

# Department of Community Development



## PARKS, CULTURE & RECREATION

FY19 *Annual Report*





# MESSAGE

## From the Director

I am pleased to submit the FY19 Annual Report for the Parks, Culture & Recreation divisions of Community Development with Ms. Kisha Wilson-Sogunro, Division Manager and our fabulous volunteer leaders, Mr. Larry Smith, Chairman of the Parks and Recreation Committee and Mr. Rob Fisher, Chairman of the Historic Resources Board. This division is only two years old but word is spreading about the new division and all the improvements the team is spearheading. Interest in planning for new park improvements is growing and the Kinsley Mill Park improvement project generated record attention on social media and record attendance at the community meetings which were held at the park itself. Moving forward all neighborhood park improvement planning meetings will be held on-site with lots of snacks!

Park clean ups and community improvement projects were undertaken by 506 volunteers who contributed 1,515 hours to our parks. Worth an estimated \$38,536.45, the volunteers mulched walking trails, picked up litter, maintained sports fields and planted flowers to beautify our parks and historic sites. At the close of FY19 all but two of our parks were adopted by community groups.

After nearly twenty years the work to open Liberia Manor House to the public on a regular basis is coming to a conclusion with the park restrooms completed in FY19 and a new porch and handicapped access added to the rear of the Manor House. Significant undergrowth was removed and access improved to encourage the community to use the eighteen acre site as a park and open space resource.

Halfway through FY19 the division began managing the summer season programming at the Loy E. Harris Pavilion. Rink Management, which formerly managed programming year-round, continues to manage winter ice skating at the Pavilion. The change resulted in an increase in free events at the Pavilion and in FY20 we will begin to offer a winter gym program at the Boys and Girls Club.

A major fundraising effort for a special project, a memorial statue for Ms. Jennie Dean, was begun in FY19 with the creation of a scale model of the statue (at right), and the honoring of four area women for their community service.

And finally, if you did not make it to Stonewall Pool in FY19 make sure you head that way in FY20. The team, working with the Department of Public Works, finalized the pool renovations

with improved restrooms, two new family restrooms, an updated admissions area and a private first aid room. In addition, the pool began accepting credit cards and offering public Wi-Fi. The response to the ability to accept credit cards has been enthusiastic and may help to account for a 14% increase in pool admissions.

In closing I would like to recognize just a couple of our outstanding partners who have made the FY19 parks, culture and recreation season a success including the Manassas Ballet, Historic Manassas, Inc., and the Prince William Chamber of Commerce Hispanic Council.

Elizabeth Via-Gossman  
*Director, Department of Community Development*



# MESSAGE

## From the Parks & Recreation Committee

*The Committee develops, implements and evaluates park and recreation facilities, services and programs according to long and short-term plans; encourages and develops community awareness, appreciation, involvement, and use of the City's recreation and park facilities, services and programs; pursues and encourages the development of recreation and park facilities, services and programs in co-operation with neighboring jurisdictions; and reviews and provides recommendations to the proposed five-year Capital Improvement Program budget and fees for facilities and programs.*

The Parks and Recreation Committee has been very active throughout 2019. The committee has worked hard to stay within and work to fulfill its Mission Statement:

*To advise the City Council on the acquisition, creation, design, construction and maintenance of parks, and cultural facilities as well as the leadership and coordination of recreation programs that will promote and enhance the environmental beauty of the City, demonstrate the City's Historic Heart with a Modern Beat, and strive to improve the health and quality of life for all the citizens of the City of Manassas.*

The committee has met on a monthly basis with good attendance from its members. Through field trips and personal meetings with staff, the committee members have become very knowledgeable about the parks within the City and the programs conducted therein. The committee has also been supportive of the staff by attending community meetings and the

opening of Kinsley Mill Park, the community meeting at Calvary Run Park, and community input meetings for the design of the dog park.

The committee also is continuing to work with the City Council and staff on making the city a HEAL (Healthy Eating Active Living) community. The committee has found it beneficial to coordinate its efforts with other city committees such as the Historic Resources Board. We plan to grow these partnerships in the future, especially in the planning and development of Annaburg Manor as a City park. As the committee matures it will be an invaluable help to the both the staff and City Council in the development of parks and recreation facilities and programs. The members of the committee are committed to making parks and recreation a quality experience for the citizens of Manassas.

Larry Smith  
Chairman



Larry Smith (at center left) cuts the ribbon at the Kinsley Mill Park opening with Mayor Harry J. Parrish II (center right).



Staff and committee members met citizens during a September community meeting finalizing improvement plans at Kinsley Mill Park.

# MESSAGE

## From the Historic Resources Board

*The primary purpose of the Board is to advise the City Council as appropriate on matters of historical interest to the City and to act as an advisory board to The Manassas Museum System. In this capacity, the Board formulates policy recommendations including strategic planning, admission and other policies, business planning, programming, and the accession/de-accession of artifacts.*

In FY19 the Board considered four potential donations to the collection – two were accepted, including an early 19th century coverlet made at Clover Hill Farm that will be an excellent addition to the Museum’s collection of locally made quilts, blankets and coverlets. The quilt is older than most other examples in our collection. Two other items were turned down and the Board took action on the curator’s request to deaccession 43 books from the collection that did not fit the mission of the Museum.

The Board also participated in the Community Engagement Assessment peer review provided by a grant from the American Alliance of Museums (AAM). Peer reviewer Norman Burns interviewed staff, members of the community and several members of the Board and delivered a report that highlighted

important matters for the Board’s consideration including: the sense of obstruction created by the building’s courtyard wall; better determining what our patrons are for and where are from; increasing youth volunteering in the community to encourage increased attendance; and making the front entrance more inviting. The report also highlighted the Museum’s strength in building partnership with other groups and efforts to be inclusive in the community. Following the AAM assessment, the Board began the important process of updating the Museum’s strategic plan by identifying the following critical issues to be addressed in the planning process which is expected to be completed in FY20.

- Space utilization – optimizing space we have; addressing needs



*Historic Resources Board Chair Rob Fisher also serves as a Museum docent.*

- 2023 Celebration – 150 years of City, 50 years of Museum
- Fix façade/entrance/signage/make the physical plant more inviting
- Raise awareness for the System
- Maintain a balance between history/culture/arts
- Finish current CIP projects (Liberia, Jennie Dean, Southside walking tour, Museum)
- Enhance programs and special exhibits

I want to thank the City Council for the opportunity to serve on the Historic Resources Board and I look forward to staying involved. It is my pleasure to submit this annual report with Director, Elizabeth S. Via-Gossman.

Rob Fisher  
*Chairman*



# PARKS

Word has been spreading about neighborhood park improvements. Interest in planning for the new dog park and ongoing improvements at Kinsley Mill Park generated record attention on social media and record attendance at community meetings.

Capital Improvement projects included the Osbourn High School tennis courts, where tennis players can appreciate a new playing surface, two practice walls, a personalized Eagle logo, windscreens, cabana benches and concrete bleacher pads.

Other projects still in progress include safety repairs at the E.G. Smith Baseball Complex, and upgrades to the Haydon Elementary School playground.

The division began managing summer season programming at the Loy E. Harris Pavilion in late FY19. Rink Management, which formerly managed programming year-round, continues to manage winter ice skating at the Pavilion. The change resulted in a cost savings and in an increase in free events.

## Park Improvements Continue

Neighborhood parks and school playgrounds continue to get facelifts as part of the Capital Improvement Plan (CIP). A second Plan Your Park community meeting at Kinsley Mill Park gathered more citizen input on amenities and design at the Hastings Drive park. In little more than a year, meeting participants saw their ideas come to life in the improved park, which was finished in FY20. Those interested in the new dog park also weighed in during a session at the Manassas Farmer's Market.



## CITY'S FIRST DOG PARK AT DEAN

Citizens offered suggestions and expressed enthusiasm during a Community Meeting to help plan Lucky's Dog Park, to be opened in FY20 and located within Dean Park at 9501 Dean Park Lane. Thanks to the citizen input, the park will include one area for big dogs and one area for small dogs, water fountains for dogs and humans, landscaping, benches, walking paths, dog waste stations, and trash/recycling receptacles. Why is the Dog Park Named for Lucky? Lucky is the star of the original children's book *All Aboard for Manassas: A Dog's Tale*. Echoes, the Manassas Museum Store, sells both the book and magnets that benefit the dog park.



# PARKS



## Liberia Improvements Increase Site's Potential

Liberia's north porch (under construction above and complete at top right), rest room (bottom left), paved walkway (middle right), and new lighting were completed in FY19. The improvements make the site more attractive for event rentals and special programs.

Liberia's wooded trail was upgraded with the help of Eagle Scout Kyle Kunzer (far right) who constructed a bridge over wetlands. Volunteers who participated in clean ups at the site removed over 100 bags of trash from the woodlands.





# PARKS



## Annaburg Becomes City's 16th Park

Annaburg became the city's sixteenth park when the historic house and surrounding 3.65 acres was acquired from the Prince William Hospital Corporation for \$846,000. The purchase was finalized in early FY20.

Work to stabilize the 1892 Annaburg Manor house is ongoing. The purchase provides an opportunity for an interested non-profit to restore Annaburg Manor. Community meetings are also underway to help create a Master Plan for the site.

Annaburg Manor was built in 1892 by Robert Portner. The 35-room home was one of the first equipped with mechanical air conditioning, Portner's own invention. From the 1960s through 2007, Annaburg Manor was used as a nursing and rehabilitation center run by Novant Health UVA Health System Prince William Medical Center, previously Prince William Hospital. The grounds are currently open for passive recreation.



*Other park improvements included the refresh of the downtown historic trail signs (top) and new bike racks at Round Elementary School (bottom) that sport the school's raccoon mascot.*

# PARKS

## Jennie Dean Memorial Update

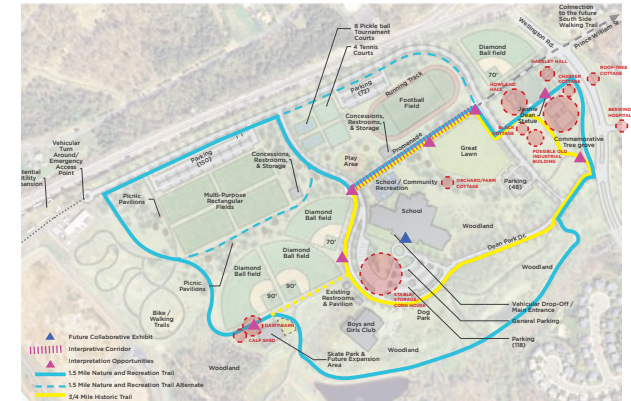
Thanks to a substantial anonymous lead gift, fabrication of the Jennie Dean statue that is the centerpiece of the Manassas Industrial School/ Jennie Dean Memorial Update, moved closer to fruition.

Because the gift required matching funds, staff and members of the Update Committee fanned out to area civic organization meetings, festivals, and community events with a scale model of the statue in tow, getting the word out about the project.

Donors now have several ways to give to the project: Echoes, the Manassas Museum Store has an online donation site, and the Manassas Museum Associates also set up a GoFundMe page benefitting the project.

Fabrication of the statue began in FY20 and fundraising for the surrounding plaza is ongoing.

A scale model of the Jennie Dean statue was unveiled during a City Council meeting commemorating Black History Month. Four area women were also honored with the first annual Jennie Dean Legacy Awards for their community service.



*A new Dean Park Interpretive Trail Master Plan took into account historic features on the site to recommend where a future walking trail should be located. An effort is underway to collect oral histories and conduct historic research to develop an understanding of how the campus was used.*



*(pictured left to right) Sculptor Chris Hill—who is also a Museum volunteer--Sheila Coleman, Brenda Lewis, First Lady Bonita Savage, Community Development Director Liz Via-Gossman, Rev. Etoria V. Goggins, Parks, Culture & Recreation Manager Kisha Wilson-Sogunro and Mayor Harry J. Parrish II unveil the Jennie Dean statue model.*



# PARKS

## Local Company Adopts Liberia

A couple of years ago, employees at SAM LLC, a Manassas Park engineering and surveying company, were searching for a way to make a difference in their community while building a sense of comraderie. When an employee happened to drive by Liberia and made a phone call asking staff about volunteering there, an important partnership began.

SAM employees did more than volunteer. They adopted Liberia House and grounds, invited staff to tell them about the site's history, and perform regular cleanups that keep the grounds tidy. They have worked in the cold and the heat, each dedicating several hours on cleanup and beautification projects. Some have even made this not just a work event but a family volunteer opportunity.



SAM employees during a recent Liberia clean-up.

## Adoptions Benefit City Parks

All but two parks have been adopted by community organizations and individuals. These volunteer efforts enable maintenance cost savings that can be reallocated to improve parks. These parks have been adopted:

*Dean Park*  
 Boys & Girls Club  
*Jennie Dean Memorial & MIS Dairy Barn Site*  
 LV's Dining Room Discussions, Inc.  
*Dean Park Fields*  
 Manassas Militia Baseball Teams  
 Stars Baseball Eidemiller  
 Greater Manassas Baseball League  
 Manassas Militia Baseball  
 Commonwealth Elite Warriors  
 Virginia Stars  
 Manassas Mutiny Football  
*Baldwin Park*  
 Kiwanis Club of Manassas Battlefield  
*Byrd Park*  
 Girl Scout Troops 6848 & 4413  
*Cannon Branch Park*  
 Bull Run Rotary Club  
*Cavalry Run Park*  
 R.C. Haydon Elementary School  
*Walter Delisle Park*  
 Beta Sigma Phi Sorority  
*Kinsley Mill Park*  
 Manassas & Manassas Park Democrats  
*Liberia House Park*  
 SO-DEEP, Inc.  
*Mayfield Fort Park*  
 The Zacatales Family  
*Nelson Park*  
 Rob and Robyn Williams  
*Oakenshaw Park*  
 American Heritage Girls



# PARKS

Members of the Parks and Recreation Committee and staff worked together to launch the Healthy Eating, Active Living (HEAL) Cities & Towns Campaign, an initiative that aims to enable all residents to access healthy foods and lead physically active lives.



City Council passed a resolution that made Manassas one of 31 HEAL cities and towns in Virginia that are actively adopting policies and promotions that encourage healthy eating and active living to reduce and prevent chronic diseases.

The HEAL designation allows the city to be recognized for its continued efforts in implementing the 2016 Parks, Recreation, and Cultural Needs Assessment and Facilities Plan that encourages increased recreational opportunities, encourages the use and acceptance of the SNAP/EBT Funds at the city's Farmer's Market, and promotes physical activity in the workplace.



*Free summer concerts have attracted sizeable crowds at the Harris Pavilion. New bistro table and chair sets at the Harris Pavilion are used throughout the day.*



# POOL

This year renovations and improvements at Stonewall Park Pool--and not the weather--had the biggest impact on visitation and revenue.

The ability to process credit cards seemed to have the biggest effect on the number of visitors, which increased by 14%. Patrons could also use their credit cards for snack bar purchases, swim lessons, and movies.

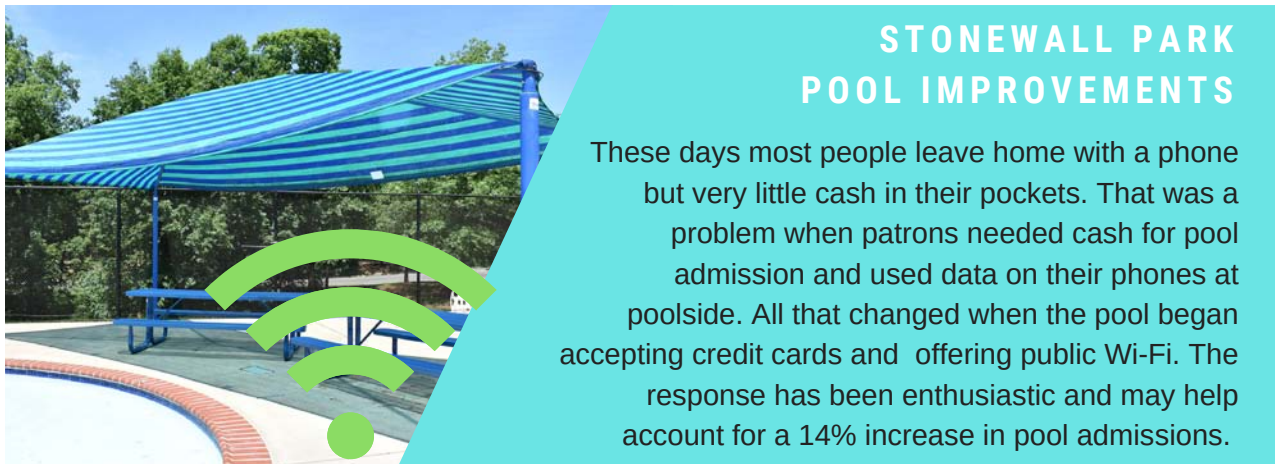
Revenue increased by 59.7% thanks to an increase in admissions, rentals, swim lessons, day care visits, swim team fees, and sales of merchandise, spurred by new snack bar offerings like nachos and hot pretzels.

As an incentive to increase season pass sales, those who bought passes enjoyed having the pool to themselves during special swim times. Popular movie nights attracted crowds for swimming and a movie under the stars, and a pool safety day made staying safe fun.



## STONEWALL PARK POOL RENOVATIONS

The Stonewall Park Pool bath house renovation included improved restrooms (with new tiling seen at left), two new family restrooms, an updated admissions area, and a private first aid room. The concession stand also got a makeover and offered several new snacks.



## STONEWALL PARK POOL IMPROVEMENTS

These days most people leave home with a phone but very little cash in their pockets. That was a problem when patrons needed cash for pool admission and used data on their phones at poolside. All that changed when the pool began accepting credit cards and offering public Wi-Fi. The response has been enthusiastic and may help account for a 14% increase in pool admissions.

# REVENUE

## By the Numbers

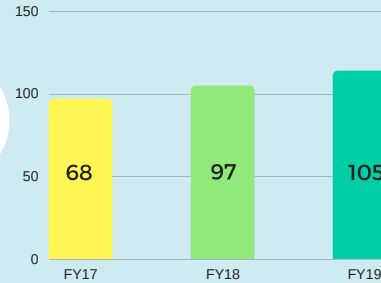
This year marked a noticeable increase in park rentals (up 8.2%), field rentals (up 10%) and park revenue (up 14.6%).

Pool revenue increased by 59.7% while the number of visitors increased by 14%.

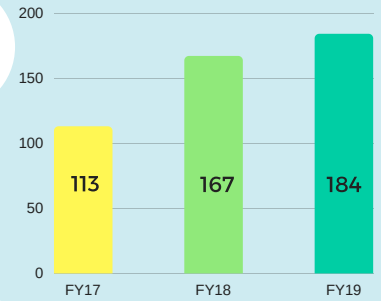


## Parks & Fields Rentals

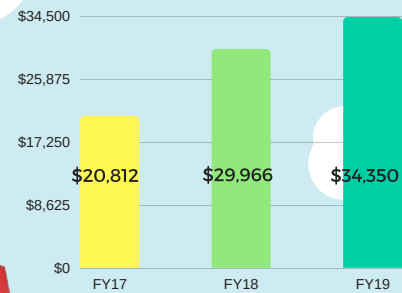
PARK RENTALS



FIELD RENTALS



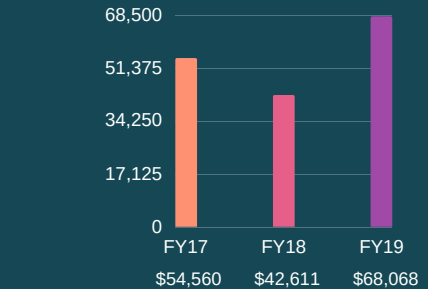
PARK RENTAL REVENUE



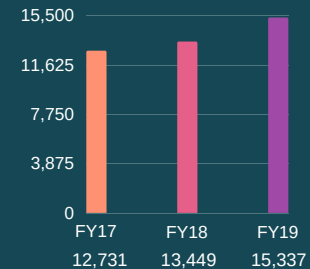
## STONEWALL PARK POOL

BY THE NUMBERS

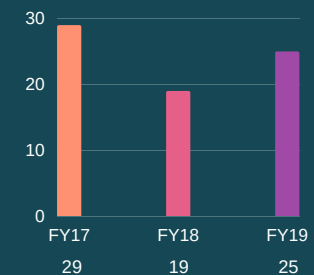
POOL REVENUE



POOL ADMISSIONS



SWIM LESSON PARTICIPANTS





# PROGRAMS

In recognition of this area's strong ties to the military, the Manassas History Weekend honored the service of veterans from past and present, and focused on this region's wartime and peacetime military history. The weekend's extensive events on both the Museum Lawn and at Liberia relied on the help of many community partners: the Manassas National Battlefield Park; the Americans in Wartime Museum; the Freedom Museum; the Cold War Museum; American Legion Post 10; local authors and living historians; and the Osbourn High School marching band.

The Sunday Museum Book Talks, Museum at the Market, and the new Lunch & Learn series drew the largest number of visitors. Centerfuse co-work space hosted the five Lunch & Learn lectures on historic families and sites.

*(top left) Volunteers from the Americans in Wartime Museum displayed tanks during History Weekend; (top right) Living historians presented demonstrations at Liberia during History Weekend; (middle left) The Ebony Doughboys presented a Black History Month talk on African-American soldiers in World War I. (middle right) Curator Mary Helen Dellinger shows a Portner artifact during a Lunch and Learn lecture on Annaburg at Centerfuse; (bottom left) Area churches and civic groups decorated donated trees outside the Museum for holiday celebrations; (bottom right) An African American Genealogy Workshop enabled area young people to trace their roots.*





# PROGRAMS

## Chasing Light was not meant to be the kind of performance to sit and watch

The first-of-its-kind 3D projected visual and musical installation on the Museum lawn was a centerpiece of the Manassas One Love Arts Festival, and was meant to be an interactive experience. It was funded with the help of a grant from The Virginia Commission for the Arts.

Dallas artist Carmen Menza, who produced the event, imagined that the 3D projected visuals and an original musical score by composer Mark Menza would encourage musicians to join in onstage and improvise on the night of the performance.

The musical score, which was released before the performance, employed both recorded and live players, and was juxtaposed to electronic and sampled sounds.

The Manassas Ballet Theatre took to the stage to dance to the score, and professional musicians and vocalists joined in. Toward the end of the night, the stage belonged to children in the audience who moved to a rhythm all their own.



*(top) As musicians performed, young audience members took to the stage to dance. (bottom left and right) Vocalists and The Manassas Ballet Theatre performed.*



# EXHIBITS & COLLECTIONS

Exhibits in FY19 expanded the Museum's reach to new populations, and enabled valuable community partnerships.

*The True Sons of Freedom* exhibit from the Library of Virginia, commemorated the little-known stories of African American soldiers in World War I as the nation commemorated the 100 year anniversary of the "forgotten war."

Manassas City School students mounted two exhibits that have become an annual tradition: *Deck the Museum*, with works by Round Elementary Students, and *Artistic Expression*, by Osbourn High School students.

(top right) A small Black History Month exhibit at the Chinn Library made use of graphic panels featuring Jennie Dean and the Manassas Industrial School campus, coupled with objects from the Museum's collection. (middle right) Students, parents, teachers and friends celebrated the works of Osbourn High School students in the *Artistic Expression* exhibit. (bottom right) Round Elementary students decorated trees in the gallery for the *Deck the Museum* exhibit.



## EXHIBITS

### TRUE SONS OF FREEDOM

used photographs to depict African American soldiers from Virginia who fought overseas to defend freedoms they were denied at home. The exhibit was on special loan from the Library of Virginia.

### DECK THE MUSEUM (IN PARTNERSHIP WITH ROUND ELEMENTARY)

displayed decorated trees with ornaments created by Kindergarten and First Graders based on a favorite book.

### ARTISTIC EXPRESSION (IN PARTNERSHIP WITH OSBOURN HIGH SCHOOL)

displayed the diverse artistic works of Osbourn students.

### BLACK HISTORY MONTH AT CHINN LIBRARY

displayed graphic panels from a previous exhibit on Black History that featured Jennie Dean and the MIS campus, coupled with objects from the Museum's collection.

### BRIDGING CULTURES: THE LATINO COMMUNITY IN MANASSAS

examined the culture of 22 Latino countries in this hemisphere. Themes such as music, art and clothing were all included and an opening reception with music attracted 150. *Bridging Cultures* was part of a new effort to be more inclusive in the exhibits and programs we offer.

# EXHIBITS & COLLECTIONS

## Assessment Inspires New Community Partnerships for Exhibit

Norman Burns, President and CEO of Conner Prairie, an Indiana living history museum, led the peer review of the Museum as part of the American Alliance of Museums (AAM) grant-funded Community Engagement Assessment.

Staff, Historic Resources Board members, and Parks and Recreation Committee members have all studied the recommendations in the report in an effort to strengthen the Museum's connection to its diverse community.

The report confirmed facts that staff already knew: exhibits and programs need to be more inclusive and speak to more diverse audiences. How to achieve that goal has always been the challenge. The *Bridging Cultures* exhibit and its community programs were inspired by the report's recommendations.

The exhibit found success in reaching out to new audiences through community partnerships. Curator Mary Helen Dellinger worked with the Prince William Chamber of Commerce Hispanic Council, whose members

wrote descriptions and donated items for the exhibit. Members also helped arrange the loan of a piece of slip cast pottery from the Inter-American Development Bank in Washington D.C. for the exhibit.

The exhibit reception featured Venezuelan singer Jonathan Acosta, a Kennedy Center performer who presented a musical tour of Latin America, costumed dancers, and catering by Mariachi's, a local favorite restaurant. The 150 who attended danced long into the night.



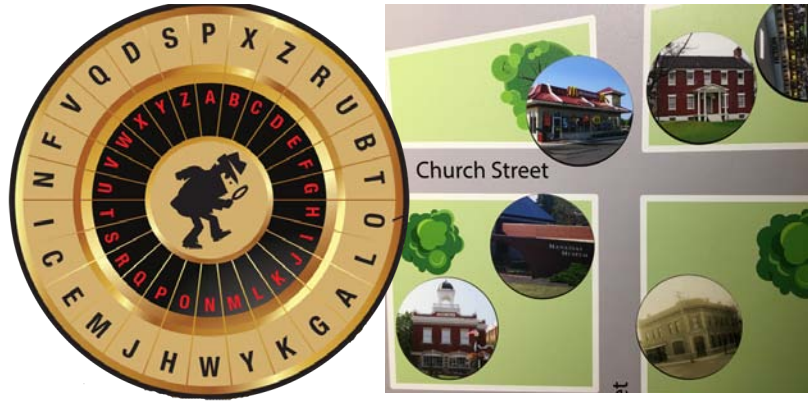
Norman Burns (top right) toured the Jennie Dean Memorial with Parks, Culture & Recreation Manager Kisha Wilson-Sogunro.



(top) Curator Mary Helen Dellinger meets with the Prince William Chamber's Hispanic Council. (middle) A Bridging Cultures Dance Night showcased native dance and costumes from Latino cultures. (bottom) Jonathan Acosta performs at the Bridging Cultures exhibit opening reception.



# EXHIBITS & COLLECTIONS



A Museum main gallery update gives young visitors a new place to explore, create, and imagine. Kids may try on reproduction Civil War-era uniforms and clothes; create a city on a grid of streets using magnets of existing buildings (top right); or unravel a message using a giant cipher disk (top left).

## Donations Bolster Collection

Three significant donations to the collection help tell the story of Civil War-era Manassas, while a fourth donation honors Jennie Dean.

A daguerrotype portrays Charles Norris, a VMI cadet killed at the Battle of First Manassas, who is featured in the introductory film at the Manassas National Battlefield Park. A coverlet made at Clover Hill Farm during the mid-nineteenth century gives us a connection to a prominent Manassas farm that existed for more than 200 years. An amputation knife from a Civil War surgeon's field kit bolsters the Civil War collection. A modern-day oil on canvas portrait of Jennie Dean is based on the only known photograph of the Manassas Industrial School founder.



(left) daguerrotype of Charles Norris  
(right) Jennie Dean portrait

# VOLUNTEERS



*Pat Linehan (second row left) and Linda Szymczak (front row left) were the division's Manassas Volunteers of the Year.*



*After a successful first Liberia holiday event that showcased the wares of area merchants, Linda Szymczak and Manassas Museum Associates President Pat Beuch hosted another popular Holiday Open House in 2019.*



For Pat Linehan, keeping a park clean has meant making a year-round commitment.

Linehan, the Volunteer of the Year for Parks, not only adopted Cannon Branch Earthwork Fort and Park on behalf of the Bull Run Rotary Club, but monitors the park for trash and maintenance issues during weekly bike rides. And he gets his friends involved. He coordinated and participated in six park cleanups and beautification projects within the park last year, encouraging Osbourn High School students to volunteer for the Great American Cleanup, Clean the Bay Day, and Public Lands Day. All those efforts made a big contribution to the Keep Manassas Beautiful campaign.

Linda Szymczak did not let the fact that she had been a Manassas Museum volunteer for little

more than a year keep her from planning and executing a holiday event at Liberia House.

Szymczak, the Museum's Volunteer of the Year, plunged into volunteering at the Museum when she moved to the area. Her love of both history and of meeting people immediately shone through in her work as a docent. When she joined the Museum Associates and quickly looked for ways to support the work of the museum, she envisioned the Holidays of the Past at Liberia event.

In this first-ever event of it's kind, she coordinated with the Manassas Woman's Club to set up Liberia as a stop on their annual Homes Tour. She also asked area stores to set up holiday displays around the house that both created a festive atmosphere and promoted their unique gifts.



# VISITORS & MARKETING

## Attendance and Tourism Rates Up

Museum attendance increased this year, comparing favorably with other area museums of a similar size.

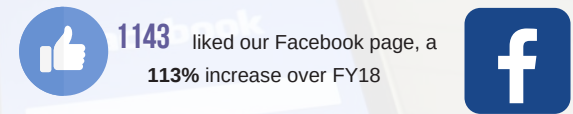
The strength of tourism numbers in the city contribute to the number of visitors. Data released by the United States Travel Association (USTA) for 2018 reveals that the City of Manassas continued its trend of annual gains for the 9th consecutive year with expenditures reaching \$72.7 million, a 2.3% increase from 2017. Tourism is a critical contributor to the Manassas economy. In 2018, visitor spending was directly responsible for 583 jobs with an annual payroll of \$12.3 million and \$1.9 million in local tax receipts.

The division's **WEB PAGES** had 85,137 views in FY19, with the Manassas Museum, the Harris Pavilion, parks, and Stonewall Park Pool all taking frequent turns in the city's top 15 most viewed pages in every month of the year. Although pages are continually updated to make them more user-friendly, the 102% increase in views over last year can be largely attributed to a larger number of division page hits being reported.

Despite the relatively small number of likes, the division's **FACEBOOK PAGE** average engagement rate and organic reach were well above industry averages.

The division's **CONSTANT CONTACT** email messaging had more than double the industry open rate thanks to a growing targeted list of subscribers.

**ONLINE AND PRINT MEDIA** featured the division in 107 stories in FY19 that encouraged local and regional visitation, up 9% over last year.



The average FY19 organic reach (the number of people who see posts that are not ads) was 409 or 35% of those liking the page. The average organic reach is 6.4%\*

The average FY19 engagement rate (those who liked, commented on or shared our posts) was 7.25%  
The average nonprofit rate is .13%.\*\*

\*according to socialmediatoday.com \*\*according to rivaliq.com

**Constant Contact**

23,703 received our email marketing

33.1% opened our emails. The average open rate for nonprofits in arts and culture is 16.4%\*

4.79% The average click through rate (compares the number of people who clicked on a link within an email against the unique number of opens) The industry average is 6.4%.\*\* Note: not all of our emails contained links.

\*according to constant contact \*\*according to constant



# REVENUE

The Manassas Museum's total revenue was down 34.2% due in large part to a 27.7% drop in Echoes store revenue. The revenue drop reflects the store's transition to a smaller stock of local and custom products. For much of the year, staff instituted a freeze on buying new stock, and liquidated much existing stock at deeply discounted sale prices.

The buying freeze also enabled staff to concentrate on upgrading the store's inventory and cash register system. The new system makes it easy for customers to buy products and rent parks online.



*Echoes became part of the Virginia Artisan Trail Network this year, joining potters, jewelry makers, boutiques and even wineries and other agri-artisans on the trail. The affiliation helps publicize the store's mission to focus on more locally-sourced products like the pottery at right.*



However, a shift in focus for Echoes product lines was showing signs of success by the end of FY19:

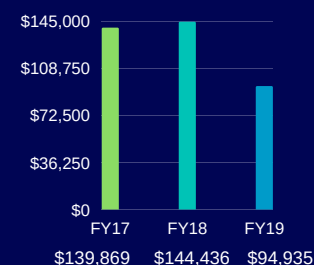
**Books**—accounted for 24% of total sales in 2019 and only 15% in 2018, Books by local authors are selling well.

**Food**—accounted for 10% of total sales in 2019 and only 3.5% in 2018. Popular new products include Virginia-produced jerky sticks, chocolate spoons, and Prairie Dog Bites from a local candy vendor.

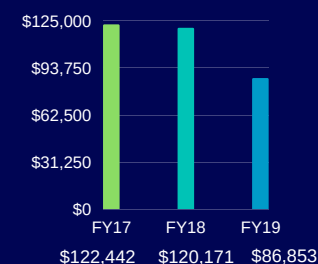
**Home**—accounted for 19% of total sales in 2019 and only 7% in 2018. Popular new products include Swedish dish towels, new Irish high quality kitchen towels, oven mitts, mugs, and trays with animal designs, and Manassas glasses and mugs.

**Souvenirs**—accounted for 8.5% of total sales in 2019 and only 4.5% in 2018. Popular items are Virginia-themed magnets, keychains, guitar picks, and postcards.

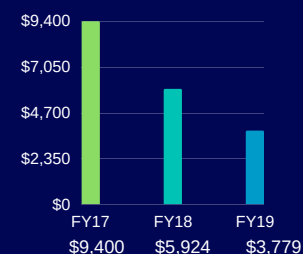
## MANASSAS MUSEUM TOTAL REVENUE



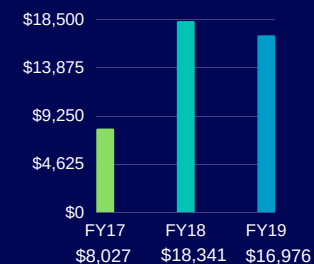
## ECHOES STORE REVENUE



## PROGRAM REVENUE



## DONATIONS





# RECOGNITIONS

The Manassas Museum won second place in the Northern Virginia Museums category of *Virginia Living Magazine's* Best of Virginia contest. It was the third straight year that the Museum won first or second place while competing against such well known museums as Mount Vernon and the Udvar-Hazy Center of the National Air and Space Museum.



(left to right) Curator Mary Helen Dellinger appeared in a WDM news segment on the True Sons of Freedom exhibit; Communications Coordinator Lisa Sievel-Otten spoke about Liberia's Civil War graffiti for a WDM news feature; Kisha Wilson-Sogunro promoted the Jennie Dean Memorial Update project for a WDM story; Community Development Director Liz Via-Gossman was interviewed about the Chasing Light art installation by NBC 4 Washington.

