

2019 ANNUAL REPORT

For the 30th year in a row, the Museum has ended our fiscal year in the black thanks, in no small part, to you - our members, donors, volunteers, and friends. And, you've done a lot this year!

HIKING & EVENTS

Our Swannanoa Rim Hike Explorer Series and Valley History Explorer Series sold out within hours of going on sale in 2019 - and we had more people complete the series this year than ever before (66 people!). Led entirely by volunteers, our special events programs bring in more than a third of our operating funds.

FREE & LOW COST PROGRAMS

We expanded our free and low cost programming to include a lecture series - History Cafe - and a film series. These programs, along with our book club, will continue in 2020.

K-12 EDUCATION

Our student programming has grown to include five traveling trunks tailored to NC standards that can be borrowed by Swannanoa Valley educators at no cost. In 2020, we will begin offering a historic walking tour for grades K-12.

EXHIBITS

We mounted a brand-new exhibit on Swannanoa's Beacon Blanket Mill. Produced entirely in-house and funded by your generous donations, over 8,500 people learned about the history of the mill that was once the biggest employer in the valley - and the largest blanket manufacturer in the world.

LIFT

With 75% of funds raised or pledged, we broke ground on November 13 on our lift project. When we reopen in 2020 the entire Museum will be accessible to all people.



**SWANNANOVA VALLEY MUSEUM
& HISTORY CENTER**

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2019 BY THE NUMBERS

WE SERVED

8,795 Visitors
3,087 Program Participants
1,108 Students

WITH

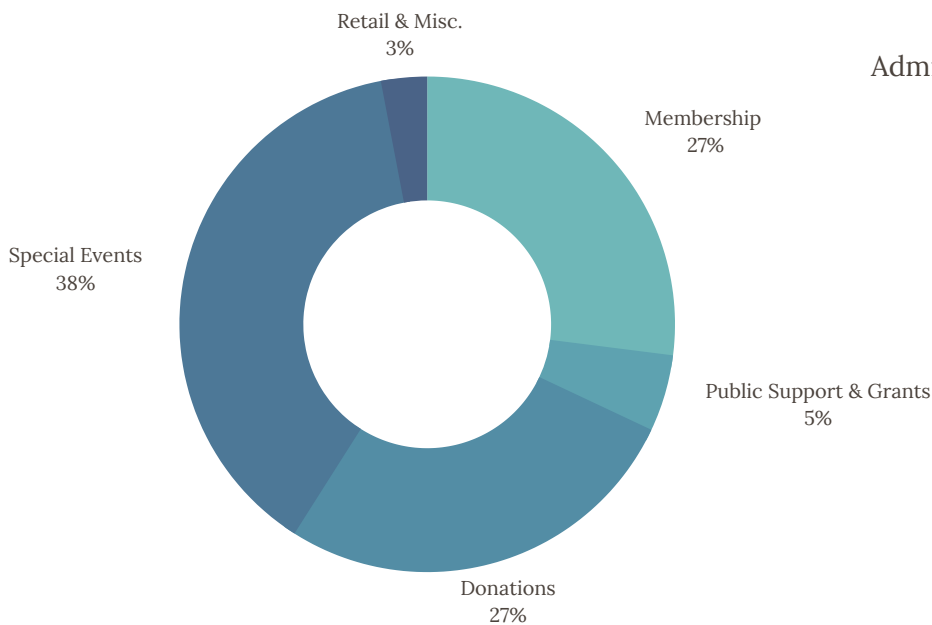
80 Hikes & Programs
84 Objects Preserved

MADE POSSIBLE BY

5,326+ Volunteer Hours
750+ Members & Donors

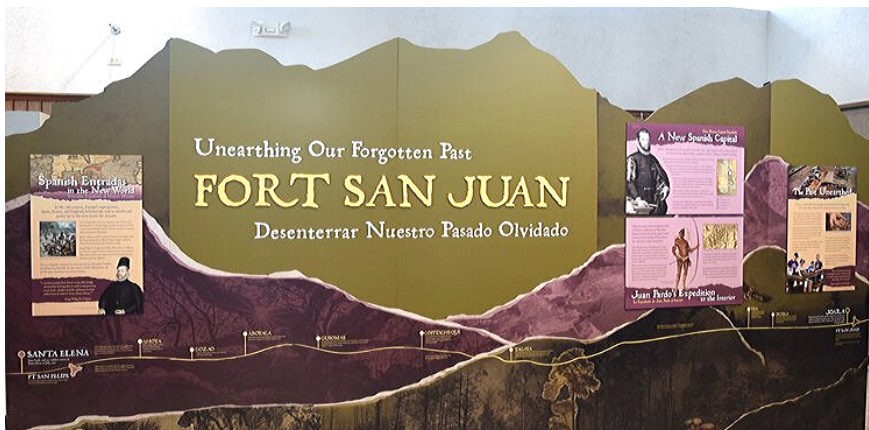
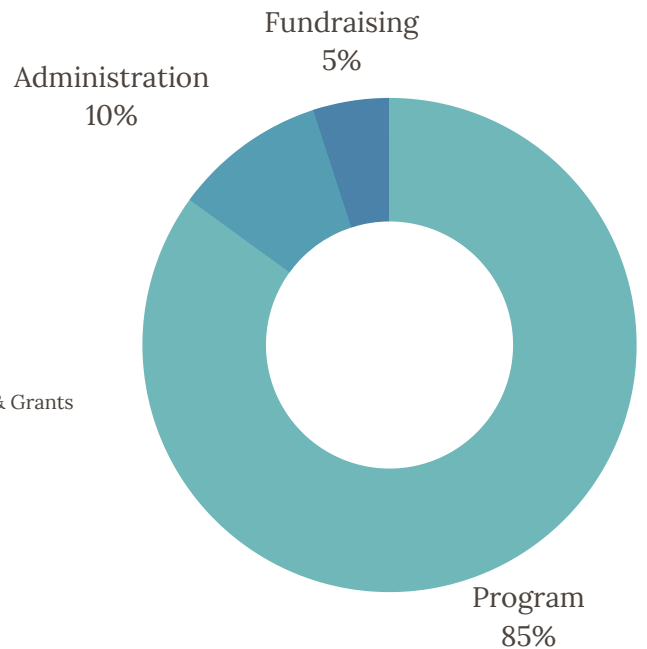
REVENUE (FY2018-19)

With a total operating budget of \$110,850, we ended our fiscal year in the black for the 30th year in a row.



EXPENSE (FY2018-19)

In-kind donations have allowed us to add to our operating reserves annually.



COMING IN 2020

On loan from the Exploring Joara Foundation, this major exhibition explores the period of contact between Native Americans in the large town of Joara (near present-day Morganton) and Spanish explorers who established Fort San Juan at Joara in 1567.