



2021 Annual Report

Museum Association Of New York

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Our Mission

The Museum Association of New York helps shape a better future for museums and museum professionals by uplifting best practices and building organizational capacity through advocacy, training, and networking opportunities.

Letter from Erika Sanger and Brian Lee Whisenhunt

We are pleased to share this annual report and express our sincerest gratitude to our members, donors, and sponsors who helped us find spaces and places to gather, create, and support each other's work in 2021. Together, we faced the challenges of operating in both virtual and in-person environments and treasured the rare moments where we could pause, assess our work, and share our achievements. We are pleased by the progress we made this past year and honored by the new partnerships we forged that will help us shape a better future for museums and museum professionals.

In 2021, we supported positive changes in the field, offered information based on facts, and stopped at every possible juncture to ensure that we included the voices of indigenous and people of color in our decision-making. We continue our pledge to help move New York's museums past "cobbling things together" and "stretching limited resources" to a place where museums thrive financially, serve their communities holistically, and enthusiastically welcome visitors from all corners of our state, our nation, and our world.

MANY's virtual programming helped us reach museum professionals from 37 states, the District of Columbia, and eight other nations. The number of social media followers grew by 30 percent, the redesigned newsletter helped us increase member engagement, and people clicked on the MANY job board almost 64,000 times. We welcomed 371 colleagues from every county in our state to in-person programming. The joyful sound of people laughing together for the first time in two years will forever echo in our ears.

In June of 2021, the board began to develop a new strategic plan that will guide MANY's operations from 2022 to 2026. We closed the year in a positive financial position despite setbacks – we did not hold an annual conference and incurred increased program costs by limiting attendance and taking measures to maintain safety in the face of the continuing COVID-19 pandemic. In 2021, MANY had 679 members, a 5% increase from 2020. We raised \$1.2M through six major grants that will allow us to directly impact the work of more than 400 museums by the end of June 2022.

State level advocacy efforts in 2021, led to Assemblymember Didi Barret (NY-106) introducing Assembly Bill Number A9710, "An act in relation to conducting a study of public and private museums in New York State." The study will help inform public policy, increase financial support, and raise awareness of the importance of museums to our state's communities and to the economy.

We remain optimistic for the future of our museums and continue to pledge our work towards a more equitable and inclusive field. We look forward to working with our new board officers and new board members and thank departing board members who dedicated hundreds of hours in service to the field during their time on the MANY board.

We are eager to explore the ways we can work together to build a stronger, more sustainable and relevant museum community – a community where everyone's voices are held up together.

Sincerely,



Brian Lee Whisenhunt
President, MANY Board of Directors



Erika Sanger
MANY Executive Director

2021 Board of Directors and Staff

OFFICERS

Suzanne LeBlanc, *President*

President, Long Island Children's Museum

Brian Lee Whisenhunt, *Vice President*

Co-Chair Program Committee

Executive Director, The Rockwell Museum

Bruce Whitmarsh, *Treasurer*

Chair, Audit and Finance Committee

Director, Chemung County Historical Society

Becky Wehle, *Secretary*

President/CEO, Genesee Country Village & Museum

Rob Cassetti, *Chair, Strategic Planning*

Creative Strategist, Luckystone Partners

Alexandra Drakakis, *Co-Chair Program Committee*

Chief Acquisitions Curator, United States Holocaust Memorial Museum

Georgette Grier-Key, *Chair, Governance & Nominating Committee*

Executive Director and Chief Curator, Eastville Community Historical Society

Eliza Kozlowski, *Chair, Marketing Committee*

Senior Director of Marketing and Engagement, George Eastman Museum

Lara Litchfield-Kimber, *Chair, Advocacy Committee*

Executive Director, Mid-Hudson Children's Museum

Ken Meifert, *Chair, Membership & Fundraising Committee*

Vice-President for Sponsorship and Development, National Baseball Hall of Fame and Museum

Tom E. Shannon, *At-Large Executive Committee*

Director of Building and Security Services, Asia Society

BOARD OF DIRECTORS

Ian Berry

Dayton Director, The Frances Young Tang Teaching Museum at Skidmore College

Billye Chabot

Executive Director, Seward House Museum

Mariano Desmarás

Creative Director, Museum Environments

Starlyn D'Angelo

Executive Director, Hart Cluett Museum

Michael Galban

Historic Site Manager and Curator, Seneca Art & Cultural Center, Ganondagan State Historic Site

Peter Hyde

Owner, Peter Hyde Design

Theodore K. Johnson

President & CEO, Hadley Exhibits Inc.

Clifford Laube *ex-officio*

Public Programs Specialist, Franklin D. Roosevelt Presidential Library and Museum

Denise Lewis

Chief Financial Officer, Museum of Arts and Design

Emily Martz

Executive Director, Great Camp Sagamore

Melinda McTaggart

Director, Schoharie County Historical Society and Old Stone Fort Museum

Diane Shewchuk

Curator, Albany Institute of History & Art

Natalie Stetson

Executive Director, Erie Canal Museum

Marisa Wigglesworth

President & CEO, Buffalo Museum of Science, Tiff Nature Preserve

STAFF

Erika Sanger, Executive Director

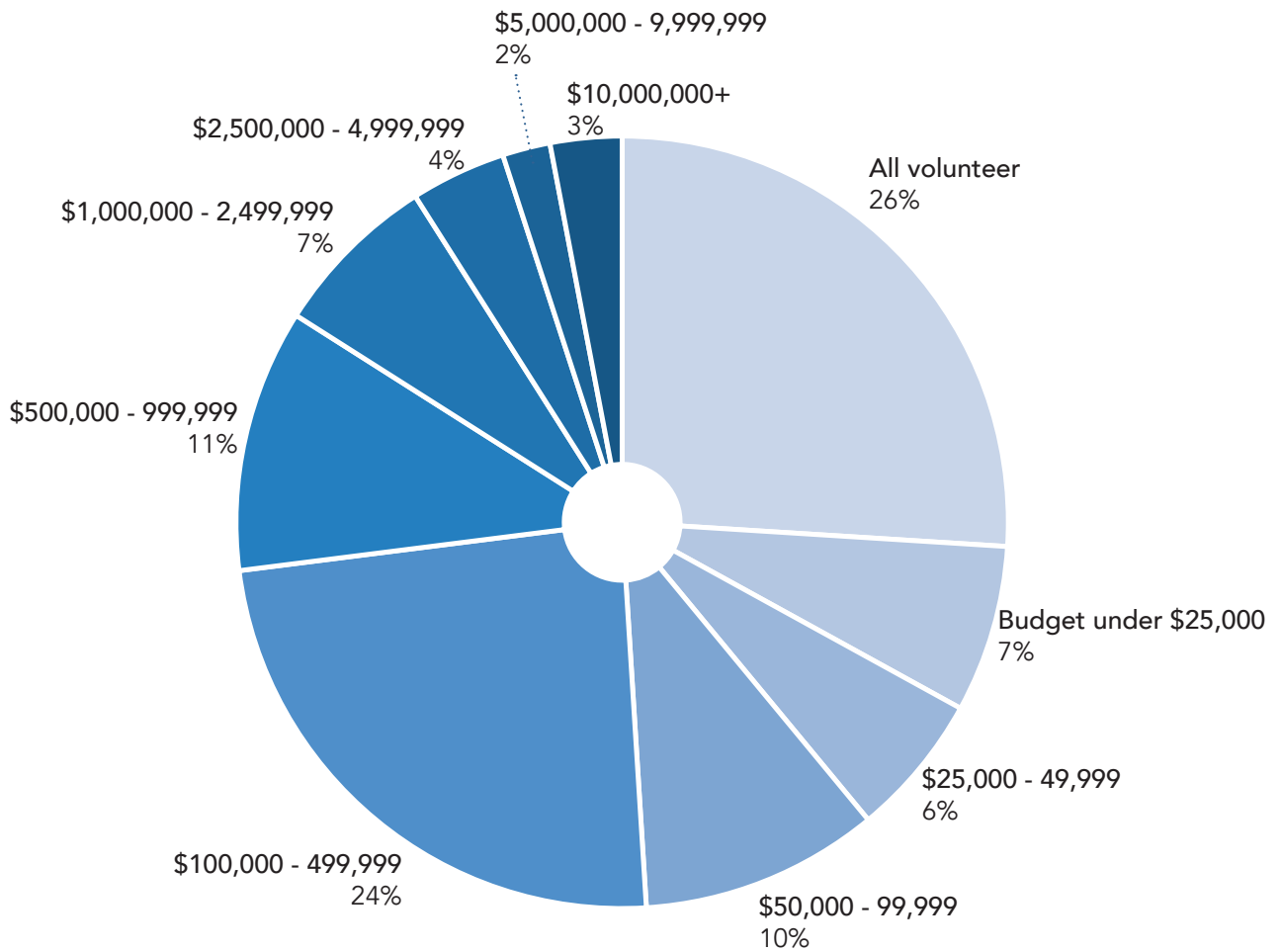
Megan Eves, Marketing & Communications Associate

Mili Gonzalez, Administrative Assistant

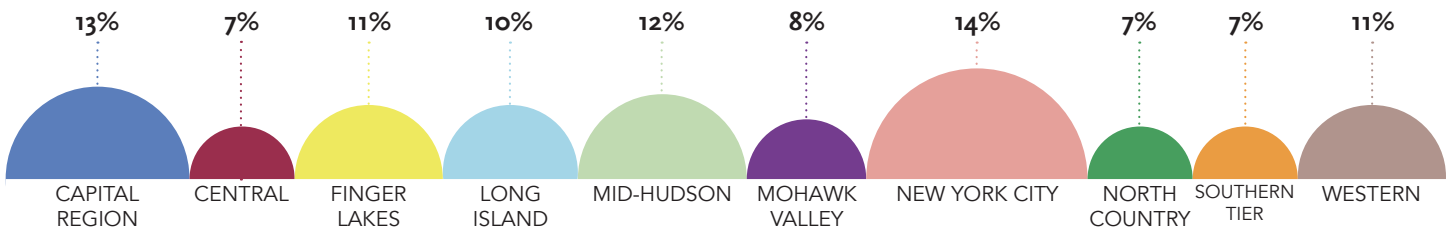
Eli McClain, Building Capacity Project Fellow

Membership Report

ORGANIZATIONAL MEMBERS BY BUDGET SIZE



ORGANIZATIONAL MEMBERS BY REDC



In 2021, MANY had 679 members (a 5% increase from 2020) with a 4% increase in organizational members located in New York City.

2021 by the Numbers



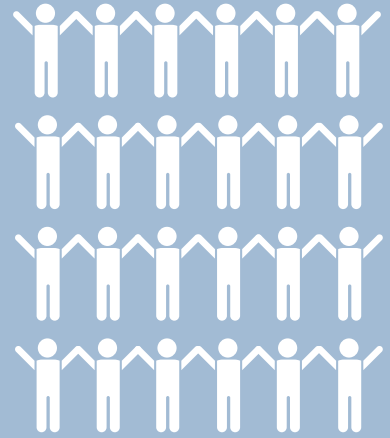
679
members



21,452
social media
followers



73
museum advocates
for AAM's Museums
Advocacy Day

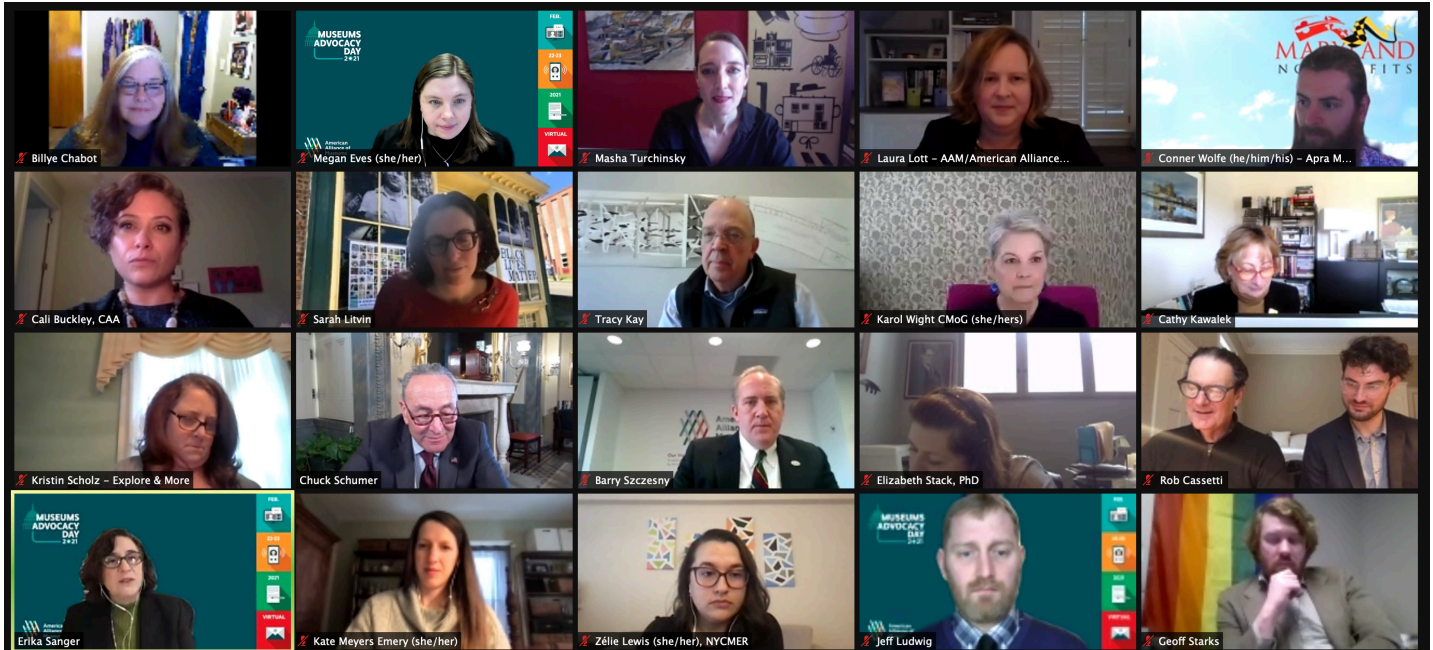


371
people attended
19 in-person
workshops



1,117
people attended
11 virtual
programs

FEDERAL



2021 Museums Advocacy Day screenshot with NYS Senate Majority Leader Chuck Schumer

In February 2021, 73 museum professionals advocated on behalf of NYS museums for the American Alliance of Museums Virtual Museums Advocacy Day. The FY 2022 Omnibus saw increases in funding for the Institute of Museum and Library Services, including for the Museums for America and Museum Grants for African American History & Culture programs and the new Museum Grants for American Latino History & Culture program. The National Endowment for the Arts, the National Endowment for the Humanities, and the Historic Preservation Fund also saw additional funding.

STATE

As a result of state advocacy efforts in 2021, on March 28, 2022 Assembly Member Didi Barrett (NY-106) introduced Assembly Bill Number A9710 –“An act in relation to conducting a study of public and private museums in New York State.” The intent of the study is to identify and collect data about all museums in the state including information on size, hours of operation, visitor statistics, funding sources, and amounts, and the subjects of the museums’ collections.



Thank you [@GovKathyHochul](#) for including \$40M in the 2023 recovery funding budget to support [#NYSmuseums](#) + cultural nonprofits through [@NYSCArts](#); this historic investment will help museums remain vital partners and economic drivers for our communities on.ny.gov/3FK2vyq



Governor Kathy Hochul and 9 others

Programming

VIRTUAL PROGRAMMING

From January 22 to June 25, MANY hosted 11 virtual programs attended by 1,117 people from 37 states, the District of Columbia, and 8 nations—Canada, Finland, India, New Zealand, Portugal, Spain, Taiwan, and the United Kingdom.



IN-PERSON PROGRAMMING



In 2021, MANY hosted 19 in-person workshops across New York State attended by 371 museum professionals.

Partnership Forums presented by museum staff shared best practices, tools and resources, and case studies of successful partnerships had **190 attendees**.

Tell Your Story and Make Your Case: A Workshop to Build Grant Writing Skills led by MANY Executive Director had **153 attendees**.

The Museum Institute at Great Camp Sagamore had **28 attendees**.

Building Capacity

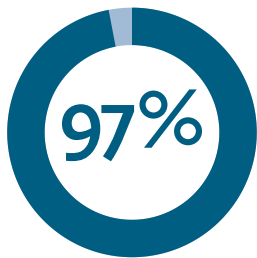
Funded by the Institute of Museum and Library Services, **Building Capacity, Creating Sustainability, Growing Accessibility** focuses on increasing the technical capacities of museums and their staff by providing hardware, software, training, and peer-to-peer learning opportunities.

In Year One, MANY worked with **178 museum participants** at **96 New York State museums** to build new technical and program development skills while sharing stories of their collections and communities.

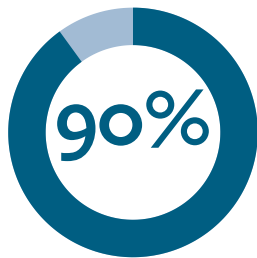


MANY staff and contracted experts delivered 54 virtual trainings between January and September with ten in-person workshops and seventeen site visits.

Museums of every budget size and discipline across all 10 REDC regions have created virtual exhibitions, walking tours, lecture series, video content, school programs, oral history projects and other digital projects to reach their audiences in new and innovative ways.



97% of museum participants reported that they built new digital skills



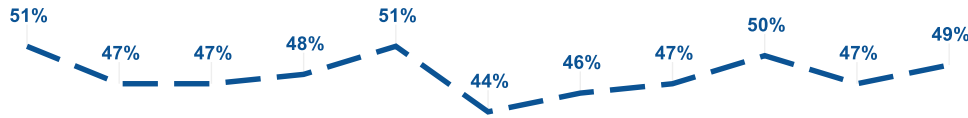
90% of partner museums have applied their technology and learning to additional programs and projects



Communications

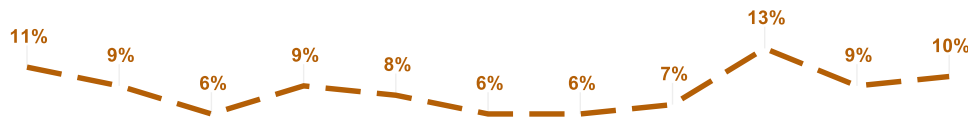
THIS MONTH IN NYS MUSEUMS NEWSLETTER

Open Rate



Non-Profit Avg. 25%
MANY Avg. 48%

Click Rate



Non-Profit Avg. 3%
MANY Avg. 9%



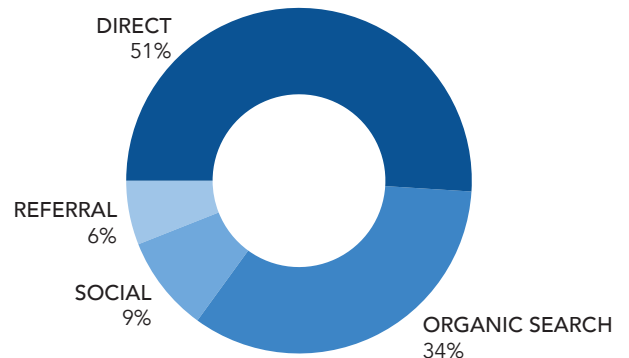
WEBSITE

Top Pageviews

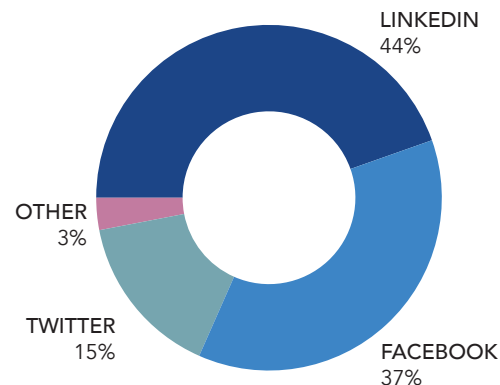
63,903	MANY Job Board
2,702	COVID Resource Page
1,558	Pomeroy Fund for NYS History
1,515	Annual Conference
1,192	Grant Writing Workshop
1,061	MANY News

237,180 Total Pageviews

Acquisition



Social Media




Social Media

In 2021, social media followers grew by 4,953 to a total of 21,452, an increase of 30% from 2020.

FACEBOOK

Total Followers 5,449
Total Post Reach 51,549

 **Museum Association of New York**
Published by Megan Eves · March 11, 2021 · ...

Like museums across the country, **Fort Ticonderoga** prioritized virtual engagement over the past year to remain connected with their stakeholders and audiences throughout the pandemic.


In our February newsletter, Miranda Peters, Fort Ticonderoga's VP of Collections & Digital Productions shared some practical tips and lessons learned in creating programs for an online audience, developing a virtual studio, sharing videos on social media, and engaging with educators.

Read more: <https://nysmuseums.org/MANynews/10129104>
[#nysmuseums](#)



INSTAGRAM

Total Followers 3,047
Total Reach 51,900

 **nysmuseums** ...



 Liked by erika3791 and 127 others

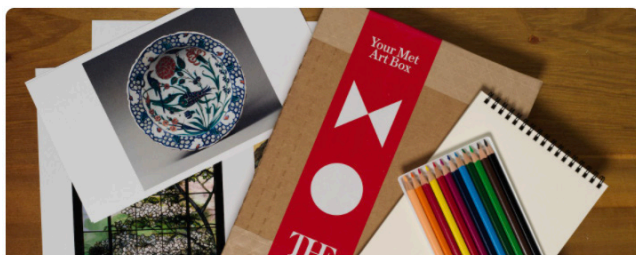
nysmuseums It's the Autumnal Equinox!
The leaves are changing but we're admiring these museum color palettes. Which one is your... [more](#)

TWITTER

Total Followers 3,317
Total Engagement 9,864

The [@metmuseum](#) partnered with Citymeals on Wheels to bring "Your Met Art Box" a monthly delivery of art materials and activities inspired by works in the Met's collection to engage seniors.

[#nysmuseums](#) buff.ly/3v9uQc4
pic.twitter.com/LR0D2TvLT2



LINKEDIN

Total Followers 9,639
Total Reach 140,530

 **Museum Association of New York**
9,858 followers
1yr · ...

The Museum of the City of New York hired James C. Horton for their new role of Vice President of Education and Engagement. Horton will also oversee the Museum's FAO Schwarz Education Center which serves around 50,000 students each year.

Congrats!



Harlem Man Joins Museum Of The City Of New York As VP

buff.ly

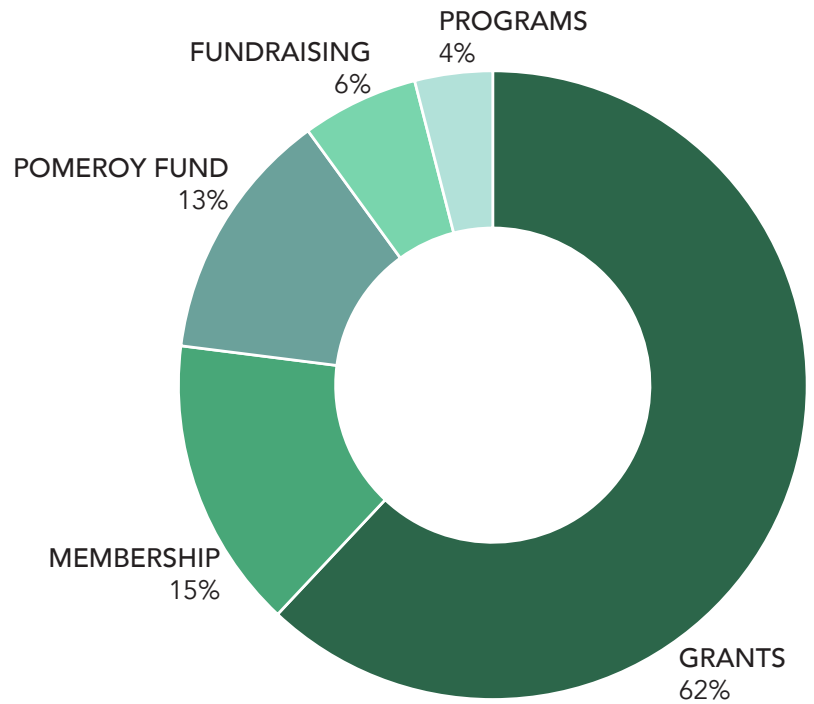
 Nicholas MacDonald (Nico) and 188 others

2 comments · 3 shares

2021 Financial Report

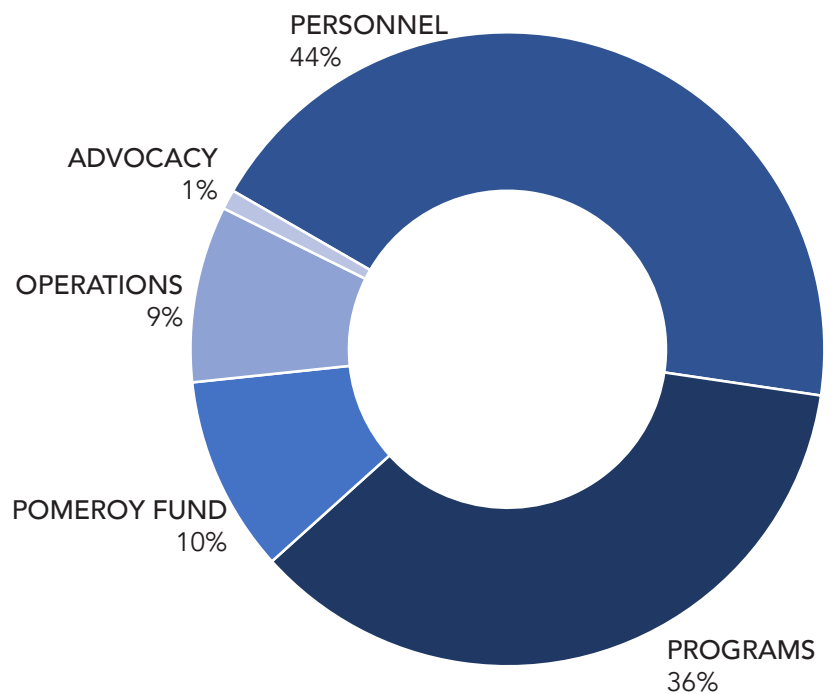
INCOME

GRANTS	\$339,772
FUNDRAISING	\$31,076
MEMBERSHIP	\$84,060
PROGRAMS	\$23,275
POMEROY FUND	\$71,000
Total	\$549,183



EXPENSES

OPERATIONS	\$46,965
PERSONNEL	\$233,116
PROGRAMS	\$191,058
ADVOCACY	\$2,826
POMEROY FUND	\$50,000
Total	\$523,965



Net to Operating Reserve \$25,218

2021 Donors and Sponsors

DONATIONS

1816 Farmington Quaker Meetinghouse Museum
 Kate Bennett
 Judith Berdy
 Ian Berry
 Break the Ice Media
 Ellie Burhans
 Jonathan Canning
 Rob Cassetti
 Mia Certic
 Billye Chabot
 Starlyn D'Angelo
 Sara DeAngelis
 Mariano Desmarás
 Alexandra Drakakis
 Peter Feinman
 Meg Fellerath
 Abigail Free
 Friends of Raynham Hall Museum
 Michael Galban
 Georgette Grier-Key

Tammis Groft
 Paul Gunther
 Samantha Hall-Saladino
 John Haworth
 Jean Hubsch
 Stanton Hudson
 Suzanna Hunter
 Peter Hyde
 Ted Johnson
 Dale Alan Ketcham
 Eliza Kozlowski
 Clifford Laube
 Suzanne LeBlanc
 Denise Lewis
 Lara Litchfield-Kimber
 Emily Martz
 Susan L. McCormick
 Melinda McTaggart
 Ken Meifert
 Mohawk Valley Museum Consortium

Regina Morgan
 Paul Orselli
 Patricia Pearce
 Grace Rapkin
 Victoria Reisman
 Michael Rodriguez
 Erika Sanger
 William Sauers
 Seward House Museum
 Thomas Shannon
 Diane Shewchuk
 Gwen Spicer
 Patrick Stenshorn
 Natalie Stetson
 Jacqueline Toubia
 Miriam Trementozi
 Becky Wehle
 Brian Lee Whisenhunt
 Bruce Whitmarsh
 Marisa Wigglesworth
 Karol Wight

NEWSLETTER SPONSORS

DHPSNY
 DLR Group
 Ecosave
 Empire Exhibits
 EXPLUS Inc.
 Hadley Exhibits Inc.
 Livdeo
 Northeast Documentation Conservation Center
 Virtuality HD



NATIONAL ENDOWMENT FOR THE HUMANITIES



Council on the Arts

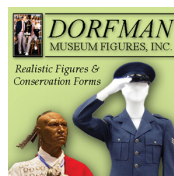


iloveny.com



PROGRAM SPONSORS

Aria Strategies
 Erie Canalway National Heritage Corridor
 Humanities NY
 Institute of Museum and Library Services
 National Endowment for the Humanities
 New York Council of Nonprofits
 NYS Canal Corporation
 NYSCA
 POW! Paul Orselli Workshop
 William G. Pomeroy Foundation



Note: Donations from January 1–December 31, 2021. Our sincere apologies for any errors or omissions. Please contact MANY with any questions

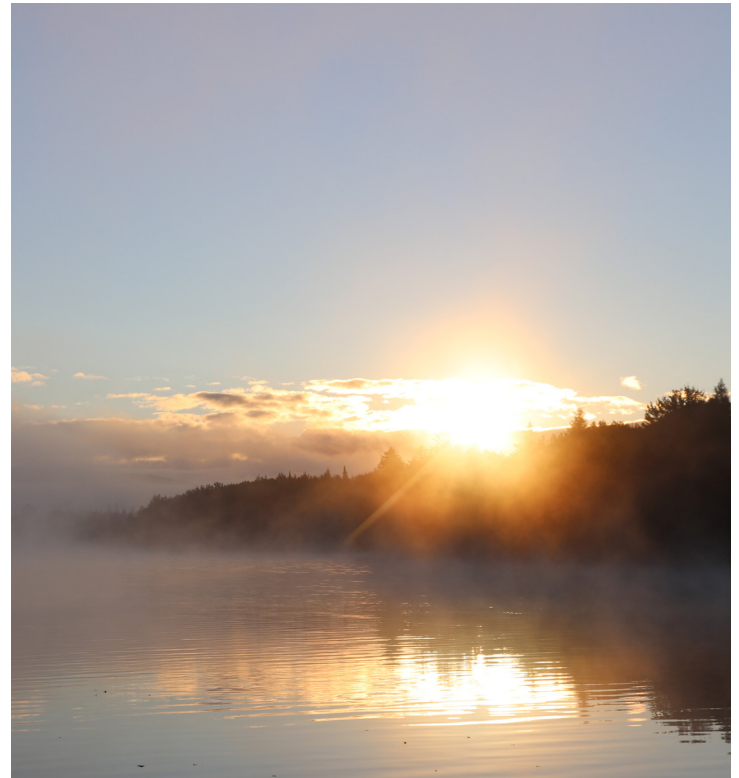
What's Next

The Museum Institute
at Great Camp Sagamore
September 27 - 30, 2022

Fall Workshops and Regional Meet-ups
September – December, 2022
Across NYS

2023 Annual Conference
April 15 - 18, 2023
Syracuse, NY

Voices and Votes, A Museum on Main
Street Exhibition
*Organized by the Smithsonian Institution
Traveling Exhibition Service*
12 NYS museums, 2024 - 2026



Sagamore Lake in the Adirondacks



Syracuse, NY



Museum Association of New York
265 River St. Troy, NY 12180
nysmuseums.org | 518-273-3400
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