



Annual Report 2019-2020

# Letter from the President

Oh, what a historic year it has been . . . and continues to be!

When I was much younger, twenty years seemed like a very, very long time. Now that I am older, twenty years is a mere shot in the dark. If Covid, quarantines, face masking and mandatory closings had come about twenty years ago, Historic Beverly might just as well have locked its doors and hunkered down, possibly never to be heard from again.



Instead, our staff and board forged on, never missing a beat. They devised ways to beat the pandemic using outside tours, live Facebook events and other social media to educate, entertain and otherwise address the new reality with which the organization was faced. The organization found new ways to reach the community by finding ways to use our outside facilities at Hale Farm, to host beer gardens with local beer company Gentile Brewery,

live theatre with North Shore Players and concerts in association with The Cabot. In these times of constraint, I think it is fair to say we had one of our most successful years.

As they say on the TV ads, "But that is not all". Creating new relationships with Gentile Brewery and The Cabot did more than just bring people to Hale Farm. It strengthened our relationships with important community organizations each of whom is working to make Beverly a more culturally diverse and interesting place to live and work.

As the severity of the Covid crisis grew in the spring, there were local safety net organizations struggling to keep up with increasing social demands on their programs. Our board met and decided to forgo our spring fundraiser and instead encourage our donors to contribute to one of the many organizations in our community serving the newly unemployed and otherwise needy. The lifeblood of any non-profit community organization are donations. All of these organizations in Beverly and on the North Shore compete for the eyes and ears of a multifaceted donor community. Our community is stronger for both the donors and the organizations that depend on their generosity. So long as we can help each other out when it is needed, we will all be stronger.

Thanks for playing an important part in what was a great year for Historic Beverly.

Sincerely,

Sinh Welliam

# **Director's Report**

# Sue Goganian

This is a tale of two years in one.



The first six months of the last fiscal year were full of activity at our sites and elsewhere. In October we had a Tavern Night at Balch, Scary Tales at Hale and pumpkin painting at Balch and a program on gravestones. In November the grand prize winner of our annual Balch raffle, Benjamin Searle, and 5 friends enjoyed a unique and memorable evening at the Balch House. On December 14 we held the best Holiday House Tour ever, with almost 200 participants. Thanks go to event director Fay Salt and a huge group of volunteers, many from event partner Coldwell Banker. During our annual Christmas week closure, we removed a large exhibit case from the bank room in anticipation of revised visitor policies which we hoped would dramatically increase the number of visitors.

At the beginning of 2020, we opened the "Story of the Revolution" in Beverly exhibit, began a series of First Friday programs at the Cabot House, welcomed the Friendly Garden Club for a lecture and continued offering a few virtual programs which we hoped would benefit our members who live far away. Wasn't that lucky!

### And then . . .

We went home on Friday, March 13, prepared to work from home and do virtual programming for a few weeks. I'm sure we weren't the only ones who thought we'd be back in person in a very short period of time. We cancelled our Annual Meeting scheduled for the following week, and changed the upcoming programs from in person to virtual. We were so fortunate that Abby had led our expansion into virtual programming, which put us ahead of many other organizations who were just learning how to do this. All sites remained closed until mid-July, and staff learned on the fly how to make work-from-home actually work.

We were able to continue our work at Hale Farm, funded by the Community Preservation Act. Two porches that were a key part of the Bancroft era at the property were reinstalled, which transformed the appearance of that façade and set the stage for what was to come. We're also grateful for CPA funding for the restoration of the wonderful iron fence at the Cabot House, which now looks absolutely beautiful.

We had hoped that Ed Brown Day on June 5 would be a celebration of Ed's life, and his many, many contributions to Historic Beverly at a place that was so special to him, Hale Farm. It was still wonderful as a virtual event, with many great stories told, but we're determined to have it in person in 2021.

And then. . .



Although we had welcomed people to Gentile Brewery's beer gardens in 2019, many people discovered for the first time that we had an acre of open space at Hale Farm where we could offer programming in a safe environment. Gentile returned for weekly events, The Cabot created the Porch Sessions, which brought performers like Tom Rush, Jon Butcher and Livingston Taylor for evening concerts that included food and beverages. Beverly Main Streets created a public art project, Bass in the Grass, which was visited by nearly 500 people over two days. Due to Covid restrictions, many people had to wait to enter the property, but it was a wonderful weekend. Our partnership with the North Shore Players resulted in a musical about women's suffrage, *Ladies' Day*, that we hope to offer

again this year. Everything we did required Covid surveys, masking, social distancing and extensive cleaning. We did it all (as did The Cabot and Beverly Main Streets) as a community service; the limited numbers meant little to no financial return. We resumed in person walking tours with limited numbers, and opened our houses for tours to a few people at a time.

One of the highlights of the year was the spectacular light installation created by Luminartz at the Balch House. We love seeing our historic houses in a new light. The last weekend of the year was our biennial Old Planters Reunion. In normal times, one of the best parts of the weekend is all the networking that takes place, and I was concerned that a virtual reunion would be disappointing. What a wonderful two days! Attendees logged on to the zoom platform in the morning and stayed on all day, chatting and exchanging research in between the formal programs. Although we plan to welcome everyone in person in 2022, we'll keep the virtual component as well, as it allowed many people who can't travel to participate.

I'm sure you know from your own experience that this last year has been extremely difficult in many ways. Everything is more complicated and time consuming, and there have been many frustrating moments. Most important, we've all lost friends or family members to Covid, and Beverly was hit particularly hard. The staff, led by Abby Battis, and including Brendan Carnevale, Sarah Corshia, Daniel Fish, Lucy Keller, Julia Norcross, Jennifer Petrelli and Matthew Swindell worked incredibly hard to keep our programming

going and our visitors safe. Trustees and volunteers were a key part of our success, and I am very grateful to all of them. Small nonprofits can't thrive without dedicated people, and that has never been more true than in the last year. Our members and donors also stepped up, continuing their support even when we couldn't meet our part of the bargain. Thank you to everyone!



Finally, Nancy Peabody Hood, the long serving caretaker at the Balch House, died on June 21. She welcomed generations of visitors to the house (even when it was closed) and was one of the most interesting women I have ever met. She and her family were great stewards of the property for decades, and we were grateful for their care. We will have an event to honor her at the Balch House when we can welcome everyone who would like to attend.

We missed seeing our friends in person, and we really missed sharing Beverly history at our historic properties. As of this writing, I am optimistic about the summer and fall and can't wait until we can all enjoy Beverly's stories together.

# Programs and Events Abby Battis, Associate Director for Collections

Our programs and events this year were ambitious and awesome, how is that for a COVID year?!

We began in October 2019 with a lot of new programs, including an incredibly successful Balch Tavern Night with Gentile Brewing. We had a family day at the Balch house offering pumpkin painting for children while some of the adults got in on the fun. We also held our first ever cemetery documentation day at Abbott Street Cemetery sprucing it up by cleaning the landscape, documenting the headstones, and evaluating the cemetery's historic preservation needs.

Thirteen of our walking tours offered a diverse array of viewpoints of the city as tour-goers took to the city streets. both in-person and virtually as we explored the Abbott Street cemetery, the National Register District in downtown, Ellis Square, Fish Flake Hill, Broadway, and Thorndike and Washington streets. The most popular walking tour that debuted this year was our Ryal Side tour that sells out every time we offer it. We were also



really excited to partner with the Cummings Center to offer a 3-part walking tour of the complex and present a comprehensive history of the United Shoe Machinery Corporation.

In November of 2019 we held our very first "Beer and the Revolution" program at the John Cabot house. This special event offered participants a 4-course dinner from Relish Catering and Events paired with local beer from Gentile Brewing Company, enjoyed while learning a little about

Beverly's role in the American Revolution. With a menu of Welsh rarebit and butter poached oysters, braised boneless short ribs, and apple tart with juniper-spiced caramel sauce; this was a night to remember!

We rang in the holidays with two of our famous December events, Holidays at Hale and our annual Holiday House Tour. Visitors to Hale during the Holidays at Hale were welcomed as we shared the story of Hale House through 3 centuries of holiday history. The decorations in the house evoked the time periods of the house, a free featured drop-in kid's craft was offered every Saturday and wassailing goodies were had by all. Unseasonably warm temperatures offered us a perfect day for our annual Holiday House Tour which had a record number of attendees exploring the histories of 5 homes in downtown Beverly.

The Historic Beverly lecture schedule was a robust one with 10 new lectures debuting throughout the year. Topics of our lectures included the Art of Gravestones, Notable Beverly Burials, the history of sculpture in Beverly, a lecture on the Loring sisters, and our popular "A pictorial history of Lynch Park". We were also delighted to host local historian, J.L. Bell as he discussed *When Washington Went to War at Sea: how Beverly became the General's Naval Base*.

As the COVID pandemic approached in March of 2020 we were prepared to pivot our attention to online programs and it was almost effortless because we had already been dipping our toe in the "virtual program" waters with our Spotlight Talks. We offered 43 different Spotlight Talks for free this year with topics ranging from the Balch tall clock and a spinning wheel to Beverly pottery and a Brown Bess musket. You can tune into recordings of our Spotlight Talks on our YouTube page here: <a href="https://www.youtube.com/channel/UCfPtjcP6r03xayjyimNVJXA">https://www.youtube.com/channel/UCfPtjcP6r03xayjyimNVJXA</a>

Once the COVID pandemic required that we close to the public we focused on embracing technology and continuing to fulfill our mission of sharing Beverly history with everyone. We dabbled a bit--going live on Facebook with a handful of videos from inside our "Story of the Revolution" exhibit at the Cabot House and we tried out a drop-in Virtual History

Happy Hour where we could gather online and chat with beverage in hand (alcoholic or not) --while talking about all things Beverly history.



In April we did a pop-up partnership with LuminArtz, a company working to "bring art to light". Early in the pandemic we were all feeling a bit scared and lost. The pandemic was touching each of us as the request to stay at home continued. We needed a way to stay connected and offer a ray of light and hope. It was on a brisk, Sunday evening that we gathered with the LuminArtz crew to project messages of hope and inspiration onto the facade of the Balch House. Due to the stay-at-home order

we couldn't disclose the location of the event and it was streamed, live, on social media. However, the number of cars that stopped on Cabot Street to watch the light installation and the toots and hollers of joy were so uplifting during a very dark time.

The downside of having to do most of our programs online was that we could not gather together in person to honor our beloved volunteer and Beverly historian extraordinaire, Ed Brown, as the one-year anniversary of his passing approached in June of 2020. We ended up having a wonderful "Ed Brown Day: Community Conversation" virtual program where we could gather together and share stories of Ed and all of his passions and quirks. You can watch a recording of that program here: <a href="https://www.youtube.com/playlist?list=PLe-BgJQkfUqLjGb7YoARtUCfSx0fuTyaD">https://www.youtube.com/playlist?list=PLe-BgJQkfUqLjGb7YoARtUCfSx0fuTyaD</a> We look forward to gathering together in person at Hale Farm this year to mark the second anniversary of his passing for Ed Brown Day on Saturday, June 5, 2021. Stay tuned for details!

The lifting of pandemic restrictions on outdoor activities offered us a chance to connect with people in person as we took the spring, summer and fall seasons by the horns in order to offer opportunities for people to get outside and do something! Early in the summer we partnered with Gentile Brewing to offer *Beers at Hale Farm*. COVID surveys, limited capacity, social distancing and mask wearing aside, attendees were respectful, understanding and happy while they sat outside drinking Gentile brews and enjoying yummy fare from food trucks each week.

Another exciting event that took place at Hale Farm was *Bass in the Grass*. In partnership with Beverly Main Streets, this "Art in the Park" event hosted over 30 local artists who designed wooden bass fish that were auctioned online. We welcomed hundreds of visitors to the property and had so much fun looking at the various artworks; we even purchased one for the collection, a beautiful image of Lynch Park by Judi Jorge.

In August, in collaboration with the North Shore Players, we offered a sold-out opportunity to attend a live theater performance at Hale Farm, "Ladies' Day" by Kirby Gosnell. This performance portrayed the final rallies and meetings of the women's suffrage movement in Nashville, Tennessee as the Tennessee State Legislature considered ratification of the Women's Suffrage Act, 19th Amendment in August 1920. The performance presented the political propaganda and arguments on both sides of the topic and was developed using authentic speeches and propaganda songs from the suffrage movement.

The Porch Sessions at Hale Farm series during the summer and fall of 2020 was really the summer homerun for both Historic Beverly and the community. Our partnership with The Cabot allowed both of our organizations to do what we do best; host, entertain, and have fun! The Hale Farm landscape underwent a transformation each week from historic property filled with over 300 years of history literally in its roots to a plein air concert venue as we welcomed performing artists, Tom Rush, Juston McKinney, Jacyn Tremblay and Scott Terulli, Jesse Dee, Chris Smither, Mark Erelli, Stephen Kellogg, and Livingston Taylor to the Hale Street neighborhood. As the sun set each show and the crowd were tapping their feet and singing along to the music, for a fleeting moment, we could forget that there was something taking the lives of thousands of fellow citizens across the nation and around the world.

# Archives and Research Matthew Swindell

This year has certainly been like no other in recent memory. For collections and research at Historic Beverly, the impact of the COVID-19 pandemic required a shift away from inperson research and an indefinite postponement of most intern and volunteer projects. Nevertheless, despite new difficulties, we persevered in an increasingly virtual world. We maintained continual digitization efforts to bolster our online collections, received additions to our collection in digital form alongside the traditional physical, and we bolstered our remote research capabilities. While the end of the fiscal year differed greatly from its start, we maintained our dedication to accessibility and situated ourselves in a place of growth for the future.

Before the onset of global crisis, we were hard at work with our staff, volunteers, and interns on cataloguing additions and organizing our existing collection: Julie Jersyk and Jay Leahy were at work in book deaccessioning; Karen Hanson was updating our probate record spreadsheet; Mars Orfanos was working with the GAR photo negative collection, inverting them so as to have a "positive" image to upload to our online collection; Jonathan Salt was cross-checking an inventory of our Bartlett papers with online collection records, and updating outdated institutional records; Brendan Carnevale was transcribing and scanning the contents of an autograph book on loan from a member; Maddie Klema was researching for our upcoming "Story of the Revolution" exhibit (which opened in January of 2020), et cetera.

During December of 2019, I accessioned a donation from Fay and Jonathan Salt involving a large quantity of papers from the 1920s, found under the floorboards. In addition, I was able to catalogue political items from the past decade, including the campaign of Mayor Cahill (along with his opponent, David Manzi) and various city councilors.



In the middle of our efforts, the pandemic hit. After a period of closure in the spring of 2020, we returned for a very different sort of summer than in years past. The statistics do confirm the pandemic's impact on our inperson services: In the six-month span from October 2019 to March 2020, we recorded an average of 6.5 researcher visits a month, and a total of 39 researchers. In the six months from April 2020 to September 2020, we recorded only two research visits in total.

But we persevered.

In the early days of the pandemic, we recognized that we were living through a historic moment. With our

collection lacking items documenting the impact of the Spanish Flu in Beverly, we knew that we needed to preserve and record the impact in Beverly of the COVID-19 pandemic. In response, we sent out a call for images, and were amply rewarded by those eager to contribute to the historical record. As for research, during the pandemic shutdown we welcomed articles by our "Roaming Researchers," with trustee Fay Salt being a principal contributor.

When we returned to the Cabot House during the summer, we got to work within parameters of the "new normal." Beginning the summer as a seasonal staff member, I worked on the accessioning of some of the recently donated images of Beverly in the pandemic, and adding them to our online collection. Student volunteers Julia Norcross and Caroline Foley added to our subject files with the reproduction of *Salem News* items and obituaries, preserving them for research purposes. In August, we said goodbye to our then-current research manager, Daniel Fish, and I took on his position and research responsibilities. Most of my research work during this period took the form of online research requests. For a notable request of this sort, I completed research on the house at 34 Paine Ave, at Prides Crossing in Beverly Farms, and traced its entire storied history of ownership. I found that the mansion, designed by architect George Canning Wales, was built in the period of 1910 to 1911 for a wealthy widow, Mrs. Lucius Manlius Sargent IV (born Marian Appleton Coolidge), who was the great-great granddaughter of Thomas Jefferson and related by marriage and by birth to the cream of the Boston elite. After Mrs. Sargent, who dubbed the mansion "Rockedge," died in 1924, the mansion was sold to the prominent Alger family of Michigan. In 1940, the Alger family sold the house to its most



famous occupant: Eleonora Sears. "Eleo," as she was called, was a socialite sportswoman, a pioneer in women's sports famous for her feats in squash, tennis, horse-riding, and long-distance walking (she used to walk up from Boston to Beverly for lunch). Like Mrs. Sargent (who was Eleonora's aunt), Eleo hailed from the Boston elite. Raised into a life of luxury and privilege, she was used to getting her own way. In 1944, Eleo Sears got into a quarrel with some Beverly Farms residents over the use of the

beach by Rockedge. Protective of her beach rights, Eleo erected barriers and fences, and it was said that she even posted a man with a gun on her pier, to keep trespassers out. The protesting neighbors went to court with her over the dispute, but Eleo prevailed. After Eleo Sears' death in 1968, there were unsuccessful efforts within the city government to buy Eleo's property on Paine Ave. and make it into a public park and recreation space. In 1971, Rockedge was sold to the Benevento family, in whose hands it remained at the time of the research request's completion.

As I returned to school in September, we welcomed the addition of Jennifer Petrelli as research manager, who served in the role for the rest of the fiscal year. As the current archives and research manager, I can state confidently that we have not only persevered, but we have also achieved success, as we worked through a difficult time that we never could have predicted. I look forward to serving Historic Beverly's research, archives, and collections capabilities as we continue into 2021. As we chart our course forward, may we not only persevere, but may we thrive!

# Education Report Lucy Keller

Our education program continued its outreach to schools, teachers and homeschool parents. Landmark School had a tour at Hale and Cabot houses in October, but our usual busy season of May – June field trips did not happen due to COVID. By the end of March 2020, we had reached out to the Beverly school system and others offering virtual programs for their students and teachers to help during the early days of the pandemic. We continue to offer our programs that are available virtually. Although we did not have many school programs for the past year, we started taking virtual walking tours to senior communities such as Herrick House.

We also have collaborated with a local community theater group the North Shore Players to bring Ladies' Day, the Musical to perform at Hale Farm. Ladies' Day, the musical was developed by the author, Kirby Gosnell to give a sense of the decades long efforts that led up to the passage of the 19<sup>th</sup> Amendment in August of 1920 with the approval of the final

state's vote needed in Nashville, Tennessee. The plan was to bring the performance as a celebration of 100 years of women's voting to as many people as possible, including Beverly schoolchildren. Due to Covid restrictions, we were only able to do one performance for a small audience. We hope to provide more performances to more people as COVID restrictions ease (we hope!) in the coming months.

I attended the National Park Service's Salem Maritime workshop in February 2020 on "Why This Matters: Stories of Slavery and its Legacies." The workshop was for historians, museum staff, teachers and others to gather to explore stories and learn about research on New England's enslaved population and their descendants. The keynote speaker was Dr. Jared Ross Hardesty, an associate professor of history at Western Washington University. The workshop gave me, and I suspect others, a better understanding of just how pervasive slavery actually was in New England.

# We couldn't have done it without you!

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# Historic Beverly by the numbers

New Items in the collection: 320

Objects Catalogued: 2070 Objects Scanned: 4567 Donors to the collection: 72 Volunteer hours donated: 1025

Donors: 179

New Members: 120

Program Attendance: 1240

Research Inquiries: 145

Online collection visits: 41,557

Set at Liberty online exhibit visits: 5,100

Increase in website visits: 26%

Increase in Facebook followers: 26.8% Increase in Instagram followers: 33.98%

### Donors to the Collection

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A sincere thank you to these generous individuals who have included this organization in their estate planning, through a bequest or trust, or by naming Historic Beverly as a beneficiary of insurance or retirement assets.

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Paulianne Balch-Rancourt

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Bill Buttimer

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BEVERLY HISTORICAL SOCIETY
Statements of Financial Position
September 30, 2020 (Audited) and 2019 (Reviewed)

		Audited 2020		Reviewed 2019
ASS	ETS			
Current Assets:	in.	170.060	0	172 270
Cash and Cash Equivalents	\$	170,068	\$	173,378 3,215
Interest and Dividends Receivable Unconditional Promise to Give		2,735		8,987
Insurance Claim Receivable		- 3		11,744
Prepaid Expenses		6,342		6,342
Inventory		6,996		8,235
Total Current Assets		186,141	Ξ	211,901
Land, Buildings and Equipment - Net		1,890,000		1,713,854
Other Assets:				
Investments		1,172,573		1,194,860
Uninvested Cash		41,282	_	60,778
Total Other Assets		1,213,855	_	1,255,638
Total Assets	\$	3,289,996	\$_	3,181,393
LIABILITIES AN	ID NET	ASSETS		
Current Liabilities:		24.44		10.001
Accounts Payable and Accrued Expenses	\$	12,104	\$	13,801
Paycheck Protection Program - Note Payable	_	49,482		12.001
Total Current Liabilities	-	61,586	-	13,801
Net Assets:				
Without Donor Restrictions:		(05 501		731,899
Operating		625,521		131,099
Net Investment in Land, Buildings and Equipment		1,890,000		1,713,854
Total Without Donor Restrictions		2,515,521		2,445,753
With Donor Restrictions:				
V 200 TO TOTAL TOT		211,001		220,451
Time or Purpose Restrictions		211,001		
		501 888		201 288
Restrictions that are Perpetual in Nature Total With Donor Restrictions		501,888 712,889		501,388 721,839

### BEVERLY HISTORICAL SOCIETY

Statement of Activities
For the Year Ended September 30, 2020 (Audited)

	Without Donor Restictions	With Donor Restrictions	Total
Revenues and Support:			
Operating:			
Contributions	\$ 111,436	\$ 60,062	\$ 171,498
Municipal Grants	178,460		178,460
Federal Grants	2,500		2,500
Private Grants	1,700		1,700
Memberships	37,880	-	37,880
Program Income	5,789	5	5,789
Miscellaneous Income	333	2	333
Rental Income	614		614
Special Events	9,622		9,622
Collections Income	1,723	-	1,723
Gift Shop	4,812		4,812
Admissions	711		711
Total Revenues and Support - Operating	355,580	60,062	415,642
Other:			
Investment Return, Net	51,693		51,693
Total Revenues and Support - Other	51,693		51,693
Net Assets Released from Restrictions	69,012	(69,012)	
Total Revenues and Support	476,285	(8,950)	467,335
Expenses:			
Program Services:			
Buildings and Collections	279,051		279,051
Gift Shop	3,502	-	3,502
Total Program Services	282,553	-	282,553
Support Services:			
Management and General	92,343		92,343
Fundraising	31,621	4	31,621
Total Support Services	123,964		123,964
Total Expenses	406,517		406,517
Change in Net Assets	\$ 69,768	\$ (8,950)	\$ 60,818