

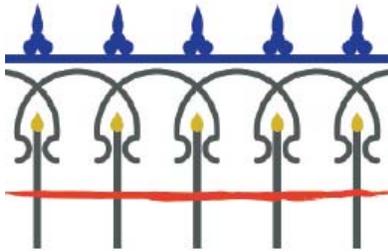
HISTORIC *Beverly*

3 Houses, 5 Centuries, 1000s of Stories

3 Houses
5 Centuries
1000s of Stories

3 Houses
5 Centuries
1000s of Stories

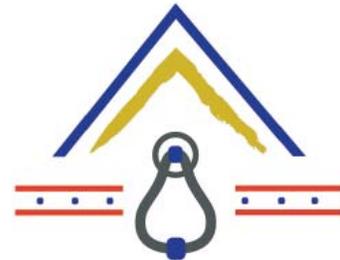
3 Houses
5 Centuries
1000s of Stories



CABOT HOUSE



HALE FARM



BALCH HOUSE

*Collections
& Exhibits*

*Legends &
Landscape*

*Living
Museum*

Annual Report
2016 - 2017

Board of Directors

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Trustees Lori Cianciulli and Jeanne O'Hearn



Landscape historian Pamela Hartford and Assoc. Director for Collections Abby Battis



Volunteer Judi Rewinski and Museum Collections Specialist Dakota Jackson

Letter from the President

Dear Fellow Members,

With the coming of our annual meeting and our new fiscal year we have the opportunity of both reflecting on the past year and looking forward to the year ahead. Might I also hope that this year our annual meeting signals the end of winter? The past year's highlights will be recounted elsewhere in this report and the treasurer's report will update you on Historic Beverly's financial status.

The staff and volunteers of the Historical Beverly have tried to provide you, our members, with a number of activities and programs that both entertain and enlighten. I hope you were able to participate in these offerings and found that they added to your knowledge of Beverly's past and Beverly's place in the larger story of our country. Each issue of our print and online Newsletters was filled with articles that tell the stories that form Beverly's history. I think it is these stories that most fascinate me and hold my interest in history. As a community we are the collective result of these individual stories. I like to think of Historic Beverly as the community's repository for these stories.

For the last couple of years first the Beverly Historical Society and now Historic Beverly has been charting a course that insures we will continue well into the future as the repository of our communities' stories. We thank all of you who have been helping with this work. Your efforts to increase membership, improve community awareness, and assure an ongoing vibrant organization are key to Historic Beverly's success. I particularly want to thank those of you who have recently joined our ranks. Members are the life blood of any organization but particularly local organizations. If we, the members of our community, do not preserve our stories, no one else will. If you are reading this, I know you care about Beverly's stories. Knowing that, I ask you to go one step further and during this coming year actively recruit a new member for Historic Beverly. I know our staff and volunteers will continue to offer you interesting programs and events, so please come, bring a friend, listen to one of Beverly's stories, and add a story of your own so we can collectively continue to grow and preserve Beverly's rich history.

I remain faithfully yours,

Dan Lohnes, President



Director's Report



More than most years, that which is covered in this report reflects an enormous amount of activity and change, all of it positive. The Beverly Historical Society, founded in 1891, has been nurtured and supported for all this time by many individuals and organizations. Over the last few years it has become apparent to trustees and staff that our most important goal was the long term sustainability of the organization and its collections (including our 3 largest artifacts the Balch House, Hale Farm and the Cabot House). Last year we made the decision that it was time for our name to better reflect our mission. A committee of board and staff, worked with Communications, Ink to brainstorm names, taglines, and the visual representations of our "brand." You see the result on the cover of this report. We're delighted with the outcome, particularly the tagline, "3 Houses, 5 Centuries, 1000s of Stories" which we think is absolutely on target. We also loved the idea of branding the properties to reinforce their uniqueness and purpose.



The Hon. Michael Cahill, Mayor of Beverly with our guest privateer

Brown and others for recording their Beverly stories). We were thrilled to have Kim's Pure Pastry there to offer special treats as well.

We launched the new brand on June 2 at a wonderful event at Hale Farm. Members and friends gathered to salute this achievement and celebrate with us. Relish Catering and Events created some wonderful food stations that played off the 5 centuries theme, Gentile Brewery provided superior local refreshment and Jay Foss provided great music. For some of the guests, it was their first look at the improvements we've made to the site, particularly changes to the landscape. Hale is a great place for a party and it will be even more appealing when the landscape improvements are done. On June 3, admission was free at all our properties and we continued the celebration at Hale with oral histories and tours (thanks to Mayor Cahill and Ed

The new brand brought with it new programming, a better-developed social media strategy (the HB you see above is our social icon), and a new and much-improved website. In addition to more comprehensive information on events, exhibits and Beverly history, HistoricBeverly.net includes a searchable database to our collections, giving everyone the ability to connect with our objects and documents anytime. This access has the potential to transform our organization and how everyone connects to it:

- A Balch descendant in California can find an image of the Balch House and order a reproduction.
- An author can locate a number of locomotive images and get permission to use them in a publication.
- Local students can find material to supplement their research projects.
- A new restaurant can choose vintage photographs of Beverly to adorn its walls.

All at their convenience. We're thrilled!

Continued on p. 16

Collections and Exhibits



From a pink hat worn at the 2017 Women's March to deeds from the Woodbury Tavern, Historic Beverly has been collecting objects pertaining to the history of Beverly and its residents since its organization in 1891 and this past year was no different. Not only did we add hundreds of objects to our growing collection but we also brought 21st century accessibility to the collection by making a portion of it accessible online, and we successfully presented our first community art exhibit.

We were pleased to receive hundreds of new acquisitions this year including the aforementioned Woodbury Tavern deeds which were a donation from the late Ralph Leonard. These are a great addition to our research collection as we continue to collect and build upon the history of Woodbury Tavern. Beverly resident Julie Karaganis donated the pink hat that she crafted and wore to the 2017 Women's March in Boston and a handful of other generous Beverly residents also offered similar items from the march including their signs and posters.

A baptismal gown set that belonged to Hephzibah Pickett who was born in 1843 was added to the collection by donor Jennifer Boothroyd. Hephzibah's parents were Josiah and Mary (Creesy) Pickett and they lived in the Lovett Street area. The baptismal set includes a double-layered underskirt (the under layer is heavy wool) and a cap and gown made of light cotton gauze; all of which has lots of beautiful embroidery throughout.

We were the recipient of a framed photograph of Hale Farm in Winter which was a winner in the Essex Heritage 2016 Photography contest. This donation was a gift of the photographer Jonathan Salt and it not only makes a perfect addition to our contemporary photography collection but it is a great snapshot of history of one of our much beloved historic houses!



Donor Ann Nadeau gave Historic Beverly a hand painted trivet of City Hall with the 4th floor showing. The trivet was given to Mayor James McPherson, who was Mayor from 1917-1920, by the artist (and his sister) Sister Bearta McPherson. The trivet is currently on view in our exhibit cases on display in the research room for all to see.

The beginning of 2017 welcomed the addition of two new Historic Beverly staffers hired to focus on the collection. I joined Historic Beverly as the Associate Director for Collections in January with the addition of Dakota Jackson as the Museum Collection Specialist coming on board in March.

Dakota and I, along with the rest of the Historic Beverly staff, volunteers and interns hit the ground running, tasked with quickly assessing the collection in preparation for uploading a substantial amount of the collection online via the Historic Beverly online collection portal. The collection portal, which is integrated into the HB web site, launched in June with 15,000 collection objects accessible to the public from the comfort of their own home.

Continued on p. 13

Research

After Terri McFadden retired earlier this year, I took up the mantle of managing research at Historic Beverly. Although I had knowledgeable shoes to fill, we had many fascinating research requests that allowed me to get my sea legs. Scholars came from as far as Tokyo and France to examine our extensive manuscripts and ship logs to try to uncover trade routes between Beverly and Bilbao, Spain. Amateur genealogists came from all over the United States to look through their Beverly family history, and patrons came to examine and photograph our beautiful Hugh Dietzler paintings. Local businesses eagerly tracked down the history of their buildings through photographs and our library, while City Hall affiliates poured over our large collection of plans to determine the history of structures for the Historical Commission.

Our internal research lead us down unexpected avenues – from specific trees that were planted during the 19th century at Hale Farm to the history of the Roman coins in Historic Beverly’s collection. The addition of “Ask the Historian” to our social media allowed the public to ask unusual and pressing questions about Beverly – and allowed us to answer them! All of our internal research on objects and archives has allowed us to further understand our large and extensive collection of Beverly history.

A great advantage that researchers had for part of the year was our online collections. This allows members of the public to search through parts of our collection of photographs, archives, and objects in the comfort of their own homes. It was wonderful to see so many research queries coming from patrons who had viewed our online collections and wanted to learn more. The next year will see the addition of even more images and manuscripts in our online collections for researchers to scroll through.

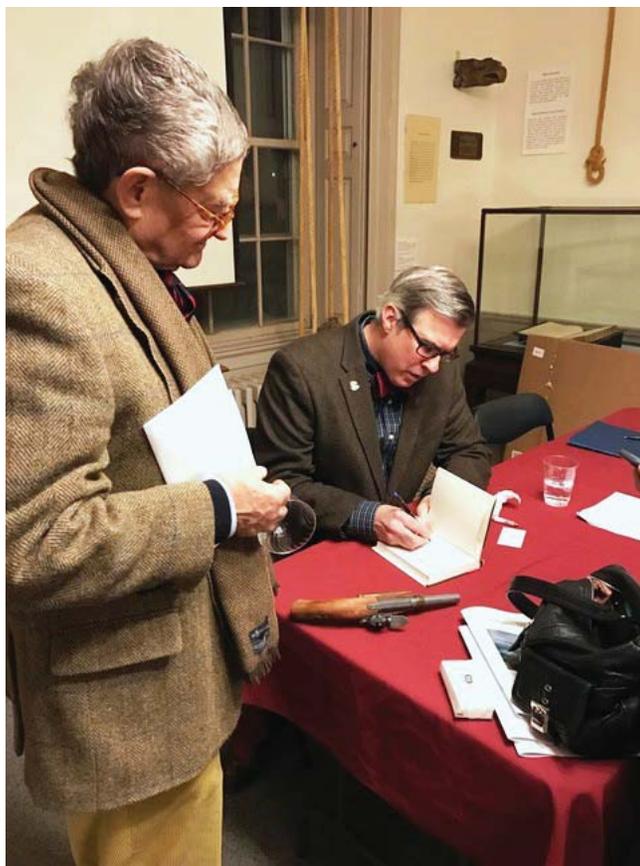


One research request in particular highlighted how important our online collections are to connecting us to other collecting institutions and researchers. The archivist from the Isabella Stewart Gardner Museum reached out to us for copies of photographs from our collection that she saw on our website. These images (see left) from the Evans Estate, done by the photographer T. E. Marr, helped her understand the provenance of the Estate furniture that is now in the Gardner Museum. The research provided us with a “then and now” look at the furniture – it is all still in fantastic shape – and also allowed us to see how intertwined our collections are with other institutions. Marr not only photographed the Evans Estate, but he also photographed all of Gardner’s homes. The request emphasizes just how important Beverly’s

collections are to New England’s history, and how valuable our online collections can be for our researchers. Who knows what interesting requests this year will bring?

-Dakota Jackson

Programs and Events



The end of 2016 had us talking witch stories and more for our annual Witch Stories by Candlelight event at Hale Farm, which offers visitors special evening tours of this unique property. Our 4th annual Holiday House Tour in December was terrific! We had a great turnout and a wonderful variety of houses to tour. Our thanks to the very generous homeowners who participated. Our Annual Meeting took place in March which found us talking about dueling pistols and pacing with Rick Beyer, the author of *Rivals Unto Death: Alexander Hamilton and Aaron Burr*. Some of you will remember Rick as the producer of the Ghost Army project.

Our rebranding weekend kicked off in June with great fanfare with What's Your Story! We began with a rousing party with over 120 of our cherished supporters on a Friday evening at Hale Farm as we celebrated the unveiling of our new look and new name as Historic Beverly. What a beautiful spot to have a party! The folks from Gentile Brewery were on hand to offer some of their local brew, and Relish Catering riffed on the "5 Centuries" phrase with an imaginative spread.



On the Saturday of that same weekend we welcomed over 150 supporters of all ages as we opened the doors of all three houses for an "Open House" day for the public that included oral histories courtesy of Jay Foss, and food trucks. Riding on that success and armed with a new look and a new name, it was essential that we change up our educational program schedule so that it was not only fresh but also fun and engaging. We created a couple of new program series that caught on quickly throughout the year.

Spotlight Talks focused on one specific object on view at one of our three houses. These tours were casual, intimate conversations that took place for a specified 15-minute timeslot throughout the year. Topics changed regularly from the Lucy Larcom or Moses Brown portrait paintings to the Hale Farm kitchen and the Balch House hearth and fireplace; topics were vast but included many visitor favorites! One Spotlight Talk led to a program about hearth cooking. Visitors to the Balch House sampled baked beans and corn pudding with cranberries. Tasty!

Top: Author Rick Beyer autographs his book for trustee John Glovsky. Below: Volunteer Kennedy Steiner and museum assistant Leigh Zepernick

Continued on p. 15

Committee Members

Pamela Bailey
Lisa Balentine
Emma Basso
John Bowden
Ed Brown
Beth Bower
Steve Frisiello
Cara Hutchins
Babette Loring
Jim Morrocco
John Mullady
Ben Nutter
Neil B. Olson
Tina Torsey
Allan Vaughan

Volunteers and Interns

Gabe Abbott
Justin Acosta
Gail Balentine
Lisa Balentine
Heather Borrebach
John Bowden
Lauren Bromley
Ed Brown
Meredith Browne
Peggy Calkins
Anna Cartier
Jack Cicchetti
John Cuffe
Jaye Cuffe
John Dario
Jeff Dausat
Rich Donlon
Steve Frisiello
Alana Gabriel
Jeanne Gamble
Fred Hammond
Karla Kaneb
Barry Kernfeld
Fred Kippen
Brad Kippen
Paul Larcom
Ed McFadden
Maeve Monahan
Russ Munroe
Lily Mysona
Michael Sarantopoulos
Andrea Stackpole
Emily Stegner
Kennedy Steiner
Matthew Swindell
Bernice Thomas
Ryan Torrance
Tina Torsey
Martha Wetherill

Historic Beverly by the numbers

Donors to the collection: 73
New items in the collection: 415
Volunteer hours donated: 3,287
Donors: 220
New members: 100
Program attendance: 1,309

Research inquiries: 214
Archives processed: 38 linear feet
Objects scanned and catalogued: 10,904
Online collection website visits since launch-
ing June 3rd: 2580
Online collection: 31,715

Website visits: 7,867
Increase in Facebook followers: 40.2%
Increase in Instagram followers: 160.78%
Increase in Twitter followers: 12%

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 the Society as a beneficiary of insurance or retirement assets.

Edward R. Brown
Bill Buttimer
John G. L. Cabot
William G. Elliott
Susan J. Goganian
Walter W. John
Daniel M. Lohnes
Caleb Loring III
Babette Loring
Terri and Ed McFadden
Paulianne Balch-Rancourt

Beverly Heritage Circle members are acknowledged in Annual Reports and invited to special events.

Perhaps you have already included Historic Beverly, or one of its houses or collections, in your estate planning. Please let us know so that we may acknowledge your generosity.

For more information on planned gifts, please contact the director at sgoganian@historicbeverly.net or 978-922-1186 x 204.

Gifts to the Cabot Planning Fund

Anonymous
Stefano Basso
John Bowden
Katie and Webster Bull
Martha Gavin
Jean Goganian
Fred Hammond
Joan and Peter Johnson
Jay Leahy
Caleb Loring III
Fay and Jonathan Salt
Maureen Troubetaris
Jane and Lincoln Williams

Gifts to the Endowment

Balch 4th Century Fund

Quincy S. Abbot
Anonymous
Becky Balch
Charles A. Balch
Daniel Balch
Dona Balch
Earl Balch
Herbert & Sandra Balch
James Balch
Kerry L Balch
Kevin Balch
Marie Balch
Verna B Balch
William Balch
Beverly Balch Blair
Victoria Coffee
David and Mary Dearborn
Betty Devine
Nancy Fischer
Robin Balch Hodgkins
Deborah K Nowers
Dixie Balch Powers

Hale 4th Century Fund

Quincy S. Abbot
Anonymous
Mary Black
Edward Brown
Victoria Caldwell and John D'Amico
Jean Costello-Moran
John and Jaye Cuffe
Lance Daly
Jeffery Dausat
The Devereaux Foundation
William Finch
Janice Fisher
Mark and Ann Flagg
Martha Gavin
Dr. Kimberly Gillis and Ms. Barrie Nash
Susan Goganian
Mr. and Mrs. Jerome Hoffmann
Caleb Loring III
Joyce and Mark Munoz
Janice Preston
Charles and Ann Roy
Paul Weinberg
Lincoln and Jane Williams
RHB Winsor, Jr.

Historic Beverly Support

Captain John Cabot Circle **Annual giving of \$5,000 or more**

Mr. and Mrs. Quincy Abbot
Anonymous
City of Beverly, Community Preservation Act
Mr. and Mrs. John G. L. Cabot
Caleb Loring, Jr. and Rosemary M. Loring
1997 Charitable Lead Unitrust

John Balch Circle **Annual giving of \$1,000 to \$2,499**

Mr. and Mrs. Charles Balch
Communications Ink
The Devereaux Foundation
Essex County Community Foundation
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Ms. Janice Fisher
Ms. Martha Gavin
Jean Gogonian
Seth Hersey
In memory of Charles F. Warren
The Jeffrey Horvitz Foundation
Mr. & Mrs. Peter Johnson
Mr. Jay Leahy
In memory of Tom and Mary Wiss
Mr. Allan P. Vaughan
Mr. David Ray
Mr. & Mrs. Charles Roy
Mr. and Mrs. Patrick Ryan
Mr. & Mrs. Jonathan Salt
Jane and Lincoln Williams

Rev. John Hale Circle **Annual giving of \$300 to \$999**

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Mrs. Verna Balch
Mr. Kevin Balch
Stefano Basso and Laetitia DeGoul
Mr. & Mrs. Henry Bertolon
Ms. Mary Black
Mr. & Mrs. John Bowden
Mr. Edward Brown
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Mr. and Mrs. Mark Dellafera
Ensign Bickford Foundation, Inc.
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Dr. Kimberly Gillis and Ms. Barrie Nash
Mr. & Mrs. John Glovsky
Ms. Edith Greenwood

Mr. & Mrs. Charles Grimes
Ms. Beverly L. Hamilton
Mr. & Mrs. Fred Hammond
Mr. Frank Kaminski
Don MacQuarrie
Mr. and Mrs. Robert Paine Metcalf
Ms. Jean Costello Moran
Deborah Nowers
Norman Olsen
Mr. and Mrs. Richard Thorndike
Ms. Maureen Troubetaris
Mr. Paul Weinberg
Jane and Lincoln Williams
Mr. RHB Winsor Jr.

President's Circle **Annual giving of \$100 to \$299**

Ms. Pamela Bailey
Ms. Beth Bower
Mr. John Appleton
Mrs. Elizabeth Balch
Mr. William Balch
Mr. and Mrs. Earl Balch
Mr. Darrin C. Balch
Mr. Daniel Balch
Mr. Kerry Balch
Mr. and Mrs. James Balch
Mrs. Herbert Balch
Mr. and Mrs. David Balentine
Beverly Insurance Brokerage, Inc
Ms. Beverly Blair
Mr. and Mrs. Neil Bouchard
Mr. & Mrs. Nathaniel Bowditch
Mr. & Mrs. William Bruce
Charles Bucci
Mr. and Mrs. John Buck
Mr. and Mrs. Webster Bull
Mr. John R. Cabot
Ms. Vickie Caldwell & Mr. John D'Amico
Ms. Rebecca Gardner Campbell
Mariann and Francis Cleary
Ms. Victoria Coffee
Mr. Robert Carrier
Mr. and Mrs. Jim Dawson
Mr. & Mrs. David Dearborn
Mr. Raymond Evers
Mr. William Finch
Elsa and Rodman Forter
Ms. Heather Girolamo
In memory of Patricia Balch Hornstra
Glovsky & Glovsky

Ms. Susan Goganian
Mr. & Mrs. John Good
Mr. & Mrs. Richard Goodenough
Robin Balch Hodgkins

Mr. & Mrs. Jerome Hoffmann
Mr. & Mrs. Brit Hutchins
IBM International Foundation
Mr. & Mrs. Tim Ingraham

In honor of Allan Vaughan

Bonnie Jacobs
Mr. and Mrs. Jan Jefgood
Mr. Dana Jewell & Ms. Ingeborg
Burggraf

John Hancock Financial Services
Ms. Joyce Mayo Kaplan
Mr. & Mrs. Daniel Keeler

In memory of Patricia Balch Hornstra

Ms. Day Ann W. Kelley
Lynda & Daniel King
Ms. Katherine Kottaridis
Mr. & Mrs. Miles Kulukundis
Mr. & Mrs. David Loring
Ms. Rosemary Loring and Mr. David
Byrne

Mr. & Mrs. Caleb Loring III
Mr. & Mrs. Bruce MacInnis
Mr. & Mrs. Leo Maestranzi
Mr. & Mrs. Richard Mooney
Mr. and Mrs. Peter Morrison

Mrs. Joyce Munoz
Ms. Antoinette Musante
Mr. and Mrs. Bruce Nardella
Mr. Raymond Norton

In memory of Patricia Balch Hornstra

Mr. and Mrs. Brian O'Hearn
Dane and Ann Poeske
Dixie Balch Powers
Mr. Robert Powers

Dr. & Mrs. Ronald Pruett
Mr. Larry Ralph
Charles Raymond
Mrs. Thelma Ryan

Ms. Marjorie Short
Wesley Slate and Georgia Bills
Mr. Wayne G. Smith
Mr. Peter Tarr and Ms. Gail Nelson

Catherine Taylor & Paul Noren
Ms. Candida Balch Tepke
Mr. & Mrs. John C. Thomson
Mr. John Thorndike

Ms. MaryAnn Vallis
Mr. and Mrs. Allan Vaughan

Mr. & Mrs. Peter Von Zweck
Martha Wetherill & Donald Klema
Lee and Catherine Yaffa
Ms. Lee Yule

In memory of Patricia Balch Hornstra

Director's Circle Annual Giving up to \$99

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Ms. Kathleen Anderson
Mr. & Mrs. Craig Andrew
Mr. & Mrs. David Audette
Mr. John A. Balch
Ms. Dona Balch
Mr. John Balch
Mrs. Alfred Balch
Mr. Kerry Balch
Mrs. Beverly Balch Bornschein
Mrs. Jolyne Boyle

Ms. Rosemary Broadbent
Ms. Marie Campello
Mr. Stephen Carlson
Ms. Caestine Carney-Davis
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In honor of Jay Leahy

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Ms. Loretta Coombs
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Ms. Judy Dodge Cummings
Mr. Lance Daly
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Ms. Patricia Donahue
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Mr. & Mrs. Bruce Egan
Ms. Carla Falletti

In memory of Patricia Balch Hornstra

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Mr. and Mrs. Andrew Gabriel

Ms. Sue Gabriel
Mr. Gerald Galbreath
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Ms. Jean Hodgkin
Mr. Michael Hogan

Ms. Nancy Johnson
Dr. & Mrs. Harold Kaplan
Mr. John Kausel
Mr. & Mrs. Charles Kimball

In memory of Patricia Balch Hornstra

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Mr. Paul Larcom
Mr. Kenneth M. Lord
Helen Loring and Ruth Roper

Mrs. William Loring
Ms. Barbara Lucier
Mr. John Maihos
Mary and Gary Marlow

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Ms. Margaret Meahl
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Mr. & Mrs. Robert Seamans III
Mr. John Shairs

Mr. & Mrs. Tom Shields
Mr. George Stairs & Ms. Anna Green
Ms. Vikie Stoltz
Mr. & Mrs. John Susen

In memory of Patricia Balch Hornstra

Mr. Patrick Thomas
Mr. Richard Trask
Ms. Sandi Trimble
Mr. & Mrs. Edwards Wadleigh

In memory of Patricia Balch Hornstra

Mr. & Mrs. Norman Weeks
Benjamin Williams and Susanne
MacDonald

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.

Donors to the Collection

Historic Beverly is very grateful to the following donors, who contributed more than 400 objects and documents to our collection in the previous fiscal year. We actively collect in all categories and all time periods of Beverly history. Donors who include collections in their estate plans become members of the Beverly Heritage Circle.

Charles & Ann Bacon

Gail Balentine

Wilhemina Batchelder-Brown

Abby Battis

Amanda J. Beattie

Paul Berry

Arno P. Bommer

Jennifer Boothroyd

Thomas H. Bott III

Allan & Janet Bouchard

Sally Brown

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Jeff Hall

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Jacqueline A. Jamieson

Joan M. Johnson

Julie Karaganis

Joseph Kelleher III

Judy Kent

Paul Larcom

John Leahy

10

W. Kratz Leatherman

Marcia Lefavour

Ralph Leonard

Lauraine Lombara

Sharon MacDonald

Marblehead Museum

Marine Society at Salem, Allan Vaughan

Richard Marlor

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Tina Torsey

Allan Vaughan

Paul Vivian

Paul & Lynn Willenbrock

Susan & Allison Wolper

Mary A. Zaki

BEVERLY HISTORICAL SOCIETY
 Statements of Financial Position
 September 30, 2017 (Audited) and 2016 (Reviewed)

	<u>Audited</u> 2017	<u>Reviewed</u> 2016
<u>ASSETS</u>		
Current Assets:		
Cash and Cash Equivalents	\$ 42,248	\$ 40,070
Interest and Dividends Receivable	3,444	3,349
Unconditional Promise to Give	37,076	124,926
Prepaid Expenses	1,804	2,625
Inventory	7,699	9,123
Total Current Assets	<u>92,271</u>	<u>180,093</u>
Land, Buildings and Equipment – Net	<u>1,706,386</u>	<u>1,713,931</u>
Other Assets:		
Investments	1,348,165	1,267,141
Uninvested Cash	34,774	6,701
Total Other Assets	<u>1,382,939</u>	<u>1,273,842</u>
Total Assets	<u>\$ 3,181,596</u>	<u>\$ 3,167,866</u>
<u>LIABILITIES AND NET ASSETS</u>		
Current Liabilities:		
Accounts Payable and Accrued Expenses	\$ 10,916	\$ 11,156
Security Deposit	850	850
Deferred Revenue	26,626	120,000
Total Current Liabilities	<u>38,392</u>	<u>132,006</u>
Net Assets:		
Unrestricted:		
Operating	840,971	852,199
Net Investment in Land, Buildings and Equipment	<u>1,706,386</u>	<u>1,713,931</u>
Total Unrestricted	2,547,357	2,566,130
Temporarily Restricted	103,164	61,750
Permanently Restricted	<u>492,683</u>	<u>407,980</u>
Total Net Assets	<u>3,143,204</u>	<u>3,035,860</u>
Total Liabilities and Net Assets	<u>\$ 3,181,596</u>	<u>\$ 3,167,866</u>

BEVERLY HISTORICAL SOCIETY
Statement of Activities
For the Year Ended September 30, 2017 (Audited)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>
Revenues and Support:				
Operating:				
Contributions	\$ 76,253	\$ 53,695	\$ 84,703	\$ 214,651
Government Grant	153,384	-	-	153,384
Private Grants	23,729	-	-	23,729
Memberships	34,935	-	-	34,935
Program Income	6,135	-	-	6,135
Miscellaneous Income	6,205	-	-	6,205
Rental Income	10,200	-	-	10,200
Special Events	18,489	-	-	18,489
Collections Income	2,500	-	-	2,500
Gift Shop	8,581	-	-	8,581
Admissions	1,409	-	-	1,409
Total Revenues and Support - Operating	<u>341,820</u>	<u>53,695</u>	<u>84,703</u>	<u>480,218</u>
Other:				
Interest and Dividends	34,298	61	-	34,359
Net Realized and Unrealized Gains(Losses) on Investments	<u>111,219</u>	<u>-</u>	<u>-</u>	<u>111,219</u>
Total Revenues and Support - Other	<u>145,517</u>	<u>61</u>	<u>-</u>	<u>145,578</u>
Net Assets Released from Restrictions	<u>12,342</u>	<u>(12,342)</u>	<u>-</u>	<u>-</u>
Total Revenues and Support	<u>499,679</u>	<u>41,414</u>	<u>84,703</u>	<u>625,796</u>
Expenses:				
Program Services:				
Buildings and Collections	337,124	-	-	337,124
Gift Shop	<u>5,555</u>	<u>-</u>	<u>-</u>	<u>5,555</u>
Total Program Services	<u>342,679</u>	<u>-</u>	<u>-</u>	<u>342,679</u>
Support Services:				
Management and General	135,761	-	-	135,761
Fundraising	<u>40,012</u>	<u>-</u>	<u>-</u>	<u>40,012</u>
Total Support Services	<u>175,773</u>	<u>-</u>	<u>-</u>	<u>175,773</u>
Total Expenses	<u>518,452</u>	<u>-</u>	<u>-</u>	<u>518,452</u>
Change in Net Assets	\$ <u>(18,773)</u>	\$ <u>41,414</u>	\$ <u>84,703</u>	\$ <u>107,344</u>

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

Continued from p. 3

Updates have been made regularly to the collections portal and the closing tally for this Annual Report was 31,715 collection objects accessible online.

Moving forward, the inventory and cataloguing process at Historic Beverly has progressed beyond Excel spreadsheets and now includes direct entry into the PastPerfect collection management database with updated monthly additions uploaded to the online collection portal. As we inventory and process collection objects, the database records are created and updated then uploaded to the portal; researchers are now seeing what we see and can search the collection accordingly. Since the launch of the online collection portal we have captured over 2500 visits to the online collection website page.

In preparation for the current exhibit on the history of photography Dakota Jackson did a complete inventory and cataloguing of the ambrotypes, daguerreotypes and tintypes in the collection. Ten boxes of ambrotypes, daguerreotypes and tintypes, a total of 208 pieces, were processed and database entries were made before being added to the online collection portal.

We wouldn't have been able to get so much collections work done if we didn't have help from a number of interns and volunteers last year.

- Undergraduate intern Jack Cicchetti from Gordon College helped us inventory and catalogue the painting storage room; he processed the appropriate data and it was uploaded onto the collection portal. Not only does the painting storage room house the Historic Beverly collection of paintings but also any framed collection pieces such as drawings, pastels, watercolors, photographs and some documents.
- A complete inventory of the Button, Medals and Patch collection was completed in late spring with help from Karla Kaneb from the Harvard Extension School, with a total of 681 pieces entered into inventory. The interesting thing to note with this collection is that over half of it was gifted to the Beverly Historical Society from one donor, Carl Jacobson, in 2006 and mainly contains political and war relief materials.
- In July, volunteer Emily Stegner joined us to work on completing a full collection inventory that includes cataloging and photographing Historic Beverly's archaeological material excavated from the Balch House in 1998. Cataloguing this collection includes entering it into the collections database in preparation for uploading the archaeology data to the online collection. So far, Emily has processed 1022 pieces with thousands more to be added in 2018.



Continued on p. 14

The objects inventoried last year was impressive:

Ambrotypes, Daguerreotypes, Tintypes:	208
Archaeology:	1022
Buttons, Medals & Patches:	681
Fire Buckets:	22
Painting Storage:	104
Total Objects:	2,037

The year also saw the opening of three new exhibitions. Opening at the start of 2017 was *A Chilly Business* which focused on the history of the transport and export of ice, pioneered by the Ice King Frederic Tudor, and the story of the Beverly Independent Ice Company, founded by John C. Kelleher. This exhibit was prompted by the very generous donation of related objects from the Kelleher family.



The Kelleher family at the opening reception for *A Chilly Business*

For the spring and summer of 2017 the exhibition schedule stayed true to theme and switched its industrial focus to the shoe industry with the opening of *The Shoe: Redefining Shoemaking & History in Beverly*. This exhibit focused on the development of shoe manufacturing in Beverly and how Beverly played the vital role of industrial leader through the efforts of one business, the United Shoe Machine Company. The exhibit detailed how the USMC revolutionized shoe equipment manufacturing and the shoe industry while becoming a way of life for thousands of Beverly area residents and many multi-generational families.

Our final exhibition for the year was *Beverly: an Artists Perspective*, a community art show that gathered 30 artworks from over 2 dozen local artists, with pieces ranging in medium from photography and drawing to oil and watercolor painting. All of the artwork was for sale with a portion of the artwork sales generously benefitting Historic Beverly. Artwork sales for the run of the exhibit totaled \$1,905 and there are already questions about whether we will be doing a similar show in the future with the answer being a resounding “YES!”



As part of the REACH Senior Internship Program at Beverly High School, students Lauren Bromley and Matthew Swindell helped to digitize our entire postcard collection. Their final project included putting together a visual presentation for a program for Beverly High School and the public at the end of the school year in the BHS field house.

Another new series of programs offered last year was the History Brews program. On the last Thursday of the month, Historic Beverly members and friends came together to network in a relaxed environment to enjoy a little bit of history while noshing on light hors d'oeuvres and imbibing a beverage or two. This monthly program included a boat tour on the Mahi Mahi, a behind the scenes tour of Hale Farm, an in-depth look at the archaeology dig that took place at the Balch house and exploring the contemporary art collection of Historic Beverly, just to name a few.

Walking Tours throughout the warmer months had us coming and going all over the city. We were exploring the streets of downtown with tours of Washington Street architecture, Thorndike Street history, and Broadway. We explored the Privateer Trail and also offered tours of North Beverly cemetery and a Central Cemetery walk focused on privateers. Many participants braved the rainy, cold weather to enjoy the Gold Coast with Nancy Coffey and many new and familiar faces attended a walking tour of the Cummings Center to uncover the history of the United Shoe that is contained within their long halls.

Summer also brought the return of the ever popular Shakespeare in the Park with the Striving Artists Theater Company, who gave two free outdoor performances of *The Henriad*, which encompassed Shakespeare's Henry IV and Henry V, to a crowd of over 120 people on the lawn of Hale Farm.

Lectures throughout the year included *Set at Liberty: Juno Larcom and her Family* with Terri McFadden, a "Lady of the House Tour" with Gail and Lisa Balentine, a "Children of the House Tour" with Ed Brown and Terri McFadden, and an always popular genealogy research night.

We enjoyed participating in several community events throughout the year including Beverly Homecoming where you could find us at Lobster Fest as well as at the Mayor's Reception at the Carriage House where we launched our newest book about Lynch Park called *A Park for the Ages: Beverly's Lynch Park*.

The end of the school year is always the busiest time for us with school tours. School tours this year brought over 200 Beverly students through our doors and we were honored to be asked to make in-class visits to local public school classrooms as well. We were also host to a couple of home-school group visits last year which had a wide range of ages taking to our galleries to discover Beverly history!

-Abby Battis



One of Relish Catering and Event's food stations at our party at Hale Farm



Lynne Marlor, Pam Eckmann and trustee Fay Salt

Historic Beverly published two new books in the last year. *The Story of Edgewater House: 1910-2016*, by Nancy Coffey, is a fascinating account of one of Beverly's most beautiful estates, and *A Park for the Ages: Beverly's Lynch Park*, written by staff and volunteers as a tribute to long time volunteer Ginny Currier. Both books are the result of years of research and devotion, and are great additions to our shop.

I can report progress in our efforts to preserve our properties. As is common to historic organizations, we have struggled with deferred maintenance for most of our history. Our two 4th Century Funds, which support our 17th century properties, were founded to alleviate this problem. They continue to increase, and will eventually allow us to care for the Balch House and Hale Farm without relying on operating funds. Donors at the \$10,000 level and above will be acknowledged on plaques at the properties. Special thanks to Paulianne Balch-Rancourt, who made the first pledge to the Balch 4th Century Fund, to Quincy Abbot, who supported both funds, and to descendants of Steven Delos Balch, who chose to list his name on the plaque.



Volunteer clean-up crew at the Cabot House

Thanks to the Community Preservation Act, we continued to restore and rehabilitate the Hale Farm property. During 2017 we finished some exterior painting and began work on the landscape. Thanks to research by landscape historian Pamela Hartford, the landscape will reflect the history of the property just as the house does. We began by removing trees that were either diseased or inappropriate species. Temporarily, the site looks bare, but plans include the replanting of beeches and other appropriate trees, as well as restoration of other elements. Throughout this project, we had support from neighbors and friends, including residents of Bancroft Avenue and the Ward 2 Civic Association. Their encouragement and hard work is much appreciated.

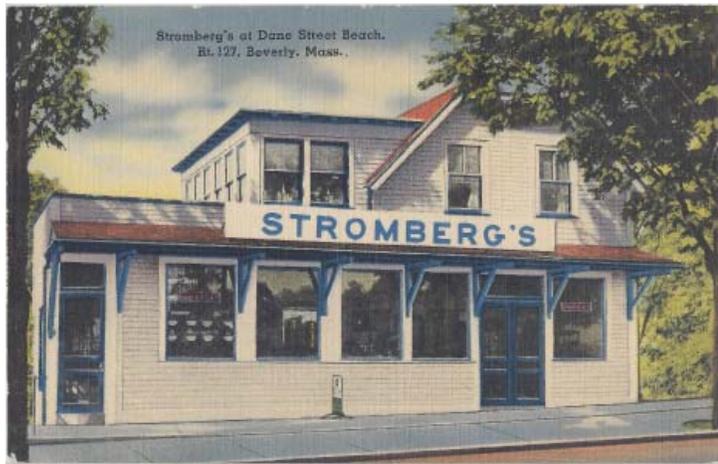
Thanks to generous donors, we raised nearly \$50,000 to begin a planning process for the Cabot House, with the goals of making it accessible to all and upgrading the heating/cooling system. These are strategic goals for the organization that are necessary to provide access to all and to properly care for our collection.

Elsewhere in this report you will see our grateful acknowledgement of donors who contributed to our annual appeal, our endowment funds, special projects, and our collection of archives and objects related to Beverly history. These gifts are so important, both to our present success and future stability and to our ability to share Beverly history with everyone. I am honored and humbled to work for an organization that is supported so generously by so many. Many thanks to departing trustees, John Glovsky, Jim Morrocco, and John Mullady. They were wonderful to work with and made significant contributions to our success in a number of areas. Finally, Terri McFadden, although still an active participant in our programming, decided she'd like a more flexible schedule, so she is no longer working on a weekly basis. Her contributions to this organization have been many and important, and we're happy she's not leaving completely!

This is just a sampling of the past year. I would be happy to discuss any of our programs or projects further. Please contact me with questions, comments or suggestions, and thank you for your support of Historic Beverly.

Archives

Due to the consistent use of our archives and the project to make our archives accessible to the public via our online collection, it has been vital to have consistent inventory and cataloging work done on a regular basis.



During the spring and summer of 2017 work was done to sort, catalog and inventory our extensive collection of postcards which were then published directly to the online collection portal. Two Beverly High School students, Matthew Swindell and Lauren Bromley did a great job with this project. Our postcard collection not only includes impressive images of historical sites and locations but also a few postcards with messages written in an unfamiliar foreign language and even a secret code. The secret code, in the form of patterned lines and dots, dates to 1915 and was carefully transcribed, likely

meant to be read only by the two people exchanging them. In addition, another postcard dating to 1914 was meant only to be shared between two "Samideanos" proficient in the international constructed auxiliary language of Esperanto, in which the note on the postcard was written.

Barry Kernfeld, a retired archivist from Penn State, joined Historic Beverly as a volunteer with direct focus on the archival records related to the people of Beverly. Barry has methodically worked his way through all of the filing cabinets holding the records of Beverly people alphabetically from A-Z totaling a catalogued inventory of 8,057 documents. All of this archival work for the year came to a total of 38 linear feet of collections being processed.

As you can see it was a busy year for Historic Beverly and we have even more lofty goals for this year!

Archives inventoried:

People Documents	8057
Postcards:	1282
Total Objects:	9,339

Above: In 1941, Stromberg's Restaurant opened their second location in Beverly at 126 Lothrop Street opposite Dane Street Beach. At the end of 2017 the building was demolished.

Right: Portrait miniature of Jacob Thorndike Woodberry in 1832 when was 18 years old.





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