



2017 ANNUAL REPORT

Pioneer Museum • 325 W. Main Street • Fredericksburg, Texas 78624 • (830) 990-8441

How did we fulfill our mission in 2017? Our mission by the numbers!

34+k

Museum goes in 2017

100/day

Visitors to the Vereins Kirche and Pioneer Museum

Objects, documents and photographs continually organized, or catalogued, or photographed, or digitized and protected

40k



Requests for info from the general public

100

All new Gillespie County History exhibits for the VK & Pioneer Museum

8

Flora Wertheim Scholarship to Brooke Nevins for her winning essay of family connections to Jakob Brodbeck, a Fredericksburg settler, inventor, and teacher.



1

12+1

Routine maintenance performed on historic buildings and cemetery in our care.



Videos for our website: "Cow's in the Corn" about code language used in Fredericksburg during Prohibition, and "Rocky Barriers" about stacking rock walls common on county farms and ranches.

2

4

new adult educational events.



All-day Texas History presentation for 4th graders at FES.

What was new in 2017?

Museum Assessment Program (MAP)

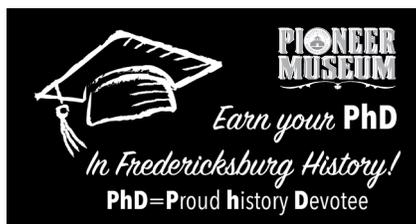
We were selected by the American Alliance of Museums to be part of the Museum Assessment Program, which required us to report on every aspect of our business. Then a peer reviewer made an on-site visit and interviewed stakeholders. A final report contained affirmation for good things and recommendations were made toward meeting national standards. This is a prerequisite to accreditation.

Guardians of the Legacy Membership

A new membership category of donors pledging a minimum of \$1000 per year for 5 years was launched in September garnering 33 charter members. This will remain open for new members in 2018.



*Guardians
OF THE
Legacy*



Historic Downtown Walking Tour, Cemetery Tour, PhD program

Eileen Whited began a weekly downtown walking tour of Fredericksburg architecture. They will resume in March. Glen Treibs provided Der Stadt Friedhof tours in October. An adult-learning program called PhD (Proud History Devotee) drew 150 first-time participants. This program will resume in March.

Peterson Foundation Grant

We applied for and received a \$10,000 grant from the Hal and Charlie Peterson Foundation. This is unrestricted funding for day-to-day operations to do our mission's work.

Designation on the National Register of the CSAA for two of our properties

The Country School Association of America accepted our application to list the White Oak School and the Vereins Kirche in their National Register, noting the two retired schools' historical significance and our continual efforts at preservation.



New website: pioneermuseum.net

Our redesigned website is attractive, easy to navigate, and is now managed by our staff, making it more useful and up-to-date.

Updated facilities for event rentals

Remodeling the Social Halle, the addition of a catering kitchen and bridal room, and cosmetic upgrades to the Sanctuary were completed in April. This space is now an appealing gathering place for museum events, community functions, and renters.

What's on tap for 2018?

NEW

Program Director coming on part-time to implement several new Family Programs

Beginning restoration of Kammlah Homestead

Beginning overhaul of exhibits and displays in every historic structure

Upgrading our most successful program – Spring Break

More events for Members

Who did we serve?

34,434 Museum-goers

1,092 Group Tour Participants

42 tours to 827 adults/265 students

Our Visitors

Texas 68% / Other U.S. states 24% / International 6%

Statewide history professionals

Two presentations at Texas State Historical Association in Austin

Local 4th graders

First GCHS program in the local public school in at least 3 years

Local parents

Presentation on WWI for Ambleside School fundraiser

How did we end the year financially?

Over \$14,000 in the black. Expenses in check to match our income.

Earned income increased \$52,272 over 2016.

Major fundraisers brought in a net total of \$315,000.

Operating Account balance December 31, 2017 \$181,685

Unrestricted Reserve Account balance December 31, 2017 \$345,755

Overall assets exceed \$3 million.

How did we use your membership or donation dollars?

REVENUE

Total Membership revenue: \$45,530

Total Unrestricted donations: \$57,767

EXPENSES

Programs \$58,879 (57%)

General & Administration \$40,285 (39%)

Fundraising \$5,164 (5%)

*These are pre-audit figures and may change slightly.

Are we making any difference?

Yes! We know we're making a difference because admissions are up. Tour groups are up.

Requests for historic information are up. Attendance at education events is up. Donations are up.

Memberships are up.

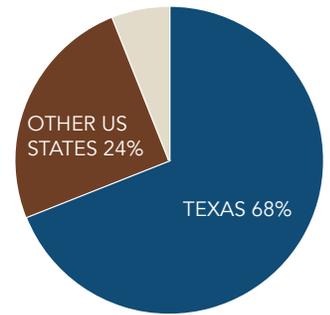
Trip Advisor comments are positive. We are now rated #9 of 107 things to do in Fredericksburg.

We are changing people's minds about what our small, local history museum can become. People

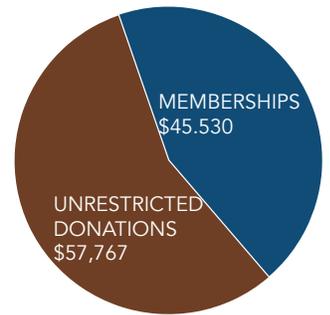
are responding to our efforts at linking Gillespie County's popularity and success to what we've

inherited from the German-Texan settlers who built this place.

INTERNATIONAL 6%

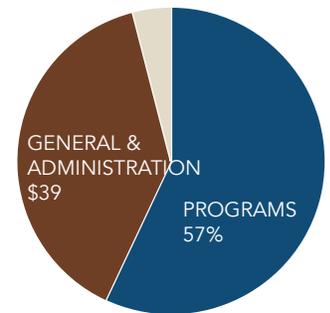


OUR VISITORS



REVENUE—MEMBERSHIPS & UNRESTRICTED DONATIONS

FUNDRAISING 5%



EXPENSES

ONGOING

Gaining intellectual control over all artifacts

Rebuilding our Volunteer Program

Researching ways to expand our story to include Hispanic and Native influences

Efforts toward National Accreditation

TO BE COMPLETED

Landscape Remodeling

Updated Strategic Plan

2017 in a Nutshell

- January Museum Assessment Program (MAP) process began
- February Lacey LeBleu made a presentation at TSHA Conference Austin
Audit completed for FY 2015 – Result: Unqualified
- March Spring Break activities with the largest participation ever
- April Lenz Fest honoring Sharon Joseph, Jim Lindley, John Klein and Ed Stroeher
Audit completed for FY 2016 – Result: Unqualified; now caught up with timely audits
- May Provided docents for Boot Ranch Texas Monthly Hill Country Show Home
Founders Day Wreath-laying and free admission to the Pioneer Museum all day
Wertheim scholarship awarded to FHS Senior Brooke Nevins- now enrolled at UT Austin
Comprehensive MAP report submitted to national office for review
- June Flag Day for Families twice as many kids and parents as last year
- July Evelyn Weinheimer received the 2017 Service Award from the CSAA
MAP Peer Review visit and interviews
“Cow’s in the Corn” video completed about Prohibition in Fredericksburg
- August Volunteer Appreciation Dinner
Received MAP Final Report from Peer Reviewer
- September White Oak School dedicated for being placed on the National Register CSAA
“Rocky Barriers” video completed about rural fences using native materials
Guardians of the Legacy Membership Launch Party garnering 32 charter members
- October Vereins Kirche traffic and sales during Oktoberfest was the highest ever
Lacey and Evelyn presented program on Native Americans in the Hill Country at FES
- November Vereins Kirche dedicated for being placed on the National Register CSAA
Lacey made second presentation at TSHA Conference Austin
- December Kinderfest – best attendance ever – 125 children plus 100 parents
69th Annual Christmas Home Tour – biggest ever in number of attendees & \$\$ raised
The Market – biggest ever in number of attendees and \$\$ raised
10th Tannenbaum Ball – a huge success raising over \$226,000



“The Pioneer Museum is amazing! 10 buildings are preserved and filled with artifacts from the era. You are able to walk inside each building and immerse yourself in history. The grounds are beautifully maintained. Very affordable entrance fee, clean, modern restrooms. You won’t be disappointed!”

Trip Advisor 10/25/2017

Would you like to be part of continuing our success by becoming a Member?
Go to our website at “Support: Membership” or call 830-990-8441

www.pioneermuseum.net  facebook.com/ThePioneerMuseum