2020 Financials

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Springdale $867,627</td>
<td>Personnel &amp; benefits $734,677</td>
</tr>
<tr>
<td>In-kind materials/services $3,214</td>
<td>Other City expenditures $132,951</td>
</tr>
<tr>
<td>Board of Trustees operating account $79,491</td>
<td>Board of Trustees expenditures $29,650</td>
</tr>
<tr>
<td>Board-designated funds $227,649</td>
<td>Board-designated fund expenditures $19,000</td>
</tr>
<tr>
<td>Grant funds $392,981</td>
<td>Grant projects $201,641</td>
</tr>
<tr>
<td>Museum store &amp; acquisitions accounts $19,190</td>
<td>GRAND TOTAL $1,117,919</td>
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</tbody>
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GRAND TOTAL $1,590,152

By the Numbers

53,929 people were served in 2020. Given the pandemic and our six-months’ closure, it’s amazingly the sixth-highest number of people served in our history.

41,714 people connected with us virtually in 2020. That’s not only the largest virtual number ever, but a full 60% increase over 2019!

242 volunteers worked 2,260 hours, valued at $48,748. That’s a little more than half of our usual total, but it was accomplished during a pandemic by a combination of on-site, off-site, and virtual volunteers!

232 researchers used our library and photo resources. We responded to many genealogical and architectural inquiries and also assisted researchers, including providing scans and transcripts of Frances Slaughter Smith’s high-school diary for her granddaughter.

54 collections were added in 2020, including:
- Cans and advertising materials from Heekin Canning Company and Ball Corporation, 1950s–1990s; donated by Ball Corporation, Springdale
- Regalia, poster, and books from Springdale Masonic Lodge #316, and materials from Goshen, Elm Springs, and Lowell merged lodges; donated by Springdale Masonic Lodge #316
- Ozarks “Ballards” of a Negro singer: being a collection of verse, by George Ballard, 1928; donated by Jackie Mooney Stites

With grant funds from the Arkansas Humanities Council CARES Act, our virtual Native American Days in November featured 26 half-hour sessions and 23 presenters from 17 locations and was attended by 2,110 students from 57 schools across Arkansas.

7 staff members served 12 museum and history organizations as officers or committee members.

1,282 visitors came from 35 states and 7 foreign countries. 59% of our visitors were from Arkansas.

$2,080,095 in the museum endowment on 12/31/20
Our stellar 2020 accomplishment was the acquisition of the two next-door duplexes, two of the four properties we need to fulfill our vision of a full city-block-size museum campus. One duplex was purchased through the generosity of the City of Springdale in February. During the COVID closure we were able to: renovate two bedrooms into digitization offices and the master bath into a darkroom; brick in several windows for the security of collections storage; and renovate the garages into an exhibits shop. With generous funding from the Tyson Family Foundation, the second duplex was purchased in August, with space for temporary storage and work projects.

Let’s not mince words: COVID beat the heck out of us in 2020. After six months’ closure we prepared for reopening September 1 by: mandating masks, social distancing, and good hygiene practices; eliminating all hands-on elements in the exhibit hall; providing hand sanitizer and floor directional reminders; keeping the museum store and historic buildings closed to the public; limiting research to digital visits; cleaning the museum three times daily; and, due to staff still working from home, closing temporarily on Saturdays. These changes continue into 2021.

In 2014 the museum staff began a systematic renovation of our 4,500-square-foot exhibit hall. In 2020 we checked off the final step by completing the entry-area exhibit.

Keeping up with repairs to historical buildings is an ongoing activity. In 2020 we completed major exterior repairs to the 1871 Searcy House and had it completely repainted.

We premiered four exhibits: Going Greek: University of Arkansas Fraternities and Sororities; Queen for a Day; Make Do; and A Better Bird. The last three are available virtually on the museum’s website.

To keep everyone involved in Ozark history during our COVID closure we:

- Created new virtual resources, including Shiloh Shout-Outs, Minute Histories, online exhibits, and expanded eNews
- Held the 42nd annual Ozark Quilt Fair virtually, attracting 386 viewers in September alone
- Made our “Shiloh Saturday Series” virtual
- Offered our monthly “Shiloh Sandwiched-Ins” virtually
- Started collecting Ozark images and artifacts related to COVID

For our digitization program we purchased a powerful laptop and accessories, as well as a digital asset-management system to catalog our image collection.
Our Partners in 2020

Arkansas Air & Military Museum
Arkansas & Missouri Railroad
Arkansas Archeological Survey
Arkansas Community Foundation
Arkansas Game & Fish Commission
Arkansas Historical Association
Arkansas Humanities Council
Arkansas Living History Association
Arkansas Museums Association
Arkansas Secretary of State's Office
Arkansas State Parks
Rick Armellini
Jeanie Baltz (Alpha Chi Omega)
Rick Armellini
Arkansas Secretary of State's Office
Arkansas Museums Association
Arkansas Living History Association
Arkansas Humanities Council
Arkansas Game & Fish Commission
Arkansas Community Foundation
Arkansas & Missouri Railroad
Arkansas Air & Military Museum
Dufrene Family
Downtown Springdale Alliance
Dogwood Lace Guild
Diocese of Little Rock Archives
Arkansas Museums Association
Arkansas Living History Association
Arkansas Humanities Council
Arkansas Game & Fish Commission
Arkansas Community Foundation
Arkansas & Missouri Railroad
Arkansas Air & Military Museum
Dufrene Family
Downtown Springdale Alliance
Dufrene Family

Board of Trustees
Jim Meinecke, president; Dr. Jami Forrester, vice president; Judy Van Hoose, secretary; Seth Rahmoeller, treasurer; Hank Taylor, vice treasurer. Shawn Burns, Leticia Cortez, Jose Echegoyen, Zessna Garcia Rios, Dr. Marian Hendrickson, Delene McCoy, Janelle Riddle, Albinia Riklon

Ex-Officio Board Members
Dr. Marsha Jones, Allyn Lord, Robert Mello, Dolores Stamps

Life Trustees
Dr. C. S. Applegate, Dr. Dwight Heathman, Martha Lankford, Maudine Sanders, Stephen Taylor (all deceased)

Staff
Allyn Lord, director; Judy Costello, education manager; Marie Demeroukas, photo archivist/research librarian; Walter Gallagher, facilities manager; Michele Gibson, receptionist/store manager; Kimberly Hosey, education specialist/weekend manager; Aaron Loehndorf, collections/education specialist; Curtis Morris, exhibits manager; Marty Powers, groundskeeper; Carolyn Reno, assistant director/collections manager; Rachel Whitaker, research specialist; Bo Williams, photographer/digitization project manager; Susan Young, outreach coordinator

Volunteers

On the cover
When COVID-19 forced the museum to close, many staff members stepped up with new virtual programs. Education specialist Kimberly Hosey had the idea to create Shiloh Shoot-Outs—short videos about museum happenings and local history. Here you see Kim being filmed for a Shiloh Shoot-Out episode by photographer Bo Williams in our 1870s Steele General Store.