



2019 Annual Report

Connecting Generations by Preserving and Interpreting Mid-Willamette Valley History

Willamette Heritage Center
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Board of Directors

- James (Jeff) Walton, Board President
- Ted Stang, Past President
- Rich Davis, Secretary
- Lori Woodbury, Treasurer
- Ed Austin
- Nick Cantonwine
- Lola Hackett
- Alex Paraskevas
- Sam Skillern
- Rebecca Purvine Sterup
- Donald Stoltz
- Leslie Coleman Zeigen

Staff Members

- Michelle Cordova, Executive Director
- David Birch, Millwright
- Chris Coila, Event Rental Support & Security
- Anna Creswell, Administrative Assistant
- Jamie Garcia, Events Supervisor
- Katrina Garcia, Events Specialist
- Shirley Hamilton, Development Assistant
- Holly Klaus, Business Manager
- Toby Lanham, Facility Support
- Kaylyn Mabey, Research & Archives Specialist
- Liz McIntire, Marketing & Events Specialist
- Sean O’Harra, Operations & Facilities Director
- Erica Osorio, Education & Volunteer Coordinator
- Randall Pochmara, Facility Support
- Kylie Pine, Curator & Collections Manager
- Helen Shafran, Development Director

Other support:

- Janet Reese, Front Desk
- Scott Davis, Facility Support

Thank you to our outgoing staff members!

- Tammy King-Headings
- Samantha Phillips



Mission | Connecting generations by preserving and interpreting Mid-Willamette Valley history.

Vision | A place for all to discover, engage, and make history.

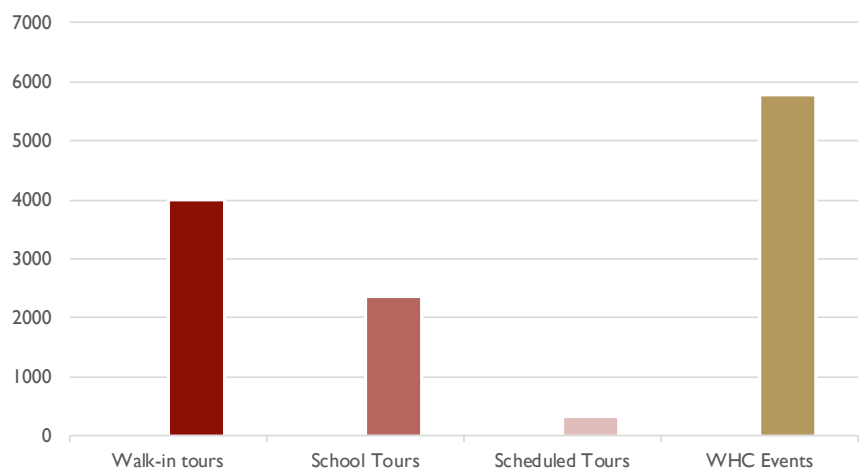
The Willamette Heritage Center’s (WHC) 5 ½ acre site preserves 15 historic structures, and is home to 10 tenants, and 11 artists that rent space from us. The WHC is central to the Mid-Willamette Valley past, present, and future. This land was home to the Kalapuya before Euro-American missionaries and immigrants began settling the area in the 1840s. Both local and visitors from abroad can learn more about the rich history and diverse cultural heritage of the Mid-Willamette Valley through tours, exhibits, educational programs, and our archives located on site.

Attendance | The WHC welcomed 67,842 guests for museum/school tours, WHC events, and venue rentals.



Museum guests came from at least **48 states**, and **27 countries**.

Total Museum Attendance = 12,477*



* Event rentals include weddings, celebrations of life, office parties, and more, which brought in 55,365 for a total of 67,842 guests to our site!

Collections

Collections received a remarkable number of donations in 2019 and catalogued thousands of new items into the WHC's database.

Milestones:

- Finished inventory of the 1st and 2nd floors of the Mill Building; total number of mill related artifacts inventoried in this project to date - **1,817**
- Through a grant from Oregon Heritage, completed rehousing Payne, Settecase, Smith Architecture Collection, 2017.053 and launched web finding aide
- Completed exterior restoration of caboose through the amazing work of our dedicated volunteers and finalized the phone booth move to our site

By the Numbers:

- **89** donations of new material were processed into the museum's collections
- **3,509** items were newly catalogued
- **5,080** items were inventoried and rehousing by staff and volunteers

The WHC now has:

23,734
artifacts

49,078
photographs

4,606
series of archival records

7,963
books

catalogued and accounted for in our collections management database.

A Sample of New Acquisitions in 2019:



Oregon State Fair pass 2019.063.0001

Portrait of Caralyn B. Shelton 2019.013.0008
Acquisition of the Caralyn B. Shelton
(first female governor of Oregon) collection.



Left: Military uniform of Henry Yoshikai 2019.073.000
Right: 1840 work dress reproduction
(costume department) ED 2019.001.0001

Education

The WHC welcomed over 80 scheduled groups to our site in 2019 to participate in educational activities, tour the historic houses, mill buildings, and special exhibits.

Staff and volunteers educated **2,696** individuals in 2019.

Adult Education Programs:

- 2 Lacemaking students
- 12 Weaving students

Scheduled group tours:

- 23 different groups visited from various locations around the state
- These groups included 67 college students and 259 adults and seniors (65+)

Scheduled school/youth tours:

- 59 groups from public, charter, and private schools, along with home school groups, youth programs, and summer camps
- 1,832 youth in pre-kindergarten through high school; and 538 adults (teachers, aides, parents, relatives, etc...) attended the tours
- Tours included the historic houses and woolen mill; educational activities offered were programs on: Pioneer World, The Kalapuya, and Fiber to Fabric

Facilities

2019 was a big year for facilities at the WHC with the installation of new carpet in the Warehouse and continued support for the restoration of Caboose #507.

- Continued to find ways to improve the visual appeal to the landscape of the site
- Replaced an air conditioning unit for the 4th Floor of the Mill Building, thereby providing a more comfortable space for the Textile Learning Center to host their “open studios”
- Improved the attraction of the WHC venue spaces, opening up more opportunity for rental income through the following projects:
 - Installation of a new hanging projector in the Dye House
 - New paint job and chairs in the Card Room
 - Replacing all non-slip materials on the exterior decking around the site
- With the support of a very generous lumber donation, replaced the beams on the car bridge on site
- One staff member attended a three-week, hands-on training seminar at Silver Falls State Park on historic preservation hosted by the University of Oregon
- Continued the working relationship with both Easter Seals and Shangri-La by recruiting and training facility support staff to work alongside WHC facility and event staff

To date, the Caboose Club for the Preservation and Restoration of Caboose #507 includes:

Donors and In-Kind Support:

Albany & Eastern Railroad • Ed Austin Associates • Boatwright Engineering Inc. • KayLee & Dave Brown • Cougar Construction • Tom & Ann Marie Dill • Financial Products & Services, Inc. (in honor of Cascade Warehouse Company of Salem) • Courtney Gatlin • Cheryl Griffith • Christopher & Lola Hackett • Floyd Hulegaard • Meredith Kuhl • Miller Paint • Oldham Crane Service • O’Neill Pine Company • Photo Electric, LLC • Salem Alliance Church • Salem Downtown Rotary Club • The Salem Foundation • Sherman Brothers Trucking • Siletz Tribal Charitable Contribution Fund • Trust Management Services • Willamette University Atkinson Graduate School of Management • Trent Summers • Salem Creekside Rotary • Willamette Valley Excavation

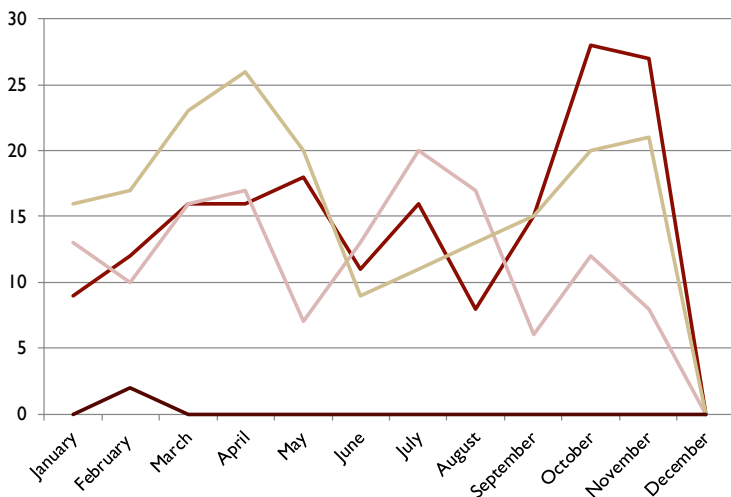
Volunteer Work Crew:

Ed Austin • Richard Beck • David Craig • Tom Dill • Courtney Gatlin • Michael Gendel • Christopher Hackett • Meredith Kuhl • Tom McMullen • Beth Robin • Allen Van Winkle • Rob Winters • Salem Creekside Rotary

Research Services

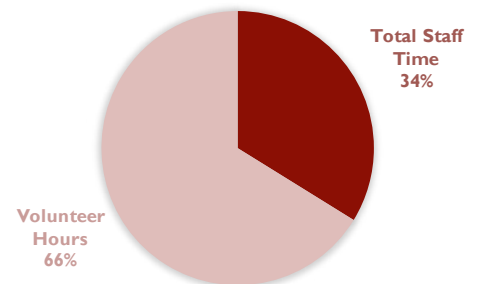
We were able to help with 508 individual requests – furthering scholarship and understanding of our community history.

Research Requests Filled in 2019



- In Person Visitors **176**
- Phone Requests **139**
- Email Requests **191**
- Mail Requests **2**

Staffing for Research Services



1,140.25 hours were spent operating the research library and providing services to patrons by staff and volunteers. Staffing of the research library is 66% volunteer time and 34% staff time.

Volunteers

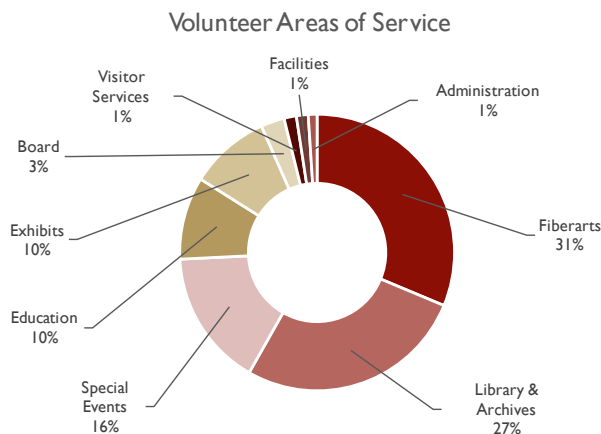
Nearly 564 individuals graciously gave their time to support the WHC in 2019.

Volunteers are vital to the day-to-day operations of the Willamette Heritage Center. Volunteers do everything from staffing the front desk, greeting visitors, stuffing envelopes, data entry, assisting genealogists with research, cataloguing artifacts, sewing tags on costumes, vacuuming exhibits, demonstrating blacksmithing, teaching children how to card and spin wool, demonstrating weaving, dressing up like elves for Magic at the Mill, guiding school groups through Jason Lee's house, providing interpretive tours, and serving on the Board of Directors.



Volunteers gave enough time to almost fill 7 full-time positions

In the past year, volunteers donated over 14,478 hours of their time to support the Willamette Heritage Center. That is the equivalent of almost seven full-time employees which is valued at \$368,175. (source: independentsector.org)

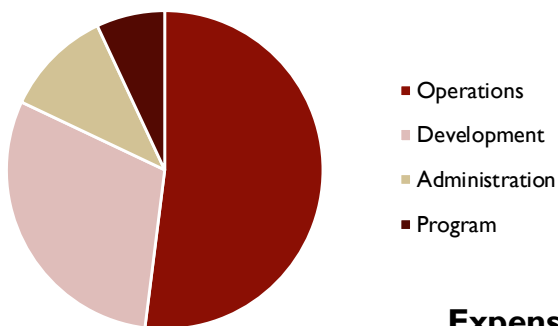


Finances

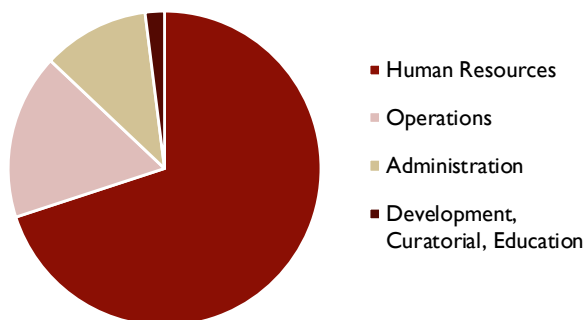
The WHC's Event Sales and Development Departments bring in nearly 82% of our income.

Net Income: (\$65,163)

Revenue: \$915,595



Expenses: \$980,758



Thank You Members!

As of January 1, 2020 we had 451 members, 41 of which belong to the Heritage Club (those giving \$1,000 or more annually)!

Special Thanks to our Grantors and Special Events Sponsors!

- Ed Austin Associates
- City of Salem Cultural and Tourism Promotion Advisory Board
- Danner & Soli
- First Interstate Bank
- Virgil T. Golden Funeral Service
- Grove, Mueller, & Swank, PC
- The H Group, Inc.
- Huggins Insurance Services
- Kraft Custom Construction
- Kuenzi & Company, LLC
- LifeSource Natural Foods
- Marion Cultural Development Corporation
- Mid Valley Quilt Guild
- Mt. Angel Oktoberfest
- O'Neill Pine Company
- Oregon Cultural Trust
- Oregon Heritage Commission
- Portland General Electric
- Roth's Fresh Markets
- Salem Electric
- Salem Foundation
- Salem Fiberarts Guild
- Select Impressions
- Sherman Sherman Johnnie & Hoyt, LLP
- Travel Oregon
- Wilco Farm Stores
- William S. Walton Charitable Trust

Community Partners

- Ed Austin Associates

2020 - 2023 Strategic Plan

Goal 1: Increase and diversify funding to meet budgetary needs.

- Strategy 1: Increase donors and sponsors
- Strategy 2: Elevate focus on grants
- Strategy 3: Increase rental capacity
- Strategy 4: Increase and maintain membership
- Strategy 5: Assess revenue generating programming

Goal 2: Deferred and ongoing maintenance is completed on Willamette Heritage Center site and structures to maintain a professional, welcome appearance and in accordance with preservation standards.

- Strategy 1: Formulate maintenance and preservation plan with 3, 5, and 10-year benchmarks.
- Strategy 2: Create maintenance and preservation funding plan.
- Strategy 3: Educate staff on preservation standards.
- Strategy 4: Reinvest sales revenue into event rental space.

Goal 3: Create internal and external brand consistency.

- Strategy 1: Update style guide.
- Strategy 2: Update name and logo on all materials.
- Strategy 3: Develop Willamette Heritage Center messaging to be utilized by Board of Directors, staff, and volunteers.
- Strategy 4: Ensure Willamette Heritage Center events are mission-driven.

2019 Events & Programs

The WHC hosted the following signature events and programs in 2019.

Signature Events:

**Annual Fall Gala & Heritage Awards:
“Bootleggers Ball”**

34th Annual Sheep to Shawl

Magic at the Mill

Educational Programs:

Textile Arts Classes

Fleece to Fiber Workshops

Exhibits:

**9th Annual Heritage Invitational Exhibit:
“Romance: Stories of Love and Passion in
the Mid-Willamette Valley”**

**“CSI: SALEM An historical look at fighting
crime in the capital city”**

**“Stitches & Stories: Discoveries from the
Oregon Quilt Project”**

Other Special Events:

Wedding & Event Show