors committees, our generous donors, local business sponsors, and community members who volunteered at the museum in 2017.

- The VMHA board is very active. In addition to attending regular scheduled monthly meeting, each member serves on a committee. In addition to the Roadhouse Dinner Committee, Chaired by Sara Irwin Goundreau, the Board Development Committee, Chaired by Diane Gibbs, the Finance Committee, Chaired by Tom McAlister and the Strategic Planning Committee, Chaired by Gary Minish were all very active.
- In addition to the continued support of the City of Valdez, we received grants from the Alaska State Council on the Arts, United Way of Valdez, Rasmuson Art Acquisition Grant, and the Museums Alaska Collection Management Fund.
- Corporate support has grown over the last year. I would like to recognize the following companies that supported our programs and events last year. Ongoing support was received from Alyeska Pipeline Service Company, Lynden, Valdez Medical Clinic, Alaska Tanker Company, Petro Star, Harris Sand & Gravel, Haltness Equipment LLC, Port Valdez Company, Brena, Bell & Clarkson, P.C., Copper Valley Telecom, First National Bank of Alaska, Sound Web Solutions, Arctic IT, Providence Valdez Medical Center, Alchemy of Design, Copper Valley Electric Association, and new this year Edison Chouest.
- Community support continued to grow this year as well. I would like to recognize the following businesses and organizations that helped to make our programs happen this past year:

Alaska Railroad

Alyeska Pipeline Service Co.	Historic Anchorage Hotel	Rogue's Garden Safeway
Anadyr Adventures	Holland America Cruise Lines	Salmon Sisters
Anchorage Concert Association	Hotel Chitina & Gilpatricks	Salon Eclipse
Anchorage Opera	Greenhouse	Shear Bliss
Arctic Chiropractic and Massage	Innovations Hair Design	Solomon Falls Seafood
Bear Paw RV Park	Latte Dah Espresso	South Central Hard Ware
Chena Hot Springs Club Paris	Moon Dog Woolies	Stan Stephens Cruises
Copper Valley Electric	Napa Auto Parts	Subway
Copper Valley Telecom	Northern Skies Photography	Suite 100 Restaurant
Cordova Historical Society	Pangaea Adventures	The Prospector
Currant Ridge Cabins	Peter Pan Seafood	Valdez Food Cache
Eagles Rest RV	Princess Lodge	Valdez Medical Clinic
Erin McCarty Art	Radiant Wellness	Valdez Outfitters
Glacier Auto Glass	Radio Shack	Valdez U-Drive
	Ravn Alaska	Vertical Solutions
	Rhonda Wegner-Taylor Art	Wilderness Expressions
	Robe Lake Lodge	

- Volunteers play an important role at the VMHA as well. Volunteers contribute hundreds of hours annually. Community members who volunteered at the museum in 2017 are:

Alexander Britton	Gloria McAlister	Kathrine Walters
Amanda O'Brien	Heather Darce	Kathy Hayden
Bev Lunt	Henry Goldstein	Kathy Nielsen
Bryan Vincent	Isabella Anne Smelcer	Kayla Illich
Christina Mauntel	Jamie Nelson	Kyle R Kirkendall
Cindy Unger	Jane Sharrai	Lanette Oliver
Diane Gibbs	Jane Haltness	Laura Langdon
Donna Weeks	Janice Johnson	Laura Meadors
Dwight Morrison	Jay Yunker	Laurine Regan
Elder Rider	Jeff Koontz	Linda Brandenburg
Elder Vue	Jill Sowerwine	Lisa M. Von Bargaen
Emmie Swanson	Joanne Winney	Lisa Martin
Eric Reich	Joe Lally	Martha Barberio
Erica Shirk	Jonathan Goold	Mary Mehlberg
Gary Minish	Justin Major	Matt Goudreau
Gary Warner	Karen Allred	Matt Smelcer
Georgia Ann Christofferson	Karen Feero	Melissa Kaiser
Glen Sodergren	Kate Goudreau	Melissa Shaginoff
	Katheryn Hays	Michelle Cullen

Olivia L Selanoff
 Pat Caples
 Paul Nyland
 Paula Mountjoy
 Pete LaPella
 Polly Page
 Rich Dunkin
 Rick Nichols
 Rika Mouw

Robert Gibbs
 Sara Irwin Goudreau
 Scott Hicks
 Shawnda Gallup
 Spike Gilson
 Steve Goudreau
 Stuart Relay
 Taja R Goodlataw
 Tanya Young

Tara Yunker
 Tim James
 Tina Fifarek
 Tom McAlister
 Tracy Struder
 Wendy Goldstein
 Wendy Robertson

The generosity of our donors and volunteers ensures that we can continue to provide excellent programs to communities throughout Prince William Sound. On behalf of the museum staff I would like to thank them for their selfless support.

Today cultural organizations are much more than a place to view relics and artifacts. Museums serve as vital community resources and provide gathering places where beauty and educational opportunities co-exist, bringing communities together to learn, to play, to delight in. Folks from around the world comment on what a great Museum we have. In addition to comments such as awesome, excellent, wonderful, fascinating, interesting, informative, super, and great museum, here are a few that elaborated a little further:

"This is an outstanding museum - excellent use of space with a great variety of exhibits. The videos are well done and everything works. Great hands on activities for children. Super impressive!"

Jane Francoeur, Merrill, Wisconsin

"If I wasn't so old, I would move here!"

Bob & Judy Freiburger, Dubuque, Iowa

"Excellent exhibit, would pay to come here over and over again. Good representation of native cultures. Too bad that seems to be going by the wayside."

Duane & Linda Hampshire, Titusville, Florida

"Well set up and maintained. Great displays & very informative!"

Maya & Stephen Belcher, Tasmania, Australia

"Second time here. Amazing exhibits about Alaska native Culture and early settler life in the Valdez region. Can't wait for my third trip back!"

Lisa

"Thank you for a great Museum! This experience was so wonderful! Thank you for the opportunity to explore and for being so kind! You created such a good experience! Thank you!"

Lyndsie & Sam Sicilia / Kate & Rhett Foster

"Very interesting exhibits. Nicely presented. We learned a lot."

Doug & Kim Sterner, Hanover, Pennsylvania

“I am visiting from Toronto, Ontario, Canada. I am a mid-twenties female and am a trained metalsmith. Seeing all of these beautiful hand crafted objects and the tools used to create them paints such a beautiful and colorful portrait of the history of the region. I hope to see the collection grow and appreciate the care taken to preserve these objects. Thank you and all the very best.”

Anonymous

There are plenty more similar comments. The Valdez Museum & Historical is a wonderful cultural resource that we can all be very proud of.

While we received more compliments than complaints, it is also important to recognize those who provided feedback that was not positive. Similar to last year’s Annual Report, we continue to receive complaints about the temperature of the Main Museum’s Egan Commons. With the ongoing issues of the climate control system regarding the temperature in the museum, we continue to reach out to Capital Facilities. While the temperature continues to be an issue, I am happy to report that the City Maintenance Department responds in a timely manner to adjust the system.

As the year continues to unfold, we will continue to find new and creative ways to provide meaningful services to the community by unleashing the power of bringing people together through collaborative events and activities. The 2017 Annual Report is full of highlights from the past year. In the following reports you will find detailed information about our mission driven programs. Collections and Exhibits explores not only our temporary exhibit offerings, but other wonderful details about recent acquisitions, collection management projects, and archives. Similarly, Education and Public Programs highlights all the wonderful learning opportunities that serve not only school aged children but learners of all ages. The strength of these offerings enable the Museum to make measurable changes in community conditions and improve lives by offering enrichment opportunities in developing healthy children, families and community through our exhibits, cultural programs, education and historical interpretation.

The Valdez Museum & Historical Archive is a dynamic place and serves as a community resource where all can explore and convene. This is your Museum; we encourage you all to come see for yourself.

Respectfully submitted,



Patricia Relay,
VMHA, Executive Director

Archives, Collections & Exhibitions Department Report

Andrew Goldstein – Curator of Collections & Exhibits

Archives: The museum's archives have continued to be a valuable resource for researchers. Archival services have generated \$7,740.00 in 2017, to date.

Reference Questions: Approximately 130 reference questions were fielded between September 1, 2016 and September 1, 2017. Questions were received via email, telephone, and in-person visits. Typical research questions involve genealogical research, fact checking for reporters on historical topics, and research assistance for professional historians seeking to publish their books or papers.

Rights and Reproduction: In addition to generating revenue from research fees and photo print requests, the Valdez Museum archive provides income for the institution through licensing the right to reproduce material from its collection. This past year, the addition of completed collection records to the Museum's online database has resulted in an increase in paid licensing.

Collections: The Valdez Museum is a collecting institution committed to preserving community and regional history, and making its collections accessible to the public. The museum collection consists of roughly 75,000 individual items including photographs, artifacts, fine art, manuscripts, and reference materials. Collections are made accessible to researchers, students, and the general public through display, digital media, and research performed in person or remotely through curatorial assistance.

PastPerfect Online: The museum's online database continues to be a valued tool for researchers and others with an interest in the collection. This past year has seen an increase in reference questions as a result of the database and search engine optimization. A particular effort has been made this year to scan photographs into the public collection records. Over 600 images have been added to the online database this past summer, including significant collections concerning the Valdez Gold Rush, and highway construction during World War II.

Acquisitions and Cataloguing: As with previous years, the Valdez Museum benefitted from the employment of a summer cataloguing intern funded through the Alaska State Museums internship grant. The museum accessioned approximately 35 separate sets of new acquisitions between October 1, 2016 and September 31, 2017, and updated or added approximately 3,500 collection records. 2016-17 acquisitions highlights include:

Donations: Approximately 340 separate items were donated to the museum's archive and collections between September 1, 2016 and September 1, 2017. This includes digital photographs and individual items within a larger collection (for example, distinct photographs within a photo album.) Some highlights of the past year's donations include:

- **From Jill and Gordon Spulich (Spokane Valley, WA):** A wonderfully preserved World War I uniform and helmet, worn by a soldier stationed at Fort Liscum, and a beautiful wedding dress worn by his wife, also a Valdez resident. The collection also includes a photograph of the couple, pictured in the uniform and dress, respectively. These items

arriving in excellent condition along with a photographic record that ties them all together, makes for a fantastic addition to the collection. Also included with the donation is a pair of Native beaded slippers purchased in Valdez, and a felt U.S. Signal Corps pennant (also excellently preserved), plus a newspaper article announcing the couple's wedding, a set of Alaska Steamship Company bridge score booklets, leather photo album, Alaska Line playing cards, and a set of Josephine Crumrine menus. In a separate donation, the couple also contributed photographs of the U.S. Signal Corps and U.S. Cable Office in Valdez, circa 1915, and a wonderfully preserved high school yearbook (the first one published, in fact) from 1913. The latter is a wonderful historic resource, with biographies of the teachers and graduating class, histories of the town and of education in Valdez, descriptions of school activities, and advertisements from local business sponsors of the era.

- **From Carol Briggs (Burbank, CA):** Photograph of '98er Samuel Groo
- **From Theresa Corbin-Greene (Valdez, AK):** Switzerland Inn dinner menu, 1963.
- **From Larry Augsburger (Huntsville, AL):** Set of five giclee prints of paintings of Old Town Valdez, 1963, painted by the donor.
- **From Sherry and Terry Hull (Oculwein, IA):** Wonderful photo album of photographs of the construction of the Trans-Alaska Military Road (which evolved into the Richardson Highway).
- **From Pat Erickson (Anchorage, AK):** 1913 Trustee's deed signed by W.H. Crary to Kate Page.
- **From Roy Taylor (Bellingham, WA):** Flash drive containing 55 color images of Valdez during the 1950s.
- **From Shannon Dugie (Valdez, AK):** Salvaged ski boot from one of Valdez's early ski events, signed by the participants.



Donated Ski Boot

Museum purchases:

- **From Debra Lowney:** Two beautiful carved wood wall hangings, titled *Keystone Canyon Climb* and *Bridal Veil Falls*. Both pieces were displayed as part of Debra Lowney's exhibit *Going With the Flow*, and are presently displayed in the museum's exhibit *Inspired and Acquired*. The purchase of both items was fully funded by the Rasmuson Foundation's Art Acquisition Initiative grant.
- **From Barbara Rich (Benton, IL):** A leather postcard album containing 140 prints and postcards, mostly from Valdez and the surrounding area. The album was compiled by a soldier at Fort Liscum while stationed there.

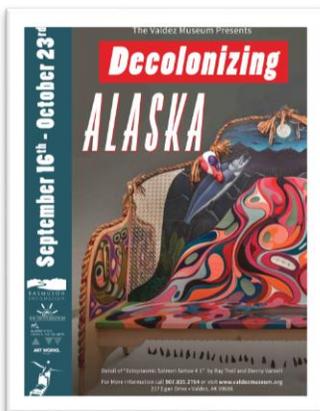
Loans: This past year, the Collections department achieved its goal of updating and verifying all loan records past and present. Items loaned to the museum that were not in use and would not be used in the near future were returned to their proper owners. Collection records for loaned items were updated, and all active loans both incoming and outgoing were renewed and put on a five-year renewal cycle. About 400 loan records were updated, approximately only 30 of which are presently active.

Collection Care: While no major conservation projects were performed in 2017, the summer exhibit's "Ask an Expert" demonstration series allowed for the completion of several small-scale projects. Visitors were able to observe projects such as document cleaning and repair, artifact display preparation, and the construction of archival enclosures. Additionally, the museum completed its 2016 project of properly housing its collection of over 80 nautical charts and maps.

Exhibits: With Master Interpretive Plan complete, exhibit development has been scaled back. Even though Permanent exhibit improvements have been scaled back, Temporary Exhibits continue to be a vibrant part of the Museum's commitment to providing the community with quality offerings.

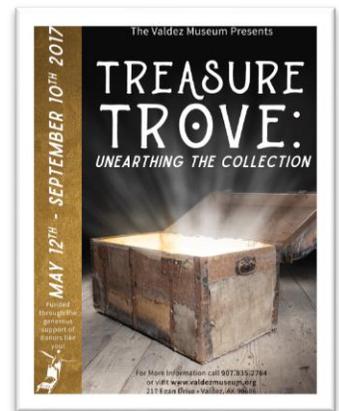
Permanent Exhibits: This past spring saw a complete reinterpretation of the museum's Parlor display. The upgrade included the replacement of nearly every artifact in the display to better reflect the exhibit's 1915 milieu and support the exhibit's themes and educational goals, and the addition of interpretive labels to identify the artifacts on display. Permanent exhibitions activities also included the regular maintenance and upkeep of existing exhibits.

Temporary Exhibits: The Valdez Museum mounted five temporary exhibits at the museum during the September 1, 2016 to September 22, 2017. The museum's exhibition calendar is booked midway into 2019. New this year was the instatement of a formalized exhibit review process, with potential exhibitors requested to complete information about exhibit themes, logistics, and possible expenses. This exhibit review, to be held annually by museum staff, shall enable a more efficient means of estimating the coming year's exhibit budget, minimizing of staff bias, ensuring that exhibitions support the museum's mission, and provide valuable content for grant writing and publicity. The five 2016-17 temporary exhibitions through September 2017 were:



- **Decolonizing Alaska – September 16 – October 30** As the world's attention shifts to the shrinking polar ice cap and the future of our planet, Alaska's place in the world has moved from the fringe to the center. Concerns about climate change and cultural survival resulting from colonization have pushed Alaska to the forefront of global conversations. Decolonizing Alaska was a multi-media visual art exhibit that explored how 30 diverse contemporary Alaskan artists grapple with these issues and present new possibilities for cultural sustainability. Artists create and express resilience and adaptation through a confluence of indigenous, global, traditional and contemporary concepts, technologies and media. A traveling exhibition from the Bunnell Street Arts Center in Homer, Alaska, and this exhibition traveled within Alaska and to Washington, D.C. through 2017. **Reception September 16**
- **Debra Lowney, Going With the Flow - November 10, 2016 – February 11, 2017** The shorter run of Decolonizing Alaska, due to its traveling exhibit itinerary, allowed for the VMHA to host an additional temporary exhibition for 2016. Debra Lowney is a Homer-based artist working in carved, painted wood. Her solo exhibition, *Going with the Flow*, addressed the importance of Valdez's waterways and the community's relationship to its surrounding geography. **Reception November 10**

- **Student Show – March 24 – May 7** This show has been exhibited for the past thirteen years, growing in size annually. All media are accepted and the show is not juried. Beginning in September, the museum’s Curator of Education and Public Programming coordinates with teachers from the Valdez school system to work with their classes to supply artwork for the exhibition. Featuring artwork from students from preschool through college, the show has grown so that the display is incorporated into both the Valdez Museum, and the Valdez Consortium Library. This dual-site format has been well-received, as it has encouraged students and parents to visit both sites and has presented numerous collaborative opportunities between both institutions. For the past three years, the exhibition displayed the work of junior high school through college students at the museum, while the work of the younger students was shown at the library. The aim of the student art show is to cultivate an appreciation of the arts within the youth of Valdez’s community. **Reception March 24**
- **Treasure Trove: Unearthing the Collection – May 12 – September 10** Highlighting discoveries and rediscoveries within the collection resulting from the long-term recataloguing project, and behind-the-scenes look at the hows and whys of collection management. A special feature of this exhibit was the “Ask an Expert” conservation demonstration series, in which conservation projects were performed in the gallery and museum visitors encouraged to bring their own objects and questions for advice on collection care. **Reception May 12**
- **Inspired & Acquired - September 22 – December 30** Featuring fine art from the VMHA collection purchased through the Rasmuson Foundation Art Acquisition Initiative grant. The exhibit juxtaposes contemporary fine art works with historical precedents relating to the heritage and culture of Valdez and its environs. **Reception September 22**



Special Exhibits:

Firefighting interim – February 17 – March 12

Due to scheduling necessities, the museum had a period of about four weeks in between exhibits. VMHA took this opportunity to showcase the museum’s 1907 Ahrens-Fox steam engine, and dedicate the interim period to programs and displays surrounding Valdez’s firefighting legacy. The program was extremely well-received, and has opened the door to the possibility of future, similar programs when scheduling is appropriate.

Chugachmiut Heritage Kits: The Valdez Museum has an excellent ongoing working relationship with Chugachmiut to utilize the Native Heritage Kits they have developed, to use in rotating content within the museum’s Alaska Native Gallery, and in educational programming. In January of 2017, the museum installed *Weg’et – Grass and Plant Fibers*, developed by Nancy Yeaton and Hanna Eklund, of the Chugachmiut Heritage Preservation Department. Kit resources include: curriculum guide and lessons; books and graphics; assorted traditional items made from grasses such as baskets, socks and fish nets. It was designed for students to “develop an understanding that culture, local knowledge, history,

and interaction with the environment contribute to the development of scientific knowledge, and local applications provide opportunity for understanding scientific concepts and global issues.” (From curriculum guide, AK Cultural standards, A3) VMHA staff are currently considering options for the installation of a new heritage kit for fourth quarter 2017.

Upcoming Exhibits:

Exhibit planning is a multi-year process that requires advance coordination with artists and lenders, while retaining enough flexibility to accommodate changes in scheduling and consideration of community events. The Valdez Museum temporary exhibits calendar is conclusively booked through Spring 2019. Upcoming exhibitions scheduled include the following:

2018:

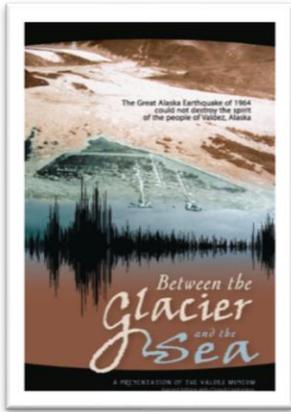
- **Maria Shell – January 19 – March 11, 2018**
Contemporary quilting and textile designs from former Valdez resident Maria Shell. Reception January 19
- **Spring into Art annual Student Art Show, March 23 – May 6.** Reception TBD.
- **David Rosenthal, Art and Science on the Katmai Coast – May 18 – early September**
Cordova-based artist David Rosenthal held a residency at the Katmai National Park and Preserve in 2015, traveling with ten researchers along the coast of Katmai for ten days. This exhibit features oil paintings and studies, watercolor paintings, and sketches that resulted from this trip, and information about the near-shore ecological research conducted by the scientists involved with this project. Combining science and art, the artist explains how his experience working with the science team played a role in the creation of his paintings. Reception May 18 (tentative)
- **Justine Pechuzal, Journey by Sea - September – December**
This exhibit seeks to immerse the viewer in the environment and experience of traveling in Prince William Sound, drawing from the artist’s experiences of over ten weeks of self-supported sea kayaking trips amassed in the area over the past eight years. Exhibit themes will be elements of the natural environment: animals, plants, and landscape, paired with how humans, using the ancient tradition of sea kayaking, can access these things. Each theme will be illustrated with related imagery and text, drawing from the artist’s own journals. Topics within these themes will compare and contrast the varied environments in Prince William Sound, from the foreboding glaciers of the Northeastern end, to the rugged coastal environment of the Southwestern side. Pechuzal’s trips have taken her from Valdez to Whittier, Seward to Whittier, Chenega to Whittier, Knight Island, and Chenega to Cordova. Each area has its own unique feel, which will be captured through the artist’s paintings, pastels and watercolors. Reception TBD

2019:

- **Erica Shirk, Planetary Alaska - January– March 2019**
Featuring a series of reduction process woodblock prints and monotype prints by the artist, Planetary Alaska explores the wonders of the geology of Alaska. The artist’s imagery explores the various mountains, volcanos and glaciers that can be found throughout the State, not only as geological features, but also as a millennia-long geological process. Reception TBD

- **Spring Into Art annual student show 2019 – March – May (dates TBD)**

Other Activities:



Between the Glacier and the Sea DVD cover.

The Valdez Museum has released its second edition of its award-winning documentary, ***Between the Glacier and the Sea***. The new edition of this DVD, which narrates the connections between the Valdez Gold Rush and the 1964 Good Friday Earthquake, now includes a closed-captioning option in the interest of maximizing accessibility. The edition also includes some minor additions such as a filed copyright with the Library of Congress, and ISBN referencing number.

The Museum has begun discussions with volunteers to begin a project of **Digitization**. As technology continues to make the collections more accessible, the museum has been looking into the potential for digitizing its moving images, photograph, and newspaper collections. First among these projects is targeted the Pipeline-era newspaper *Camp Follower*, and the museum's collection of 16-millimeter film footage.

Andrew Goldstein has continued to serve on the **Museums Alaska** Board of Directors, attending Board and committee meetings, and the annual conference held recently in Anchorage. Andrew serves on the committees for Scholarship, Collection Management Fund Grant Review, and Art Acquisition Fund.

Andrew continues to serve on the **Mayor's Beautification Task Force**, of which he has been a member since its inception.

Education & Public Programs Department Report

Faith Revell – Curator of Education & Public Programs

October 1, 2016 through September 30, 2017

The Valdez Museum’s education department plays a vital role in interpreting the region’s unique heritage for community members, students of history and culture and visitors hailing from afar. The education program promotes life-long learning and fosters interest in and a growing understanding of local history and its impact on a larger scale.

Students of all ages explore, immerse and engage with authentic items and multi-faceted exhibits at the museum. VMHA educators teach in public school classrooms and support learning through experience in the great outdoors, all at no or little cost to the learner. Education efforts are paired with mission-driven public programs, guided tours of Old Town and New Valdez and artist-led workshops—all bringing culture and practice to life.

The VMHA educator made 3395 contacts during the reporting year through its education initiatives, public programs, community events, collaborations and outreach. This is a decrease from last year, but does NOT reflect reduced service to the community of Valdez. Lower reported numbers reflect curtailed outreach, no conference presentations and fewer large project-based meetings. Budget constraints and scheduling demands didn’t allow for attendance at Museums Alaska or participation in Chugachmiut’s week long cultural exchange with Sugpiaq communities. The good news is that the museum educator taught more in Valdez this year than last.



7th grade boys perform in a Gold Rush skit at Old Town.

Education

Through the museum’s education program, we made 1081 contacts this year, an increase of 134 over last year. Students of varying ages were given the rare opportunity to learn from original documents, exceptional photographs and unusual artifacts that conveyed the important stories of the region. The VMHA educator taught elementary, middle and high school students using primary sources. Museum collections were transported when needed to local classrooms and the VHS library where many students congregated to learn. An array of new lessons were created for pre-school and elementary students.

The museum educator taught at the museum, in local classrooms and remotely in the Alaskan village of Tatitlek. Lessons dovetailed with public and home school curriculum and featured the 1898 gold rush, Alaskan history makers, Native culture and practice, the oil spill and the arts to name a few. Faith Revell panned for gold with 4th graders; encouraged student artists to create work for “Spring into Art;” and met kayaking 7th graders at Old Town for a morning devoted to gold rush history.



Teaching about Old Town

This year walking tours of old and new Valdez increased and paired with public presentations about Old Town's history, including those that featured the town in the '50s and one on firefighting from the early 1900s on. Students and community members are learning more about the origin and evolution of Valdez as a result.

Valdez Museum education highlights from the past year:

- New 3rd grade curriculum-based social studies lessons were designed by the VMH educator in tandem with teacher Kristy Cranor. These included the creation of a regional "history makers" game; illustrated time line of Alaskan history; Visual Thinking Strategies session; and numerous field trips to both museum sites and Old Town by all three classes in May.
- The museum collaborated with 4th grade teachers to teach regional history with the 1898 gold rush as the focus. Students panned for (fake) gold, studied historic photographs and original gold rush artifacts, identifying each through a series of activities that called upon collective reasoning, close observation and critical thinking. New this year was the addition of a science component designed by the VMHA to dovetail with a curriculum focus on rocks and minerals.
- 7th graders paddled to Old Town in September of 2017, prospected for gold nearby, competed to see who could start a fire first, and bartered with GMS principal Rod Morrison. Students donned costumes and mustaches and performed a skit, featuring Lillian Moore and Joe Bourke, two '98ers. New this year, the museum provided images and brief bios of important figures in the region from the late 1880s to early 1900s so that 7th graders in Teresa Huston's language arts class along with Sarah Carter, could model and create character sketches of their own.
- In 2017, 368 works of art (the most ever to date) were exhibited in "Spring into Art," the annual student art show installed at the museum and Valdez Consortium Library. 101 people attended the opening and 9 people volunteered. Participating artists interviewed their peers and photographed the show. VMHA Board member Karen Allred created a live feed posted to FB. Local art teachers prepared and organized student work remarkably well which resulted in an easier time installing the show. It requires months of preparation. Third graders trekked to the museum and library to see and celebrate their work.
- At the Valdez High School library, 9th graders participated in a "Visual Thinking Strategies" session that showcased historic images from the museum's collection. They observed the photographs carefully, summoned up their critical thinking skills and suggested what was going on in the picture based upon evidentiary reasoning.
- Visiting educator and filmmaker Marie Acemah conveyed all three 6th grade classes to the museum to cycle through historic images and the Exxon Valdez Oil Spill exhibit, then conduct a series of interviews that culminated in new student created short films on oceanography and Prince William Sound. 46 students participated.
- A new lesson created by VMHA educator for preschoolers launched in 2017 and featured "the museum by the sea." It paired a "fishing expedition" throughout the museum to discover objects related to the



Pre-schooler, dons an Octopus crown during a field trip to VMHA.

ocean and Prince William Sound with a “sea creature hat.” The Valdez Co-op Pre-School visits the museum annually.

- In collaboration with Chugachmiut, Inc. and the local Valdez Native Tribe, the VMHA educator designed a five day lesson plan for 4th graders learning about Native culture and practice. Athabascan and Paiute artist Melissa Shaginoff came to Valdez from Kenai to teach how to bead a chief’s necklace and share her culture. (HHES helped to share the cost with the museum for doing so). John Boone spoke about his life and work. Dimitri Kompkoff and Amanda O’Brien taught language and dance classes. F Revell taught mask making. This proved a rare and wonderful opportunity to learn for all involved.

Public Programs

809 contacts were made through public programs this year, slightly down from last year by 39. Tuesday Nite History Talks grew in number and as did walking tours to Old Town and New Valdez. Artist workshops were fewer this year. The cost of bringing artists to Valdez is prohibitive and turn out for artist-led programs lower than expected. 12 Free Days of Christmas participants remained robust with 264 locals visiting the museum to mingle and craft in December.

Valdez Museum public program highlights from the past year:

- **Old Town Walking Tours:** More than 700 Old Town Trail Maps, now embedded with QR codes to launch a virtual version of the tour, were distributed to Valdez summer tourists and community members. The museum offered 13 tours of OT and 2 of New Valdez, the latter aboard a filled to capacity (45) hoosegow this year. Guided tours of Old Town during the spring, summer and fall remain a staple of the museum’s program linking what visitors learn at both museum locations with experiences in the out of doors at the original town site.
- **Lectures:** “Tuesday Nite History Talks” drew regular crowds of 20 plus people for each lecture in the summer of ’17. TNHTs are now offered monthly throughout the year. While they do not yield significant income, they do provide insight into the town’s evolving history. Museum members, home school families and seniors often attend. Local knowledge keepers, such as Dorothy Moore, have the opportunity to share family stories and photographs. This year talks ranged from Old Town fire history and Sydney Laurence in Alaska to Tugboat Iney of the Yukon and historic preservation.

- **Hands-on History and Art Camp:** Eighteen students participated in camp rescheduled to mid-July in 2017. Campers trekked to the Kelsey Dock and overlook, small boat harbor and boat yard and Dock Point, creating art at each site, journaling, and then returning to the museum to wed their excursion to history. 1898 gold rush journals from the museum’s collection were brought out as good examples for documenting your day.



Valdez fire fighters pose along with Tom McAlister for a photo next to the 1907 Ahrens during an evening devoted to fire history.

- **Fire History:** Two programs were designed in collaboration with the Valdez Fire Department. The 1907 Ahrens steam powered engine was exhibited front and center in Egan Commons. Tom McAlister spoke about its use and construction. Andrew Goldstein talked about the history of fires in Old Town. Local firefighters assisted with the transportation of fire related artifacts to the museum and came out in droves for the presentations. Information

in the Goldstein talk spurred efforts by firefighters to commemorate J Crawford, who died in the 1947 OT fire.

- **Athabascan artist Melissa Shaginoff** came to Valdez to both teach beading in classrooms and give a talk about her work and culture at a pitch in dinner at the museum. Funding for travel, lodging, food, supplies and honorarium was jointly shared by the museum, HHES and CIRI Foundation. The cost of bringing scholars, historians, artists and subject specialists to Valdez from elsewhere in Alaska and beyond is expensive. The number who traveled to Valdez this year is down as a result of budget constraints.
- **Pipeline History:** Joann Seegelkun Munns, whose father Hank Seegelkun was quality control supervisor for the northern portion of the line, gave an informed and detailed talk illustrated with more than 300 photos in June to celebrate the pipeline's 40th anniversary. More than 30 people assembled to listen and learn. The museum is grateful to Munns and collaborator Ed Davis for their time and enhancement of the museum program
- **12 FREE Days of Christmas:** 264 people gathered with family and friends at the museum in December of 2016 to communicate, craft and explore. Several admitted that they set aside time annually in December to participate in this free program. The cost and time to prepare activities is considerable. The yield, bringing community members of all ages together at the museum, is a win win.



VMHA Board member Karen Allred paints her version of Gustav Klimt's "Tree of Life" on cork.

Collaborations



Tree lighting ceremony on VMHA's east lawn with refreshments provided by the museum

The museum continued to collaborate with these community partners during the year: the City of Valdez; Valdez Gold Rush Days; Valdez Consortium Library; Parks and Rec; Valdez Public Schools; both FOCUS Homeschools and Valdez Home School Association; VNT; and Prince William Sound College. The VMHA celebrated Gold Rush Days and provided hot drinks and cookies at the Christmas tree lighting. Faith Revell guided tours of the historic homes of New Valdez. Museum staff mounted the student art show at the Valdez Consortium Library and the museum.

Chugachmiut, Inc. provided heritage kits again this year and offered support from the local education coordinator, Amanda O'Brien. The museum's mission to teach about PWS and Copper River Basin Native Alaskans is supported by this ongoing collaboration.

Big Read Collaboration: For the second time, the museum partnered with KCHU Terminal Radio, Inc., the Valdez Consortium Library, Prince William Sound College and a host of others as part of "big read," featuring Dashiell Hammett's "The Maltese Falcon." The partners received their second NEA grant to do so. The Big Read is a project of the National Endowment for the Arts in partnership with Arts Mid-west. Readings, broadcasts, art projects, lectures, free book giveaways and a series of classes comprised this community-wide literacy project.

Outreach

Outreach numbers were down significantly this year in large part due to budget constraints and schedule conflicts. Nonetheless, Faith Revell taught for the fifth year at Tatitlek during “Peksulineq” the annual heritage week. She worked with K-2 graders and Jan Whalen sharing Native culture and practice coupled with natural history lessons.

Documentation and Evaluation

The museum continues to employ front end, formative, remedial and summative evaluation tools to analyze the visitor experience and determine learning outcomes at the Valdez Museum. Small but powerful changes are regularly made to exhibits and programs that yield good results for visitors and staff alike.

What’s in the Future for the Valdez Museum?

Informed and innovative teaching. Ongoing service to the Valdez community. Providing a vibrant gathering place for ideas, learning and sharing to unfold and flourish.



Zachary Holbrook with sea otter mixed media work created in VMHA’s Hands on History and Art Camp.