



# *Ponce de Leon Inlet Lighthouse Preservation Association*

## **President's Annual Report Fiscal Year 2022-2023**

The Ponce De Leon Inlet Lighthouse Preservation Association works diligently to achieve its mission of preserving and disseminating the maritime and social history of the Ponce Inlet Light Station each fiscal year. The following report outlines the work completed during the fiscal period from October 1, 2022, through September 30, 2023.

While this document provides an outline of scheduled and non-scheduled work completed by the Preservation Association during FY 2022-2023, it should not be considered a complete overview of all work completed. Ordinary day-to-day activities associated with ongoing preventative maintenance and facility upkeep are included in the maintenance department report beginning on page 11.

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## Brief History of the Light Station & Preservation Association

Construction of the Ponce de Leon (originally Mosquito) Inlet Light Station commenced with the purchase of ten acres of land from the Pacetti family on March 21, 1883 and concluded with the initial lighting of the tower's beacon on November 1, 1887. The completed light station included the 175-foot brick masonry tower, three keeper dwellings, a large oil storage house, and three woodsheds with attached privies. A boat dock and buoy house located on the north bank of the inlet were linked to the station via a walkway. The designs of many of the station's structures were based on Light-House Board standard plans with modifications made for the specific site.

The Ponce de Leon Inlet Light Station was originally operated by civilian lighthouse keepers employed by the US Lighthouse Establishment/Service (USLHE/USLHS). Resident keepers lived and worked at the station (often with their families) for more than 50 years beginning with the initial lighting of the tower's beacon on November 1, 1887. In 1939, responsibility for the ongoing maintenance and operation of the nation's public piers, lighthouses, buoys, and other aids to navigation was officially transferred to the US Coast Guard (USCG) following the dissolution of the USLHS that same year. Many former USLHS keepers chose to transfer to the USCG at this time and the Ponce Inlet Lighthouse continued to operate as a manned facility maintained by resident Coast Guardsmen until the beacon was automated in 1953.

No longer requiring onsite staff to maintain the beacon on a daily basis, the Coast Guard reclassified the Ponce De Leon Inlet Light Station as an unmanned facility in 1953, transferred the personnel stationed there to other billets, and turned responsibility for the beacon's operation over to the Aids to Navigation (ATON) team attached to the Coast Guard station in New Smyrna Beach. The lack of proper maintenance and the harsh coastal environment exacted a hefty toll on the historic light station. By the late 1960s, the once-spotless facility had entered a state of advanced disrepair.

The Ponce Inlet Lighthouse continued to operate as an active aid to navigation under these conditions until 1970 when a new pole-mounted light erected on the south side of the inlet facilitated its decommissioning. Abandoned in 1970, the decommissioned light station was subjected to a wide range of destructive forces including wind and weather, vandalism, theft, and more. Damages incurred during this time included fires lit in the tower's counter-weight well, vagrants breaking into the keeper's dwellings, stolen artifacts, the burning down the oil storage building, and pieces of the rusted tower iron being thrown into the roofs of the buildings far below. In 1972, the site was listed as surplus property by the Department of the Interior and plans to demolish the historic structures were reportedly discussed.

Alarmed by the deteriorated condition of the light station and rumors of the facility's planned demolition, a group of concerned local residents petitioned the newly incorporated Town of Ponce Inlet to acquire the property from the US Government in an effort to save it. The Town agreed to this request with one stipulation; a non-profit must be formed to assume responsibility for the future costs and efforts associated with the light station's restoration, preservation, and future operation. The Ponce De Leon Inlet Lighthouse Preservation Association was incorporated in response to this agreement and the light station was officially transferred to the town of Ponce Inlet in 1972.

The Preservation Association has worked to preserve and disseminate the maritime and social history Ponce De Leon Inlet Light Station for more than 50 years. Now home to one of the most highly regarded lighthouse museums in the country, the light station was officially designated a National Historic Landmark in 1998. In addition to its preservation efforts, the Association is also known as a leader in lighthouse education. The museum schedules complimentary workshops and family-oriented activities for the general public and offers guided tours and hands-on learning opportunities to public and private school groups free of charge.

# Gift Shop Report for Fiscal Year 2022-2023

## Gift Shop Operations Summary: FY 2022-2023

**2022 Hurricane Season Impact Statement:** The Ponce De Leon Inlet Lighthouse and Museum Gift Shop's annual operations were adversely impacted during the first quarter of FY 2022-2023 by two significant hurricane events that created widespread damage throughout the local Florida region. The negative impact of the 2022 hurricane season on gift shop operations continued through much of FY 2022-2023, especially with onsite visitation and merchandise sales. The cause of these long-term residual effects can be attributed to several factors including negative press coverage related to coastal hurricane damage recovery efforts and decreased tourism throughout the state of Florida.

**Gift Shop Staffing:** The gift shop typically employs between nine to fifteen personnel at various times throughout the year depending on the season and the museum's posted hours of operation. The gift shop's annual staff roster generally consists of one regular full-time manager, one regular full-time assistant manager, two assistant managers, and five to six regular part-time sales associates during nine months of the year (fall, winter, spring) and up to six additional part-time seasonal sales associates during the museum's summer months.

1. *Gift Shop Manager:* Oversees all facets of the gift shop's ongoing operations including market research, merchandise selection and purchasing, product merchandising, inventory control, customer service, loss prevention, online sales, shipping, recordkeeping, financial accounting, and staff supervision and training.
2. *Assistant Gift Shop Manager(s):* Assist the Gift Shop Manager in the completion of the department's assigned duties and responsibilities and supervises the gift shop's staff and operations in the manager's absence.
3. *Gift Shop Sales Associate(s):* Welcome guests, answer questions, and performs a variety of retail functions including the processing of merchandise sales, admissions, and donations; facilitating new and renewed memberships; organizing and stocking sales floor displays; and loss prevention.

**Lighthouse and Museum Days/Hours of Operation:** The Ponce de Leon Inlet Lighthouse and Museum is open daily to the public from 10:00 am to 9:00 pm from Memorial Day through Labor Day and from 10:00 am to 6:00 pm for the remainder of the year. The lighthouse and museum is closed on Thanksgiving and Christmas Day. Special hours of operation are scheduled on specific days throughout the year in accordance with local events, holidays, and unique onsite offerings that generate higher than normal visitation.

**Museum Admissions:** Museum admissions are sorted into five categories based on the type of admission (general, member, resident, promotional, or special event), and the age of the visitor. These include:

1. *Paid General Admissions (ADMADL, ADMKID):* All paid adult and child general admissions sold during the museum's normal hours of operation. General admission rates are \$6.95 for adults (age 12 and up) and \$1.95 for children (age 11 and under). Infants (age 0-3) are free.
2. *Special Event Admissions (ADMSEA, ADMSES):* All paid adult and child admissions to RSVP-only events.
3. *Free General Admissions (FREADL, FREKID):* The museum provides free admission to all Volusia County public and private school groups and all active-duty military personnel and veterans on Memorial and Veterans Day. The Association also provides free adult and child general admissions on a limited basis.
4. *Member Admissions (FREAME, FRECME):* Active members of the Ponce de Leon Inlet Lighthouse Preservation Association receive free admission to the lighthouse and museum throughout the year.

5. *Ponce Inlet Resident Admissions (ADMPIC, ADMPIC)*: Ponce Inlet residents are provided free admission to the lighthouse and museum as a courtesy during normal hours of operations.

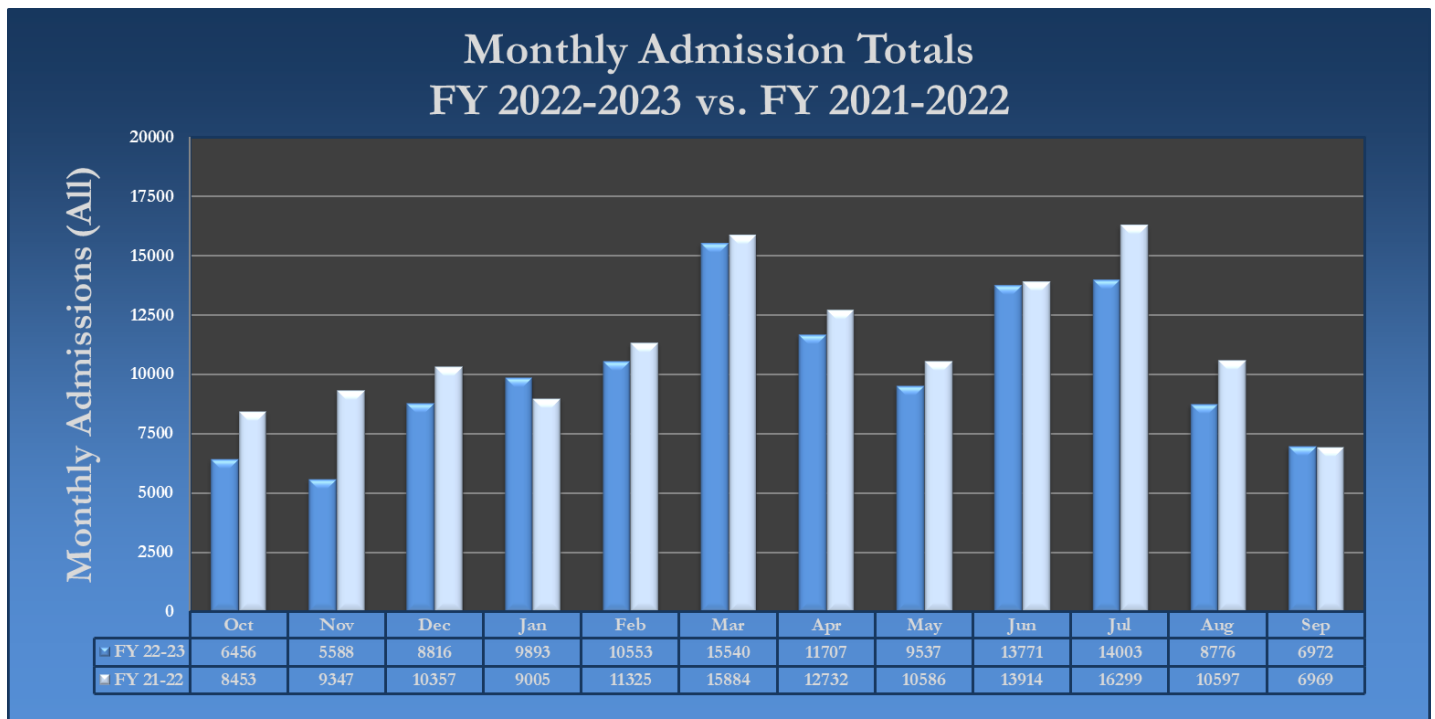
### Annual Admissions Summary by Type: FY 2022-2023

The Ponce De Lon Inlet Lighthouse and Museum processed a combined total of 121,612 free and paid admissions during FY 2022-2023.

Fiscal Year 2022-2023 Total Admissions by Month and Type									
MONTH	ADMISSION TYPE								TOTAL ADMISSIONS
	ADMADL	ADMKID	FREADL	FREKID	ADMPA	ADMPIC	FREAME	FRECME	
October	5,439	662	72	10	73	4	189	7	6,456
November	4,478	689	73	20	73	8	218	29	5,588
December	7,016	1,071	95	255	87	9	260	23	8,816
January	8,226	908	61	145	100	11	415	27	9,893
February	8,951	889	80	86	92	5	388	62	10,553
March	12,468	1,954	194	299	112	6	465	42	15,540
April	9,315	1,516	99	313	79	4	356	25	11,707
May	7,899	975	77	67	114	11	355	39	9,537
June	10,559	2,568	64	103	101	42	305	29	13,771
July	10,741	2,788	30	86	92	21	213	32	14,003
August	7,080	1,318	21	27	75	2	233	20	8,776
September	5,678	649	284	47	49	4	242	19	6,972
Annual Total	97,850	15,987	1,150	1,458	1,047	127	3,639	354	121,612

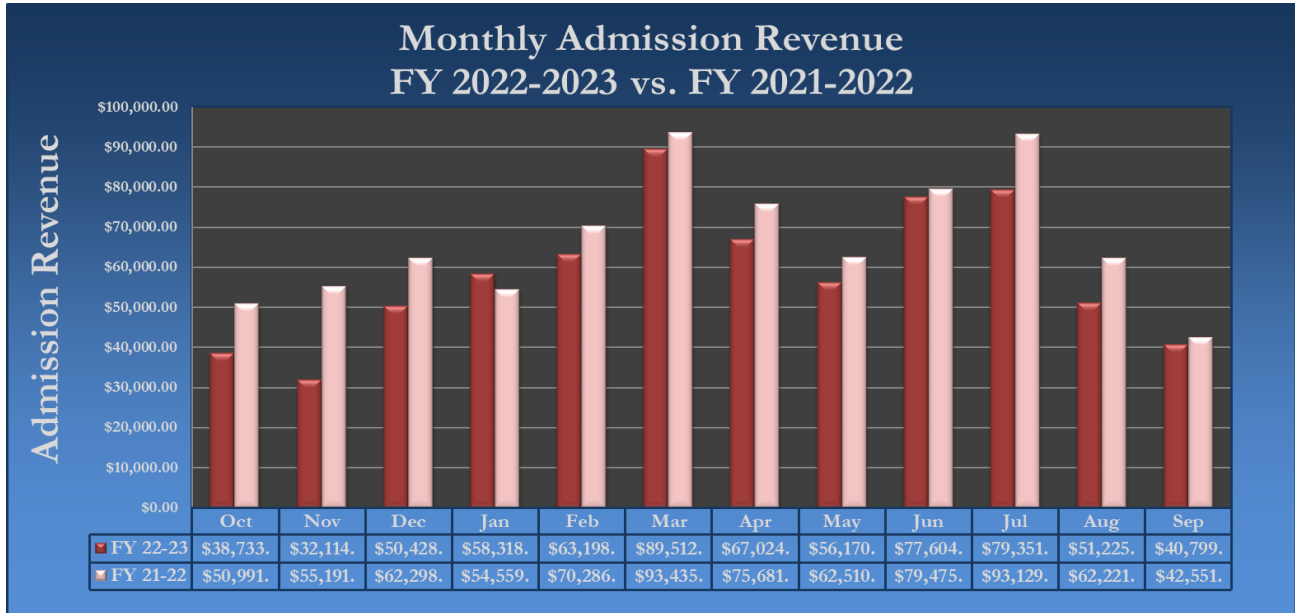
### Annual Admissions Comparison: FY 2022-2023 vs. FY 2021-2022

The 121,612 free and paid annual admissions realized in FY 2022-2023 fell short of the 135,468 free and paid annual admissions realized in FY 2021-2022 by 13,856 guests (or 10%).



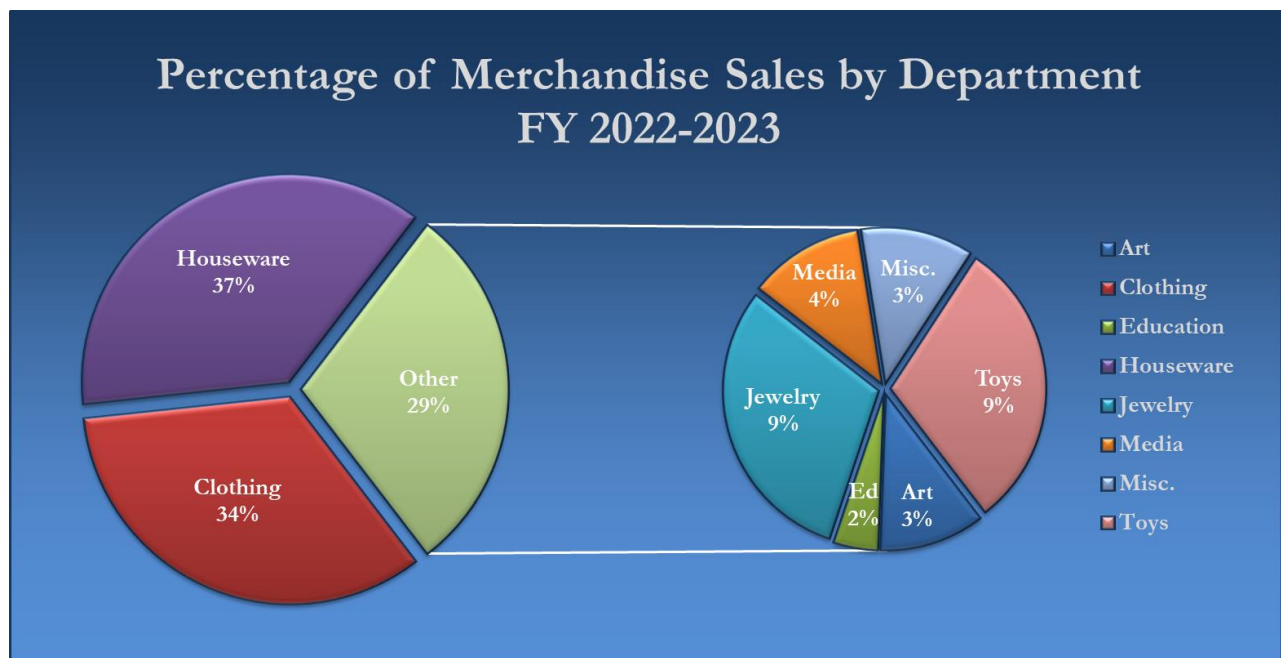
### Annual Admission Revenue Comparison: FY 2022-2023 vs. FY 2021-2022

The museum was projected to generate \$873,300.00 in paid admissions revenue during FY 2022-2023. Actual admission revenue fell short this goal by \$168,816.63 (or 19.3%), equaling \$704,483.37 overall. This amount fell short of the \$802,333.18 generated during FY 2021-2022 by \$97,849.81 (or 12.2%).



### Annual Gift Shop Merchandise Sales Summary by Department: FY 2022-2023

Current gift shop merchandise categories include art, clothing, educational, housewares, jewelry, media/books, toys, and other miscellaneous. 71% of all merchandise sales revenue generated during FY 2022-2023 was derived through the clothing and housewares departments with the remaining 29% split between jewelry, media, art, toys, educational, and other/miscellaneous.



### Annual Merchandise Revenue Comparison: FY 2022-2023 vs. FY 2021-2022

The gift shop was projected to earn \$1,093,000.00 in sales revenue during FY 2022-2023. The gift shop fell short of this projection by \$101,149.26 (or 9.3%), earning \$991,850.74 in total annual sales by year's end. This amount also fell short of the \$1,150,189.48 in gift shop merchandise sales generated during FY 2021-2022 by \$158,338.74 (or 15.9%).



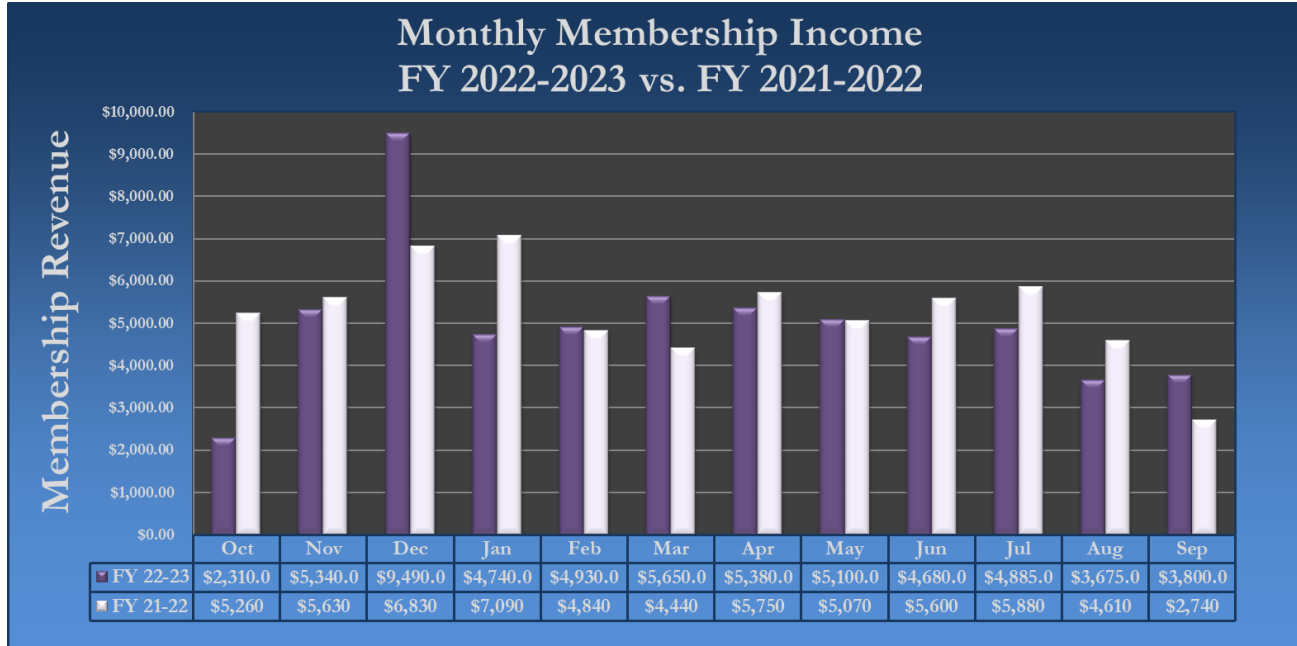
### Annual Membership Summary by Type: FY 2022-2023

Current Ponce De Leon Inlet Lighthouse Preservation Association annual membership levels include Corporate, Principal, 1<sup>st</sup> Assistant Keeper, 2<sup>nd</sup> Assistant Keeper, Family, General, Senior, Student, Volunteer, Lifetime, and Gift. The gift shop processed a total of 1,620 memberships during FY 2022-2023. The Preservation Association currently consists of 2,552 individual members.

Membership Level	Total Memberships	Total Members
Corporate (\$500)	8	14
Principal Keeper (\$500)	30	53
First Assistant Keeper (\$200)	61	132
Second Assistant Keeper (\$100)	104	214
Family (\$40)	233	864
General (\$20)	281	281
Senior (\$10)	866	866
Student (\$10)	68	68
Volunteer (Free)	44	44
Lifetime (Variable)	10	10
Gift (Free-Promotional)	6	6

### Annual Membership Income: FY 2022-2023 vs. FY 2021-2022

Annual Memberships were projected to generate an income of \$54,000 during FY 2022-2023 but exceeded this goal by \$5,980 (or 11%), equaling \$59,980.00 overall. This figure fell short of the \$63,740 in annual membership income realized during FY 2021-2022 by \$3,760.00 (or 5.9%).



### Annual Support Summary: FY 2022-2023

Support is a significant source of annual revenue for the Preservation Association. Annual support income is derived from three sources including grant funding, private donations, and proceeds from memorial brick sales. The Association successfully generated a combined total of \$180,151.50 in total support income during FY 2022-2023. This exceeds the projected annual support income of \$76,200 by \$103,951.50 (or 136%). Grant funding is not included in the Association's annual support projections due to uncertainty regarding grant availability in any specific year.

FY 2022-2023 Support Revenue by Month				
Month	SUPPORT SOURCE (TYPE)			Monthly Total
	Grants	Donations	Bricks	
October	\$0.00	\$5,310.89	\$1,825.00	\$7,135.89
November	\$0.00	\$7,575.97	\$1,525.00	\$9,100.97
December	\$0.00	\$27,394.15	\$2,500.00	\$29,894.15
January	\$0.00	\$9,161.87	\$1,600.00	\$10,761.87
February	\$0.00	\$8,537.14	\$1,750.00	\$10,287.14
March	\$45,281.25	\$9,709.30	\$1,325.00	\$56,315.55
April	\$0.00	\$11,677.42	\$2,250.00	\$13,927.42
May	\$0.00	\$8,338.23	\$675.00	\$9,013.23
June	\$0.00	\$8,269.38	\$1,875.00	\$10,144.38
July	\$0.00	\$8,524.60	\$900.00	\$9,424.60
August	\$0.00	\$5,838.89	\$675.00	\$6,513.89
September	\$0.00	\$5,307.41	\$2,325.00	\$7,632.41
Total Annual	\$45,281.25	\$115,645.25	\$19,225.00	\$180,151.50

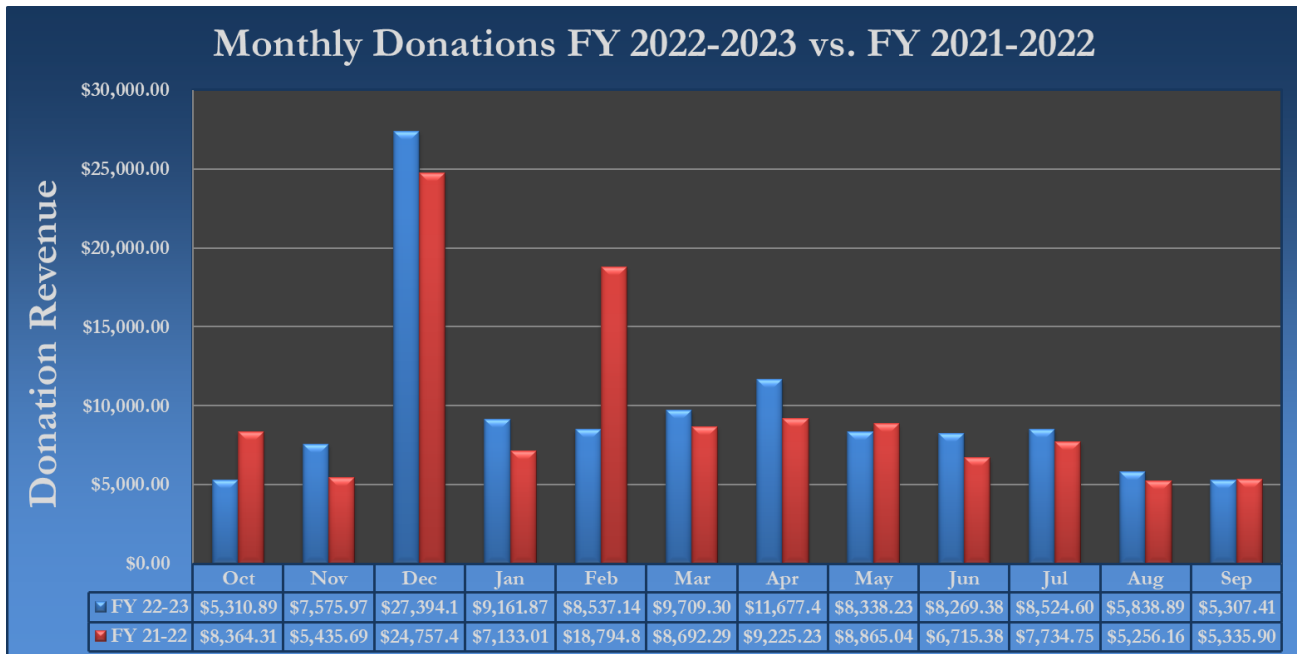
## Annual Donation Summary: FY 2022-2023

Private monetary contributions to the Ponce De Leon Inlet Lighthouse and Museum can be directed to one or more donation categories in accordance with the donor's wishes. These categories include Endowment Fund donations, Private Event donations, General Lighthouse donations, Museum Support donations, and Pacetti Hotel donations. The following tables identify all donations received by the Ponce De Leon Inlet Lighthouse Preservation Association during FY 2022-2023 by type and amount which equaled a combined value of \$115,645.25 overall.

FY 2022-2023 Monthly Donations by Type (Excluding Bricks)						
MONTH	Donation Type					Monthly Total
	Endowment	Event	Lighthouse	Museum	Pacetti	
October	\$0.00	(\$250.00)	\$1,255.00	\$400.00	\$3,905.89	\$5,310.89
November	\$0.00	\$250.00	\$1,409.61	\$415.65	\$5,500.71	\$7,575.97
December	\$1,000.00	(\$250.00)	\$3,806.00	\$0.00	\$22,838.15	\$27,394.15
January	\$0.00	\$0.00	\$3,442.00	\$495.15	\$5,224.72	\$9,161.87
February	\$0.00	(\$250.00)	\$1,170.67	\$60.00	\$7,556.47	\$8,537.14
March	\$0.00	\$0.00	\$1,465.00	\$0.00	\$8,244.30	\$9,709.30
April	\$0.00	\$250.00	\$2,488.40	\$0.00	\$8,939.02	\$11,677.42
May	\$0.00	\$250.00	\$1,644.44	\$475.00	\$5,968.79	\$8,338.23
June	\$0.00	\$0.00	\$1,456.10	\$0.00	\$6,813.28	\$8,269.38
July	\$0.00	\$0.00	\$1,192.20	\$518.25	\$6,814.15	\$8,524.60
August	\$0.00	\$250.00	\$1,460.00	\$0.00	\$4,128.89	\$5,838.89
September	\$0.00	\$0.00	\$681.10	\$0.00	\$4,626.31	\$5,307.41
Total Annual	\$1,000.00	\$250.00	\$21,470.52	\$2,364.05	\$90,560.68	\$115,645.25

## Annual Donation Support Comparison: FY 2022-2023 vs. FY 2021-2022

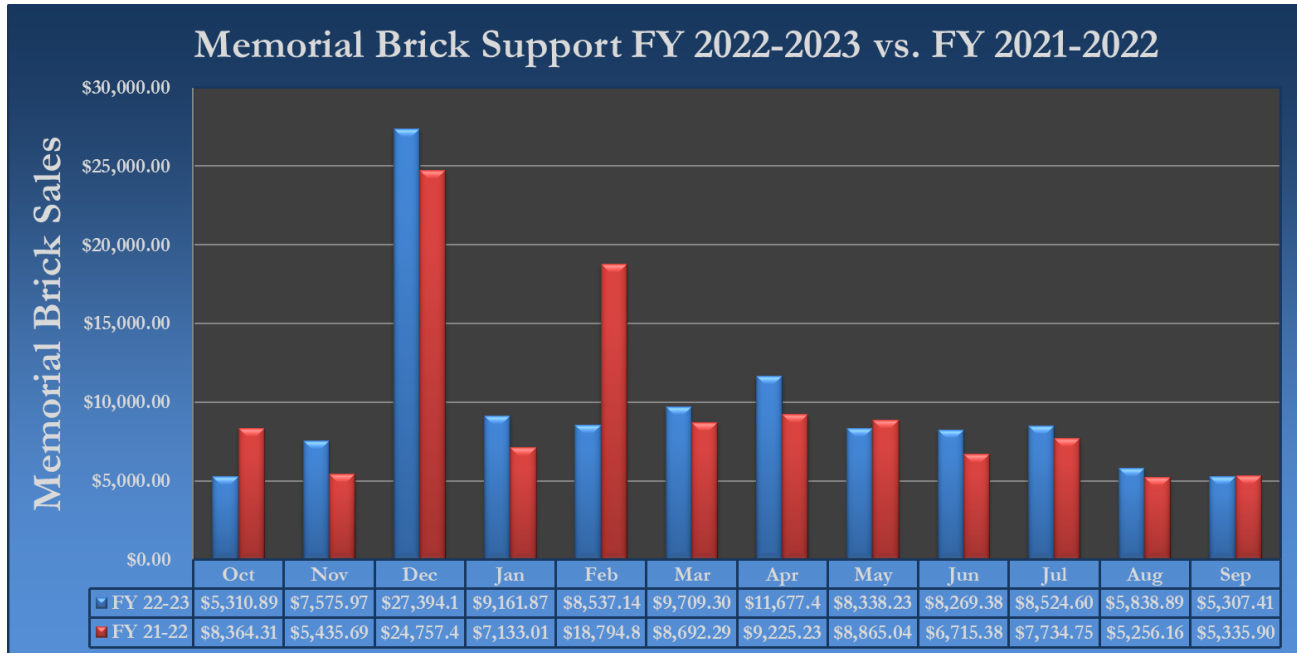
The Preservation Association was projected to generate \$60,000 in private donations during FY 2022-2023. The Association exceeded this amount by \$55,645.25 (or 92.7%), generating \$115,645.25 in total donations during the year. This figure fell short of the \$116,310.09 in donations generated during FY 2021-2022 by \$664.84 (or 0.6%).





### **Annual Memorial Brick Sale Comparison: FY 2022-2023 vs. FY 2021-2022**

The Preservation Association was projected to generate \$16,200.00 in memorial brick sales during FY 2022-2023. The Association exceeded this amount by \$3,025.00 (or 18.7%), generating \$19,225.00 in total brick sales overall for the year. This figure surpassed the \$19,037 in brick sales generated in FY 2021-2022 by \$188.00 (or 0.01%).



### **Additional Sources of Support Income: FY 2022-2023**

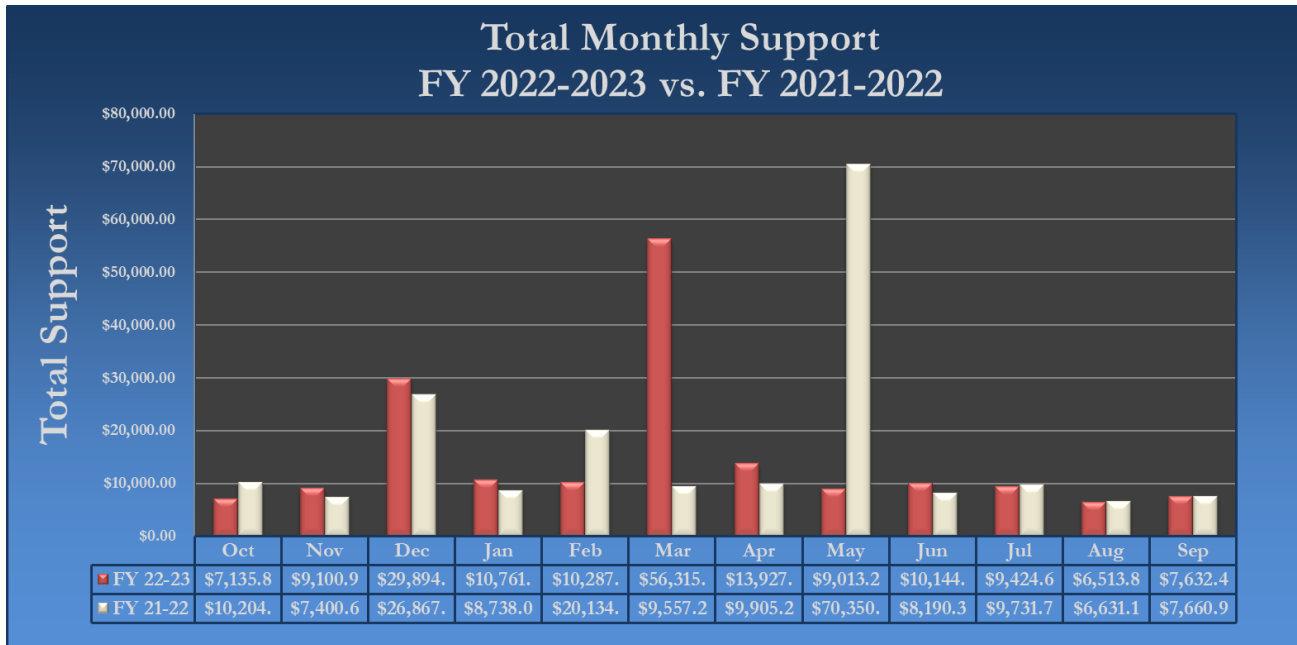
**Grants:** Grants provide a third source of support income for the Ponce de Leon Inlet Lighthouse Preservation Association. Grant funding is pursued when appropriate.

**Florida Lighthouse Association Gene Oakes Lighthouse Preservation Grant:** The Association was awarded a \$45,281.25 Florida Lighthouse Association (FLA) Gene Oakes Lighthouse Preservation Grant in January 2023. This generous grant will be used to fund planned exterior masonry and interior plaster restoration work on several of the light station's historic structures which is scheduled for completion during the month of November, 2023.

**Paul B. Hunter and Constance D. Hunter Charitable Foundation (the "Foundation") Grant:** The Association received a total of \$584,400 in Pacetti Hotel Project grant funding and charitable donations from the Paul B. Hunter and Constance D. Hunter Charitable Foundation in FY 2022-2023. These grant funds/donations were received in accordance with a grant agreement executed between the Association and the Foundation in November, 2019. This agreement provides the Association with 1.5 million dollars in Foundation grant funding (disbursed in three annual installments of \$500,000 each) plus an additional charitable contribution of up to \$250,000 in matching Pacetti Hotel Project donations in exchange for naming rights of the Pacetti Hotel Museum in honor of Constance D. Hunter. The Association received its third annual grant installment in November, 2023 plus an additional \$84,400 in matching donations during FY 2022-2023. The Association was also awarded an additional \$250,000 in Foundation funding in 2023 to help cover unanticipated Pacetti Hotel Project cost increases resulting from higher-than-normal inflation rates in 2022 and 2023. This additional \$250,000 in Foundation funding will be released to the Association at the start of the 2024 calendar year. Use of all Hunter Foundation charitable contributions are restricted to the Pacetti Hotel Project only and are therefore excluded from the Association's annual support earnings in this annual report.

### Total Monthly Support: FY 2022-2023 vs. FY 2021-2022

The Preservation Association generated \$180,151.50 in total support income (including the \$60,025.00 FLA grant but excluding all Foundation support) during FY 2022-2023. This figure fell short of the \$195,372.09 in total support realized in FY 2021-2022 by \$15,220.59 (or 7.8%).



### Total Annual Income: FY 2022-2023

Total annual income consists of all revenue generated by the Preservation Association during the fiscal year. The Preservation Association was projected to earn \$2,104,060.00 in total income during FY 2022-2023 but fell short of this original goal by \$144,076.63 (or 6.9%) with a total realized annual income of \$1,959,983.37.

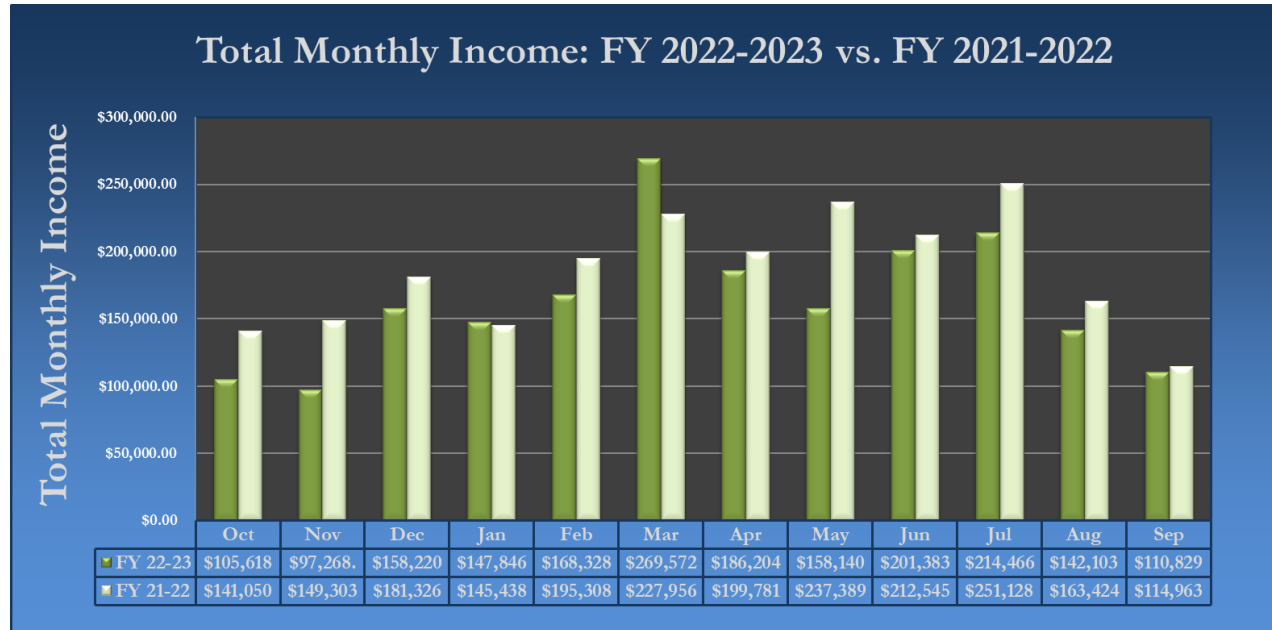
### Annual Income by Source: FY 2022-2023

As noted above, total annual income consists of all revenue and support generated during the year. These sources include admission sales, merchandise sales, investment income, membership dues, sales tax-collection allowance, grant funds, memorial brick sales, and private donations. The following table identifies the monthly contribution of each income source towards the museum's total annual income of \$1,959,983.37 during FY 2022-2023.

FY 2022-2023 Total Income by Month (Revenue + Support)									
MONTH	INCOME TYPE								INCOME TOTAL
	Admissions	GS Sales	Inv. Income	Member	Tax-Coll	Grants	Brick Sales	Donations	
October	\$38,733.78	\$56,779.50	\$629.58	\$2,310.00	\$30.00	\$0.00	\$1,825.00	\$5,310.89	\$105,618.75
November	\$32,114.86	\$49,038.62	\$1,643.68	\$5,340.00	\$30.00	\$0.00	\$1,525.00	\$7,575.97	\$97,268.13
December	\$50,428.47	\$67,367.74	\$1,010.10	\$9,490.00	\$30.00	\$0.00	\$2,500.00	\$27,394.15	\$158,220.46
January	\$58,318.95	\$72,686.21	\$1,309.55	\$4,740.00	\$30.00	\$0.00	\$1,600.00	\$9,161.87	\$147,846.58
February	\$63,198.00	\$88,863.81	\$1,019.75	\$4,930.00	\$30.00	\$0.00	\$1,750.00	\$8,537.14	\$168,328.70
March	\$89,512.39	\$117,346.01	\$718.65	\$5,650.00	\$30.00	\$45,281.25	\$1,325.00	\$9,709.30	\$269,572.60
April	\$67,024.29	\$99,056.00	\$786.67	\$5,380.00	\$30.00	\$0.00	\$2,250.00	\$11,677.42	\$186,204.38
May	\$56,170.72	\$83,785.81	\$4,040.74	\$5,100.00	\$30.00	\$0.00	\$675.00	\$8,338.23	\$158,140.50
June	\$77,604.73	\$105,708.29	\$3,215.79	\$4,680.00	\$30.00	\$0.00	\$1,875.00	\$8,269.38	\$201,383.19
July	\$79,351.22	\$117,685.08	\$3,090.64	\$4,885.00	\$30.00	\$0.00	\$900.00	\$8,524.60	\$214,466.54
August	\$51,225.99	\$76,911.98	\$3,746.83	\$3,675.00	\$30.00	\$0.00	\$675.00	\$5,838.89	\$142,103.69
September	\$40,799.97	\$56,621.69	\$1,945.78	\$3,800.00	\$30.00	\$0.00	\$2,325.00	\$5,307.41	\$110,829.85
Annual Total	\$704,483.37	\$991,850.74	\$23,157.76	\$59,980.00	\$360.00	\$45,281.25	\$19,225.00	\$115,645.25	\$1,959,983.37

### Annual Income Comparison: FY 2022-2023 vs. FY 2021-2022

The \$1,959,983.37 in total income generated by the Association in FY 2022-2023 fell short of the \$2,219,616.53 in total income generated during FY 2021-2022 by \$259,633.16 (or 11.7%).



# Maintenance Department Report for Fiscal Year 2022-2023

## Maintenance Department Operations Summary: FY 2022-2023

The Association's maintenance department performs a wide variety of functions related to the continued preservation, restoration, maintenance, and security of the Ponce de Leon Inlet Light Station's historic and non-historic structures and grounds. The maintenance department currently consists of 1 full-time maintenance manager, 1 full-time maintenance employee, 3 part-time maintenance employees, and 2 part-time visitor monitors.

All maintenance work at the Ponce Inlet Light Station, including restoration and preservation projects, is completed by trained staff under the supervision of the director of operations and executive director with technical guidance from the museum curator and assistant curator/registrar. All restoration and preservation work undertaken by the Association's maintenance department is completed in accordance with the *Secretary of the Interior's Handbook for the Restoration, Preservation, and Rehabilitation of Historic Properties* using historically accurate application techniques, reclaimed historic building materials when available, and historic/reproduction hardware and fasteners to protect the historic fabric and integrity of the light station's structures and grounds. Additionally, all cleaning products, coatings, and materials utilized by the maintenance department are thoroughly researched by the museum's curatorial department to prevent damage to the historic structures and artifacts. Although the Association endeavors to complete the majority of its maintenance projects in-house, licensed contractors are utilized when needed in accordance with local and state building code requirements.

Routine inspections at the Light Station are typically scheduled on a daily, weekly, monthly, quarterly, bi-annual, or annual basis. These inspections are usually completed prior to 10:00 am to minimize the impact of maintenance activities on the visiting public. Routine scheduled inspections, functional tests, and maintenance duties include:

## Routine Scheduled Inspections and Tests: FY 2022-2023

### **Daily Inspections and Function Tests**

1. Daily lantern room third order Fresnel lens inspection (2x daily)
2. Daily tower inspection (including the staircase, exterior railings and decks, and interior spaces)
3. Daily inspection of all historic structures (interior and exterior)
4. Daily inspection of fire suppression sprinkler heads
5. Daily inspection of all historic Fresnel lenses, optics, lanterns, and minor aids to navigation
6. Daily interactive exhibit function check
7. Daily exhibit inspection
8. Daily security system inspections
9. Daily grounds and perimeter fence inspections

### **Weekly Inspections and Function Tests**

1. Weekly facility inspection
2. Weekly itemized artifact inventory check
3. Weekly tower inspection with full tower cleaning
4. Weekly lawn irrigation system inspection and operational test
5. Weekly security system inspection and tests
6. Weekly elevator and wheel chair lift inspection and function test

### **Monthly Inspections and Function Tests**

1. Monthly AED inspection and automatic test
2. Monthly inventory inspection of all first aid kits
3. Monthly fire extinguisher inspections
4. Monthly emergency lighting inspections and tests
5. Monthly air conditioning system inspections and preventative maintenance
6. Monthly elevator and incline lift inspections and operational tests
7. Monthly Fresnel lens collection cleaning, condition assessments, and functional tests

### **Quarterly Inspections and Function Tests**

1. Quarterly fire suppression system inspections and blow down tests (contracted service)
2. Quarterly air conditioning and heating system inspections
3. Quarterly lantern room third order lens inspection and operational test
4. Quarterly pest control inspection and treatment (contracted service)
5. Quarterly security system inspection and testing (contracted service)

### **Annual Inspections and Function Tests**

1. Annual pest control inspection and service (contracted service)
2. Annual air conditioning & heating annual inspection (contracted service)
3. Annual fire extinguisher annual inspections (contracted service)
4. Annual back-flow and FDC valve inspections and testing (contracted service)
5. Annual security system inspection and testing (contracted service)
6. Annual elevator and incline lift inspections (contracted service)
7. Annual fire department inspections (contracted service)
8. Annual fire suppression system inspection and testing (contracted service)

## **Routine General Maintenance: FY 2022 - 2023**

### **Daily Routine Maintenance Duties**

1. Daily general custodial duties (sweeping, vacuuming, restroom cleaning, trash disposal, etc.)
2. Daily cleaning of interiors of historic structures (sweeping, polishing cases, dusting, etc.)
3. Daily grounds clean-up (blowing off parking lots, sweeping porches, picking up yard debris, etc.)
4. Daily walking trail inspection and clean up (removing fallen limbs and other debris from trails)
5. Daily tower spot clean-up (sweeping up trash, excessive dirt, etc.)
6. Daily testing of all interactive exhibit displays and kiosks
7. Daily exhibit and artifact display inspections and security checks

### **Weekly Routine Maintenance Duties**

1. Weekly lawn maintenance (mowing, edging, blowing off sidewalks, etc.)
2. Weekly repairs to lawn irrigation system (head replacement, ruptured lines, etc.)
3. Weeding of flowerbeds, medians, and buffer zones along grounds perimeter
4. Weekly cleaning of all modern and historic building exteriors
5. Weekly tower and 3<sup>rd</sup> order lens cleaning
6. Weekly cleaning of all exhibit cases and interior historic spaces
7. Weekly nature trail area maintenance
8. Weekly elevator maintenance and operational checks

### **Monthly Routine Maintenance Duties**

1. Monthly cleaning of all historic Fresnel lenses, optics, lamps, and minor aids to navigation located in the Ayres Davies Lens Exhibit Building and Principal Keeper's Dwelling
2. Replacement of air conditioning system filters in all climate controlled buildings
3. Monthly lawn and shrub treatment (contracted service)
4. Monthly air conditioning system preventative maintenance
5. Monthly preventative maintenance on lawn mowers and other motorized equipment
6. Monthly preventative maintenance on incline lift

### **Quarterly Routine Maintenance Duties**

1. Quarterly maintenance on tower third order Fresnel lens
2. Quarterly maintenance on first order Fresnel Lens (Canaveral)

### **Specific Maintenance Work Completed: FY 2022-2023**

#### **Bldg. 1 - Gift Shop**

1. Cleaned, repaired, and repainted the back porch deck and railing
2. Cleaned, repaired, and repainted the second story back porch deck, staircase, and railing
3. Cleaned, repaired, and repainted the south porch deck and railing
4. Cleaned, painted, and repaired exterior wall sconce lights
5. Repaired gift shop main entrance doors
6. Repaired and repainted main entrance ADA wheelchair ramp
7. Cleaned and repaired all sections of the main entrance ornamental fence
8. Replaced overhead lights on main sales floor with LED fixtures
9. Repaired faulty toilets and urinals in public restrooms
10. Repaired faulty air conditioning system
11. Repaired/refinished gift shop hardwood floors
12. Maintained and repainted south side ADA wheelchair ramp

#### **Bldg. 2 - Woodshed Theater/Privy**

1. Cleaned and repainted main entrance door and frame
2. Repaired rainwater downspouts and gutters damaged by hurricanes
3. Repaired main entrance railing
4. Repaired and painted roof fascia and soffit
5. Repaired main entrance deck

#### **Bldg. 3 – Cuban Raft Enclosure**

1. Repaired anchor chain enclosure and straightened pilings
2. Cleaned and painted Cuban raft enclosure and perimeter picket fence
3. Completed restoration and preservation of Cuban rafts

#### **Bldg. 4 - 2<sup>nd</sup> Assistant Keeper's Dwelling**

1. Repaired front porch steps and railing system
2. Repaired and repainted handicap ramp deck and railing system

3. Cleaned and repainted exterior doors and windows
4. Replaced deteriorated glazing in historic windows as needed
5. Repaired faulty air conditioning system
6. Repaired and repainted lattice work
7. Repointed deteriorated mortar joints in exterior walls and support pilings
8. Repaired front porch steps
9. Cleaned, treated, and repainted interior plaster walls as required
10. Repaired rainwater gutters and downspouts damaged by hurricanes

#### **Bldg. 5 - Principal Keeper's Dwelling**

1. Cleaned and repainted exterior doors and windows
2. Refinished interior floors and door thresholds
3. Cleaned, treated, and repainted interior plaster walls as needed
4. Repaired breezeway door east and west glass partitions
5. Restored front and side porch deck and railing system where needed
6. Repaired, cleaned, and repainted front and side porch steps and railing
7. Repainted exterior siding on keeper's office
8. Repaired and repainted lattice work
9. Repointed deteriorated mortar joints in exterior walls and support pilings
10. Repaired and repainted roof fascia on principal keeper's detached woodshed/privy building
11. Repaired brick pad in front of principal keeper's detached woodshed/privy building

#### **Bldg. 6 – Lighthouse/Tower**

1. Replaced damaged Plexiglas shields in lantern room as needed
2. Conducted quarterly mechanical maintenance and weekly cleaning of third order lens
3. Repaired Carlisle and Finch lamp changer resulting from lightning damage
4. Cleaned, treated, and repainted interior masonry walls as needed
5. Refinished historic cabinets in Service Room and Watch Room
6. Repaired/replaced stainless steel cable and fittings in gallery deck safety enclosure as needed
7. Completed planned interior and exterior ironwork preventative maintenance project
8. Restored tower main entrance cast iron door jam and replaced broken transom window
9. Restored tower main entrance double doors
10. Repaired three tower window vent boxes and installed new copper screening

#### **Bldg. 7 - Pump House**

1. Replaced faulty irrigation pump
2. Cleaned and repaired exterior siding
3. Replaced corroded doorknob and deadbolt

#### **Bldg. 8 - 1<sup>st</sup> Assistant Keeper's Dwelling**

1. Cleaned and repainted front and back porch decks, railings, and posts
2. Cleaned and repainted front porch steps
3. Cleaned and repainted exterior doors and windows as needed

4. Replaced deteriorated glazing in historic windows
5. Repaired and repainted ADA wheelchair ramp
6. Repaired and repainted lattice work
7. Repointed deteriorated mortar joints in east wall and front and back porch support pilings
8. Repaired rainwater gutters and downspouts damaged by hurricanes

#### **Bldg. 9 – Privy, Tool Shed, and Radio Room Exhibit**

1. Cleaned and repainted interior wood trim, doors, and window frames as needed
2. Cleaned and repainted exterior windows
3. Cleaned and treated sections of interior mortar walls effected by salt migration
4. Repointed deteriorated mortar joints in south and west facing exterior walls as needed
5. Repaired/replaced faulty weather station instruments
6. Cleaned and repainted roof fascia boards

#### **Bldg. 10 – Ayres Davies Lens Exhibit Building**

1. Adjusted main entrance doors for proper operation as needed
2. Replaced Plexiglas shields in dormer vents

#### **Bldg. 12 - Oil Storage House**

1. Repaired minor aids to navigation lamp changers as needed
2. Cleaned and repainted observation gate
3. Refinished main entrance door
4. Cleaned and preserved historic oil storage tanks
5. Replaced faulty power supply for navigation beacons
6. Repaired rainwater gutters and downspouts damaged by hurricanes

#### **Education Building**

1. Repaired covered porch railing
2. Installed new interactive presentation screen

#### **Restroom/ Vending Building**

1. Installed new recessed LED overhead lights on front and back porches
2. Replaced faulty faucets in restrooms
3. Repaired faulty Sloan valves in bathroom urinals and toilets
4. Repaired and repainted front porch railings and posts

#### **Administration Building**

1. Assisted curatorial department with relocation of artifacts
2. Pressure washed exterior 2<sup>nd</sup> floor porch deck and stairway
3. Repaired faulty air conditioning systems
4. Replaced faulty emergency lights as needed
5. Installed new garage door



**Historic/Non-Historic Grounds**

1. Cleaned and pressure-washed perimeter picket fence
2. Replaced/repared seven picket fence sections damaged by hurricanes
3. Replaced rotten wood fence posts with reproduction historic concrete posts (4)
4. Cut back encroaching vegetation from nature trails
5. Repaired perimeter chain link fence as needed
6. Leveled/repared historic brick walkways as needed
7. Repaired lawn irrigation system as needed
8. Coordinated monthly lawn and shrub treatment
9. Weeded parking lot medians and perimeter vegetation as needed
10. Replaced picket fence side gate on south side of education building

**Museum Exhibits & Educational Programs**

1. Assisted programs manager with onsite events as needed

**Pacetti Hotel Property**

1. Continued grounds cleanup and debris removal

## Curatorial Department Report for Fiscal Year 2022-2023

### Curator/Registrar Summary: FY 2022-2023

The curator, in conjunction with the registrar or as curator/registrar, is responsible for every aspect of the Ponce de Leon Inlet Lighthouse Preservation Association's collections, including planning, record keeping, acquisitions, de-accessions, handling, storage, security, inventory, preservation, and treatment of objects.

A full-scale inventory of the collection is carried out in December-January every other year. An inventory of all items valued at \$1,000 and up is conducted annually. Each quarter an inventory of 1% of the collection chosen at random is inventoried. Objects on display are inventoried during the curator's or registrar's weekly inspection of all buildings and exhibits.

The curator and registrar research all objects as well as the history of the light station and the Pacetti Hotel Museum in order to plan and design exhibits and restoration work. The curator and registrar research and write articles and lead articles for the museum's quarterly newsletter as needed.

The official facility report, disaster plan, and collections management plan, and code of ethics are major institutional documents written and revised by the curator. The curator or curator/registrar is responsible, in collaboration with the executive director, the director of operations, and the maintenance department for the preservation and stabilization of the historic buildings at the light station and the Pacetti Hotel Museum. The curator researches and plans scheduled repairs of these buildings in conjunction with administrative staff.

Annual reports to the Coast Guard and reports as requested by the Department of the Interior are also prepared by the curator. The curator or registrar documents all preservation/stabilization work and arranges tests for hazardous materials such as lead based paint and helps ensure that all staff adhere to established safety measures as well as Department of the Interior restoration procedures in the performance of their assigned duties.

Other curatorial responsibilities include: planning, leading, and recording archaeological investigations at the light station; recording oral histories; overseeing the transcription of original historic documents; oversight of museum registration; maintaining the supplies needed for restoration, preservation, and storage; organization and maintenance of the museum's digital archives; recruiting and training volunteers who work in the curatorial department; providing information and assistance to the programs manager and docents as needed; updating of all building histories and general treatment plans for all historic structures, updating of all inventories of historic doors, windows, door hardware, historic fixtures, and fences.

Museum registration duties include receiving new items into the collection, preparing related deeds of gift, photographing these items, recording them in the PastPerfect Museum Software, assessing their condition, conducting research into all aspects of these items, preparation of items for storage or display, recruiting and training volunteers who work in registration. The collections are monitored to ensure effective cleaning, pest control, and climate control to prevent mold, mildew, and corrosion.

Registration also includes the management of the Preservation Association's libraries and archives, incoming and outgoing artifact loans, monitoring legal aspects of collecting, and regular assessment of the collection to determine items that should be considered for either addition to or deaccession from the collection. The registrar or curator/registrar maintains the museum software and database including performance of regular data backups. The registrar works with the education department to produce videos and other online materials and events that are available to schools and to the public, as well as coordinating filming at the light station by travel writers and others.

### **Museum Acquisitions Summary: FY 2022-2023:**

Approximately 123 object acquisitions were recorded during the year as well as 8 photographic records, 7 documents in archives, and 4 library items.

**Material Objects:** 123 objects were added to the collection including these significant items:

1. 2022-27 through 2022-35: antique furniture acquired for the Pacetti Hotel
2. 2022-36: signed autobiography of former Cincinnati Reds Manager Sparky Anderson
3. 2022-37: three autographed baseballs for display in the Pacetti Hotel
4. 2022-39: 1970s baseball jersey signed by Reds team
5. 2023-3: various household goods like razors, irons, and washboard
6. 2023-4: vintage floral paintings and porcelain from the 1930s and 40s for display at the Pacetti Hotel
7. 2023-5-1: large, heavy anvil dated to around 1900, for display in the Generator Room:
8. 2023-7-1: fragments of a vintage battery core found on PILH grounds
9. 2023-9-1: copies of Tales of Ponce Inlet book signed by author Ayres Davies
10. 2023-11-1: antique nail puller from the Battelle Institute property (the former home of Bert Pacetti)
11. 2023-12-1: vintage cell phone found in PILH nature trail
12. 2023-16-1: four framed etchings of the PILH, Pacetti Hotel, and other scenes donated by the POHT
13. 2023-18-1: USCG jacket from Mosquito Lagoon, donated by the New Smyrna Museum of History:
14. 2023-19: various artifacts from the personal belongings of a local WWII veteran, including a telegraph key, can-opener, insignia, buttons, and belt buckle
15. 2023-20-1: vintage GE travel iron

- 16. 2023-22: various archeological pieces found all over the Pacetti Hotel property
- 17. 2023-25-1&2: sprinkler panel and outlet cover damaged by lightning that struck the PILH
- 18. 2023-26-1: doorbell from front door of Pacetti Hotel
- 19. 2023-29-1: autographed Cincinnati Reds stadium seat
- 20. 2023-34-1: unaired pilot of Daytona Beach television show featuring scenes filmed at the PILH
- 21. 2023-35-1: small Perko Fresnel lens:



2023-5-1



2023-18-1



2023-35-1

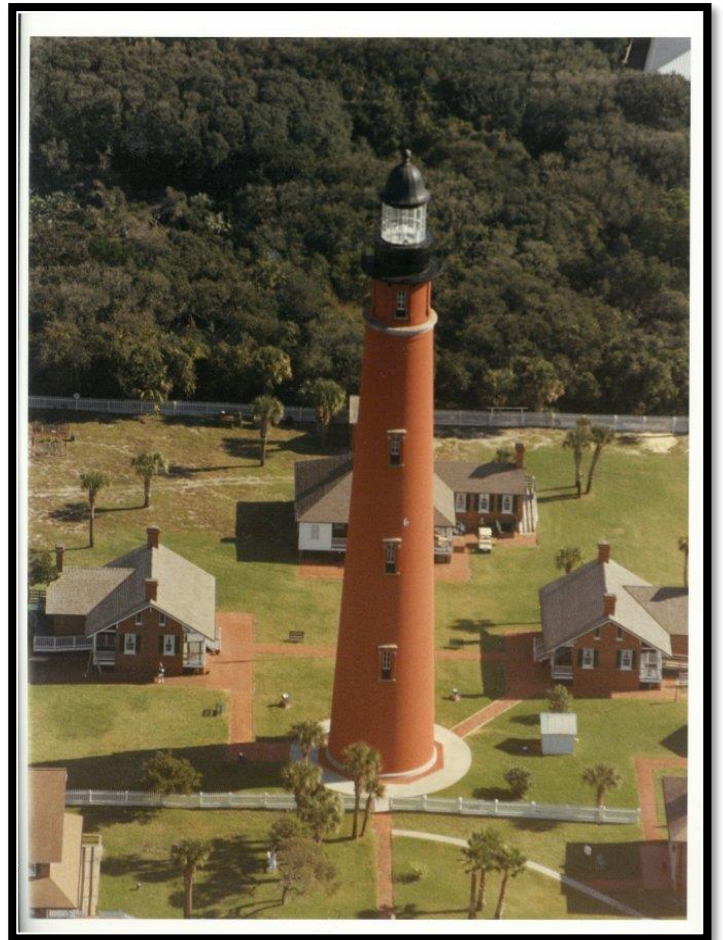
*There are currently a total of 4,273 items in the objects catalog.*

**Photographs:** 8 images were added to the collection including:

1. 2023-31-1: 1980s photograph of the Ponce Inlet Lighthouse
2. 2023-13-1: 1990s aerial photograph of the Ponce Inlet Light Station
3. 2023-33: various photos from the top of the PILH taken in 1958 by the Ellwood family



2023-31-1



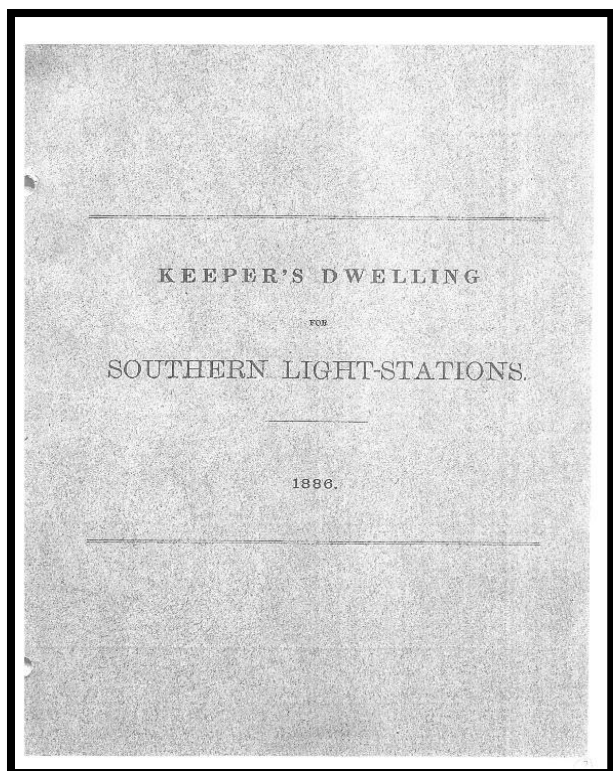
2023-13-1

*There are currently 5,324 items in the photographs catalog.*

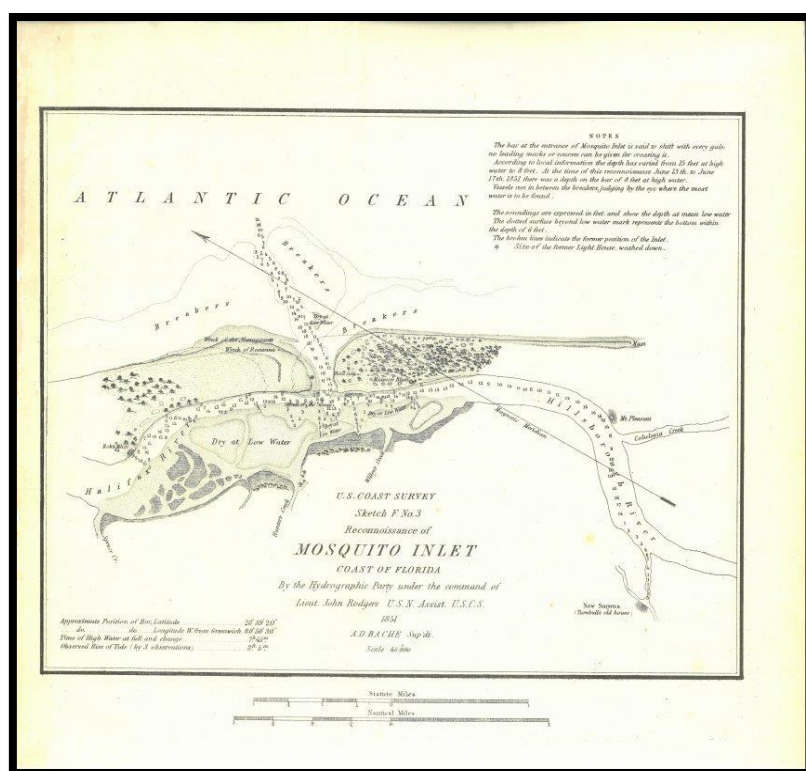
**Archival Objects:** 7 archival items were added to the collection including:

1. 2022-23-2: blueprint of septic tank system at Pacetti site
2. 2023-2-1: 1851 map of Mosquito Inlet:
3. 2023-21-1: PILH educational activity workbook
4. 2023-23-1: 1896 postcard stamped from Ponce Park post office
5. 2023-24-1: 1886 description of plans for keeper's dwelling:





2023-24-1



2023-2-1

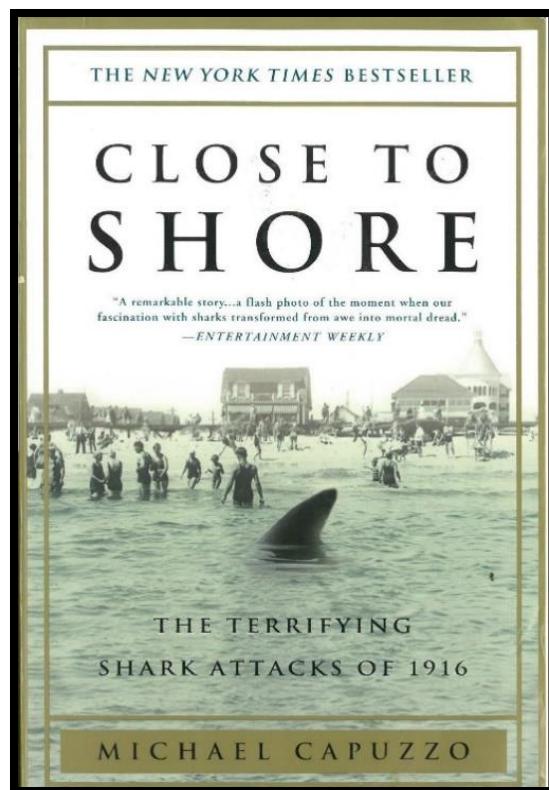
*There are currently 1,188 items in the archives catalog.*

**Library Objects:** 4 books were added to the collection including:

1. 2023-1-1: *Close to Shore*, by Michael Capuzzo
2. 2023-1-2: *Isaac's Storm*, by Erik Larson
3. 2023-1-3: *Voice Across the Sea*, by Arthur Clarke
4. 2023-30-1: *Seminole Struggle: A History of America's Longest Indian War*

*There are currently 1,316 items in the library catalog.*

**De-Accessioned Objects:** The library and the object collections were carefully examined during a continuing process to discover items not pertinent to our mission or in such poor condition that they needed to be removed from the collections. Whenever possible, deaccessioned items are returned to their donors or relocated to other museums.



2023-1-1

### **Museum Accessions Summary: Fiscal Year 2022-2023:**

Museum records indicate that a total of accessioned items was held by the Preservation Association at the close of FY 2022-2023. Accessioned items are generally categorized as three-dimensional objects (consisting primarily of artifacts), photographs, archival materials (documents, maps, brochures, etc.), or reference library resources (books, tapes, CDs, videos, or DVDs).

Newly acquired artifacts are identified, photographed, and accessioned into the PastPerfect database as they become available. Most of the accessioned items have one or more images attached to their records. The following table identifies the current inventory of all accessioned items according to type:

Type	Quantity
Three Dimensional Objects	4,273
Photographs & Transparencies	5,324
Archival Materials	1,188
Reference Library Resources	1,316
Total Collections	12,101

All deeds of gift, invoices, and various other documents are linked to their applicable PastPerfect records. These documents are then accessible via the PastPerfect database. Hard copies of documents are also kept in a fireproof cabinet in the registrar's office.

A daily differential backup and a monthly full backup of the data, images and multimedia files related to the museum's three-dimensional artifacts, photographs and transparencies, archival materials, and other digital holdings are automatically run on the server. A full backup of this information is run monthly and stored on both the museum server and an external backup drive. The museum's registrar or curator/registrar performs a weekly database backup that is stored on both the museum server and on DVD which is kept off-site.

The museum endeavors to refine and update its PastPerfect archival database on a continuous basis. The registrar is responsible for maintaining and updating this vital record-keeping program throughout the year. Important

components of the accession process such as invoices and payment records are filed both digitally and as hard copies. Deeds of Gift are completed for donated items, incoming loans are reviewed, and, when pertinent, objects no longer appropriate for the collection are returned to their respective owners.

### **Lighthouses of the World Summary: FY 2022-2023**

Research and gathering data and images for the *Lighthouses of the World* touch screen kiosk exhibit project, begun in July 2005, was completed during the second quarter of FY 2010-2011. Due to the ever-changing nature of the world's lighthouses (including operational status, day mark, and beacon characteristic) this program will never be officially complete. Apart from occasional updates, the program as originally envisioned is completed.

Each lighthouse record includes the name of the light station, its location, beacon type, design, construction, and history. A photograph of the light station is included with each record when available. In the absence of an image a map locating its position is used.

7,852 lighthouses were entered into the touch screen computer program and are available for viewing at two computer stations in the museum.

### **Library Collections Summary: FY 2022-2023**

This information is recorded in the Library Catalog of PastPerfect.

### **Curatorial Department Activity Summary: FY 2022-2023**

The museum curatorial department engages in a wide range of independent and inter-departmental collaborative activities throughout the year. These activities are completed/supervised by the museum curator with assistance from the museum registrar/assistant curator. Curatorial department activities completed during FY 2022-2023 included:

**Photography:** Photo sessions are conducted by the registrar or the director of operations to photograph Gift Shop merchandise to be sold online. Photographs are taken of each of the new and updated exhibits, and the images are placed in digital archives. Additional photographs are taken of on- and off-site educational and community events, ongoing restoration and preservation work, and other projects and activities of note. All items entering the collection are photographed or scanned.

Extensive photography was and continues to be performed of the Ponce Inlet Light Station grounds as well as the ongoing restoration of the Pacetti Hotel.



**Conservation of Objects:** All objects taken into the collection undergo basic evaluation, cleaning, and stabilization. Objects treated more extensively in FY 2022-2023 include:

1. 2022-39-1: Cincinnati Reds autographed jersey
2. 2023-5: c1900 anvil and tools
3. 2023-11-1: vintage nail puller
4. 2023-26-1: historic doorbell from the front door of the Pacetti Hotel
5. 2023-35-1: small Perko/Perkins Fresnel lens
6. A variety of small artifacts that have recently been added to the collection
7. Larger artifacts have also undergone a massive restoration, cleaning, and moving project (see below).

**Preservation/Stabilization/Rehabilitation of Historic Buildings:** The Ponce de Leon Inlet Lighthouse Preservation Association completes most of all building preservation and restoration projects with its own maintenance staff. All maintenance employees receive individualized and specialized training as needed and as part of the Association's ongoing training program. Outside consultants and specialists are utilized as needed. Treatment plans for major work on historic structures are written by the curator in committee with the executive director, director of operations, and the maintenance department.

1. *Historic Restoration & Preservation:* Historic restoration and preservation work completed at the Ponce De Leon Inlet Light Station and Pacetti Hotel during FY 2022-2023 includes:

- Updated all general treatment plans and building histories
- Documentation of ongoing work at Pacetti Hotel Museum
- Maintenance of Pacetti Hotel cisterns
- Completion of Pacetti Hotel dock
- Completion of first floor windows restoration at Pacetti Hotel Museum
- Treatment plans for all work on historic buildings
- Restoration of lighthouse tower entrance and exterior transom
- Railing repairs NW corner of Bldg. 5
- Additional mortar restoration work on various areas of all historic buildings
- Restoration of gutters and downspouts
- Cistern research, maintenance, and repair guidance for the three historic cisterns at the Pacetti Hotel

**Museum Exhibit Development/Maintenance:** Preservation Association staff develop all exhibits and displays in-house. Museum exhibit-related work completed by museum's curatorial department staff during FY 2022-2023 includes:

1. *Pacetti Hotel Museum*: Ongoing planning and development of the Pacetti Hotel Museum including:
  - Development and fabrication of interior and exterior text panels and signage
  - Selection and acquisition of historic furnishings, housewares, and other objects for hotel
  - Development of overall museum layout and specific exhibit design
  - Selection, acquisition, and conservation of Pacetti Hotel Museum exhibit artifacts
  - Professional framing of historic pictures, painting, and documents and fabrication of artifact displays and boxes
  - Assisted with the selection of appropriate fixtures and historic/reproduction hardware for hotel
2. *Volunteer Training*: Assisting educational programs manager with the development of docent training materials for Pacetti Hotel Museum

**Outreach Exhibit Development/Maintenance:** In addition to developing/maintaining the museum's regular onsite exhibits, the curatorial department is also engaged in the development and maintenance of several traveling/virtual exhibits. These traveling/virtual exhibits currently include the following:

1. *Filibustering to Cuba*: Traveling exhibit exploring the history of the Cuban Filibusters, the wreck of the Steamship Commodore, and Stephen Crane's epic short story *The Open Boat*
2. *Virtual Tour of the Ponce Inlet Light Station*: Virtual tour of the Ponce De Leon Inlet Light Station and Museum available to the public on our website

**Newsletter Articles, Publications, Research, Content Editing, and Presentations:** Curatorial department staff are regularly engaged in a variety of activities that directly support the museum's educational mission. These activities include researching and writing articles destined for the Association's quarterly newsletter, composing online blogs, developing/facilitating educational lectures and historic presentations, leading onsite tours, editing online content for historical accuracy, and assisting other organizational departments as needed.

1. *Newsletter Articles*: Curatorial department staff researched and submitted the following articles for publication in the Association's quarterly newsletter during FY 2022-2023:
  - "Plantation History and the Second Seminole War in Volusia County"
  - "Masonry Restoration at the Lighthouse"
  - "Hurricanes at the Historic Ponce de Leon Inlet Lighthouse"
  - "FLA Funds Ponce de Leon Inlet Lighthouse Ironwork Restoration"
  - "Cisterns at the Inlet"
  - "US Coast Guard Promotion Ceremony at the Lighthouse"

- "Tower Main Entrance Restoration"
  - "Expose: Jill Mullins Photography"
  - "Early Tourism in Ponce Park"
  - "Pacetti Hotel Update" – regular column
2. *Tours/Presentations:* Curatorial department staff assisted the museum's programs department with the development and delivery of several educational programs during FY 2022-2023 including:
- Individual presentations/tours of buildings like the tower, keeper dwellings, oil storage house, Lens Exhibit Building.
  - "Treacherous Waters" presentations about the historic shipwrecks of the inlet and the need for a lighthouse
  - Presentation of historic photographs from our archives to the volunteers
  - "The Timucua of Northeast Florida" presentations about the native history of Ponce Inlet and Volusia County
3. *Website Contributions:* Curatorial department staff completed periodic updates and edits to online content during FY 2022-2023 including:
- Virtual Tour of Ponce De Leon Inlet Lighthouse and Museum
  - Historic content (history, timelines, biographies, technical information, etc.) on main website
4. *Historical Research:* Curatorial department staff completed/continued ongoing historical research on the following topics during FY 2022-2023:
- General PILH history
  - Research of individual buildings at the Ponce Inlet Light Station
  - Pacetti family history
  - Pacetti Hotel history
  - Pacetti Hotel architecture
  - Digitized newspaper clippings related to Pacetti Hotel and PILH
  - Digitization of materials related to the Pacetti family and PILH held by the HHS
  - Research into window coverings and window film
  - History of the Cincinnati Reds including team members and management
  - Investigation of artifacts found at the Pacetti Hotel
  - Indigenous History of the County and local areas
  - Shipwreck history of the area

- History of various artifacts, historic companies that produced various items, people associated with various artifacts or historic companies
- Research into conservation and preservation methods for textiles, ceramic items, and hats
- Research into mold identification and abatement; treatment and prevention of mold on pottery
- Early Ponce Park history
- History of hurricanes in the area

**Security/Visitor Monitor Support:** The curator/registrar conducts routine exhibit inspections to ensure the ongoing security of the museum's artifacts and exhibits in addition to training maintenance staff on inventory control and exhibit security procedures. This work includes:

1. *Security Checks:* Weekly/Quarterly/Annual security checks of all exhibits and historic buildings
2. *Annual Inventory:* Annual inventory of all objects/items included in the museum's collection and educational department collection.
3. *Visitor Monitor Training:* The curatorial department provides one-on-one training for all new maintenance personnel and visitor monitors. The scope of training includes cleaning procedures for the exhibit Plexiglas and viewing windows, exhibit inspections, artifact security, and COVID cleaning and safety procedures.

### **Curatorial Department Special Projects Summary: FY 2022-2023**

In addition to the duties and responsibilities outlined above, the curator and registrar worked closely with administrative staff and each department throughout FY 2022-2023 to update the Preservation Association's Long-Range Plan, Collections Management Policy, and the Emergency Preparedness Plan. Updates were made to the plaster restoration plan and the plan for application of KEIM products.

**Technical Guidance and Organizational Support:** Museum staff seek to offer their expertise and assistance to other museums and lighthouses in the areas of lens restoration, exhibit development, artifact conservation, archival matters, and museum practice. Assistance was provided to the National Lighthouse Museum, Mr. Jack Graham, the Guayaquil Yacht Club, the Town of Ponce Inlet, the New Smyrna Beach Museum of History, the National Lighthouse Museum in Staten Island, the Museum of Florida History, the Florida Lighthouse Association, and others during FY 2022-2023.

**Annual Coast Guard Reporting:** The curatorial department completes and submits condition reports to the United States Coast Guard on an annual basis.

**Pacetti Hotel Artifact Conservation and Storage:** The curatorial staff, with the help of some of our lead volunteers, as well as the Programs Manager, continues a massive project to clean, process, restore (when necessary), and ultimately move large, donated items for the Pacetti Hotel to our offsite storage unit.

**Volunteer Training:** Curatorial department staff train new curatorial volunteers in the use of PastPerfect and the handling, storage, and cataloguing of artifacts as needed.

**Oral Histories:** The museum curatorial department completed the following oral histories during FY 2022-2023:

1. *Billy Joe Potts:* The museum curator and assistant curator/registrar conducted an oral history interview focusing on the Pacetti Hotel and Ponce Inlet Lighthouse with Billy Joe Potts who was a charter member of the Ponce De Leon Inlet Lighthouse Preservation Association and caretaker of the Pacetti Hotel in the 1970s.

## Programs Department Report for Fiscal Year 2022-2023

### Programs Department Summary: FY 2022-2023:

Committed to the ongoing preservation and dissemination of the Ponce de Leon Inlet Light Station's maritime and social history, the Preservation Association provides lighthouse visitors, schools, and community groups with the highest quality educational programming possible. Developed by former teachers and school administrators, Lighthouse programs are highly regarded throughout the educational community and are available to all public and private Volusia County schools free of charge.

**K-12 Educational Program Offerings:** Current K-12 educational programs offered by the Ponce de Leon Inlet Lighthouse Preservation Association include:

1. Onsite K-12 Youth Group/School Tours
2. Off-site K-12 Educational Outreach Programs
3. Onsite Adult/Family Tours
4. Onsite Educational Events for the General Public
5. Onsite Special Interest Student Events
6. Offsite Community Outreach Events
7. Online Virtual K-12 Educational Outreach Programs
8. Online Virtual Community Outreach Programs
9. Onsite Climb with the Keeper Tours (RSVP only)
10. Onsite Monthly Climb to the Moon Tours (RSVP only)
11. Onsite Professional Teacher Continuing Education Programs
12. Onsite Collaborative Regional/State Historic/Cultural Events
13. Other Special Events and Celebrations

### Onsite Student/Youth Educational Tour Summary: FY 2022-2023:

Educational tours are available to all Volusia County Public School groups free of charge throughout the academic school year. General group rates apply to all non-Volusia County and private school groups. Infants (NB - 2) are admitted free of charge. Current tour rates are:

Group Type	# in Group	Admission Cost
Volusia County Public School Groups	TBD	Free
Private Volusia County School Group	TBD	Free
Non-Volusia Public & Private School Group	20+	Adults-\$6, Child-\$1.65
All Youth Groups	20+	Adults-\$6, Child-\$1.65
All Other Groups	20+	Adults-\$6, Child-\$1.65

**Onsite Education Tours:** Onsite K-12 educational tours of the Ponce Inlet Lighthouse and Museum are led by knowledgeable volunteer docents and staff. The content and length of each light station school tour is tailored to

the educational needs and time constraints of each group. These informative tours are provided for school groups grades K-12 and generally run 1.5 to 2 hours in length. A typical educational school tour generally includes:

1. A climb to the top of Florida's tallest lighthouse
2. A visit to the world-renowned Ayers Davies Lens Exhibit Building
3. A tour of the Ponce De Leon Inlet Light Station and museum including the keepers' dwellings, oil storage house, boat yard, and Nature Trail, time permitting

**K-12 Educational Enrichment Activities:** Teachers wishing to expand their tour may choose any of the additional educational enrichment activities listed below, time and volunteer docent availability permitting.

1. The Science of Light and Lighthouse Illumination
2. Living at the Turn-of-the-Century Lighthouse
3. The Artifact Touch Box
4. The Keeper's Duties
5. Stephen Crane's epic short story *The Open Boat*
6. Domestic Chores at the Lighthouse
7. Kids Play at the Lighthouse
8. Lighthouses by Night and Day
9. Florida's Beacons
10. Theater in the Woods
11. Lighthouse Chores
12. Early Navigation and Compass Reading
13. Inventions and Immigration
14. Building a Light Station
15. Lighthouse Archaeology

### **K-12 Onsite Educational Tour Summary: FY 2022-2023 vs. FY 2021-2022:**

The Educational Programs Department facilitated 85 onsite school tours of the Ponce De Leon Inlet Lighthouse and Museum during FY 2022-2023, serving 3,004 public and private school students overall. This figure represents an 80% increase over the 1,664 students who participated in guided tours of the lighthouse and museum and other onsite educational offerings during FY 2021-2022.

### **Student/Youth Educational Outreach Summary: Fiscal Year 2022-2023:**

In addition to its youth-oriented onsite educational offerings and events, the association actively promotes historic and cultural awareness through its many educational outreach programs. Providing off-site opportunities for students, teachers, and local youth groups to learn about lighthouse and regional history, these important programs serve as a highly effective means of fostering public appreciation for both our endangered historic resources and their need for continued preservation.

Established in response to increasingly restrictive budgets throughout the public and private school systems, the Association's outreach program brings the Lighthouse to those who cannot experience the site firsthand or those who plan to visit the Light Station in the future. Developed by certified and/or retired teachers, these important programs provide students an interactive and meaningful way to learn about the Ponce Inlet Lighthouse without ever leaving their classroom. Educational outreach programs are provided to all Volusia County private and public

schools free of charge. Educational outreach services currently provided by the Ponce de Leon Inlet Lighthouse Preservation Association include:

1. *Formal Educational Outreach Programs:* Formal educational outreach programs currently offered by the Preservation Association to local public and private schools include the *Filibustering to Cuba/Stephen Crane Traveling Exhibit*, and the lighthouse's three award winning outreach programs: *The USLHE Traveling Library Box*, *Keeper in the Classroom*, and *The Science of Light and Lighthouse Illumination*.
2. *Educational Outreach Workshops:* In addition to the formal programs mentioned above, 25 unique 15-minute educational workshops are also available at the teacher's request. These workshops are available a la carte, grouped together as part of a themed focus unit or as a follow up activity to one the association's formal programs. Themed focus unit include: *Living at the Light Station*, *Lighthouse Inventions and Innovations*, *Immigration: Building a Light Station*, and *WWII at The Lighthouse and In Volusia County*. Workshop selection is determined by the needs of each individual teacher/classroom.
3. *Customized Educational Workshops:* Customized educational programs are often developed by lighthouse staff on request. Working closely with local teachers, lighthouse staff and volunteers design these custom programs to fill a specific academic need. *What is a Light Station* is one such program. Developed by docent Jackie Mann in FY 21-22, *What is a Light Station* helps students understand the importance of an entire light station. This program is adaptable to the timing and needs of each classroom, but always features a hands-on component to explain the importance of lighthouses to mariners. The association continues to work with local educators to develop new educational outreach offerings as new needs and challenges arise.

### **Educational Outreach Participation Summary: FY 2022-2023 vs. FY 2021-2022**

The programs department delivered 23 educational outreach programs to local schools in FY 2022-2023, reaching 2,244 students overall through its educational outreach endeavors. This figure represents a 120% increase in the number of local students served through the museum educational outreach program when compared to the 1,019 served during FY 2021-2022.

The newly redesigned educational brochure STEAMING through Lighthouse Illumination was designed to improve teacher awareness of the many on and off-site educational programs that are provided free of charge by the Preservation Association. The Association anticipates that this newly published brochure, coupled with the organization's redesigned website at [www.ponceinlet.org](http://www.ponceinlet.org), will have a significant impact on overall student participation in the museum's available educational outreach offerings in the coming year.

### **Onsite Adult & Small Group Tour Summary: FY 2022-2023**

Onsite adult and small group tours include private tours of the lighthouse museum and special RSVP only events including Climb to the Moon and Climb with the Keeper. Led by knowledgeable staff and volunteer docents, these adult-oriented on-site offerings delve deeper into the history of the Ponce Inlet Light Station than youth-oriented tours and often provide access to areas of the light station normally closed to the public.

Lighthouse staff and volunteers facilitated 27 onsite adult group tours, two Climb with the Keeper Tours, and 12 Climb to the Moon tours in FY 2022-2023, with 1,075 adults participating overall.

Tuesday and Thursday at the Tower is a program that was developed to gain more interaction of members and guests with the museum. Consisting of both historic presentations and guided tours of the light station and exhibit spaces, museum volunteers and staff facilitated 24 such offerings throughout FY 2022-2023 which were enjoyed by 452 participants (including adults and children) overall.



## **Community Outreach Summary: FY 2022-2023**

Lighthouse staff and volunteers deliver informative lectures and multi-media presentations related to the history of the Ponce Inlet Light Station and local Florida region to local groups throughout the year. Often requested by members of local history organizations, historic preservation sites, and museums, these special interest outreach programs are highly sought after throughout the greater Volusia County area.

Community Outreach also includes lighthouse participation in large public events including festivals, art shows, and parades including Barberville Pioneer Settlement Fall Jamboree, Port Orange Family Days, and History Con at Museum of Arts of Sciences.

The Preservation Association participated in 36 community events in FY 2022-2023 including eight public events and 28 collaborative museum/historic site events. In all, the Preservation Association reached an estimated 45,000 children and adults through its community outreach endeavors.

## **Onsite Events Summary: FY 2022-2023:**

The Ponce de Leon Inlet Lighthouse and Museum hosts a variety of onsite educational events throughout the year. Enjoyed by an estimated 6,113 adults and children during FY 2022-2023, onsite educational events are typically scheduled on national holidays and important historic dates. The lighthouse's current list of scheduled on-site events includes:

1. *Home School Days*: Held twice a year, this event is a day of fun educational workshops designed especially for homeschool students ranging from five to 15 years of age. Developed by certified and/or experienced educators, workshops are facilitated by the Association's dedicated corps of volunteers. Homeschool days have become very popular within the Homeschool community. These events typically sell out within days of becoming available online and are consistently described by parents as the "best home school event they have ever attended". New workshops are developed annually to keep the program fresh and unique for the Association's many returning students.
2. *Girl Scout Day*: Developed to educate Girl Scouts about Florida's lighthouse history and the restoration and preservation efforts needed to maintain these historic structures, Girl Scout Day continues to be one of the Association's most popular programs. Participants are given the opportunity to work towards earning several lighthouse-themed badges at the Brownie, Junior, and Senior levels.
3. *National Holiday Programs*: Designed to give visitors something extra during their visit to the Lighthouse, national holiday events at the Lighthouse include Thanksgiving, Christmas, Memorial Day, Flag Day, Columbus Day, and Independence Day.
4. *Florida Heritage Day*: Developed in celebration of Florida's 500 years of history, visitors toured the Ponce Inlet Lighthouse and enjoyed numerous offerings including guided tours the Light Station and family-oriented workshops and activities. Held as a major cultural event for the first time in 2022, the Ponce Inlet Lighthouse hosted other museums and historical institutions from across the state to celebrate Florida Heritage Day. Altogether, 12 museums and 2 historical presenters took part in the event, giving more recognition to the Ponce Inlet Lighthouse and Museum as the center of culture in Volusia County.
5. *National Lighthouse Day*: Celebrating the anniversary of the founding of the United States Light-House Establishment on August 7, 1789, the Ponce de Leon Inlet Light Station offered a variety of educational workshops and family-oriented activities to its visitors.

6. *Florida Lighthouse Day*: Held in celebration of Florida's rich maritime history and 29 remaining Lighthouses, Florida Lighthouse Day is an annual event that provides visitors with the opportunity to educate the public about the state's rich maritime history through a variety of educational workshops, interpretive programs, and family-oriented activities.
7. *Biketoberfest*: Held each October during Daytona's Biketoberfest, this multi-day program provides visitors with the opportunity to participate in several special offerings at the Lighthouse including the artifact table, the opportunity to talk with the Old Lighthouse Keeper in his office in the principal keeper's dwelling, and learning about old-time Crystal Radios at the top of the tower.
8. *Bike Week*: Held each March during Daytona's Bike Week events, this multi-day program provides visitors with the chance to participate in several special offerings at the Lighthouse including a display of the *History of Motorcycles on the Beach*.
9. *Echo Ranger Program*: Developed in cooperation with the Volusia County Echo Ranger Program, Echo Ranger Day is offered at the Ponce Inlet Lighthouse once a year. This special program is offered free of charge to all Echo Ranger participants. Activities include a guided tour of the Light Station and Museum along with family-oriented educational workshops. In previous years, onsite ECHO Ranger programming has been limited to a single small-group presentation scheduled at a specific time on the first Sunday of each new quarter. This past fiscal year witnessed a break from this traditional delivery method with the development of a formal ECHO Ranger Day event that will be scheduled once a year in coordination with the Volusia County ECHO Ranger Program manager. ECHO Ranger Day will feature a multitude of thematic onsite family-oriented activities and offerings for participants to enjoy between the hours of 10:30 AM and 2:30 PM.
10. *Climb to the Moon*: Offered monthly on the eve of the full moon, Climb to the Moon is a special fund-raising event. Activities include a guided tour of the historic keeper's dwellings, lens exhibit building, and grounds. Participants accompany the *Old Lighthouse Keeper* on a guided tour of the tower, lantern room, service room, and watch room before watching the setting sun and rising full moon from the gallery deck while enjoying hors d'oeuvres and sparkling cider.
11. *Spirit of '45 Day*: Held in memory of the end of WWII, Spirit of 45 Day provides visitors the opportunity to learn about the contributions of Florida to the war effort with workshops and educational activities. A specialized program was developed by Lead Docent John Mann entitled *The Spirit of the Greatest Generation* to commemorate the day. This program was well received and has been given to various adult groups following the event.
12. *Indigenous Peoples Heritage Day*: Developed due to a lack of representation for the local history on the Native American population during the FY 2021-2022, Indigenous Peoples Heritage Day has become one of the most popular and culturally important events on the calendar. First held in February 2022, and eventually to be moved to November in conjunction with the national Native American Heritage Month, Indigenous Peoples Heritage Day is a major cultural event that attracts museums and historical institutions from across the state. The first of its kind in Florida, 6 museums and 5 historical presentations were available to visitors as part of their general admission to the lighthouse on that day. The success of the first Indigenous Peoples Heritage Day has generated such interest in the community leading to another event, dozens of community outreach presentations, additional children's programs, and a speaking engagement at the Florida Association of Museums Conference last September 2022.
13. *Tunes at the Tower*: A partnership with the Daytona Beach Concert Band brought a combination of history and music, as Lead Docent John Mann spoke through the major events of the Ponce Inlet Lighthouse while the band played impactful music of each age.

### **Educational Program Summary: FY 2022-2023:**

The Ponce de Leon Inlet Lighthouse Preservation Association hosted or participated in a total of 216 onsite tours, events, educational outreach programs, and community outreach events throughout FY 2022-2023. Approximately 22,135 children and adults benefitted from these offerings and activities during the past fiscal year.

### **Teacher Education Summary: FY 2022-2023:**

Lighthouse staff and docents promote the association's many educational offerings within the local school system by attending teacher training workshops, volunteering to serve as judges at the Volusia County Social Studies Fair, providing free teacher admission on select days of the year, and by offering to host teacher continuing education workshops in the gift shop conference room. The lighthouse was able to network with an estimated 500 education professionals in FY 2022-2023 through these means.

### **Volunteer Program Summary: FY 2022-2023:**

Program volunteers are vital to the continued success of the Ponce de Leon Inlet Lighthouse and Museum. While performing a wide range of duties, most volunteers serve in one or more of the following capacities:

1. Tour Guides
2. Educational Workshop Instructors
3. Historic Re-enactor and Assistants
4. Guest relations/ Greeters
5. Transcription Assistants
6. Special Event Assistants
7. Curatorial and Restoration Assistants

The museum's 34 volunteers collectively donated 4,093.50 hours to the Association during Fiscal Year 2022-2023. The overall dollar value of these donated hours is estimated to equal \$130,173 based on the 2023 hourly volunteer rate of \$31.80/hour as established by the Independent Sector in collaboration with the Do-Good Institute.

### **Professional Collaboration: FY 2022-2023:**

The Ponce Inlet Lighthouse and Museum works closely with other members of the educational, museum, and cultural preservation community to achieve its established mission. Collaborative endeavors during FY 2022-2023 included:

1. Facilitated partnerships with US Coast Guard Station in New Smyrna Beach, FL
2. Attended Boy Scouts regional kickoff event
3. Attended the Volusia County Schools social studies fair
4. Conducted 8 volunteer training workshops onsite
5. Conducted 12 monthly volunteer meetings
6. Established working relationships with Homeschool Groups throughout Florida
7. Developed onsite ECHO Ranger Day in collaboration with the Volusia County ECHO Ranger Dept.
8. Attended Volusia County Schools Parent Liaison annual meeting
9. Developed historic lecture presentations in collaboration with local Volusia County library representatives
10. Developed and coordinated several onsite collaborative events attended by representatives of historic/cultural sites and organizations located throughout Central Florida. These events included Indigenous Peoples Heritage Day and Florida Heritage Day.

# Administrative Department Report for Fiscal Year 2022-2023

## Administrative Department Summary: FY 2022-2023

The Preservation Association's administration department is responsible for managing the ongoing operations of the Ponce de Leon Inlet Lighthouse and Museum. It achieves this objective by (a) ensuring that personnel assigned to the gift shop, maintenance, curatorial, and programs departments fulfill their respective duties in accordance with the Association's established policies, procedures, and organizational objectives; and (b) by managing the following areas of the organization's ongoing operations:

1. Information and Record Keeping Management
2. Integrated Technology (IT) Systems Management
3. Human Resource Management
4. Accounting & Financial Management
5. Membership Program Management
6. Interdepartmental Coordination
7. Advertising and Public Relations
8. Board of Trustees and Sub-Committees
9. Special Project Coordination and Management

**Administrative Department Staff:** Current members of the Ponce De Leon Inlet Lighthouse and Museum's Administrative Department include:

1. *Executive Director:* The Executive Director is responsible to the Board of Trustees for the performance of the duties connected with the Association and shall be the administrative head responsible for all staff. The Executive Director executes the policies and procedures adopted by the Board of Trustees and assumes responsibility for the efficient operation of the Association.
2. *Director of Operations:* The Director of Operations is responsible for overseeing the operations of the museum and the supervision of the staff. This position advises and participates with the Executive Director in developing and implementing overall administrative and management policies and plans. The Director of Operations Serves as principal advisor to the Executive Director for program planning and allocation of Museum resources.
3. *Financial & Museum Administrative Assistant:* The Financial & Museum Administrative Assistant is primarily responsible for assisting the Executive Director and Director of Operations with financial and administrative duties and tasks as assigned. The Financial and Museum Administrative Assistant works closely with all departments in pursuance of departmental goals.

## Information and Records Management Summary: FY 2022-2023

The purpose of records management is part of the association's broader function of governance, risk management, and compliance and is primarily concerned with managing the evidence of the organization's activities as well as the reduction or mitigation of risk associated with it. The administrative department is responsible for the efficient and systematic control of the creation, receipt, maintenance, use and disposition of records, including the processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records. The department maintained all financial records (i.e., receipts, invoices, tax documents, internal documents,

personnel records, etc.) during FY 2022-2023 in accordance with internal organizational policies and state/federal legal requirements. Information and records management tasks completed by administrative department included:

1. Input and maintenance of accurate payroll records
2. Generation of annual W-2 employee statements
3. Maintained personnel files and company policies and procedures
4. Assembled in-house publications, reports, analysis, and other materials as needed
5. Maintained, filed, and digitized financial and administrative records
6. Processed and tracked free and prepaid admissions
7. Generated Quarterly and Annual Reports
8. Maintained Memorial Brick Program database
9. Submitted annual report and final grant installment and matching donation requests to Hunter Foundation
10. Submitted grant application to the Florida Lighthouse Association
11. Submitted grant application to Volusia County Council for non-profit assistance
12. Submitted support proposal to Paul B. Hunter and Constance D. Hunter Charitable Foundation
13. Applied for and managed required records for CARES Act Paycheck Protection Program
14. Coordinated with curatorial department on revisions to Long- Range Plan, Collections Management Policy, and the Emergency Preparedness Plan

### **Integrated Technology (IT) Management Summary: FY 2022-2023**

An information technology system (IT system) is generally defined as an information system, communications system, or computer system and includes all hardware, software and associated peripheral equipment. Current IT systems employed at the Ponce Inlet Lighthouse and Museum include a networked computer system comprised of individual workstations linked to a central server; a Point of Sale (POS) system that includes a main POS server linked to three register workstations; a video surveillance security system, a fire monitoring and burglar monitoring system, museum exhibit hardware including televisions and interactive kiosks, and telecommunication/internet system. IT related work completed by the administrative department during FY 2022-2023 included:

1. Coordinated server maintenance and troubleshooting with Daytona IT as needed
2. Replaced hardware and repaired network equipment as needed
3. Coordinated/completed repairs and updates to staff workstation computers as needed
4. Coordinated/completed repairs to gift shop POS equipment as needed
5. Worked with Daytona IT to ensure work network and retail POS systems met Payment Card Industry Data Security Standard (PCI DSS) compliance standards
6. Replaced old non-functioning video surveillance system with new operating system and hardware
7. Installed new wireless network communication system in educational building
8. Repaired and/or replaced exhibit televisions and interactive kiosk touch screens as needed
9. Reviewed, edited, and revised existing content on main website as needed
10. Revised existing ecommerce platform ([www.lighthouselocker.org](http://www.lighthouselocker.org)) layout and design
11. Completed preliminary outline for new Pacetti Hotel Museum section on main website
12. Coordinated repairs and service to internet service systems
13. Coordinated repairs and service to office copiers, printers, and fax machines
14. Facilitated repairs to internal phone system
15. Facilitated repairs and inspections of exiting fire and burglar monitoring system

## **Human Resource Management Summary: FY 2022-2023**

Human resource management includes all administrative duties and responsibilities related to employee recruitment, training, and professional development. Additional HR-related tasks include administering employee-benefit programs and maintaining employee records. Human resource management activities included:

1. Posted job openings online, reviewed applicants, interviewed potential candidates, completed reference and background checks, and filled vacant positions. New hires during FY 2021-2022 included one full-time maintenance employee, one full-time restoration technician, two part-time maintenance employees, one part-time security/visitor monitor, one full-time assistant gift shop manager, and six part-time sales associates.
2. Trained new maintenance manager
3. Completed intake paperwork for all newly hired employees
4. Counseled employees and addressed performance issues as needed
5. Performed 90-day probationary and annual performance reviews performance reviews
6. Maintained employee records
7. Administered employee-benefit program
8. Facilitated staff meetings and employee training sessions as needed
9. Approved and facilitated staff attendance at local, state, and national conferences as needed

## **Accounting and Financial Management Summary: FY 2022-2023**

The administrative department is responsible for ensuring the Association operates within the fiscal parameters of the Board-approved annual budget by monitoring the organization's ongoing financial activities. The department achieves this objective by preparing financial statements, maintaining the general ledger, paying bills, billing customers, managing employee payroll, performing daily financial analysis, and more. Accounting and financial management tasks completed by the administrative department included:

1. Processed daily accounts receivable and payable and reconciled daily gift shop receivables in QuickBooks accounting program
2. Confirmed bank balances daily
3. Completed cash sales deposits
4. Performed monthly reconciliation of bank accounts
5. Monitored investment portfolio performance and reallocated investment funds as needed
6. Processed monthly sales tax payments
7. Generated and reviewed monthly P&L statements
8. Processed and deposited monthly endowment donations
9. Processed biweekly payroll and related taxes
10. Processed employee benefits including biweekly 401k payments
11. Processed monthly employee health, vision, dental, and life-insurance payments
12. Processed quarterly payroll taxes (forms 941 & UT6)
13. Prepared and coordinated annual independent audit
14. Completed annual Workman's Comp and 401k audits

15. Developed Preservation Association's annual budget and adjusted accordingly in response to the financial impact of the economic downturn and rising inflation on museum operations
16. Analyzed monthly budget reports for purposes of forecasting cash flow

### **Membership Program Summary: FY 2022-2023**

The administrative department is responsible for managing the Preservation Association's member program and growing the organization's overall membership. It achieves this objective by actively recruiting new members and encouraging existing members to renew or upgrade their current memberships through social media, electronic correspondence, and direct mail. Member-related activities performed by the administrative department included:

1. Maintained membership database
2. Mailed monthly renewal notices to expiring members
3. Facilitated member recruitment and retention through electronic and letter correspondence

### **Interdepartmental Support and Coordination Summary: FY 2022-2023**

The administrative department actively coordinates museum activities and provides technical support, guidance, and assistance to all departments throughout the year as needed. This is especially so in regards to the maintenance department which is managed by the director of operations and executive director. Interdepartmental support and coordination tasks performed by administrative personnel included:

1. Coordinated and directed the activities of the gift shop, maintenance, curatorial, and programs departments in support of scheduled museum events
2. Maintained the Association's master calendar
3. Monitored postage accounts and ordered postage and mail supplies as needed
4. Conducted periodic inventory of office consumables and reordered supplies as needed
5. Answered company telephones; responded to caller inquiries, and directed calls to appropriate departments
6. Collected, mailed, and distributed incoming and outgoing postal correspondence and packages
7. Monitored and maintained the customer survey database
8. Coordinated monthly Climb to the Moon events and scheduled weddings
9. Managed daily maintenance department activities
10. Generated maintenance work lists and conducted final inspection of completed assignments as needed
11. Developed building plans and material lists for scheduled maintenance department projects
12. Purchased maintenance supplies for ongoing facility operations and scheduled projects as needed
13. Coordinated maintenance related work performed by subcontractors and third-party service providers
14. Assisted gift shop management and staff with annual physical inventory
15. Maintained active membership status in professional organizations

### **Advertising and Public Relations Summary: FY 2022-2023**

The administrative department is responsible for the development and implementation of the Association's annual advertising strategy which utilizes print, digital, and social media to promote the Ponce de Leon Inlet Lighthouse and Museum and encourage visitation. Advertising and public relations activities completed by administrative personnel in FY 2022-2023 included:

1. Composed and distributed press releases, public announcements, and printed materials related to scheduled museum events, Association news updates, onsite programs, and outreach offerings
2. Maintained database of important public relation contacts including reporters, editors, and contributing writers of regional publications, newspapers, and third party websites
3. Developed Association's annual advertising strategy and budget
4. Managed museum social media platforms including Facebook, Twitter, and Instagram
5. Attended quarterly Florida Lighthouse Association meetings and Annual Leadership Retreat
6. Responded to customer inquiries as needed
7. Developed, designed, and submitted advertising layouts for print
8. Contracted with new digital advertising firm and coordinated digital marketing campaigns and advertising with marketing specialist throughout fiscal year. Please see annual digital marketing report below for details.

## **Digital Marketing Report: FY 2022-2023**

### **FY 2022-2023 Annual Digital Marketing Goals:**

1. Highlight Ponce Inlet as a Floridian day-trip destination
2. Market the lighthouse to the millennial generation
3. Increase use of user-generated content to improve engagement
4. Increase Pacetti Hotel project interest & donations
5. Increase onsite visitors for onsite lectures & holidays

### **FY 2022-2023 Website Performance Review:**

This year's website marketing efforts focused on creating a clear customer journey and continued blogs with a focus on search engine optimization to reach target audience. Website performance metrics for FY 2022-2023 included:

1. *Unique Visitors Increased:* Explanation- Unique users represent individuals on the site. If a user leaves the site & comes back later, their second visit does not count towards this metric. Unique users to the website increased by 29% during FY 2022-2023 compared to FY 2021-2022
2. *Website Sessions Increased:* Explanation- A website session is a description of how a user interacts with your website over a specific time frame (i.e., how many pages the user visits, how the user navigates through your website, how long a user remains on a specific page, length of time spent on your website, etc.) A single session can contain multiple page views. Website sessions increased on the Association's website by 19% during FY 2022-2023 compared to FY 2021-2022.
3. *Website Bounce Rate Increased:* Explanation- The bounce rate is the percentage of sessions that result in a bounce—that is, sessions that begin and end on the same page of a specific website. The bounce rate on the lighthouse website increased by 4% during FY 2022-2023 compared to FY 2021-2022, meaning that users interacted with the Ponce Inlet Lighthouse website for shorter periods than in previous years.
4. *Targeted Conversions Indicators:* Explanation- The conversion rate is the percentage of users who take a desired action. The two conversion indicators for this year were a) Site Visits and, b) Completion of Customer Journey:
  - Visits to the website's coupon page lasting more than 10 seconds increased by 13% during FY 2022-2023 compared to the number of coupon page visits in FY 2021-2022.
  - Completion of the "Customer Journey" indicates a user may be planning a physical visit to the lighthouse. Consumer Journeys increased by 21% in FY 2022-2023 compared to FY 2021-2022.



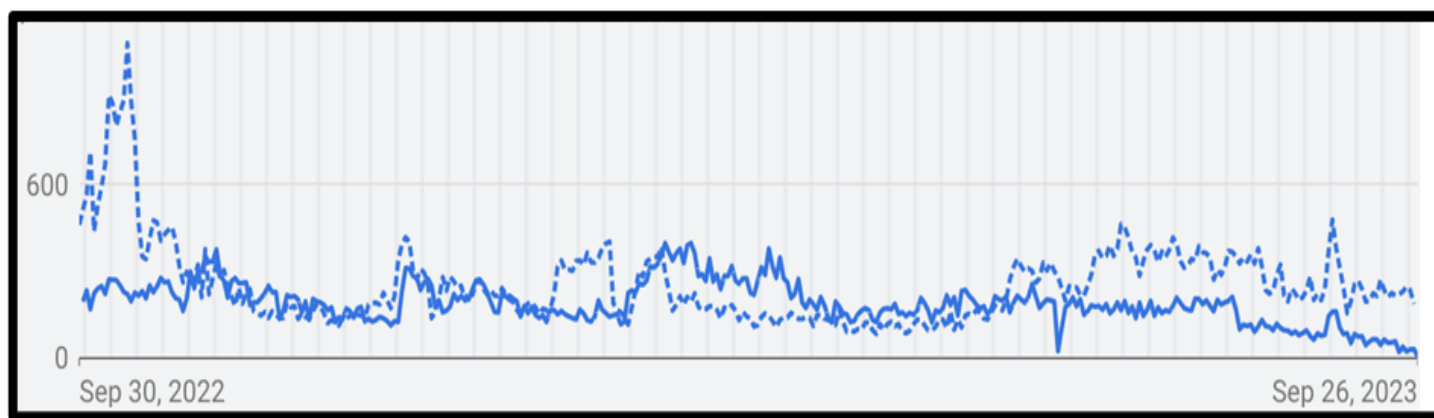
5. *Targeted Demographic Use:* Explanation- Three specific ad campaigns were maintained in FY 2022-2023 that targeted a) Millennials, b) Orlando, and c) Daytona. The ad campaigns proved moderately effective and resulted following digital marketing results during FY 2022-2023 compared to FY 2021-2022:

- Website users from Orlando decreased by 30%
- Website users from Daytona Beach increased by 24%
- Website users in the millennial generation (ages 25-34) increased by 9%

### **Google Ad Campaign Performance: FY 2022-2023**

The overall goal of the Preservation Association's non-profit Google Ad Grant is to take full advantage of the substantial savings provided by this Google program by increasing ad spending and improving keywords to increase ad visibility in search results. Seasonal campaigns were implemented throughout the year to reach users interested in attending special events. A Pacetti Hotel donation campaign was also created to increase support for the project. Google Ad performance metrics for FY 2022-2023 included:

1. *Ad Clicks Decreased:* Explanation- An ad click is a digital marketing metric that counts the number of times users have clicked on a digital advertisement to reach a specific website. Ad clicks decreased by 20% during FY 2022-2023 compared to FY 2021-2022.
2. *Ad Spending Decreased:* Explanation- Google doesn't set a cost for each ad. Rather, it uses an auction model where companies bid on each keyword. That means millions of auctions are happening on Google every minute. It also means pricing is fluid based on how much competition you have and how much those competitors are willing to pay. The Google Ad Grant allows the Association to establish ad campaigns targeting specific words and phrases that users enter in the Google search bar at no cost to the organization. Ad spending utilizing the Google Ad Grant decreased by 23% during FY 2022-2023 compared to Google ad spending during FY 2021-2022.
3. *Ad Impressions Decreased:* Explanation- An ad impression is counted each time your ad is shown on a search result page or other site on the Google Network. Ad impressions decreased by 23% during FY 2022-2023 compared to the previous fiscal year. An impression is counted each time the ad is shown. The following graph illustrates the performance of the Association's Google ad performance for FY 2022-2023 (dotted line) compared with ad performance in FY 2021-2022 (solid line).



### **Social Media Platform Performance: FY 2022-2023**

The overall goal for the Ponce Inlet Lighthouse social media campaign (including Facebook, Instagram & Twitter) is to improve consistency of posting schedule, increase user engagement, and utilize user-generated and community-

focused content. In addition to the Association's regular social media activities that promote the Ponce De Leon Inlet Lighthouse and Museum, a Pacetti Hotel social media campaign featuring weekly historic photos in relation to the hotel to increase public interest and encourage donations in support of the project was also maintained throughout the year. Social media platform performance metrics for FY 2022-2023 included:

1. People reached decreased by 26% during FY 2022-2023 compared to FY 2021-2022
2. Page followers increased by 1,363 during FY 2022-2023 compared to FY 2021-2022
3. Post engagement increased by 144% during FY 2022-2023 compared to FY 2021-2022.

### **Board of Trustees Summary: FY 2022-2023**

The Ponce de Leon Inlet Lighthouse Preservation Association is governed by an all-volunteer Board of Trustees comprised of eleven Ponce Inlet residents who are committed to the ongoing preservation and dissemination of the maritime and social history of the Ponce Inlet Lighthouse. The Board is assisted in its endeavors by an all-volunteer Advisory Committee made up of like-minded Town residents drawn from the general membership. Together, these two groups guide the ongoing operations of the Preservation Association. Current Board of Trustees and Advisory Committee members include:

<i><b>Board of Trustees</b></i>	<i><b>Advisory Committee</b></i>
Tara Lamb <i>(President)</i> Bob Riggio <i>(Vice President)</i> Dave Sweat <i>(2<sup>nd</sup> Vice President)</i> Judy Huggins <i>(Treasurer)</i> Cheryl Cunningham <i>(Secretary)</i> Edson Graham Ellen Pagliarulo Ed Davis Tony Goudie Brad Blais Greg Gantt Robyn Hurd <i>(Trustee Emerita)</i> Tami Lewis <i>(Trustee Emerita)</i>	Cyndi Ritchey Mary Lou Fillingame Julie Davis Terry Revak Lisa Sixma

The executive director reports to the Association's governing body and is responsible for directing all staff activities related to communicating with, reporting to, and supporting the Board of Trustees, its sub-committees, and the Advisory Committee. The executive director is supported in the performance of his board-related activities by the director of operations and administrative assistant. Board-related activities completed by the administration department include:

1. Coordinated monthly Board of Trustee meetings, quarterly Finance & Budget Committee meetings, and other committee meetings as needed
2. Generated and assembled necessary reports and documents for monthly board meetings including the Treasure's Report, Executive Director's Report, Monthly Income Report, YTD P&L Report, Budget & Finance Committee Report, Endowment Fund Committee Report, Meeting Minutes, and Meeting Agenda
3. Maintained effective and open lines of communication with all Board of Trustees and Advisory Committee members and notified them of important events, developments, and organizational needs as required
4. Facilitated Legal Committee meetings and correspondence regarding the Preservation Association's purchase of the historic Pacetti Hotel

5. Informed Board of Trustees and Budget & Finance Committee members of special developments, projects, and potential museum acquisitions and requested approval for funding as needed

### **Special Projects Summary: FY 2022-2023**

Additional activities performed by administrative staff include educational program development, graphic design, coordinating contract services with outside vendors, conducting historical research, publication of the Association's quarterly journal *Illuminations*, managing the museum's memorial brick program, and other duties as assigned.

1. Submitted memorial brick orders to engraver and corresponded with customers by mail
2. Developed virtual educational programs and delivered virtual programs to local school groups
3. Wrote, submitted, and managed Florida Lighthouse Association grant for Masonry and Plaster Restoration
4. Managed Paul B. Hunter and Constance D. Hunter Charitable Foundation grant
5. Developed, designed, and laid out four issues of *Illuminations* for publication
6. Composed articles for each quarterly newsletter and coordinated completion, submission, and editing of all newsletter content
7. Monitored material inventory of the Association's visitor guide map, 4-panel rack brochure, and other printed materials. Edited and coordinated reprinting of materials as needed
8. Reprinted visitor self-guided tour map brochure
9. Launched Phase II Memorial Walkway program
10. Designed and developed advertisements for print and digital media including content and graphic design
11. Coordinated edits to main website at [www.ponceinlet.org](http://www.ponceinlet.org) and developed new website content
12. Coordinated digital marketing campaign with Solstice Digital Marketing
13. Planned and coordinated exterior masonry and interior plaster restoration work on/in historic buildings
14. Coordinated repairs to existing climate control systems in all buildings as needed
15. Supervised execution of annual inventory
16. Developed the President's Annual Report for FY 2022-2023
17. Coordinated and supervised all aspects of Pacetti Hotel Museum Development Project