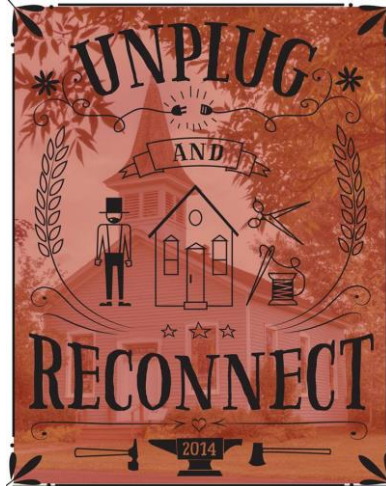


REPORT TO THE COMMUNITY 2015

“39 Years of Service”



AT



Buffalo Niagara Heritage Village
3755 Tonawanda Creek Road
Amherst, New York
(716) 689-1440

www.bnhv.org

Major funding provided by:
The Town of Amherst

And donors like you!

~ REGENTS BOARD OF TRUSTEES ~

Executive Committee

Karen Vilonen, *President*
Educator, retired

Paul Bowers, P.E. BCEE, CCEO, *Vice President*
Town Engineer retired, Town of Amherst
Currently: Project Manager, Wm. Schutt & Associates, PC

Beth Roehling-Flynn, *Secretary, Gift Shop Committee Chair*
Educator

David Mischler, *Treasurer, Collections Committee Chair*
Mischler's Florist

Trustees

Sharon Daniels, *Education Committee Chair*
Educator, retired

Dawn Hutsebaut, *Governance & Special Events Committees Chair*
Human Resources, retired

Carol Pyne, *Insurance Committee Chair*
Utica National Insurance

Janet Reilly, *Guild Liaison*
Educator, retired

Michael Tyrpak, *Development Committee Chair*
Tyrpak Financial

~ EMERITUS ~

Joseph A. Grande, Ph.D.
Higher Education Administration, retired

Susan J. Grelick Esq.
Counsel to NYS Senate

Pat Lucey
Past Amherst Museum board member

Patricia Lucey
Past Amherst Museum board member

James Nesper Esq.
Nesper, Ferber & DiGiacomo, LLP

Dolores Attea Sapienza
Philanthropist

Phillip A. Thielman Esq.
retired

~ ADVISORY BOARD ~

Sarah Anderson, Ph.D.
*Teaching and Administration - K-12 and Higher Education,
retired*

David Flynn Esq.
Phillips Lytle

Joseph A. Grande, Ph.D.
Higher Education Administration, retired

Phyllis Hanlon
retired

Katharine Hewlings
Human Resources

Hon. Geoffrey Klein
Amherst Town Court

Mary Maiorano, BA Communication Design
Curator of Costumes & Textiles, Amherst Museum, retired

David Sherman, Amherst Town Historian
Bee Group Newspapers

Jane Stoddard
retired

Erik Ticen, Marketing Committee Chair
*Edifi Media, President
The Eastco Group, Senior Producer*

Karen M. Eckert, Exhibits Committee Chair
U.S. Government, retired

Diane Wojtowicz
Amherst Youth Foundation, Williamsville Rotary Club

Richard Wojtowicz
Amherst Youth Foundation, Williamsville Rotary Club

~ STAFF ~

Herbert Schmidt, Executive Director
*Master of Public Administration
Bachelor of Science in Education; Concentration in Recreation
Education & Interpretation
Associate in Applied Science, Forest Recreation*

Spencer Morgan, Director of Marketing & Development
*Master of Arts, History; Concentration in Museum Studies
Bachelor of Arts, History; Minor in American Studies
Paralegal Certification*

Timothy Lewis, Facilities Manager
*Technical School Degree Carpentry/Masonry/Plumbing
Home Inspection Training*

Lee Leiser, Maintenance & Exhibits Technician
*Facilities Maintenance Certification, Aramark
BOCES- Heating, Ventilating, and Cooling*

Kathy Slade, Education Coordinator
*Master of History; Concentration in Museum Studies
Bachelor of Arts, History*

Kayla Shypski, Curator of Collections and Exhibits
*Master of History; Concentration in Museum Studies
Bachelor of Arts, Double Major in Classical Studies and
History*

Scott Schotz, Historic Buildings and Grounds Manager
*Associate in Applied Science, Design Drafting
Timber Frame Certification
OSHA Certification*

Rachel Ravago, Guest Services Coordinator
*Master of Arts, History
Bachelor of Arts, History; Minor in Cultural Anthropology*

Andrew Donohue, Staff Accountant/Office Manager
Master of Business Administration

Chelsea Giannantonio, Special Events Coordinator
Bachelor of Science, Marketing

Mission:

Safeguarding and interpreting the story of the Niagara Frontier for current and future generations.

Vision:

Buffalo Niagara Heritage Village is committed to making regional history a vital part of the Western New York community and educating its citizenry.

We achieve our mission through historical research and interpretation, preservation and management of our collections and historic buildings, and creative activities and events. BNHV is an Umbrella Organization:

Amherst Museum Collection

Guilds

The Community

35 Acres, 11 Historic Buildings, Shaw Building Museum, Steffen Events Building, 2 Pavilions and a Band Stand

Why do Museums Matter?

American Museums: (according to the American Alliance of Museums)

- Employ more than 400,000
- Contribute \$21 billion to the U.S. economy each year and generate billions more through indirect spending by visitors

U.S. leisure travelers:

- 78% participate in cultural or heritage activities including museums
- Visitors to museums spend 63% more on average than others
- Arts and culturals constitute 3.2% of the nation's entire economy, a \$504 billion industry
- Over \$135 billion in economic activity generated, 4.1 million full-time jobs and returns over \$22 billion in tax revenues
- Governments that support the arts see an average return on investment of over \$7 in taxes for every \$1 appropriated

It's About Education

U.S. Museums:

- \$2.2 billion spent per year on education
- 55 million visits each year from school groups
- 18 million instructional hours for educational programs
- Guided tours for students, staff visits to schools, school outreach through science vans and other traveling exhibits, and professional development for teachers
- Math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies, in coordination with state and local curriculum standards
- Museums are sparking the next generation of scientists, artists, political leaders, historians and entrepreneurs
- "Americans view museums as one of the most important and trustworthy resources for educating our children and are considered a more reliable source of historical information than books, teachers, or even personal accounts by grandparents or other relatives" – American Alliance of Museums

Partnerships Matter!

- Museum volunteers, members, and trustees, give time (9.6 million hours annually) and money that they adeptly leverage against state and federal dollars
- There are only two state-funded programs providing critical general operating support to museums, living collections, and heritage organizations:
 - New York State Council on the Arts (NYSCA)
 - Zoos, Botanical Gardens and Aquarium (ZBGA) program
- ZBGA's are also funded through the Environmental Protection Fund
- But where is the funding specifically for museums?
- Public/private partnership is the essence of what museums are about
- The very act of entrusting a nonprofit to care for, exhibit and give meaning to an object that once belonged to you is the beginning of a relationship between the donor and the museum

Quality of Life!

- Museums - Top three family vacation destinations
- Trips including cultural and heritage activities comprise one of the most popular and significant segments of the travel industry
- Over 23% of all domestic trips
- Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other tourists
- Quality of Life issues contribute significantly when businesses choose to relocate. Access to cultural resources including a dynamic museum community is huge!
- National Governors Association says, "The nonprofit arts and culture industry annually generates:
 - Over \$166 billion in economic activity
 - Supports over 5.7 million full time jobs
 - Returns over \$12 billion in federal income taxes
 - Governments who support the arts on average see a return on investment over \$7 in taxes for every \$1 spent!"

Why Not!

- BNHV is a unique regional asset, entrusted to preserve and interpret the story of Buffalo Niagara

BNHV Matters:

- To Our Past: To explore, study and honor our culture and heritage,
- To Our Present: As a necessary part of Quality of Life, Education of our community and Economic Health,
- To Our Future: Where children are able to develop a sense of wonder while opening their minds to Science, Technology, Engineering, Arts and Math. Preserving green space and serving as a community education and social hub.

History Matters, Museums Matter... Buffalo Niagara Heritage Village Matters



~ MUSEUM REPORT ~

A. Shaw Building, Museum Facilities and Grounds

- a. Facilities and Grounds – Tim Lewis & Lee Leiser
 - i. New roofs on the Rotary Pavilion, Workshop, Hoover House. Many thanks to Williamsville and Amherst Rotary clubs for funding the Rotary Pavilion roof!
 - ii. Energy efficient lighting program grant was implemented by Lime Energy
 - iii. Two new air handling systems installed
 - iv. Main drainage ditch cleaned of overgrown trees, weeds etc., to open up village visibility
 - v. Planted a Peace Garden, Dyers Garden, along with all new shrubs in the front of the Shaw Building
 - vi. Tea Room/Board Room revamped with carpeting, paint and window shades
 - vii. Fourth year hosting The Sweet Home Day of Pride in which students do tasks as community service
 - viii. Implementing a staff and volunteer training program

- b. In association with the Town of Amherst the following was completed “Many Thanks to the Town!”:
 - i. Septic system cleaning
 - ii. Snow plowing and salting
 - iii. Grass cutting
 - iv. Clearing of the drain tile from the ditch to Tonawanda Creek Road

- c. Exhibits – Kayla Shypski & Lee Leiser
 - i. “NEW” Suiting Up: American Uniforms
 - ii. “NEW” 9-11 Remembered
 - iii. From Forest to Front Lawn: The Story of Amherst, an American Suburb
 - iv. “UPDATED” Erie Canal Room Children’s Exhibit
 - v. 1880’s Street of Shops
 - vi. Pioneer Kitchen
 - vii. Body Beautiful
 - viii. How We Moved Here
 - ix. Martha C. Schmidt Decorative Arts Gallery
 - x. “UPDATED” Tuning In and Reaching Out: A Story of Radio and TV, 1910-1959
 - xi. Award winning exhibit at the Erie County Fair!
 - xiii. “COMING SOON in April” Vice & Virtue: The Rise and Fall of Prohibition

B. Historic Buildings and Grounds – Scott Schotz

Transit Road Church, c. 1854; Dann Road House, c. 1840; Bigelow House, c. 1865; Smith Log House, c. 1843 Hoover House, c. 1875-1880; Sweet Home Common School #15, 1847; Barbershop, c. 1898; Elliott House, 1851 Blacksmith Shop, 1899 replica; Williamsville School #9, c. 1880; Lavocat House, c. 1840; Bandstand

- a. Williamsville barn donation moved to long-term storage
- b. Hoover House, new roof
- c. Multiple historic building upgrades to include sound and smell interaction along with interpretive labels
- d. Neumann Chapel has been dismantled, and many pieces are being put into storage for future projects
- e. “NEW” Farmstead Project
 - i. An aggressive planting and crops plan has been developed with the Master Gardeners to provide sustainable period resources
 - ii. Period tools, artifacts and implements for educational purposes have been collected
 - iii. A plan for the outbuilding structures has been developed

- iv. First of many period classes with volunteer participation, “Rail Splitting IOI”
- v. Collection of seeds
- f. The Farmstead 2015 Goals and Beyond
 - i. Equipment or wagon shed, chicken coop, oxen house, barnyard fencing
 - ii. Livestock - Team of oxen, chickens
 - iii. Planned restoration of the Williamsville barn
 - iv. Crops and gardens to be planted and harvested by interpreters and volunteers
- g. Historic Structures Modifications
 - i. One or two porches/steps to be replaced with accurate period entrances
 - ii. Development of the Dann Road House into a living history area
 - iii. Modern anachronisms to be eliminated and replaced by correct period details
 - iv. A study and plan to be developed in regards to heating the structures in winter

“Everyone, just as in a real farm life of the 19th century, will have a part in bringing the farm to a working, sustainable production for the public to have a sustained interest in the progress.”

C. Collections – Kayla Shypski

- a. BNHV is currently the steward of over 40,000 artifacts that tell the story of Amherst, Williamsville and the Buffalo-Niagara region
 - i. 11 Historic Buildings
 - ii. 20,000+ 3-D Artifacts, 9,000 Archival Documents, 11,000 Photographs
- b. Conservation Assessment Program completed for 2014 to support advances in both collections and our historic structures.
- c. Ongoing work to consolidate, catalog, photograph and preserve our collection in our state of the art collections storage building
- d. Professional examinations of textiles and geological collections for more complete record keeping.

D. Education, Interpretation and Programming – Kathy Slade

- a. School children attending education programs annually: 6,000+ (doubled since 2012!)
- b. Erie One Boces teacher roll out for Social Studies
- c. Schools participating in class trips: Amherst, Lockport, North Tonawanda, Cheektowaga-Sloan, Williamsville, Starpoint, West Seneca, Niagara Falls, Tonawanda, Clarence, Kenmore-Tonawanda, Niagara Wheatfield, Buffalo, Depew, Sweet Home, Cleveland Hill, Iroquois, Lewiston-Porter, Hamburg, Royalton-Hartland
- d. Curriculum topics taught in collaboration with local schools: Social Studies, American History, Erie Barge Canal, regional History, Art History
- e. Behind the Scenes Tours – Kayla Shypski
- f. Exhibit Programming “School of the Soldier” “& Hair-itage”
- g. A Victorian Séance Series
- h. Tales of Terror in the Niagara Frontier
- i. Countryside Christmas Tours
- j. Interpretive Programs
- k. School Tours
- l. Private Tours
- m. Lecture Series
- n. Civil War Programming (49th New York State Volunteer Infantry Regimental Symposium)
- o. Day Camps, School of the Soldier

E. Guest Services and Volunteerism – Rachel Ravago

- a. Number of Volunteers in 2014: 108 Volunteers
- b. Number of Volunteer Hours Served in 2014: 1,735 Hours
- c. 2015 Areas of Volunteer Need
 - Admissions
 - Administrative & Clerical
 - Country Store
 - Craft Demonstrations
 - Gardening
 - Historic Interpretation
 - Promotions & Street Team
 - Research Library
 - Reproduction Costuming
 - Special Events
 - Tours
- d. Niederlander Research Library & Archives
 - i. In 2014, the Niederlander Research Library & Archives offered
 1. More dedicated research request assistance
 2. Personalized genealogy research services
 3. Library space reorganized to allow researchers better ease of use of primary and secondary source documents
 - ii. In 2015, the Niederlander Research Library & Archives will seek to offer
 1. Literacy programming to the local community

F. Marketing Re-Branding – Spencer Morgan

- a. Expenditures increased to focus on rebranding and regional positioning
 - i. Regular Marketing Sources: Gusto, Art Voice, Amherst Bee, Buffalo news, Niagara Falls Publications, Buffalo Spree, WNY Heritage Magazine, WNY Family Magazine, and others...
- b. New Brochure & Website

G. Giving & Support – Spencer Morgan

- a. Admissions - up about 5% from 2013, our 2015 goal is a 10% increase in admissions
- b. Membership - up about 7% from 2013, our goal for 2015 is a 5% increase in memberships
- c. Adopt-A-House program (corporate sponsorships) - 2 of our 11 historic buildings are now sponsored by local organizations and businesses
- d. Legacy Giving Program - We have a number of planned giving opportunities for individuals, families and businesses including our Legacy Village Society
- e. Sponsorships and Patrons - Support our special events, educational programming and new exhibits
 - i. Levels start at \$50 and go all the way to \$5,000 and beyond
 - ii. \$15,000 sponsorship from Key Bank for the 30th Annual Buffalo Niagara Scottish Festival
 - iii. 2015 goal for special event sponsorships and in-kind giving is over \$30,000
- f. Annual Appeals - 2014 Spring Appeal raised over \$6,000, Fall Appeal raised almost \$3,000
 - i. 2014 increase of over 110% compared with the Annual Appeals of 2013
 - ii. 2015 goal is \$10,000
- g. Grant Funding – \$8,000 in grant funding in 2014, a 327% increase from 2013
 - i. Grants include:
 1. Get Set! Grant from MANY for Education Department to redevelop our interpretation plan and a Go! Grant, which allowed our Executive Director to attend the Museum Institute at Historic Camp Sagamore
 2. NYCH grant in the amount of \$3,000 for our Canal Room update
 3. East Hill Foundation grant for \$3,000 which has paid to develop a new and improved Strategic Plan
 4. National Grid/Lime Energy Lighting Upgrade grant worth almost \$20,000 of in-kind electrical improvements.

- 5. There are a number of grant opportunities available for 2015
- 6. BNHV has been promised \$5,000 in funding from Erie County
- h. For more on these and other giving opportunities, visit bnhv.org/support-us

H. Operational Finances Report 2014 – Andrew Donohue

a. Revenues

i. Public Sources	\$475,000
ii. Contributions	\$96,000
iii. Admissions	\$4,200
iv. Education and other fees	\$14,500
v. Rentals	\$14,000
vi. Membership	\$14,000
vii. Museum Shop Sales	\$4,300
viii. Special Events	\$86,000
ix. TOTAL	\$708,000

b. Expenses

i. Educational and Experience	\$10,000
ii. Operations and Maintenance	\$75,000
iii. Program and Administration	\$499,000
iv. Marketing and Fund Development	\$51,000
v. Collections and Research	\$22,000
vi. TOTAL	\$657,000

c. Net Assets

i. Net Change in Assets from Operations	(\$3,600)
ii. Depreciation	\$5,500
iii. Net Assets	\$696,000

I. Special Events – Chelsea Giannantonio

a. 2014 Events

- i. KENTUCKY DERBY DAY - May, Amherst Women's Interclub Council - Benefits the Sweet Home Schoolhouse
- ii. GERMAN SOMMERFEST – June, Over 1,000 guests
- iii. AMERICANA DAYS, July, 175 guests over two days
- iv. SCOTTISH FESTIVAL - August, Over 3,000 guests
- v. HALLOWEEN TRICK-OR-TREAT - October, Over 1,500 guests over 2 days
- vi. VICTORIAN TEA - November, 55 guests
- vii. COUNTRYSIDE CHRISTMAS - December
 - 1. Tree Lighting Ceremony, Members-Only, Musical performances, start of the weekend-long raffle & refreshments
 - 2. Christkindlmarkt, Vendors displayed in Steffen building
 - 3. Breakfast with Santa, 200 guests

b. Guilds

- i. Lace
- ii. Quilt
- iii. Weavers
- iv. Victorian Dance
- v. Blacksmith

- c. Facilities Rentals
 - i. Implementation of new rental programs
 - ii. Preferred Vendors
 - iii. Spaces available for rental
 - I. Tea Room - Ball Room – Pavilions - Bandstand -Transit Road Church - Outdoor Grounds

- d. Coming in 2015
 - i. Kentucky Derby Day Saturday, May 2nd, 2015
 - ii. German Sommerfest Saturday, June 20th, 2015
 - iii. Farmstead Pig Roast Friday, July 17th, 2015
 - iv. 31st Annual Scottish Festival Saturday, August 15th, 2015
 - v. Halloween Trick-or-Treat Friday, October 23rd & Saturday, October 24th, 2015
 - vi. Holiday Market Saturday, November 28th & Sunday, November 29th, 2015
 - vii. Breakfast with Santa Sunday, November 29th, 2015
 - viii. Holiday Event Saturday, December 5th, 2015
 - ix. Holiday Tea Sunday, December 13th, 2015

- e. New Events and Event Additions
 - i. Themed Weekends to replace Americana Days Memorial Day to Labor Day
 - ii. 31st Annual Scottish Festival, Highland Games and Gathering of the Clans
 - iii. Victorian Tea to return to the Holiday Tea, Held in December, Large basket raffle
 - iv. Countryside Christmas, Holiday Market will feature new craft vendors, in the Shaw Building
 - v. **Stay tuned to www.bnhv.org for more programs, lectures, tours, book clubs, exhibit openings, and day camps!**

J. Community Support – Herb Schmidt

- a. Erie One Boces Social Studies Curriculum Roll-Out
- b. Town of Amherst Police Department Junior Police Program Training
- c. Town of Amherst new police vehicle training
- d. Town of Amherst SWAT Team Training
- e. Amherst Symphony Outdoor Concert
- f. Journey Along the Canal Bike Ride for people with Disabilities (Rest Stop)
- g. Williamsville Old Home Days Info Booth Staff
- h. Sweet Home Day of Pride
- i. Boy Scout Service Projects
- j. Town of Amherst Recreation Relay for Life (24 hour event)
- k. Amherst Women’s Interclub Council Annual Event
- l. Guilds Host: Quilters, Weavers, Lace, Victorian Dancers, Blacksmiths
- m. UB Liberty Program career day tour
- n. CHC Learning Center tour and programming for physically and mentally disabled High School students
- o. Lending toys, flax equipment, arts and crafts supplies etc. to Jean Neff for the Amherst Rec. Dept.
- p. Free parking for the town's bike trail and parking for boaters to access Tonawanda Creek
- q. Senior and military discounts

K. The Future of BNHV “Poised for Success!”

2015 is about our success. The table is set, the team is in place and we are in position to grow and better serve The Town of Amherst, Village of Williamsville and the communities of Western New York.

To steer our success we are currently embarking on a new Strategic Planning process supported by a grant from the East Hill Foundation. As our organization enters into its next era of service to the community we want to acknowledge the Town of Amherst for over forty years of investment in our mission to preserve the history and the cultural heritage of Amherst, Williamsville and all of Western New York so that humanity will benefit for generations to come.

The role of BNHV is to preserve history by educating and serving the community as a program and cultural hub among many other opportunities. The following is an excerpt taken from the Comprehensive Master Plan of the Town of Amherst. It serves as a strategic guide for BNHV as we grow and adapt in the months and years to come. We are a part of the community and we are excited about what we are doing and what we can do in the future.

In the Vision of Amherst in the Year 2018, the Town is renowned for an exceptional quality of life that derives from three fundamental attributes:

- Livability: Our healthy neighborhoods, outstanding public facilities and services, and active community life make Amherst an exceptional place to live and raise a family.
- Community Character: We wisely manage growth to preserve natural and historic resources, maintain green space throughout the community, and revitalize older neighborhoods and commercial corridors while accommodating quality new development.
- Shared Direction: As partners in the renewed prosperity of the Buffalo-Niagara region, we work together with neighboring communities and institutions and balance our multiple roles as a premier residential community and a complementary regional center of economic, cultural, and educational activity.

THANK YOU! To all those who help make this organization a dynamic museum and educational institution! We need YOU to continue your support in the coming years! Please consider:

- a. Joining our Advocacy Council!
- b. Becoming a member!
- c. Becoming a donor!
- d. Coming to visit us and attend programs!
- e. Renting our facilities!
- f. Telling your friends all about what we do to make the community a better place!

www.BNHV.org

