

HISTORIC *Beverly*

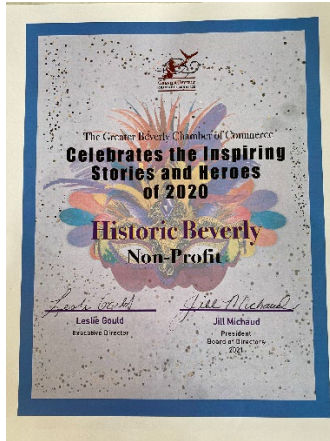
3 Houses, 5 Centuries, 1000s of Stories



Annual Report
2020-2021

Letter from the President

Greetings



What a historic year it has been! Our staff and large cadre of volunteers have navigated wave after surging wave of a certain pandemic virus. We remain seaworthy, stable and cruising ahead at top speed.

While the indoor facilities were only open on a limited basis, our staff, working with board committees and volunteers, planned program after program utilizing ZOOM and Facebook as presentation platforms, including a conference on Massachusetts Redware, a virtual Annual Meeting and several programs related to our exhibit, *Story of the Revolution*. Over the course of the year we tallied hundreds of participants in these online programs.

Over the summer and fall we offered outside programming which highlighted socially distanced and masked walking tours of Lothrop Street and Ryal Side and Rantoul's Beverly. Practically all of the tours sold out and were enthusiastically received. We also restarted our summer concert series at Hale Farm. Our kick-off performer was Livingston Taylor and things only got better from there. These concerts held in conjunction with The Cabot Performing Arts Center were sold out. Oh, and did I mention the three summer evening performances of Shakespeare on the lawn?

As if navigating a pandemic, running online lectures and programs, and managing a full calendar of concerts and plays is not enough, the staff have been preparing for the first major renovation of Cabot House in many years. This million-dollar project is almost all paid for as a result of generous donations both large and small. We are anxious to close the remaining gap and start the renovations shortly. You will be hearing from us on different ways you can help over the next couple of months.

In this letter, I have emphasized the support we receive from the staff, our board, our volunteers and our donors. Our organization's considerable successes are due to the commitment these individuals all make to Historic Beverly. To all of them I say thank you. To those of you who are not yet involved, we welcome your enthusiasm and your time. To those of you who participate in our programming, keep coming and bring along a neighbor or a friend next time.

Best wishes for a great year.

Handwritten signature of Paul Williams

Director's Report

Sue Goganian

In October of 2020, we had just finished a very unusual season, doing all of our programs outside, and limiting our house tours because of the pandemic. At that point, we hoped that the worst was behind of us, which turned out not to be true. We kept going, however, and a valiant staff and loyal volunteers kept communicating with our members and the public, finding new ways to share Beverly history with everyone.



Hale Farm remained the main venue for our in person activities, thanks to the acre of outdoor space and the reconstruction of the Bancroft-era porches. We continued our partnership with The Cabot until the end of October in 2020—the last concert took place in the snow! That series of concerts, which continued last summer, was a wonderful outcome of a terrible situation. The lawn at Hale was a lovely place for music, and attracted many people (including Beverly residents) who were

totally unfamiliar with Historic Beverly. We made lots of new friends! A highlight of the summer was our first Reading Frederick Douglass program, a partnership with the Waring School, City of Beverly and others. We had a great turnout on a very rainy day for a program that will become an annual tradition. Beverly Main Streets once again hosted Art in the Park at Hale; the Hyper Stripers artwork showcased a range of talented local artists. In addition to the concerts, Historic Beverly partnered with North Shore Players to offer live musical theater in *Ladies' Day*, and welcomed professional theater from Lanes Coven Theater Company for a weekend of Shakespeare in September.



Historic Beverly was proud to partner with BevCam and FEMA's Task Force I Urban Search and Rescue to present "Beverly Never Forgets: the 20th Anniversary of September 11." Task Force I was the first Federal Urban Search & Rescue Team to arrive at Ground Zero twenty years ago.

Hundreds of people came through the FEMA site and learned about the important role that Beverly's Task Force I played during that time, and had a chance to tour the museum on site. Our patron members also received an in depth tour of the site, courtesy of Mark Foster and the Task Force I crew.

Since visitation to the Cabot House was necessarily limited, we extended *“The Story of the Revolution” in Beverly* through December 24, 2020; a once-in-a-lifetime opportunity to see all of the paintings on view since the last time they were exhibited in 1898. At Hale, Assoc. Director for Collections Abby Battis opened a wonderful photographic exhibit on the history of the property, which beautifully illustrated the stories offered during our house tours.

We continued our terrific partnership with Justin Thomas, publishing his *The Dawn of Independence and the Death of an Industry* and *South Amesbury's Red Earthenware and Stoneware Production* and organizing a two-day virtual conference on Massachusetts Redware. The virtual format allowed our speakers, including Thomas and representatives of the Smithsonian and Old Sturbridge Village, to share more examples of pottery than would have been possible in person.



And, finally, something I have wanted since the day I came to Beverly—outdoor interpretive signage on the Hale property—became a reality in June. People stroll the paths there on a daily basis, and this project means they can learn some of the history even if no one from Historic Beverly is there. Thanks go, as always, to the Community Preservation Act funding which has allowed us to make continued improvements to the property.

In January, we completed our new strategic plan, the result of significant effort by staff and trustees that began with the following core values, which inform everything we do:

At Historic Beverly, we consider all support provided as part of a sacred trust. We commit to use donations to the organization and all of our resources in a manner that will strengthen the organization in a responsible way and in alignment with the following values

Trust and Responsibility – We are responsible stewards of our collections, finances, and history and are committed to honoring the public’s trust in our institution.

Enrichment and Enjoyment – We bring fulfillment and enjoyment to all who engage with us.

Community and Collaboration – We maintain an open and welcoming environment where community and collaboration are strongly encouraged and valued.

Diversity, Equity, and Inclusion – We are committed to diversity, equity, and inclusion in our work and the stories we tell.

Accessibility and Transparency – We make history accessible to all and are accurate and transparent in our interpretation and presentation of that history.

Professionalism and Excellence – We commit to and maintain the highest standards of excellence required of museum professionals.

During the entire year, in a variety of ways, we continued to add to our collection, care for our properties, share our history, and engage with people in Beverly and beyond. My profound thanks to everyone—staff, trustees, volunteers, donors and community partners—who helped us to do that.

Programs and Events

Melanie Stringer, Events and Engagement Manager

Historic Beverly built upon our already robust programming schedule to include more virtual events than ever, while also expanding our in-person events to as much outdoor activity as possible. We found that between our partnerships with the community to bring a variety of events to the lawn at Hale Farm and a dedication to getting our exercise with frequent walking tours, we were able to continue engaging with our members and neighbors as well as tourists and newcomers in a safe and socially-distanced manner without too much interruption.

Throughout the spring, as soon as weather permitted, we hit the bricks with walking tours of Lothrop Street, Ellis Square, Washington Street, and a popular series in Ryal Side. Then, for the second summer in a row, we partnered with The Cabot to provide a venue for an extensive list of musical acts and other entertainment almost every weekend at Hale Farm.



On July 3, we partnered with local students, educators, and community leaders to host a community-wide public reading event at Hale Farm as part of *Reading Frederick Douglass Together*, an initiative to encourage reading and understanding the lasting implications of Douglass' speech, "What to the American Slave is the Fourth of July?" Despite a torrential downpour, some 40 members of the community took turns reading portions of the speech in both English and Spanish, and total

attendance topped 130 at this holiday weekend event. Later in July, Beantown Cornhole's tournament brought the crowds again, and we saw strong visitation at all three historic houses.

As summer 2021 wound down, Historic Beverly remained a hub of activity. We kicked off September with a busy long weekend at Hale Farm as Lane's Coven Theatre Co presented a rollicking reimaging of *Taming of the Shrew* that had audiences and staff alike in stitches over Labor Day Weekend. Later that month, in cooperation with the FEMA Task Force Urban Search and Rescue, we commemorated the 20th Anniversary of the events of September 11, 2001 at the FEMA site at Beverly Airport with hundreds of guests and volunteers on hand to remember the thousands of lives lost and the brave first responders who risked everything to ensure a safe recovery effort at Ground Zero. Special thanks to Mark Foster from the FEMA site and volunteers Jim Morocco and Fay Salt for spearheading this beautiful remembrance.

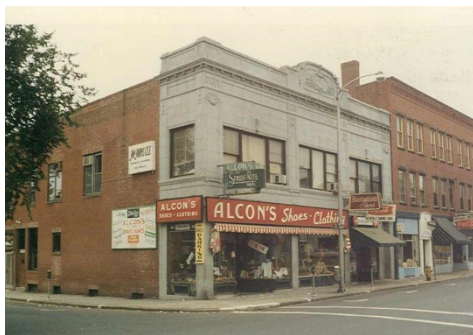
Just before the cold weather set in, we found our sea legs aboard THE FINBACK on our sold out Harbor History Cruise as local historian Nancy Coffey discussed favorite landmarks, people, and stories associated with Beverly's coast. Despite a weather-related postponement of several weeks, nearly all of our registrants opted to rearrange their plans and attend the new date; meanwhile, word had spread so rapidly that we not only filled the boat, but we had to institute a wait list and turn away many a would-be passenger. As if all that wasn't enough to keep us on our toes, virtual learning opportunities were plentiful as we continued to revise and refine our work with numerous Spotlight Talks. These talks are always free and open to all, featuring 2 new topics each month. Planning for the upcoming year will build on our virtual options while returning (finally) with a full slate of in person programming.

Archives and Research

Abby Battis, Associate Director for Collections

Even though the fiscal year of 2020-2021 had us opening and closing throughout the year due to the pandemic, we were still incredibly busy with our research services, with 181 research inquiries coming in for the period.

General research inquiries had us digging into our archives to uncover history on the housing along McKay Street that was part of Shingleville. Other estate research that we took a look at for researchers included locating photos and history of the Whitehall estate, the home of Frederick Bartlett and his wife Helen Birch Bartlett; the house was given to Beverly Hospital and is no longer standing. Every year we receive at least one research inquiry into Eagle Rock which was the Prides Crossing estate of the Gilded Age steel magnate, Henry Clay Frick.



A couple of fun inquiries that we worked on included research on Mayor Parker S. Davis who was in office from 1903 to 1904. Some of the best research inquiries we receive are the ones that carry the greatest nostalgia, which is what tickled our fancy when we received an email about the downtown

business, Alcon's. The business was located at 149 Cabot Street and was in business from 1966-1987. I can remember buying my school shoes at Alcon's and those big blue jeans hanging over the stairs! You know you do too.

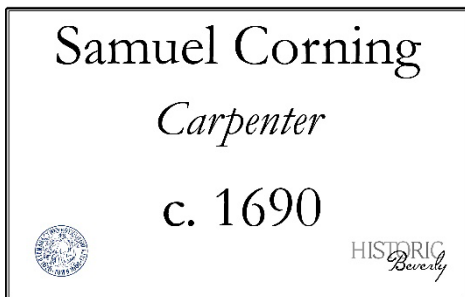
We received the quirkiest request about Glenn Ordway who retired from his Sports Radio post on WEEI in Boston after a 50-year career. In order to give Glenn a proper sendoff into retirement, the radio station was looking for possible recordings of his early days at WMLO so that his voice could be heard as a young man in a new position at the radio station. Unfortunately, we didn't have anything for them to use but we hear that the sendoff was a great success nonetheless.

We have many services that we offer that use our archives and library as a primary resource.

For Genealogists

The genealogy research into Beverly families is the most frequent topic that we receive on a regular basis and this past year was no different. We helped genealogical hobbyists and professionals alike with our research assistance on the following Beverly individuals and families: the Balch family, Samuel A. Knowlton, Andrew Elliott, Nathaniel Webber, Peter Woodbury, Johanna Prince, Hasadiah Smith, Roundy family, Standley Family, William D. Sohier, Whitcomb family, and the Herrick family. Genealogy is all the rage nowadays, have you checked out our records to see what history we can add to your family tree?

For Preservationists



Our newly structured Historic House Plaque program has been popular with local homeowners wanting to mark their historic home with a vetted history of the property. During this past fiscal year, we worked with homeowners and the Beverly Historic Commission to research and create five historic house plaques that are newly affixed throughout the city. They include a plaque for 105 Cabot Street, a house first owned by Lt. Daniel

Wallis, c. 1780, which was originally used as a dwelling with blacksmith shop adjoining, and the house located at 22 Front Street which was first owned by Capt. Josiah Batchelder, Jr., c. 1765.

For Realtors

Realtors are always checking in with us about research on specific properties throughout the city and this past year was no different. We did some digging into properties on Hale Street, Paine Avenue, and Boyles Street just to name a few. If you are a realtor, or know one, make sure you know what resources are available to you here at Historic Beverly that will aid in your business!

For Teachers

Our collection has been used by area teachers throughout the years. Last year we found an increase in the number of research requests from teachers about two areas of our collection; Native American history and the history of the enslaved. We are always happy to add content to the school curriculum to help support all of the work that the teachers do throughout the school year.



Image Reproductions

The images in our collection have had quite a spotlight cast on them this past year and have landed in a few special projects. A copy of the E.C. Peixotto painting, “Retreat from Concord”, was requested for use by HistoryNet Magazine. Over 100 photographic images were used in concert with the Beverly Rotary Club to help them celebrate their centennial and an image of the Eastern railroad from our Walker Transportation Collection was used for public way sign along the Boston Harborwalk.

Overall it has been quite the busy year!

Collections and Exhibits

Abby Battis

Due to the unexpected closure of our properties in 2020 because of the COVID-19 pandemic, our entire exhibit schedule shifted ahead in order to allow everyone to enjoy our exhibits safely and in their entirety as restrictions lifted. Some exhibits that were in the works and on the schedule had to move to another date or be removed from the schedule completely.

We are so incredibly pleased that the existing exhibit schedule was still robust and well received. On the heels of a popular response in visitation the “The Story of the Revolution” in Beverly exhibit was extended through the end of 2020. Drawn entirely from the Historic Beverly collection, “The Story of the Revolution” in Beverly exhibit brought together the first edition of Lodge’s book and the 40+ original paintings that were commissioned for the publication. This was an once-in-a-lifetime opportunity to see all of the paintings on view since the last time they were exhibited in 1898!

In the summer of June 2021 we opened a photographic exhibit titled, *The Hale House: a Visual History* which allows visitors to the Hale Farm property to step back in time with a visual timeline. Images dating back to the early days of photography through present day tell the story of just a fraction of the house’s 325 years. This exhibit will remain on view through the 2022 season.



The summer brought us an ambitious intern from Tulane University, Victoria Khaghani, who was eager to apply her archaeology background to an online exhibit on the Balch archaeology dig of 1998. The result is a beautiful curated exhibit titled, “Balch Family History through Time and Trash” which is free online, accessed

through our web site historicbeverly.net under the Collections & Exhibitions tab.

After taking a year off due to the pandemic, we were thrilled to welcome over 2 dozen local artists for the 4th Community Art Show with a theme of “Strength, Perseverance, and Hope in Beverly”. It was so interesting to see the individual entries and the artist’s take on the theme. There were images of peaceful and serene sunrises, photographs of encouragement for our workplace heroes, and the grand prize winning painting of the history of Beverly on Beverly Common. It was a great feeling to have the artists back in the house and having community come together once again to enjoy some art!



The pandemic definitely took a toll on donations to our collection. It could be due to our unexpected closure as well as donors not feeling comfortable enough to venture outside during a pandemic. Either way, I can’t complain because the object donations we did receive are absolutely stellar and I am incredibly grateful to all of the donors.

Some of the highlights include:

- Wooden ruler (6 in.) advertising the Hurd Laundry Co. 1883-1928
- Cigarette lighter with business information of Sam Goldberg & Son Heating and Oil
- Cigarette lighter with business information of North Shore Gas Company
- Plans for Beverly Trust Co. 1914, 217 Cabot Street the Gas & Electric Building
- Hair clippers from Al DiVincenzo of Al's Barbershop located at 292 Rantoul Street
- A quart size liquid bottle from Laroe and Burr of Beverly
- The Cabot Performing Arts Center 100 year anniversary t-shirt and limited edition art print
- Beverly Rotary Club 100 year anniversary t-shirt
- A John B. Hill stereoview of the Unitarian Church
- The final season program book for The Friendly Garden Club of Beverly 2020-2021

We couldn't have done it without you!

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Norman E. Balch
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Robert D. Battis
Fran Black

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Katherine Balch Cardwell
Paul N. Chalifour
Marilyn Fae Hart Lewis
Brent S. Michiels
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Gardner Pope
Allan Vaughan

Beverly Heritage Circle

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.

Bertram A. Balch
Paulianne Balch-Rancourt
Robert D. Battis
Edward R. Brown
Bill Buttimer
John G. L. Cabot
The Cuffe Family
William G. Elliott
Dr. Elizabeth Gardner
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Babette Loring
Terri and Ed McFadden
Fay and Jonathan Salt
William H. Shay
Lincoln and Jane Williams

Many thanks to all who generously support our efforts at the Society. Our apologies in advance to anyone we might have overlooked. Please contact us if we left you off this list in error

BEVERLY HISTORICAL SOCIETY
Statement of Activities
For the Year Ended September 30, 2021

	Without Donor Restrictions	With Donor Restrictions	Total
Revenues and Support:			
Operating:			
Contributions	\$ 78,131	\$ 723,934	\$ 802,065
Municipal Grants	5,800	-	5,800
Federal Grants	2,500	-	2,500
Private Grants	5,567	-	5,567
Memberships	38,434	-	38,434
Program Income	5,263	-	5,263
Miscellaneous Income	911	-	911
Rental Income	9,102	-	9,102
Special Events	4,773	-	4,773
Collections Income	2,262	-	2,262
Gift Shop	8,489	-	8,489
Admissions	1,019	-	1,019
Total Revenues and Support - Operating	<u>162,251</u>	<u>723,934</u>	<u>886,185</u>
Other:			
Investment Return, Net	201,274	-	201,274
Payroll Protection Program Loan Forgiveness	49,482	-	49,482
Total Revenues and Support - Other	<u>250,756</u>	<u>-</u>	<u>250,756</u>
Net Assets Released from Restrictions	<u>5,837</u>	<u>(5,837)</u>	<u>-</u>
Total Revenues and Support	<u>418,844</u>	<u>718,097</u>	<u>1,136,941</u>
Expenses:			
Program Services:			
Buildings and Collections	276,501	-	276,501
Gift Shop	1,961	-	1,961
Total Program Services	<u>278,462</u>	<u>-</u>	<u>278,462</u>
Support Services:			
Management and General	98,865	-	98,865
Fundraising	32,048	-	32,048
Total Support Services	<u>130,913</u>	<u>-</u>	<u>130,913</u>
Total Expenses	<u>409,375</u>	<u>-</u>	<u>409,375</u>
Change in Net Assets	<u>\$ 9,469</u>	<u>\$ 718,097</u>	<u>\$ 727,566</u>

See Independent Auditor's Report and Accompanying Notes to Financial Statements

BEVERLY HISTORICAL SOCIETY

Statements of Financial Position

September 30, 2021 and 2020

	2021	2020
ASSETS		
Current Assets:		
Cash and Cash Equivalents	\$ 325,794	\$ 170,068
Interest and Dividends Receivable	4,229	2,735
Prepaid Expenses	6,256	6,342
Inventory	8,781	6,996
Total Current Assets	<u>345,060</u>	<u>186,141</u>
Land, Buildings and Equipment – Net	<u>1,897,972</u>	<u>1,890,000</u>
Other Assets:		
Investments	1,516,848	1,172,573
Uninvested Cash	268,243	41,282
Total Other Assets	<u>1,785,091</u>	<u>1,213,855</u>
Total Assets	<u>\$ 4,028,123</u>	<u>\$ 3,289,996</u>
LIABILITIES AND NET ASSETS		
Current Liabilities:		
Accounts Payable and Accrued Expenses	\$ 20,915	\$ 12,104
Paycheck Protection Program - Note Payable	49,482	49,482
Deferred Revenue	1,750	-
Total Current Liabilities	<u>72,147</u>	<u>61,586</u>
Net Assets:		
Without Donor Restrictions:		
Operating	627,018	625,521
Net Investment in Land, Buildings and Equipment	<u>1,897,972</u>	<u>1,890,000</u>
Total Without Donor Restrictions	<u>2,524,990</u>	<u>2,515,521</u>
With Donor Restrictions:		
Time or Purpose Restrictions	878,098	211,001
Restrictions that are Perpetual in Nature	<u>552,888</u>	<u>501,888</u>
Total With Donor Restrictions	<u>1,430,986</u>	<u>712,889</u>
Total Net Assets	<u>3,955,976</u>	<u>3,228,410</u>
Total Liabilities and Net Assets	<u>\$ 4,028,123</u>	<u>\$ 3,289,996</u>

See Independent Auditor's Report and Accompanying Notes to Financial Statements



By the Numbers

