Letter from the President and Executive Director
Communications, Connection, and Community

In a year dominated by the COVID-19 pandemic, our days were filled with adversity, tragedy, and grief. The existential crises we faced, the struggle for social justice, and challenges to our democracy commanded our attention. Through it all, the creativity and determination of our colleagues gave us strength and hope.

Your continuing support and engagement helped us ensure that that our network not only remained strong but grew beyond the physical boundaries of our state and our nation. Our members, industry partners, legislative allies, federal and state funding agencies, and private foundations stepped up to help museums cope with the challenge of how to remain financially viable and reach audiences when the doors of our buildings were forced to close.

As NY on Pause stretched through the spring into the summer and fall, MANY board and staff pursued new partnerships and resources to keep our community connected, informed, and prepared to meet the operational challenges. We vigilantly sought out the most current and accurate information to first help our community adapt to a virtual world and then to welcome visitors with appropriate distancing protocols and safety standards. We also know that many of our museums did not open to the public at all in 2020 and that one in four New York museums are in danger of permanent closure.

New York’s museums continue to grapple with limited opportunities for earned income and restricted visitor capacities, but the lessons we all learned in 2020 about virtual program delivery and enhanced digital access to collections will continue to serve us well into the future.

On the pages of this report, you will see how, with your help, MANY faced and surmounted the difficulties of working at the intersection of multiple challenges.

We remain grateful for your support and partnership and are eager to explore the ways we can work together to build a stronger, more sustainable and relevant museum community – a community where everyone’s voices are held up together.

With thanks,

Suzanne LeBlanc
Board President
President, Long Island Children’s Museum

Erika Sanger
Executive Director
OFFICERS
Suzanne LeBlanc, President
President, Long Island Children’s Museum

Brian Lee Whisenhunt, Vice President
Chair, Program Committee
Executive Director, The Rockwell Museum

Bruce Whitmarsh, Treasurer
Chair, Audit and Finance Committee
Executive Director, The Chemung County Historical Society

Becky Wehle, Secretary
President/CEO, Genesee Country Village & Museum

Georgette Grier-Key, Chair, Governance Committee
Executive Director and Chief Curator, Eastville Community Historical Society

Eliza Kozlowski, Chair, Marketing Committee
Senior Director of Marketing and Engagement, George Eastman Museum

Ken Meifert, Chair, Membership & Fundraising Committee
Vice-President for Sponsorship and Development, National Baseball Hall of Fame and Museum

Tom E. Shannon, At-Large, Executive Committee
Director of Building and Security Services, Asia Society

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Billye Chabot
Executive Director, Seward House Museum

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Creative Director, Museum Environments

Alexandra Drakakis
Independent Museum Consultant

Starlyn D’Angelo
Director of Philanthropy and Strategic Initiatives, Palace Performing Arts Center

Michael Galban
Curator, Seneca Art & Culture Center, Ganondagan State Historic Site

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Owner, Peter Hyde Design

Theodore K. Johnson
President & CEO, Hadley Exhibits, Inc.

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Executive Director, Mid-Hudson Children’s Museum

Emily Martz
Executive Director, Sagamore Institute of the Adirondacks

Shelia McDaniel
Administrator, National Gallery of Art

Thomas Schuler
Chief Government Affairs Officer, The Metropolitan Museum of Art (retired 9/2020)

Diane Shewchuk
Curator, Albany Institute of History & Art

Natalie Stetson
Executive Director, Erie Canal Museum

Marisa Wigglesworth
President and CEO, Buffalo Museum of Science, Tifft Nature Preserve

STAFF
Erika Sanger, Executive Director

Hadley DesMeules, Association Administrator

Megan Eves, Marketing & Communications Associate

Eli McClain, Building Capacity Project Fellow
Together We Are MANY

Mission
The Museum Association of New York inspires, connects, and strengthens New York’s cultural community statewide by advocating, educating, collaborating, and supporting professional standards and organizational development.

Vision
MANY ensures that New York State museums operate at their full potential as economic drivers and essential components of their communities.

2020 Membership Report
In 2020, MANY had 646 members, a 6% increase from 2019.

Organizational Members by Budget Size

- Budget under $24,999: 6%
- $25,000-49,999: 8%
- $50,000-99,999: 9%
- $100,000-499,999: 26%
- $500,000-999,999: 9%
- $1,000,000-2,499,999: 8%
- $2,500,000-4,999,999: 5%
- $5,000,000-9,999,999: 3%
- $10,000,000+: 1%
- All volunteer: 25%

Organizational Members by REDC Region

- Capital Region: 15%
- Mohawk Valley: 7%
- Finger Lakes: 13%
- Long Island: 10%
- Mid-Hudson: 13%
- New York City: 10%
- Western NY: 10%
- Southern Tier: 8%
- North Country: 8%
- Central NY: 8%
- Capital Region: 15%
- Mid-Hudson: 13%
- Long Island: 10%
- New York City: 10%
- Western NY: 10%
- Southern Tier: 8%
- North Country: 8%
- Central NY: 8%
- Capital Region: 15%
Year in Numbers

646 members

31 virtual programs

3,917 virtual program attendees

16,499 social media followers

581 museums shared their data in 3 reports on the state of the field

224
Advocacy

AAM’s Museums Advocacy Day
February 24 and 25, 2020

53
Museum delegates from NYS

29
Congressional visits

53 delegates from NYS museums joined the American Alliance Museums in Washington, DC for the 12th annual Museums Advocacy Day making 29 congressional visits.

2020 CARES ACT FUNDING to NYS Museums

On March 25, 2020, the Senate voted unanimously (96-0) in favor of the Coronavirus Aid, Relief, and Economic Security (CARES) Act in response to the COVID-19 pandemic. On March 27, the CARES Act passed the House and was signed into law. This $2.2 trillion CARES Act economic stabilization plan allocated $200 million in supplemental funding to assist cultural institutions affected by the pandemic. The National Endowment for the Humanities (NEH) received $75 million, $75 million was appropriated to the National Endowment of the Arts (NEA), and $50 million was designated to the Institute of Museum and Library Services (IMLS).

New York State museums received just over $5.3 million in federal funding through the CARES Act in 37 grants.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Funding</th>
<th>Number of Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Endowment for the Humanities</td>
<td>$6,641,397</td>
<td>47</td>
</tr>
<tr>
<td>Humanities New York</td>
<td>$49,650</td>
<td>197</td>
</tr>
<tr>
<td>NEA allocated $580K in funding to NYSCA</td>
<td>$6.3M in CARES Act funding to New York State in 126 grants</td>
<td></td>
</tr>
<tr>
<td>New York State Council on the Arts</td>
<td>$588,000 in 91 grants—including 42 grants to artists statewide</td>
<td></td>
</tr>
<tr>
<td>Institute of Museum and Library Services</td>
<td>$1.7M to the NYPL</td>
<td></td>
</tr>
</tbody>
</table>

Meeting with NYS Senator Chuck Schumer during AAM’s Museums Advocacy Day
State of NYS Museums

For the first time in a decade, the Museum Association of New York reached out to NYS museums with a comprehensive survey to create an accurate picture of finances, funding, and programs. **15% of our state’s museums responded.** This aggregated data serves as an essential benchmark.

COVID-19 Impact Reports

**Report 1** In April, the Network of European Museum Organisations (NEMO) published its findings of a survey on the impact of COVID-19 on museums in Europe. NEMO gave MANY permission to use their survey questions to generate a comparable dataset for NYS Museums in order to convey the impact of this public health crisis. **MANY published its findings from 177 museums on May 27.**

**Report 2** In July, the American Alliance of Museums released their COVID-19 Impact survey. 16% of museum directors reported that there is a high risk that their museums could close within 16 months without additional funding. **MANY published its findings from 198 museums on August 21.**

All of these reports can be found on nysmuseums.org

Pomeroy Fund for NYS History

The Museum Association of New York partnered with the William G. Pomeroy Foundation to create the Pomeroy Fund for NYS History to assist 501(c)(3) history-related organizations with operating budgets under $150,000. **The Pomeroy Fund for NYS History distributed $147,808 in grants to 69 museums in three rounds of funding** to help museums cope with the negative impact of the COVID-19 pandemic on their operations.

<table>
<thead>
<tr>
<th>2020 Pomeroy Fund for NYS History Grantees</th>
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</thead>
<tbody>
<tr>
<td>Amagansett Life-Saving and Coast Guard Station Society</td>
</tr>
<tr>
<td>Anderson Falls Heritage Society</td>
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<tr>
<td>Beacon Historical Society</td>
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<tr>
<td>Black Rock Historical Society</td>
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<tr>
<td>Brentwood Historical Society</td>
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<tr>
<td>Broome County Historical Society</td>
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<tr>
<td>Bundy Museum of History and Art</td>
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<tr>
<td>Canal Society of New York State, Inc.</td>
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<tr>
<td>Chenango County Historical Society &amp; Museum</td>
</tr>
<tr>
<td>Cincinnatus Area Heritage Society</td>
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<tr>
<td>City Island Historical Society</td>
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<tr>
<td>Clinton County Historical Association</td>
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<tr>
<td>Cobblestone Society</td>
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<tr>
<td>Constable Hall Association, Inc.</td>
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<tr>
<td>Darwin R. Barker Library and Museum Association</td>
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<tr>
<td>Douglaston and Little Neck Historical Society</td>
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<tr>
<td>Dyckman Farmhouse Museum</td>
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<tr>
<td>East Bloomfield Historical Society</td>
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<tr>
<td>Freeport Historical Society</td>
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<tr>
<td>Friends of City Reliquary, Inc.</td>
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<tr>
<td>Friends of Mills at Staatsburgh</td>
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<tr>
<td>Fulton County Historical Society</td>
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<tr>
<td>Gates Historical Society</td>
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<td>Greece Historical Society</td>
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<tr>
<td>Half-Shire Historical Society</td>
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<tr>
<td>Hastings Historical Society</td>
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<tr>
<td>Historic Red Hook</td>
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<tr>
<td>Historical Society of Newburgh Bay and the Highlands</td>
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<tr>
<td>Historical Society of the Tonawandas, Inc.</td>
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<tr>
<td>Historical Society of Woodstock</td>
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<tr>
<td>Howland Stone Store Museum</td>
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<tr>
<td>Interlaken Historical Society</td>
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<tr>
<td>Irish American Heritage Museum</td>
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<tr>
<td>Java Historical Society</td>
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<tr>
<td>John Brown Lives!</td>
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<tr>
<td>Livingston County Historical Society</td>
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<td>Lodi Historical Society</td>
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<td>Macedon Historical Society</td>
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<tr>
<td>Mastic Peninsula Historical Society</td>
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<tr>
<td>Montgomery County Historical Society</td>
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<tr>
<td>National Abolition Hall of Fame and Museum</td>
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<tr>
<td>National Bottle Museum</td>
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<tr>
<td>North Country Underground Railroad Historical Association</td>
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<tr>
<td>Nunda Historical Society</td>
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<tr>
<td>Oswego County Historical Society</td>
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<tr>
<td>Peekskill Museum, Inc.</td>
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<tr>
<td>Phelps Mansion Museum</td>
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<tr>
<td>Preservation Association of the Southern Tier</td>
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<tr>
<td>Robert Jenkins House and Museum, Hendrick Hudson Chapter NSDAR Inc.</td>
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<tr>
<td>Schoharie Colonial Heritage Association</td>
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<tr>
<td>Seneca Museum of Waterways and Industry</td>
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<tr>
<td>Slate Valley Museum</td>
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<tr>
<td>Sodus Bay Historical Society</td>
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<tr>
<td>The Coney Island History Project Inc.</td>
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<tr>
<td>The Historical Society of the Town of Chester</td>
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<tr>
<td>The Lake Ronkonkoma Historical Society</td>
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<tr>
<td>The Matilda Joslyn Gage Foundation</td>
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<tr>
<td>The Steel Plant Museum of Western New York</td>
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<tr>
<td>The Warsaw Historical Society and Gates House Museum</td>
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<tr>
<td>Town of Madison Historical Society</td>
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<tr>
<td>Town of New Scotland Historical Association</td>
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<tr>
<td>Wappingers Historical Society Inc.</td>
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<tr>
<td>Waterville Historical Society</td>
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<tr>
<td>Webster Museum and Historical Society</td>
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<tr>
<td>West Bloomfield Historical Society</td>
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<tr>
<td>West Seneca Historical Society and Museum</td>
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<tr>
<td>Yaphank Historical Society</td>
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</tbody>
</table>

![Pomeroy Fund Grantee Map](image)
Building Capacity

98 museums from across NYS were selected to participate in “Building Capacity, Creating Sustainability, Growing Accessibility,” a project designed to help museums impacted by the COVID-19 pandemic to virtually reach audiences, focusing on developing programs from stories found in their collections that reveal cultural and racial diversity in their communities. 203 museum professionals are being trained to use new hardware and software and to develop these engaging programs.

Capital Region
Albany Firefighters Museum
Craio State Historic Site
FASNY Museum of Firefighting
Hart Cluett Museum
Historic Cherry Hill
Irish American Heritage Museum
Schenectady County Historical Museum
Schuyler Mansion State Historic Site
Slate Valley Museum
The Children’s Museum of Saratoga
The Hyde Collection
The Olana Partnership
The Sembrich
Thomas Cole National Historic Site
Underground Railroad Education Center

Central NY
Canal Society of NYS
Children’s Museum of Oswego
Colgate University Museums
Erie Canal Museum
National Abolition Hall of Fame and Museum
Oneida Community Mansion House
Onondaga Historical Association
Seward House Museum

Finger Lakes
Finger Lakes Museum
Gates Historical Society
Genesee Country Village & Museum
George Eastman Museum
Holland Purchase Historical Society
National Women’s Hall of Fame
Rochester Museum & Science Center
Seneca Falls Historical Society
Sonnenberg Gardens and Mansion
Waterloo Library and Historical Society

Long Island
Hofstra University Museum of Art
Long Island Explorium
Nassau County Museum of Art
Planting Fields Foundation
Southampton History Museum
The Cradle of Aviation
The Whaling Museum & Education Center

Mid-Hudson
Boscobel House and Gardens
D & H Canal Historical Society
Ellenville Public Library & Museum
Gomez Mill House
Historical Society of Newburgh Bay and the Highlands
Hudson River Maritime Museum
Mid-Hudson Children’s Museum
Mount Gulian Historic Site
Museum at Bethel Woods
Percy Grainger Society
Putnam Arts Council
Westchester Children’s Museum

Mohawk Valley
Arkell Museum & Canajoharie Library
Fulton County Historical Society
Munson-Williams-Proctor Arts Institute
Old Fort Johnson
Rome Historical Society
Schoharie County Historical Society

NYC
Children’s Museum of the Arts
Dyckman Farmhouse Museum
El Museo del Barrio
Godwin-Ternbach Museum
Jamaica Center for Arts & Learning
King Manor Museum
Lower East Side Tenement Museum
Museum at Eldridge Street
Museum of the City of NY
New York City Fire Museum
New York Transit Museum
Historic Richmond Town
Staten Island Museum
The Studio Museum in Harlem
Voelker Orth Museum
Wave Hill

North Country
Akwasasne Cultural Center and Museum
Fort Ticonderoga
John Brown Lives!
North Country Underground
Railroad Historical Association
Sackets Harbor Battlefield State Historic Site

Southern Tier
Arnot Art Museum
Art Center of the Southern Finger Lakes
Hanford Mills Museum
Roberson Museum and Science Center
Schuyler County Historical Society
The Bundy Museum of History and Art
The History Center in Tompkins County
The Rockwell Museum

Western NY
Buffalo History Museum
Buffalo Museum of Science, Tifft Nature Preserve
Herschell Carrousel Factory Museum
Chautauqua County Historical Society
Fenton History Center
Robert H. Jackson Center
Salamanca Rail Museum
The Regina A. Quick Center for the Arts
Western New York Railway Historical Society
Virtual Programming

On March 20, Governor Andrew M. Cuomo announced the “New York State on PAUSE” executive order which closed all non-essential businesses statewide—including museums. On that same day, MANY hosted the first “Virtual Meet-Up.” Over the next ten months, 3,917 people from 799 organizations attended 31 virtual programs.

March 20
MANY’s First Virtual Meet-Up

May 1
347 Museum Professionals Attend the Virtual Meet-Up

September 25
Humanities NY leads first of three Digital Communications workshops

October 19
First Virtual Tour of Albany’s arts and cultural sites

October 30
Museum Hue leads first of five Essential Work in the Cultural Field

November 19
Albany Ale Tasting

November 10
Creating a Dutch Colonial Heritage Hudson Valley Tourism Experience with author, historian, and journalist Russell Shorto

Creating a Dutch Colonial Heritage Hudson Valley Tourism Experience with author, historian, and journalist Russell Shorto

Virtual Albany Ale Tasting
Staying Connected Social Media Report

In 2020, the number of social media followers grew by 6,208 or a 38% overall growth across four platforms.

Facebook
- Post reach: 72,413
- Engagement: 18,248
- Followers: 5,340

Instagram
- Post reach: 60,500
- Avg post eng: 2.07%
- Followers: 2,426

Twitter
- Impressions: 588,400
- Avg post eng: 1.64%
- Followers: 3,033

LinkedIn
- Impressions: 123,829
- Eng rate: 2.07%
- Followers: 5,700

2020 v 2019 growth

Facebook:
- 2020: 20%
- 2019: 6%
- Growth: 32%

Instagram:
- 2020: 54%
- 2019: 17%
- Growth: 37%

Twitter:
- 2020: 17%
- 2019: 16%
- Growth: 1%

LinkedIn:
- 2020: 119%
- 2019: 16%
- Growth: 103%

nysmuseums.org

Total pageviews: 210,015

Top pageviews:
- MANY Job Board: 27,764
- COVID-19 Resources: 6,642
- Annual Conference: 3,687
- Building Capacity: 2,568

LinkedIn became MANY’s fastest growing and most engaging social media platform averaging 100 new followers per week and growing by 403%.

LINKS AND RESOURCES FOR NEW YORK STATE’S MUSEUMS DURING COVID-19

COVID-19 & Museums

We have always been about staying connected. Below is a gathered list of local and national resources that is updated regularly.

Click here to access COVID-19 Impact Reports on Museums

For more information or any questions please contact MANY staff by emailing info@nysmuseums.org or calling 518 273 3400
### INCOME

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>$206,418.47</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$19,486.20</td>
</tr>
<tr>
<td>Membership</td>
<td>$72,175.00</td>
</tr>
<tr>
<td>Grants</td>
<td>$47,000.00</td>
</tr>
<tr>
<td>Pomeroy Fund</td>
<td>$177,808.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$522,887.67</strong></td>
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</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations</td>
<td>$42,100.11</td>
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<tr>
<td>Personnel</td>
<td>$183,518.46</td>
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<tr>
<td>Programs</td>
<td>$204,474.89</td>
</tr>
<tr>
<td>Pomeroy Fund</td>
<td>$147,808.72</td>
</tr>
<tr>
<td>Advocacy</td>
<td>$4,275.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$582,177.18</strong></td>
</tr>
</tbody>
</table>

The 2020 income and expense structure looks different than that of other years. Pandemic restrictions forced us to postpone and then cancel the 2020 annual conference.
2020 Donations

Annual Appeal
Anonymous
Frederica Adelman
Kate Bennett
Ian Berry
Rachel Bournique
Jacqueline Brooks
Ellie Burhans
Aria Camaione-Lind
Billye Chabot
Gaylord Archival
Lisa Cline
Starlyn D’Angelo
Lijsbeth de Zee
Kay deGonzague
Dan Del Bene
Caroline Drabik
Alexandra Drakakis
Peter Feinman
Meg Fellerath
Christine Gibbons
Jennifer Haines
John Haworth
Tracy Kay
Dale Ketcham
Eliza Kozlowski
Suzanne LeBlanc
Lara Litchfield-Kimber
Marcy D H McKee
Ken Meifert
James Parillo
PastPerfect Software
Linda Saalman
Erika Sanger
Thomas Schuler
Thomas Shannon
Diane Shewchuk
Arthur Simmons III
Kathryn Snyder
Ivan Steen
Natalie Stetson
Jane Trask
Becky Wehle
Patricia West
Brian Lee Whisenhunt
Bruce Whitmarsh
Marisa Wigglesworth
Don Wildman
Dorothy Willsay
Conner Wolfe
Ingrid Zabel

Newsletter Sponsors
DHPSNY
DLR Group
Empire Exhibits & Displays
EXPLUS, Inc.
Hadley Exhibits, Inc.
LeMoyne Arts Management Graduate Program
Livdeo
Northeast Document Conservation Center
Orpheo
Paul Orselli Workshop, Inc.
Plan A Advisors
STQRY (formerly OnCell)

Program Sponsors
Dutch Culture USA
Erie Canalway National Heritage Corridor
Humanities New York
I LOVE NY
New York State Council on the Arts

Note:
Donations from January 1–December 31, 2020. Our sincere apologies for any errors or omissions. Please contact MANY with any questions.
What’s Next? 2021 Programs

Museum and Folk Art Forum
Sunday, November 14
Syracuse, NY

10 Partnership Forums
September - December 2021
Across NYS

10 Grant Writing Workshops
A program of the Pomeroy Fund for NYS History supported by NYSCA
September - December 2021
Across NYS

The Museum Institute
September 28 to October 1, 2021
Great Camp Sagamore