

# 2020 Annual Report



MUSEUM ASSOCIATION  
OF NEW YORK

# Letter from the President and Executive Director Communications, Connection, and Community

In a year dominated by the COVID-19 pandemic, our days were filled with adversity, tragedy, and grief. The existential crises we faced, the struggle for social justice, and challenges to our democracy commanded our attention. Through it all, the creativity and determination of our colleagues gave us strength and hope.

Your continuing support and engagement helped us ensure that that our network not only remained strong but grew beyond the physical boundaries of our state and our nation. Our members, industry partners, legislative allies, federal and state funding agencies, and private foundations stepped up to help museums cope with the challenge of how to remain financially viable and reach audiences when the doors of our buildings were forced to close.

As NY on Pause stretched through the spring into the summer and fall, MANY board and staff pursued new partnerships and resources to keep our community connected, informed, and prepared to meet the operational challenges. We vigilantly sought out the most current and accurate information to first help our community adapt to a virtual world and then to welcome visitors with appropriate distancing protocols and safety standards. We also know that many of our museums did not open to the public at all in 2020 and that one in four New York museums are in danger of permanent closure.

New York's museums continue to grapple with limited opportunities for earned income and restricted visitor capacities, but the lessons we all learned in 2020 about virtual program delivery and enhanced digital access to collections will continue to serve us well into the future.

On the pages of this report, you will see how, with your help, MANY faced and surmounted the difficulties of working at the intersection of multiple challenges.

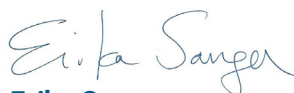
We remain grateful for your support and partnership and are eager to explore the ways we can work together to build a stronger, more sustainable, and relevant museum community – a community where everyone's voices are held up together.

With thanks,



**Suzanne LeBlanc**  
Board President

*President, Long Island Children's Museum*



**Erika Sanger**  
Executive Director

# Board of Directors and Staff

## OFFICERS

**Suzanne LeBlanc, President**  
President, Long Island Children's Museum

**Brian Lee Whisenhunt, Vice President**  
Chair, Program Committee  
Executive Director, The Rockwell Museum

**Bruce Whitmarsh, Treasurer**  
Chair, Audit and Finance Committee  
Executive Director, The Chemung County Historical Society

**Becky Wehle, Secretary**  
President/CEO, Genesee Country Village & Museum

**Georgette Grier-Key, Chair, Governance Committee**  
Executive Director and Chief Curator,  
Eastville Community Historical Society

**Eliza Kozlowski, Chair, Marketing Committee**  
Senior Director of Marketing and Engagement,  
George Eastman 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

*MANY Staff and Board take a tour at The Rockwell Museum led by Brian Lee Whisenhunt*



2020 Annual Report // Museum Association of New York

## BOARD OF DIRECTORS

**Ian Berry**  
Dayton Director, The Frances Young Tang  
Teaching Museum

**Billye Chabot**  
Executive Director, Seward House Museum

**Mariano Desmarás**  
Creative Director, Museum Environments

**Alexandra Drakakis**  
Independent Museum Consultant

**Starlyn D'Angelo**  
Director of Philanthropy and Strategic Initiatives,  
Palace Performing Arts Center

**Michael Galban**  
Curator, Seneca Art & Culture Center,  
Ganondagan State Historic Site

**Peter Hyde**  
Owner, Peter Hyde Design

**Theodore K. Johnson**  
President & CEO, Hadley Exhibits, Inc.

**Lara Litchfield-Kimber, Chair, Advocacy Committee**  
Executive Director, Mid-Hudson Children's Museum

**Emily Martz**  
Executive Director, Sagamore Institute of the Adirondacks

**Shelia McDaniel**  
Administrator, National Gallery of Art

**Thomas Schuler**  
Chief Government Affairs Officer,  
The Metropolitan Museum of Art (retired 9/2020)

**Diane Shewchuk**  
Curator, Albany Institute of History & Art

**Natalie Stetson**  
Executive Director, Erie Canal Museum

**Marisa Wigglesworth**  
President and CEO, Buffalo Museum of Science,  
Tiff Nature Preserve

## STAFF

**Erika Sanger, Executive Director**

**Hadley DesMeules, Association Administrator**

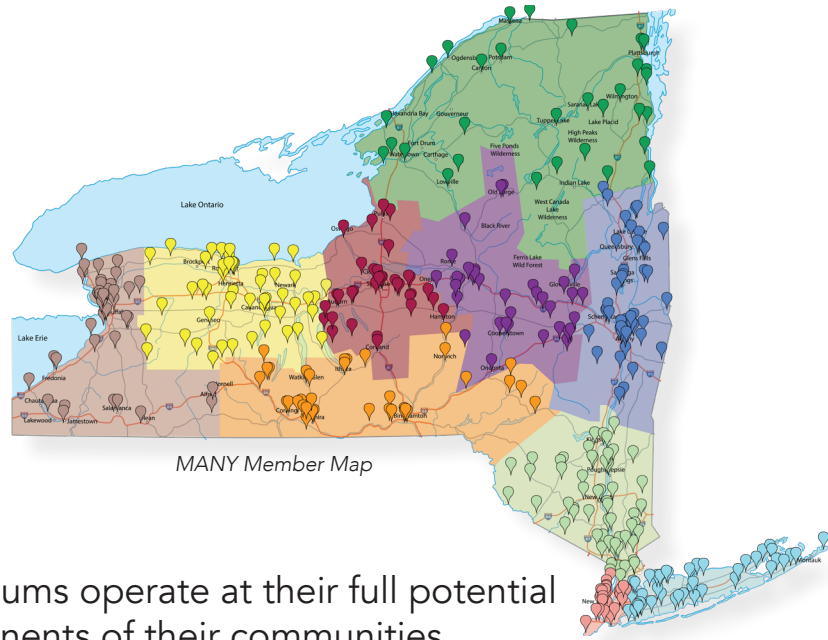
**Megan Eves, Marketing & Communications Associate**

**Eli McClain, Building Capacity Project Fellow**

# Together We Are MANY

## Mission

The Museum Association of New York inspires, connects, and strengthens New York's cultural community statewide by advocating, educating, collaborating, and supporting professional standards and organizational development.



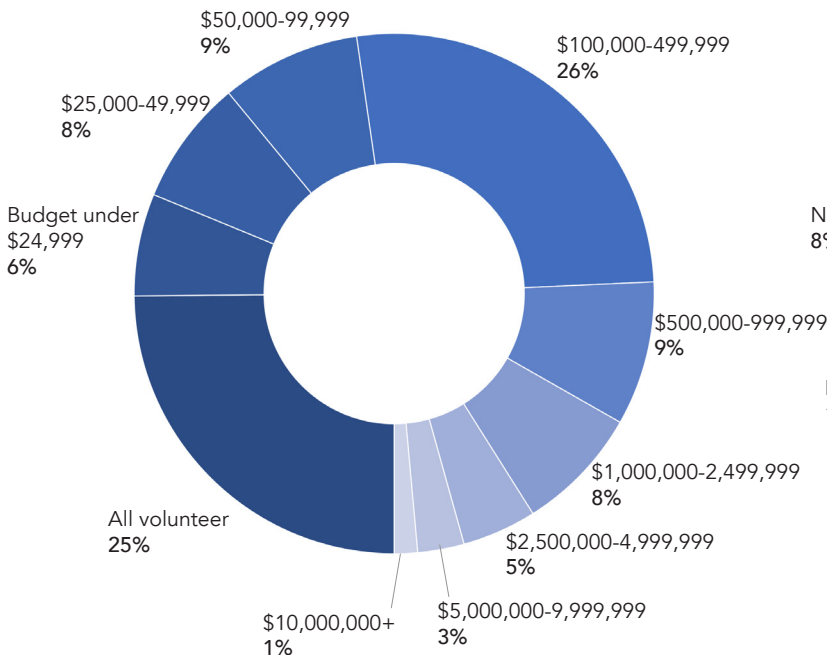
## Vision

MANY ensures that New York State museums operate at their full potential as economic drivers and essential components of their communities.

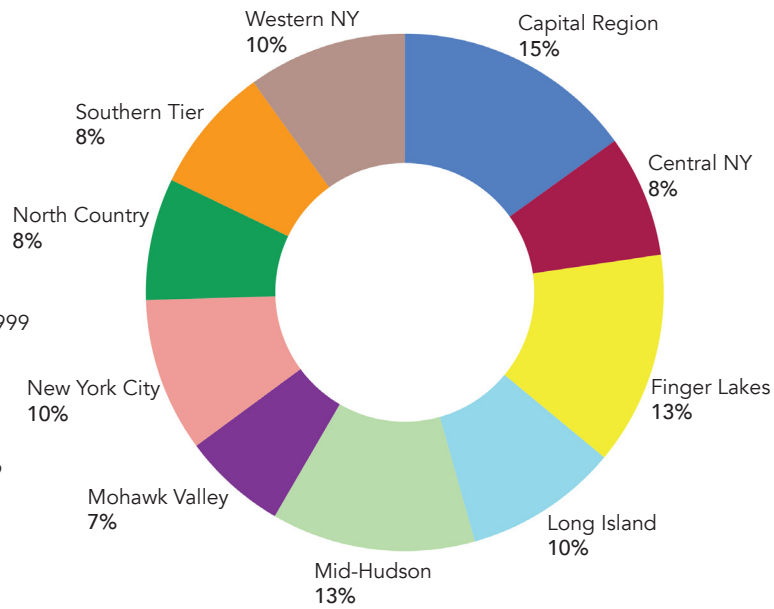
## 2020 Membership Report

In 2020, MANY had 646 members, a 6% increase from 2019.

Organizational Members by Budget Size



Organizational Members by REDC Region



**646**  
members

**581**  
museums  
shared their data  
in **3**  
reports on the  
state of the field

**31**  
virtual programs

**3,917**  
virtual program  
attendees

**16,499**  
social media  
followers

**224**



# Advocacy

## AAM's Museums Advocacy Day

February 24 and 25, 2020



Meeting with NYS Senator Chuck Schumer during AAM's Museums Advocacy Day

**53**  
Museum delegates from NYS

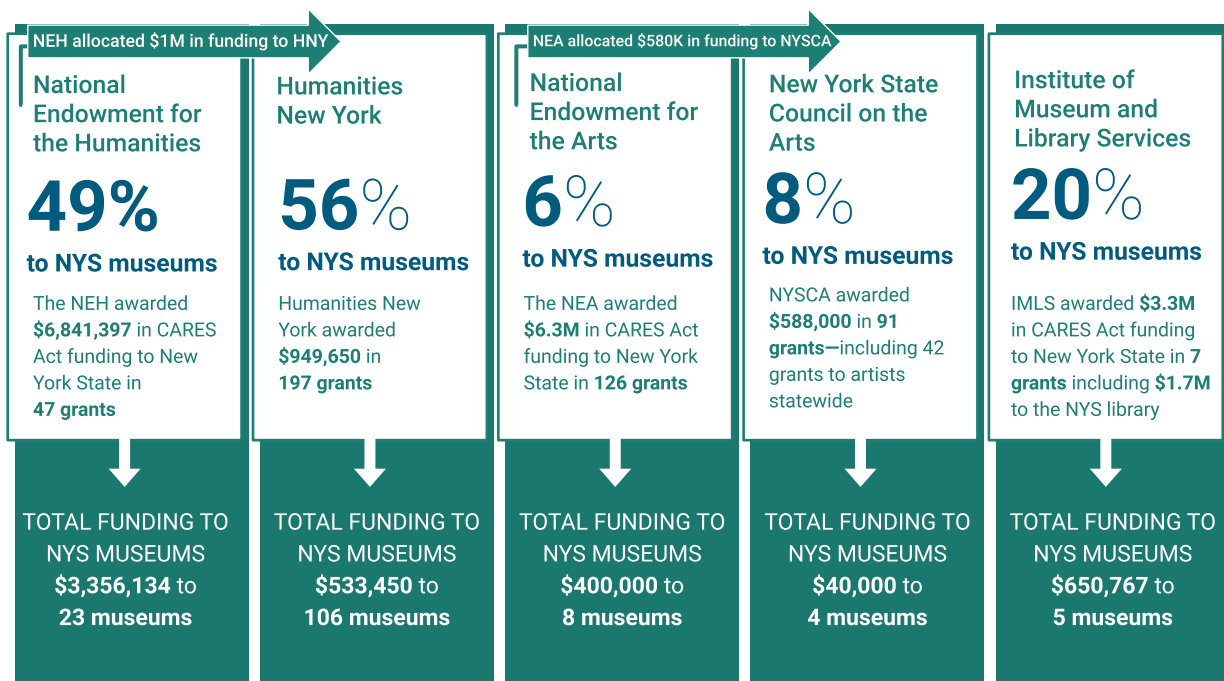
**29**  
Congressional visits

53 delegates from NYS museums joined the American Alliance Museums in Washington, DC for the 12th annual Museums Advocacy Day making 29 congressional visits.

## 2020 CARES ACT FUNDING to NYS Museums

On March 25, 2020, the Senate voted unanimously (96-0) in favor of the Coronavirus Aid, Relief, and Economic Security (CARES) Act in response to the COVID-19 pandemic. On March 27, the CARES Act passed the House and was signed into law. This \$2.2 trillion CARES Act economic stabilization plan allocated \$200 million in supplemental funding to assist cultural institutions affected by the pandemic. The National Endowment for the Humanities (NEH) received \$75 million, \$75 million was appropriated to the National Endowment of the Arts (NEA), and \$50 million was designated to the Institute of Museum and Library Services (IMLS).

**New York State museums received just over \$5.3 million in federal funding through the CARES Act in 37 grants.**



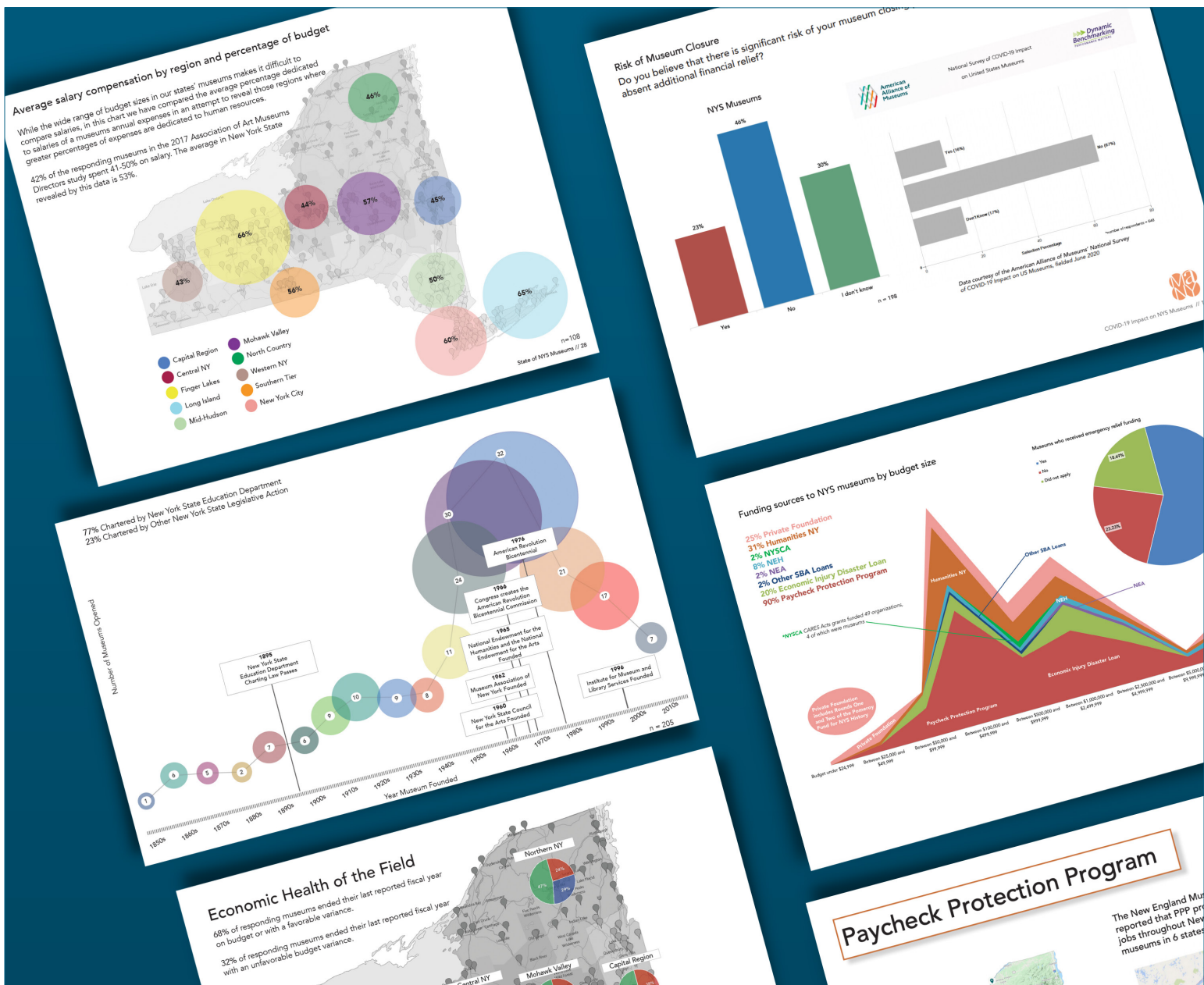
## State of NYS Museums

For the first time in a decade, the Museum Association of New York reached out to NYS museums with a comprehensive survey to create an accurate picture of finances, funding, and programs. **15% of our state's museums responded.** This aggregated data serves as an essential benchmark.

## COVID-19 Impact Reports

**Report 1** In April, the Network of European Museum Organisations (NEMO) published its findings of a survey on the impact of COVID-19 on museums in Europe. NEMO gave MANY permission to use their survey questions to generate a comparable dataset for NYS Museums in order to convey the impact of this public health crisis. **MANY published its findings from 177 museums on May 27.**

**Report 2** In July, the American Alliance of Museums released their COVID-19 Impact survey. 16% of museum directors reported that there is a high risk that their museums could close within 16 months without additional funding. **MANY published its findings from 198 museums on August 21.**



All of these reports can be found on [nysmuseums.org](http://nysmuseums.org)

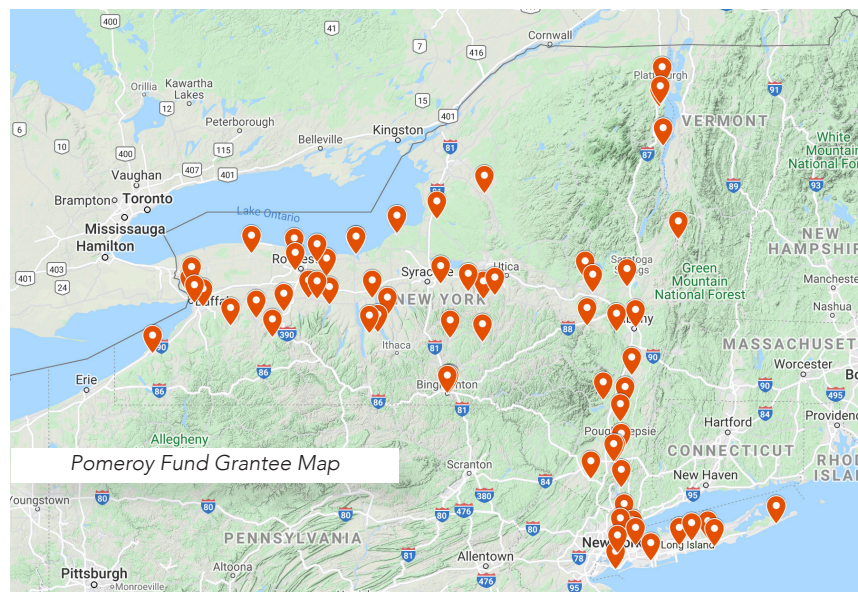
# Pomeroy Fund for NYS History

The Museum Association of New York partnered with the William G. Pomeroy Foundation to create the Pomeroy Fund for NYS History to assist 501(c)(3) history-related organizations with operating budgets under \$150,000. **The Pomeroy Fund for NYS History distributed \$147,808 in grants to 69 museums in three rounds of funding** to help museums cope with the negative impact of the COVID-19 pandemic on their operations.

## 2020 Pomeroy Fund for NYS History Grantees

Amagansett Life-Saving and Coast Guard Station Society  
 Anderson Falls Heritage Society  
 Beacon Historical Society  
 Black Rock Historical Society  
 Brentwood Historical Society  
 Broome County Historical Society  
 Bundy Museum of History and Art  
 Canal Society of New York State, Inc.  
 Chenango County Historical Society & Museum  
 Cincinnatus Area Heritage Society  
 City Island Historical Society  
 Clinton County Historical Association  
 Cobblestone Society  
 Constable Hall Association, Inc.  
 Darwin R. Barker Library and Museum Association  
 Douglaston and Little Neck Historical Society  
 Dyckman Farmhouse Museum  
 East Bloomfield Historical Society  
 Freeport Historical Society  
 Friends of City Reliquary, Inc.  
 Friends of Mills at Staatsburgh  
 Fulton County Historical Society  
 Gates Historical Society  
 Greece Historical Society  
 Half-Shire Historical Society  
 Hastings Historical Society  
 Historic Red Hook  
 Historical Society of Newburgh Bay and the Highlands  
 Historical Society of the Tonawandas, Inc.  
 Historical Society of Woodstock  
 Howland Stone Store Museum  
 Interlaken Historical Society  
 Irish American Heritage Museum  
 Java Historical Society  
 John Brown Lives!  
 Livingston County Historical Society  
 Lodi Historical Society

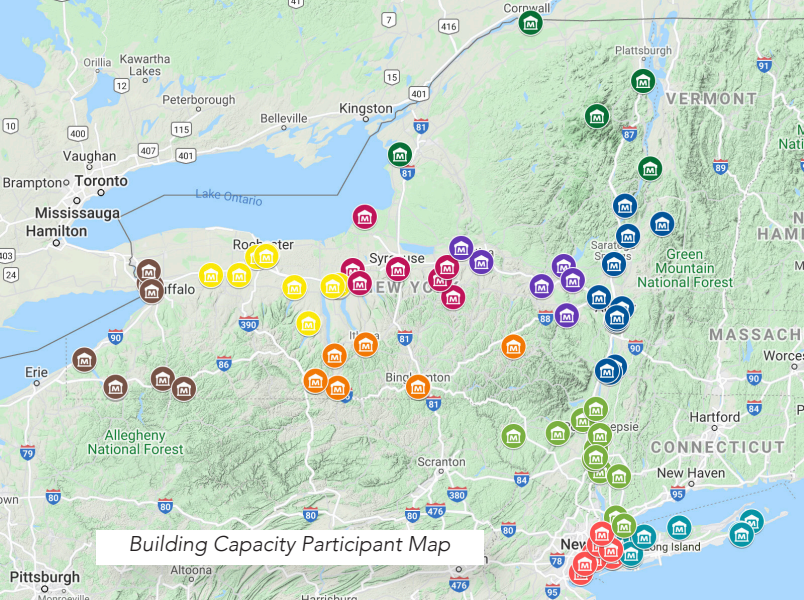
Macedon Historical Society  
 Mastic Peninsula Historical Society  
 Montgomery County Historical Society  
 National Abolition Hall of Fame and Museum  
 National Bottle Museum  
 North Country Underground Railroad Historical Association  
 Nunda Historical Society  
 Oswego County Historical Society  
 Peekskill Museum, Inc.  
 Phelps Mansion Museum  
 Preservation Association of the Southern Tier  
 Robert Jenkins House and Museum,  
     Hendrick Hudson Chapter NSDAR Inc.  
 Schoharie Colonial Heritage Association  
 Seneca Museum of Waterways and Industry  
 Slate Valley Museum  
 Sodus Bay Historical Society  
 The Coney Island History Project Inc.  
 The Historical Society of the Town of Chester  
 The Lake Ronkonkoma Historical Society  
 The Matilda Joslyn Gage Foundation  
 The Steel Plant Museum of Western New York  
 The Warsaw Historical Society and Gates House Museum  
 Town of Madison Historical Society  
 Town of New Scotland Historical Association  
 Wappingers Historical Society Inc.  
 Waterville Historical Society  
 Webster Museum and Historical Society  
 West Bloomfield Historical Society  
 West Seneca Historical Society and Museum  
 Yaphank Historical Society





# Building Capacity

**98 museums from across NYS** were selected to participate in **“Building Capacity, Creating Sustainability, Growing Accessibility,”** a project designed to help museums impacted by the COVID-19 pandemic to virtually reach audiences, focusing on developing programs from stories found in their collections that reveal cultural and racial diversity in their communities. **203 museum professionals** are being trained to use new hardware and software and to develop these engaging programs.



Building Capacity Participant Map

## Capital Region

- Albany Firefighters Museum
- Crailo State Historic Site
- FASNY Museum of Firefighting
- Hart Cluett Museum
- Historic Cherry Hill
- Irish American Heritage Museum
- Schenectady County Historical Society
- Schuyler Mansion State Historic Site
- Slate Valley Museum
- The Children's Museum of Saratoga
- The Hyde Collection
- The Olana Partnership
- The Sembrich
- Thomas Cole National Historic Site
- Underground Railroad Education Center

## Central NY

- Canal Society of NYS
- Children's Museum of Oswego
- Colgate University Museums
- Erie Canal Museum
- National Abolition Hall of Fame and Museum
- Oneida Community Mansion House
- Onondaga Historical Association
- Seward House Museum

## Finger Lakes

- Finger Lakes Museum
- Gates Historical Society
- Genesee Country Village & Museum
- George Eastman Museum
- Holland Purchase Historical Society
- National Women's Hall of Fame
- Rochester Museum & Science Center
- Seneca Falls Historical Society
- Sonnenberg Gardens and Mansion
- Waterloo Library and Historical Society

## Long Island

- Hofstra University Museum of Art
- Long Island Explorium
- Nassau County Museum of Art
- Planting Fields Foundation
- Southampton History Museum
- The Cradle of Aviation
- The Whaling Museum & Education Center

## Mid-Hudson

- Boscobel House and Gardens
- D & H Canal Historical Society
- Ellenville Public Library & Museum
- Gomez Mill House
- Historical Society of Newburgh Bay and the Highlands
- Hudson River Maritime Museum
- Mid-Hudson Children's Museum
- Mount Gulian Historic Site
- Museum at Bethel Woods
- Percy Grainger Society
- Putnam Arts Council
- Westchester Children's Museum

## Mohawk Valley

- Arkell Museum & Canajoharie Library
- Fulton County Historical Society
- Munson-Williams-Proctor Arts Institute
- Old Fort Johnson
- Rome Historical Society
- Schoharie County Historical Society

## NYC

- Children's Museum of the Arts
- Dyckman Farmhouse Museum
- El Museo del Barrio
- Godwin-Ternbach Museum
- Jamaica Center for Arts & Learning
- King Manor Museum
- Lower East Side Tenement Museum
- Museum at Eldridge Street
- Museum of the City of NY
- New York City Fire Museum
- New York Transit Museum
- Historic Richmond Town
- Staten Island Museum
- The Studio Museum in Harlem
- Voelker Orth Museum
- Wave Hill

## North Country

- Akwasasne Cultural Center and Museum
- Fort Ticonderoga
- John Brown Lives!
- North Country Underground Railroad Historical Association
- Sackets Harbor Battlefield State Historic Site

## Southern Tier

- Annot Art Museum
- Art Center of the Southern Finger Lakes
- Hanford Mills Museum
- Roberson Museum and Science Center
- Schuyler County Historical Society
- The Bundy Museum of History and Art
- The History Center in Tompkins County
- The Rockwell Museum

## Western NY

- Buffalo History Museum
- Buffalo Museum of Science, Tift Nature Preserve
- Herschell Carousel Factory Museum
- Chautauqua County Historical Society
- Fenton History Center
- Robert H. Jackson Center
- Salamanca Rail Museum
- The Regina A. Quick Center for the Arts
- Western New York Railway Historical Society

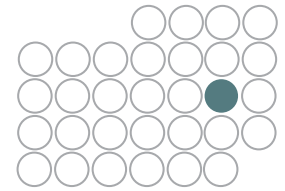
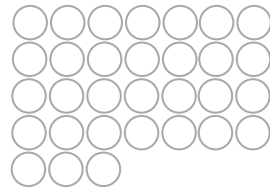
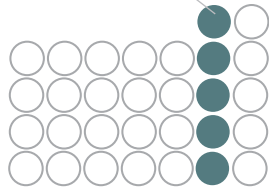
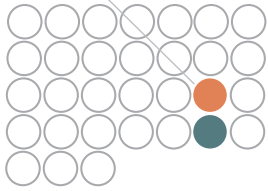


# Virtual Programming

On March 20, Governor Andrew M. Cuomo announced the “New York State on PAUSE” executive order which closed all non-essential businesses statewide—including museums. On that same day, MANY hosted the first “Virtual Meet-Up.” **Over the next ten months, 3,917 people from 799 organizations attended 31 virtual programs.**

March 20  
MANY's First Virtual Meet-Up

May 1  
347 Museum Professionals Attend the Virtual Meet-Up



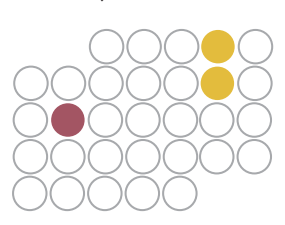
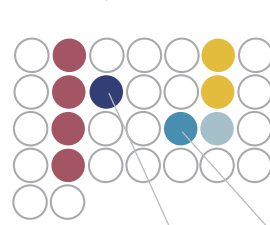
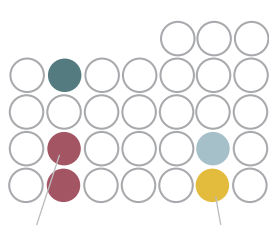
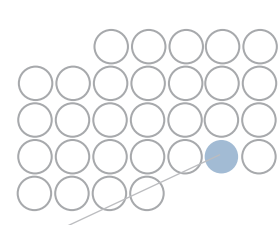
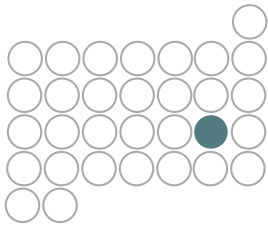
MARCH

APRIL

MAY

JUNE

JULY



AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

September 25  
Humanities NY leads first of three Digital Communications workshops

October 19  
First Virtual Tour of Albany's arts and cultural sites

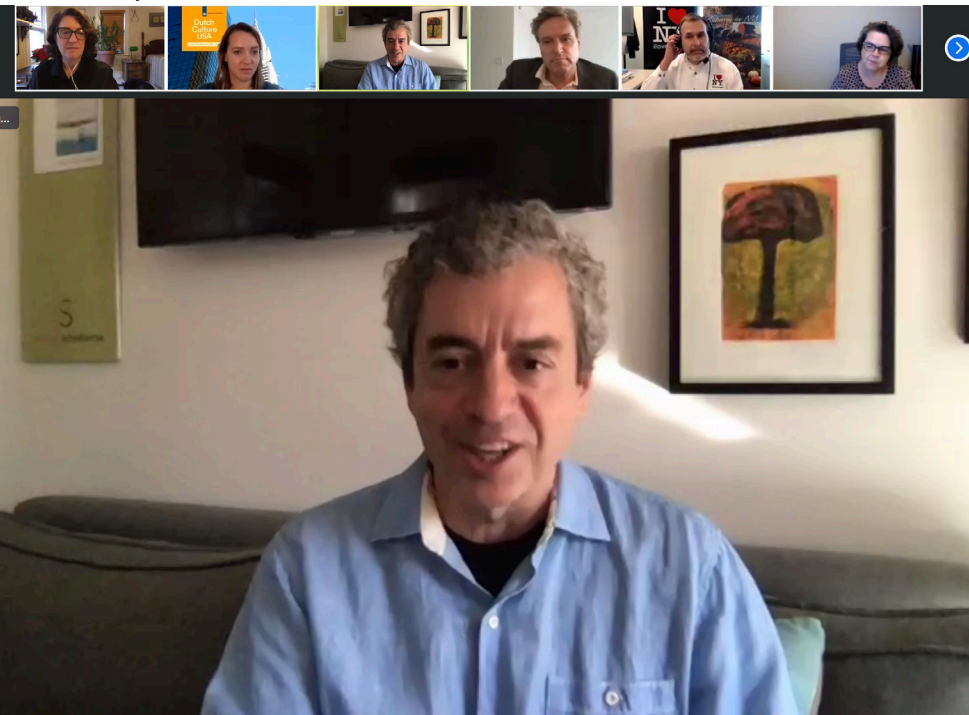
October 30  
Museum Hue leads first of five Essential Work in the Cultural Field

November 19  
Albany Ale Tasting

November 10  
Creating a Dutch Colonial Heritage Hudson Valley Tourism Experience with Russell Shorto

Creating a Dutch Colonial Heritage Hudson Valley Tourism Experience with author, historian, and journalist Russell Shorto

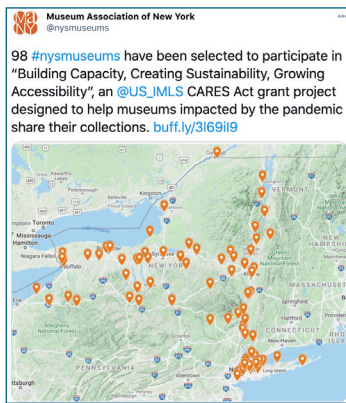
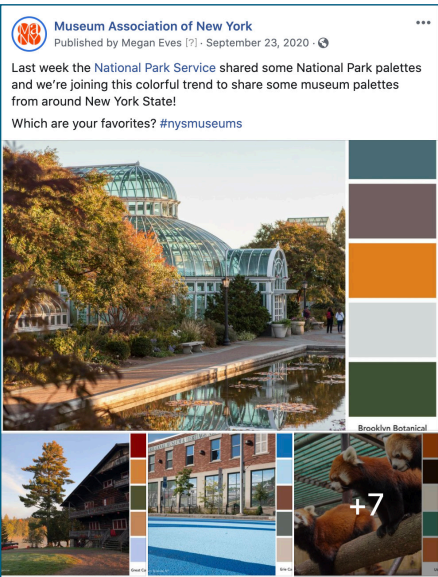
Virtual Albany Ale Tasting



# Staying Connected Social Media Report

In 2020, the number of social media followers grew by 6,208 or a 38% overall growth across four platforms.

LinkedIn became MANY's fastest growing and most engaging social media platform averaging 100 new followers per week and growing by 403%.



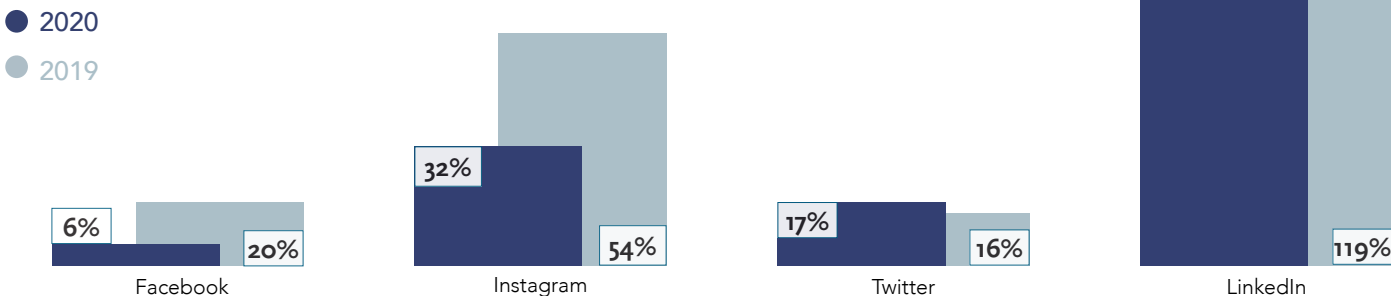
Facebook	
Post reach	72,413
Engagement	18,248
Followers	5,340

Instagram	
Post reach	60,500
Avg post eng	2.07%
Followers	2,426

Twitter	
Impressions	588,400
Avg post eng	1.64%
Followers	3,033

LinkedIn	
Impressions	123,829
Eng rate	2.07%
Followers	5,700

## 2020 v 2019 growth



## nysmuseums.org

Total pageviews	210,015
Top pageviews	
MANY Job Board	27,764
COVID-19 Resources	6,642
Annual Conference	3,687
Building Capacity	2,568

### LINKS AND RESOURCES FOR NEW YORK STATE'S MUSEUMS DURING COVID-19

## COVID-19 & Museums

Resources to help guide your museum during the COVID-19 pandemic

We have always been about staying connected. Below is a gathered list of local and national resources that is updated regularly.

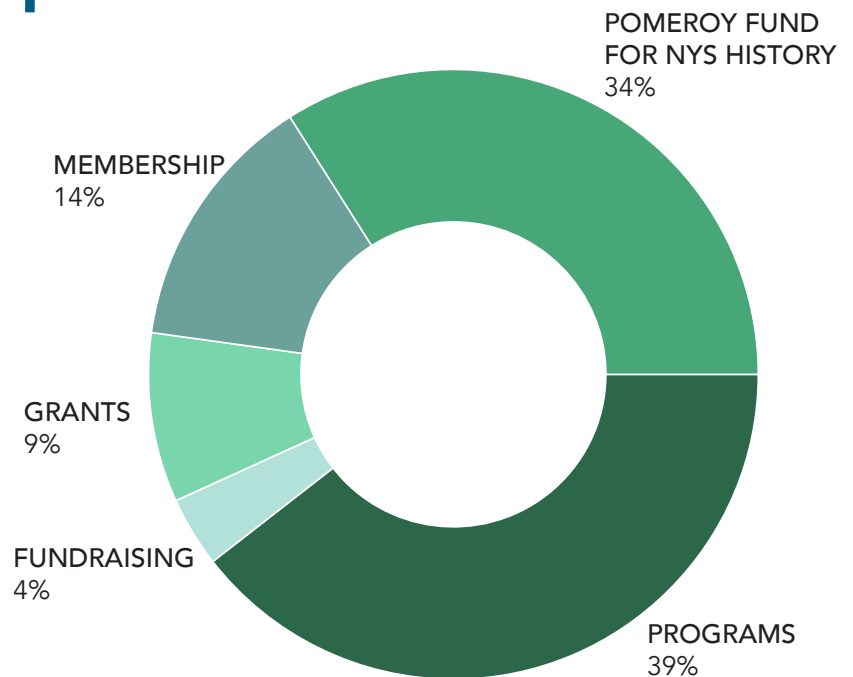
[Click here to access COVID-19 Impact Reports on Museums](#)

For more information or any questions please contact MANY staff by emailing [info@nysmuseums.org](mailto:info@nysmuseums.org) or calling 518 273 3400

# 2020 Financial Report

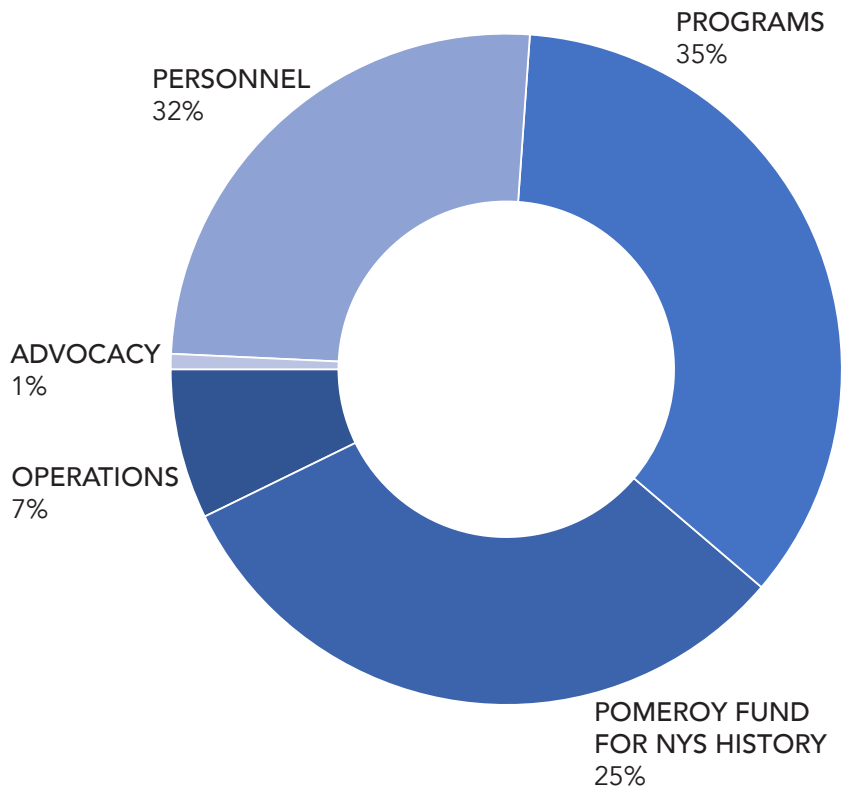
## INCOME

PROGRAMS	\$	206,418.47
FUNDRAISING	\$	19,486.20
MEMBERSHIP	\$	72,175.00
GRANTS	\$	47,000.00
POMEROY FUND	\$	177,808.00
<b>Total</b>	<b>\$</b>	<b>522,887.67</b>



## EXPENSES

OPERATIONS	\$	42,100.11
PERSONNEL	\$	183,518.46
PROGRAMS	\$	204,474.89
POMEROY FUND	\$	147,808.72
ADVOCACY	\$	4,275.00
<b>Total</b>	<b>\$</b>	<b>582,177.18</b>



*The 2020 income and expense structure looks different than that of other years. Pandemic restrictions forced us to postpone and then cancel the 2020 annual conference.*

# 2020 Donations

## Annual Appeal

Anonymous  
 Frederica Adelman  
 Kate Bennett  
 Ian Berry  
 Rachel Bournique  
 Jacqueline Brooks  
 Ellie Burhans  
 Aria Camaione-Lind  
 Billye Chabot  
 Gaylord Archival  
 Lisa Cline  
 Starlyn D'Angelo  
 Lijsbeth de Zee  
 Kay deGonzague  
 Dan Del Bene  
 Caroline Drabik  
 Alexandra Drakakis

Peter Feinman  
 Meg Fellerath  
 Christine Gibbons  
 Jennifer Haines  
 John Haworth  
 Tracy Kay  
 Dale Ketcham  
 Eliza Kozlowski  
 Suzanne LeBlanc  
 Lara Litchfield-Kimber  
 Marcy D H McKee  
 Ken Meifert  
 James Parillo  
 PastPerfect Software  
 Linda Saalman  
 Erika Sanger  
 Thomas Schuler

Thomas Shannon  
 Diane Shewchuk  
 Arthur Simmons III  
 Kathryn Snyder  
 Ivan Steen  
 Natalie Stetson  
 Jane Trask  
 Becky Wehle  
 Patricia West  
 Brian Lee Whisenhunt  
 Bruce Whitmarsh  
 Marisa Wigglesworth  
 Don Wildman  
 Dorothy Willsey  
 Conner Wolfe  
 Ingrid Zabel

## Newsletter Sponsors

DHPSNY  
 DLR Group  
 Empire Exhibits & Displays  
 EXPLUS, Inc.  
 Hadley Exhibits, Inc.  
 LeMoyné Arts Management Graduate Program  
 Livideo  
 Northeast Document Conservation Center  
 Orpheo  
 Paul Orselli Workshop, Inc.  
 Plan A Advisors  
 STQRY (formerly OnCell)



**Council on  
 the Arts**



## Program Sponsors

Dutch Culture USA  
 Erie Canalway National Heritage Corridor  
 Humanities New York  
 I LOVE NY  
 New York State Council on the Arts



### Note:

Donations from January 1–December 31, 2020. Our sincere apologies for any errors or omissions. Please contact MANY with any questions.



# What's Next? 2021 Programs

## Museum and Folk Art Forum

Sunday, November 14  
Syracuse, NY

## 10 Partnership Forums

September - December 2021  
Across NYS

## 10 Grant Writing Workshops

A program of the Pomeroy Fund for NYS History supported by NYSCA  
September - December 2021  
Across NYS

## The Museum Institute

September 28 to October 1, 2021  
Great Camp Sagamore



Great Camp Sagamore



Faces from the 2019 annual conference, Photos by Gerard Gaskin for MANY



Museum Association of New York  
265 River Street, Troy, NY 12180  
518 273 3400  
info@nysmuseums.org  
nysmuseums.org

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