

Holland Land Office Museum Program Budget 2023

Public Programming:	Expenses:
Guest Speaker/Author Series	\$500
Programs/Fundraisers:	
Music Nights	\$400
History Heroes Summer Program	\$1,000
Wonderland of Trees	\$750
Appraisal Day	\$800
Living History Event	\$500
Murder Mystery	\$1,250
Java with Joe E.	\$100
Trivia Night at the Museum	\$100
Group Tours (School/Tourist)	\$0
Visitor Tours	\$0
Ghost Walk Tour	\$100
Advertising:	\$8,000
Collections & Exhibits:	Expenses:
Curatorial/Acquisitions:	
Collections Management	\$750
Preservation & Conservation	\$750
Exhibits	\$500

Public Programming

Guest Speaker Author Series:

The Guest Speaker Series seeks to bring in speakers and authors with connections and knowledge of various topics pertaining to the local history of Genesee County and Western New York. For a small entrance fee of \$5 or \$3 for museum members, this is a continuation of a successful start to the program that began three years ago. The museum is seeking supplemental funding from possible grants (Decentralized Program: Reach Grant) and sponsorships from local entities. The goal for the 2023 season would be to have approximately two speaker/author events a month and continue to diversify the presentations from 2022. The average attendance goal is 30 people or more, which is on par with the limited opportunities in 2022. This past season the presentations were recorded for the museum's YouTube channel to broaden the viewership. The expenses for this program derive primarily from speaker fees and advertising. The purpose is to bring in visitors that might not otherwise come to the museum, and increase our exposure in the local communities but also to other parts of Western New York. The presenters also offer outside resources and connections that we can continue to interact with. The topics for 2022 included: Frederick Douglass; WNY Suffragette Movement; Wicked Niagara; Ely Parker; Belva Lockwood; Erie Canal & the Underground Railroad; Lasting Impact of the Holland Land Company; Paranormal History of Genesee County; Battle of Cedar Mountain. The program is measured through how many people attend for each and combined, where the attendees come from, return vs.

new attendees, member or non-member, additional sales/donations/memberships made, and feedback left by participants and presenters.

Music Nights:

Occasional musical performances from local musicians or musical groups as another form of evening entertainment for local community members for a small admission. The concerts are often built around a theme, either seasonal or historical, and take place. In 2022, Music Nights included: Irish music with No Blarney!; soft rock show by Jim E Leggs Trio; and winter concerts by the Genesee Symphony Orchestra. The Music Nights are meant as another way of community outreach for the museum that is fun and different from usual programming. It is an excellent way to bring in new audiences that might not otherwise visit the museum. They increase awareness of the museum and offer a location for the promotion of local musicians. The program is measured through how many attend for each night and combined, where the attendees come from, return vs. new attendees, member or non-member, additional sales/donations/memberships made, feedback left by participants and presenters.

History Heroes Summer Program:

The children's summer program lasts a week in July for children age 7-12, during which the participants learn about history, both local and farther abroad. The camp includes: a field trip to a local historic location, guest speakers and educational groups, historic crafts, penny carnival for charity, and musical performance. The children learn about the museum, history of Genesee County, and the connections that our communities have to larger events. The expenses include: field trip, speakers, programs, supplies, food, t-shirts, etc. The program in 2022 was a great success with 27 children participating. The theme was based around the 1950s. We also gained back a few sponsors. We will continue to work with local sponsors for next year's program, as we have in the past. We also work with volunteers to conduct the camp, most being middle and high school students which helps with their community service. The program is a major portion of our education curriculum and reaches a large amount of school aged children from across the county. It also allows the children to be exposed to other avenues of history in their community that they might not have access to in any other way. The program is measured through how many attend, where the attendees come from, return vs. new attendees, member or non-member, memberships gained, amount of community support (sponsorships, etc.), and feedback left by participants, parents, volunteers, presenters.

Wonderland of Trees:

The Wonderland of Trees is the museum's annual Christmas/Winter community event and fundraiser. The museum opens its space to local businesses and other groups to decorate and display Christmas trees and other decorations for the winter months. It has become a major event for the museum, and much looked forward to by the community. The museum was filled with 30 trees or displays from organizations and businesses across the county in 2021. For 2022, possible expansions are being considered to bring in a different audience than currently. The whole program lasts from mid-November until early January. The museum is making plans to alter the programming of the WOT to make it more family friendly and inviting. Also, taking great strides to make it more affordable for the museum and the patrons. The museum is also attempting to promote sponsorships for this type of event to help offset costs and allow for more public exposure. The cost revolves around the entertainment, marketing, and supplies for decorating. The Wonderland of Trees is one of our foremost community

events. Its purpose is to bring in as much of the community around the holidays into a warm and inviting atmosphere that celebrates both the winter season and our local history. It is also an excellent method to connect with local groups that might not otherwise work with the museum, including the other local history offices throughout the county. The program is measured through how many attend, where the attendees come from, return vs. new attendees, member or non-member, memberships gained, amount of community support (sponsorships, etc.), and feedback left by participants, businesses, organizations, sponsors.

Appraisal Day:

HLOM Appraisal Day is a new event planned for 2023, as an alternative to the Antique Show. The event is a way to continue reaching out to the community and offer an opportunity for the public to learn more about the items in their own collections. People will be invited to the museum to have a certain number of items appraised by local appraisers and auctioneers. A nominal fee per item will be charged to register. This event is also an opportunity for the museum to get to know local collectors and the appraisers better and create connections concerning possible pieces that might be of interest. The expenses will revolve around any fees from the appraisers for their time and advertising. The event will be measured through how many attend, where the attendees come from, memberships gained, and feedback by participants and appraisers.

Living History Event:

Another new event for 2023, which brings historical reenactors to teach attendees about various historical periods and to perform for them the lives and works of people from different historical time periods. This event would be a larger outdoor event based on historical encampments with either military reenactors or others to tell their stories, and possibly even do a battle. The purpose of the event is to incorporate living history more into the museum's programming while strengthening the relationships with local reenactment groups. This type of event will also increase the museum's public presence throughout the county. The expenses would be based around fees for the reenactors, rental of space, vendors, and advertising.

Murder Mystery Dinner Theatre:

The Murder Mystery Dinner Theatre is an event that was done in 2019, but has not been revived until recently. It involves an improv group performing a murder mystery program for an audience while they are served dinner at a local hall or establishment. It was very popular the first time, and seems to continue to be popular. The purpose of the event is to bring in new fun events that have a strong connection to history to bring new audiences and attention to the museum and local history stories. The expenses for the event would center around the actors, the venue and advertising.

Java with Joe E.:

"Java with Joe E." is a free, monthly, community event that began in early 2018. This program is meant to bring together those interested in local history for a morning presentation and discussion over a cup of coffee and a pastry. The event is also meant to give local presenters another avenue to share their knowledge with the public. Presenters in 2022 have included museum staff, the county historian, but also independent presenters covering a wide range of topics, including: African-Americans in early Genesee County; Seven Springs Country Club; Joseph Burke & Jenny Lind; Vietnam Stories; Genesee

Area Genealogists; Edison Cylinder Record Player; and Henry Glowacki. The expenses for Java with Joe E. comprise of only the refreshments for each meeting and possibly any expense for the presenter. The program is measured through how many attend, where the attendees come from, member or non-member, memberships gained, feedback left by participants and presenters.

Trivia Nights at the Museum:

Trivia Nights at the Museum is a monthly event that began in 2018. Its purpose is to expand the audience of the museum through a new form of interaction with local history. The museum staff design a series of questions based around a theme of local history for the attendees to then guess upon. The price of admission is \$3 person and \$2 for museum members. There are snacks and refreshments offered as well, and the top three teams receive prizes from the museum. Examples of past themes in 2022 included: Alexander Hamilton; Thomas Edison; Albert Einstein; Assassination of Abraham Lincoln; Lewis & Clark; Custer's Last Stand; Apollo 11; Woodstock; Elizabeth I. The expenses for Trivia Nights at the Museum comprise only of the refreshments for each night. The program is measured through how many attend, where the attendees come from, member or non-member, memberships gained, and feedback left by participants.

Ghost Walk Tour:

The Ghost Walk Tour of Batavia's West Side was a new event for 2018, which is done with cross promotion with the Historic Batavia Cemetery and their Ghost Walk Tour. Building off the success of 2021, in 2022 the Ghost Walk Tour included four walks with the possibility of an additional three based on demand. An in house presentation at the museum. The guided tour will take visitors through the west side of the city and recount the spookier tales from its past. This event will be another way to bring history to life in a more personal and exciting way. The tour also creates a stronger relationship with other local cultural organizations and the surrounding community. The expenses are rather limited for this event, based primarily on advertising and possible refreshments. The program is measured through how many attend, where the attendees come from, member or non-member, memberships gained, and feedback left by participants and presenters.

Group Tours (School/Tourist):

Throughout the year the Holland Land Office Museum hosts group tours of varying sizes and demographics. They can be both reserved and walk-ins. The group tours fall into two categories, student and tourist. Student tours come from local school groups that wish to see and learn about the history that is contained within the museum. These tours offer students an opportunity to learn history, particularly local history, outside the classroom in a more hands-on and sensory way. Tourist groups come from many different locations, at times even with international visitors. These tours show off our exhibits, stories, and items to audiences from outside the county and area that would not have any contact with the museum otherwise. These types of tours have little to no expense on the part of the museum, as they are placed into the normal schedule for that day. The program is measured through how many attend, where the attendees come from, return vs. new attendees, memberships gained, feedback left by participants and partners.

Visitor Tours:

The Holland Land Office Museum is open for visitors to tour the museum all year round. Visitors can walk through the museum on their own or can be given guided tours, depending on their preference. The museum staff and volunteers are available to answer any questions for either version. These types of tours are the main conveyance of the materials that the museum has, and how most visitors experience our setting. Visitors can also offer their own insights and stories into our collection, that can contribute additional information that the museum was previously unaware of. These tours cost little to nothing extra to the museum. They allow the stories and artifacts of our collection to be brought before the public, and is the most consistent facet of our educational programming. The program is measured through how many attend, where the attendees come from, return vs. new attendees, member or non-member, memberships gained, and feedback left by visitors and volunteers.

Museum Collection & Exhibits

Collections Management:

A primary role of the Holland Land Office Museum is to be the stewards of the collection. Managing the collection is the essential service that allows all other benefits to the public to be continued. Documenting and identifying each item within the collection is the initial step that leads to exhibits and other programming based around the collection. While the public does not interact directly with this process it is paramount over every other program that has been listed previously. The managing of the collection involves data input into the collections software PastPerfect with adequate information to locate and identify each artifact as needed. This process is maintained by staff and volunteers on a regular basis. Other efforts have begun to digitize paper items in the collection. The expenses for this process are continual but kept minimal outside of maintaining the database programming, supplies, and storage areas. To keep these costs at a low level as possible, the museum is attempting to find grant funding to assist in the management of the collections. This process is measured differently as it is not based around human factors. Measurements include: how many artifacts are in the collection, how many additions are made in each year, how many items have been deaccessioned, what percentage of the collection is within our essential categories, and how it will improve the public's interaction with the collection.

Collections Preservation & Conservation:

The second piece to our primary role as stewards of the collection, is to undertake any processes necessary to maintain objects in the collection and keep them from deteriorating to a point of a ruin. These object care practices are essential to keep the collection available to the public while on display. Much of this process can be done with regular maintenance of collection areas and documenting object statuses to track any preservation or conservation issues. However, some pieces do eventually need extra care. These duties often must be outsourced to professionals. To keep these costs at a low level, the museum is always attempting to find grant funding to assist in any preservation and conservation efforts undertaken. Several upgrades have been made to assist in the conservation of valuable pieces of the collection. These include the installation of new flat file cabinets for the large paper items, addition of air conditioning unit to help control temperature and humidity, and adding more archival grade storage materials. Other efforts have begun to digitize paper items in the collection. This process is measured differently as it is not based around human factors. Measurements include: which objects are in need for extra care, which objects should be considered, which objects have been put through these

processes, how many objects have gone through preservation or conservation, how these undertakings have improved the collection, and how it will improve the public's interaction with the collection.

Exhibits:

The third and final piece as stewards of the collection, is to display the collection for the public to enjoy and to form both interesting and educational stories that the objects can tell concerning the history of the Holland Land Purchase and Genesee County. It is during this phase that the public truly interacts and receives a direct benefit from the collection. The exhibits in the museum are what truly will bring the most visitors to the museum. Exhibits can be divided into three groups: permanent exhibits, temporary exhibits, and rotating exhibits. Permanent exhibits are the core of the museum and are on display permanently. Temporary exhibits are on display for long stretches, months to years, but are replaced at some point. Rotating exhibits are small versions that are meant to last for possibly only weeks or months to highlight a specific theme or timeframe. Upcoming exhibits include: the Mancuso Theatre, Depictions of the Holland Land Office, and Sports & Leisure in Genesee County. The Holland Land Office Museum is constantly seeking to improve upon all types of exhibits that are displayed. The exhibit schedule, tentatively, will consist of two larger temporary exhibits within a year, with several smaller rotating exhibits to be done in between. An art/image gallery wall has also been created to display pieces from our collection of artwork and photographs. The permanent exhibits will also be continually modified and rotated during the year. The museum's mission concerning exhibits is to keep them fresh and relevant to our audiences and to create a new experience with every visit. Exhibit expenses consist of exhibit and artifact signage, display cases when needed, advertising, and funds for outside objects when available and appropriate. The museum continues to pursue grant sources and other outside funding opportunities to help improve exhibits and maintain a high quality, while keeping costs to a reasonable level. Exhibit success is measured through how many visitors come to the museum during exhibit, new visitors vs return visitors, member or non-member, where the visitors are from, memberships gained, and feedback left by visitors, volunteers, and supporters.