

2011 ANNUAL REPORT: A YEAR OF RENEWAL

DIVISION OF HISTORICAL & CULTURAL AFFAIRS



Delaware Division of Historical and Cultural Affairs Annual Report

2011: A Year of Renewal

A message from the director

For the Division of Historical and Cultural Affairs, 2011 was a year of rejuvenation, a year in which structural improvements initiated in the wake of the economic slowdown of 2008 to 2010 came to fruition. Thanks to the leadership and support of Gov. Jack Markell and Secretary of State Jeff Bullock, the division advanced across a broad front, infusing freshness and excitement into our existing programs and services, while at the same time, instituting new and creative ways to preserve and promote Delaware's historical legacy for the enjoyment of future generations.

At the close of 2011, revitalization and growth were visible in every one of the division's operational units as evidenced by capital improvements at our facilities, a restoration of museum hours, expanded partnerships with community organizations, a surge in attendance at our museums and historic sites and the development of a sizable cadre of volunteer staff who assist the division in delivering services to the public.

Spotlighted below is a series of short vignettes that explore some of the agency's most significant successes of 2011, while the appendix provides a listing of the full range of accomplishments achieved by the people of the Division of Historical and Cultural Affairs—the archaeologists, architectural historians, curators, exhibit-design professionals, educators, fiscal- and grant-experts, historians, historical interpreters, horticulturists and preservation trades-people—who make our successes possible.

Tim Slavin
Director and State Historic Preservation Officer

Rejuvenated Buena Vista Conference Center reports significant increase in business

In early 2011, the state of Delaware completed the process of repurposing the historic [Buena Vista Conference Center](#), located on Route 13 south of New Castle, focusing on the facility's core function as a full-service conference center.

As part of the revitalization process, the entire mansion was re-utilized with the goal of enhanced comfort and functionality. Additional meeting rooms were brought into service and equipped with comfortable furnishings, and wireless Internet connection was installed throughout the house. In order to showcase Delaware's rich artistic heritage, works by some of the state's most acclaimed artists including Jack Lewis, Ethel P.B. Leach, Edward Loper, Sr. and Orville Peets are now on display at Buena Vista.



Buena Vista Conference Center

The first year of operations at the rejuvenated Buena Vista Conference Center has been an unqualified success. The Division of Historical and Cultural Affairs, which administers the center, reported that between 2010 and 2011, the number of events that were held at the site increased by 11 percent resulting in a 26 percent increase in earnings and a 28 percent increase in the number of individuals utilizing the facility.

Johnson Victrola Museum resumes full operating hours thanks to the work of volunteers

On May 7, the Division of Historical and Cultural Affairs-administered [Johnson Victrola Museum](#) in Dover resumed a full operating schedule running from Wednesday through Saturday, 9 a.m. to 4:30 p.m. The museum had been operating on a shortened schedule since August 1, 2009 due to reductions in the state budget resulting from the nationwide economic recession that began in late 2008.



Displays at the Johnson Victrola Museum.

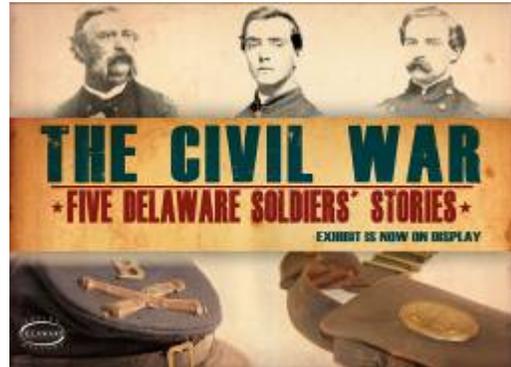
In order to make this resumption of hours possible, the division initiated a recruitment campaign in March 2011 to attract and train a select cadre of volunteers who would assist existing interpretive staff in operating the museum at little-to-no additional cost to the division's budget. As a result of this campaign, a group of almost 20 volunteers, comprised of both retirees and working professionals with an interest in music and the sound-recording industry, was recruited and trained to serve as museum docents, providing invaluable assistance for a variety of functions including greeting and engaging the public, selecting music from the museum's library and operating authentic Victor Talking Machines.

Attendance up nearly 9 percent at the state's museums

The [six museums of the state of Delaware](#) recorded 84,445 visits in Fiscal Year (FY) 2011, 8.7 percent higher than the total number of visits during FY 2010. Administered by the Division of Historical and Cultural Affairs, the museums tell the story of Delaware's contributions to the history and culture of the United States.

Special events and exhibits that contributed to the increased public interest include the following:

- ◆ The exhibit "[The Civil War: Five Delaware Soldiers' Stories](#)" at the First State Heritage Park Welcome Center and Galleries
- ◆ "[Trilogy: A Celebration of African-American History](#)," three living-history performances at The Old State House
- ◆ "[Dyeing to Dress on the Plantation](#)," a workshop at the John Dickinson Plantation on 18th-century techniques for the spinning, dyeing and weaving of wool
- ◆ "[A Sousa Celebration](#)" at the Johnson Victrola Museum
- ◆ The play "[Resolved Unanimously](#)" about Delaware's separation from Great Britain and Pennsylvania at the New Castle Court House Museum
- ◆ "[Dunes, Dancing and Dark Nights: Life on the Delaware Homefront During World War II](#)" at the Zwaanendael Museum



Collection of works by sculptor Charles Parks donated to the state of Delaware



Sculptor Charles Parks (center) at the Sept. 7 event recognizing the donation of a collection of the artists' works to the state of Delaware. At left, Gov. Jack Markell. At right, Inge Parks the sculptor's wife. Photo by Carson Zullinger.

During a Sept. 7 ceremony honoring acclaimed Delaware sculptor [Charles Parks](#), Gov. Jack Markell officially announced that nearly 300 of Parks' works had been donated to the state of Delaware by the sculptor himself, and by the Charles Parks Foundation, an organization dedicated to preserving Parks' historic legacy in the artistic traditions of the Brandywine Valley. The works are now being curated by the [collections program](#) of the Division of Historical and Cultural Affairs with plans for displaying them in a wide variety of public spaces across the state.

The donation is the largest collection of a major artist's work ever given to the state of Delaware. It includes 21 bronzes, 25 plasters and 250 fiberglass works ranging in size from eight inches to nine feet. The collection comprises a range of pieces from various periods of Parks' career.

For several years, Parks and his wife Inge had sought a permanent home for the sculptor's private collection. The Charles Parks Foundation was established in 2001 to

anticipate such a transition and to oversee the transfer of the pieces. While the foundation had received numerous requests to permanently house the collection elsewhere, it decided that the assemblage should remain in Delaware where the majority of Parks' work was commissioned, inspired and created.

Some of Charles Parks' sculptures that have been donated to the state of Delaware.



Newly created CARE Team increases public access to Delaware history

On July 6, the Division of Historical and Cultural Affairs launched its new Collections, Affiliates, Research and Exhibits (CARE) Team which was created to address goals of the division's [strategic plan](#) to increase public access to information about Delaware history and the substantial collection of historic materials owned by the state of Delaware. It represents the merger of two previous teams, the Exhibits and Curatorial teams, as well as the addition of two new functional areas.

The responsibilities of the CARE Team include care and control of the state's **collections** of museum objects, archaeological artifacts, works of art and archival materials; administration of the **Affiliates** Program which creates partnerships with history- and heritage-based organizations throughout Delaware to develop joint programs and exhibits including the potential loaning of items from the state's collections; conducting and sponsoring a wide spectrum of archaeological and historical **research** and making significant portions of research materials available to the public, particularly through the use of electronic mediums; and the research and design of traditional gallery- and online-**exhibits**.



State-owned parlor suite on display at the Bethel Historical Society.

During the fall of 2011, the team partnered with [three Delaware organizations](#)—the Delaware Department of Transportation, the Bethel Historical Society and the Laurel Historical Society—to develop new exhibits in communities where the division has not previously had a presence.

New employees energize division efforts

During 2011, the Division of Historical and Cultural Affairs hired or promoted several new employees who have brought an infusion of excitement and a depth of expertise to the agency's efforts to preserve and promote Delaware's rich historical legacy. Fresh faces have made an impact on every one of the division's [operational units](#) including the State Historic Preservation Office and the Collections, Affiliates, Research and Exhibits (CARE) Team, as well as the Business-Administration, Horticulture, Preservation-Maintenance and Site-Management teams.

Following are profiles of some of the people who are helping lead the division into the future:

On Oct. 3, division archaeologist **Gwen Davis** was named as the agency's new deputy state historic preservation officer succeeding Steve Marz who now serves as director of the Delaware Public Archives. Davis leads the [State Historic Preservation Office](#) in coordination with Tim Slavin, division director and state historic preservation officer. She has been a member of the preservation office for over 19 years and was [honored in 2009](#) for her leadership efforts in helping to compile meaningful statistical data on Native American areas in Delaware.



Conservation Technician Manager **Ken Darsney** joined the division in June. His responsibilities include management of the Horticulture Team and supervision of contracted projects, as well as hands-on horticulture, arboriculture, floral design and greenhouse production work. With more than 20-years experience, Darsney is well versed in the care and maintenance of nursery stock, plant maintenance, pest and disease control, grounds management and garden design and installation. He succeeded Diane Crom who retired in May.



On July 20, **Travis Kirspel** was promoted to the newly created position of curator of digital assets within the division's Collections, Affiliates, Research and Exhibits (CARE) Team. Kirspel had served as assistant site supervisor of the division's downtown Dover museums since January 2011. His responsibilities include development of digital exhibits, creation of website components, establishment of a division blog and Facebook page and development of a wide range of mobile applications and social media opportunities.



Physical-Plant Maintenance Supervisor **Al Lech** manages the work load for all of the Preservation-Maintenance Team's trades people as well as coordinating services provided by contractors and vendors. Previously, he served as a supervisor and as an industrial electrician and industrial mechanic at the Aker Philadelphia Shipyard, and as a top-craft electrician and move-up supervisor for Amtrak. He succeeded Steve Deeney who retired in April.





Volunteer-Services Coordinator **Lindsay McNinch** joined the division on Sept. 19. Her responsibilities are focused on recruiting and organizing the work of volunteers who are interested in aiding the division in its efforts to preserve and promote Delaware history. McNinch previously worked as a volunteer coordinator at Delaware Seashore State Park and as an administrative assistant for the Corporate Kids Learning Center.



In July, **Edward McWilliams** was promoted to the position of manager of the division's newly organized Collections, Affiliates, Research and Exhibits (CARE) Team. McWilliams has been a division employee since 1996 when he began service as site supervisor of the John Dickinson Plantation. He served as curator of exhibits from 2001 until July 2011 and was named the Delaware Department of State's employee of the year in 2009.



Promoted in June to the position of curator of collections management, **Keith Minsinger's** responsibilities center on the research, cataloging, preservation and storage of the collection of historic materials owned by the state of Delaware. He previously served as a historic-site interpreter at the New Castle Court House Museum and has worked in collections management at the Vermont Historical Society. Minsinger succeeded Claudia Leister who retired in May.

Corporate Support—Hampton Hotels helps preserve John Dickinson Plantation for the future

On April 14, Hampton Hotels kicked off the 11th year of its [Save-A-Landmark](#) program by providing preservation assistance at the Division of Historical and Cultural Affairs-administered [John Dickinson Plantation](#) in Dover. As part of the day's activities, more than 20 employee/volunteers from Delaware-area Hampton hotels contributed 120 hours of service at the historic site by helping to clean and maintain the property's log'd dwelling, furnishings and antiques; painting of benches and light fixtures; refinishing of the mansion's wooden porches and orientation center deck; and planting garden beds. Hampton Hotels also donated \$10,000 in support of the day's efforts and for future preservation needs.



Delaware Secretary of State Jeffrey Bullock (left) and John Dickinson Plantation Site Supervisor Gloria Henry (center) accept a replica of a \$10,000 check presented by Gabby Adams, director of owner support for Hampton Hotels.

Delaware's newest national historic landmark—Lightship Overfalls



Lightship Overfalls

On June 30, U.S. Secretary of the Interior Ken Salazar announced the designation of 14 new [national historic landmarks](#) from across the nation including Lightship LV-118 (Overfalls) located in Lewes, Del. This designation brings to 13 the number of national historic landmarks [located within the state of Delaware](#). Owned and operated as a floating museum by the [Overfalls Foundation](#), the vessel is one of only 17 remaining American lightships out of a total of 179 built from 1820 to 1952, and one of seven lightships in the United States that are still open to the public.

Looking forward

In addition to its ongoing programming, the Division of Historical and Cultural Affairs is planning several significant projects for 2012 most notably, the development of a new historic-preservation plan for the state of Delaware. Required as part of the state's Historic Preservation Fund grant from the National Park Service, development of a new plan will provide an invaluable method for focusing on the broader goals and needs of Delaware's preservation community for the next five years.

Additional initiatives planned for 2012 include updating survey guidelines for architecture and archaeology; presenting and promoting research on Delaware's role in the War of 1812; offering public workshops on historic clothing and other topics of historical interpretation; developing new signature-public-events at the division's museums and historic sites; improving educational offerings through hands-on demonstrations and themed tours aligned with state education-standards; expanding social-media opportunities and online resources; digitizing important curatorial records; initiating new Affiliates Program partnerships; and implementing critical capital improvements, conservation practices and energy efficiencies at select historic properties.

About the Delaware Division of Historical and Cultural Affairs

The Division of Historical and Cultural Affairs is an agency of the state of Delaware, organized as a division within the Department of State. The division enhances Delaware's quality of life by preserving the state's unique historical heritage, fostering community stability and economic vitality and providing educational programs and assistance to the general public on Delaware history and heritage.

The division's diverse array of services includes administration of the state historic preservation office, operation of museums and a conference center, conservation of the state's archaeological and historic-objects collections and management of historic properties across Delaware. Primary funding for division programs and services is provided by annual appropriations from the Delaware General Assembly and grants from the National Park Service, a federal agency.

For more information about the division and its programs, visit the agency's [website](#).

Mission Statement

The Division of Historical and Cultural Affairs promotes and protects the First State's historic identity through leadership in museums, collections, historic preservation and stewardship of historic properties.

Objectives

- ◆ **Stewardship**—Efficiently manage those cultural and financial resources held in the public trust for which the division is responsible. This encompasses the expert care of cultural landscapes, artifacts and objects, archaeological sites and the historic built-environment. Create and maintain a record of the material history of Delaware.
- ◆ **Preservation**—Promote the preservation and maintenance of public and private historic-properties and cultural resources across Delaware, while seeking to balance these needs with the demands of a modern society.
- ◆ **Research**—Conduct expert archaeological and historical research. Create, conserve and maintain research collections, including historical and archaeological artifacts, historic structures, sites, landscapes and documents.
- ◆ **Learning Community**—Create diverse learning opportunities for people of all ages through programs, sites, Internet presence, research collections and partnerships.
- ◆ **Promotion**—Actively promote the division's holdings, sites, events and roles by building and nurturing our brand through traditional and modern marketing techniques. Collaboratively partner with agencies and organizations throughout the state and nation.

Appendix

Delaware Division of Historical and Cultural Affairs Fiscal Year 2011 Accomplishments

Partnership Development

- ◆ Expanded the Affiliates Program to include seven member organizations: Historic Odessa Foundation, Middletown Historical Society, Laurel Historical Society, Seaford Historical Society, Bethel Historical Society, Rehoboth Art League and Rehoboth Beach Historical Society. These partnerships enable the division to expand opportunities to showcase state collections in areas not served by division-owned properties, and help to promote local historical resources.
- ◆ Initiated a partnership with the Historic New Castle Alliance to provide new uses and an operating entity for the New Castle Arsenal.
- ◆ With the Delaware Nature Society and the Delaware Historical Society, offered 15 free family-based [programs](#) at Buena Vista.
- ◆ With the Delaware Art Museum and the Rehoboth Art League, installed a new exhibit at Buena Vista featuring Delaware artists.
- ◆ With the Department of Transportation and the Federal Highway Administration, researched, developed and designed an exhibit showcasing bridge-construction techniques related to the Indian River Bridge for display in the I-95 Welcome Center near Newark and an exhibit featuring the history of bridges across the inlet and engineering in the coastal environment for display in the Smyrna Rest Stop.
- ◆ Provided guidance to the Town of Laurel on the full range of planning and design aspects for the first exhibit in the town's heritage museum.
- ◆ Installed the exhibit "[John and Sarah Avery: A 17th Century Family on Delaware's Frontier](#)" at the Lewes Historical Society. The exhibit was planned and created in collaboration with the Rehoboth Beach Museum and the Archaeological Society of Delaware, and was previously on display at the Rehoboth Beach Museum.
- ◆ Received assistance for [Cooch-Dayett Mills](#) in Newark from the Christina Conservancy which led private fundraising efforts that provided critical capital improvements, from the Delaware Nature Society which provided education programs for 2,222 Delaware school-children and from the New Castle Conservation District which supported improvements to the mill's water-power system that will aid in historic interpretation, wildlife attraction and biodiversity.
- ◆ Joined the Delaware Coastal Program technical committee on sea-level rise that has been charged with developing a statewide vulnerability assessment. Together with the University of Delaware's Center for Historic Architecture and Design, the division will provide GIS data and assist with the analysis of the effect of various sea-level-rise scenarios on known historic properties.

Volunteer Initiatives

- ◆ Received assistance from Hampton Hotels' Save-A-Landmark program in which 20 Hampton employee/volunteers provided 120 hours of preservation assistance at the John Dickinson Plantation.
- ◆ Resumed a full operating schedule at the Johnson Victrola Museum by initiating a successful volunteer recruitment campaign.
- ◆ Received 468 volunteer-hours of service at four of the division's museums.
- ◆ Conducted a "volun-tourism" workshop at the Buena Vista greenhouse in which participants learned about plant cultivation- and care-techniques while assisting with greenhouse projects.
- ◆ Received 700 volunteer-hours of service for various archaeological projects including Roosevelt Inlet Shipwreck research, excavations in Rehoboth Beach's Epworth Cemetery and archaeological surveys.

Stewardship

- ◆ **Energy Efficiency**—Participated in the sustainable-energy utility initiative in partnership with the Division of Facilities Management through which energy audits were completed for select Division of Historical and Cultural Affairs properties. Also partnered with Facilities Management in overseeing the installation of a solar thermal system at [Woodburn](#), the Governor's House.
- ◆ **Management Excellence**—Received gold-level certification from the American Association for State and Local History through participation in the Standards and Excellence Program for History Organizations. The certification recognizes excellence in management practices in six categories. The division was one of the first agencies nationwide to receive all six areas of gold-level certification.
- ◆ **Fiscal Management**—Successfully utilized First State Financials during that product's first year as the state's fiscal system. The division also achieved a 40 percent reduction in trash and recycling costs over the previous year and continues to reduce energy consumption through regular maintenance and special conservation measures.
- ◆ **CARE**—Merged its exhibits and curatorial services into the new CARE Team with oversight of collections, affiliates, research and exhibits with the aim of improving opportunities for collaboration.
- ◆ **Capital Improvements**—In partnership with the Division of Facilities Management, managed contracts for life/safety improvements; conservation treatments; landscape enhancements; mechanical, electrical and plumbing efficiencies; interior refurbishing, planning and design projects; and cultural resource management at numerous properties throughout the state, including Buena Vista, Woodburn, First State Heritage Park Welcome Center, Cooch-Dayett Mills, New Castle Green, Kirk and Short buildings, Zwaanendael Museum, Old Brick Church, Reith Hall and Darley House.
- ◆ **Preservation Maintenance**—Completed 863 service requests providing electrical, carpentry and plumbing repairs; preservation treatments; special fabrications and finishes to maintain and preserve the division's 114 historic structures.
- ◆ **Collections**—Consolidated museum and archaeological collections into a new curation space in a secure, clean and environmentally stable environment.
- ◆ **Horticulture**—Cultivated and produced 150 flats of annual plants and 80 rooted-perennial cuttings in the Buena Vista greenhouse for use at various division properties.

Preservation

- ◆ Awarded nearly \$1.9 million in [Delaware Historic Preservation Tax Credits](#) for improvements at 14 historic properties, and promoted this program through seven presentations and workshops to community organizations.
- ◆ Received for review and comment 529 new environmental-review projects that included federal undertakings from USDA, HUD, DOE and the U.S. Army Corps of Engineers, as well as State Preliminary Land Use Service projects. The division closed nearly 90 percent of these projects. The remaining cases, complex and lengthy in nature, are proceeding through stages of activity. The division also expedited 89 federal environmental-review projects associated with the American Recovery and Reinvestment Act, with 96 percent of these projects reviewed within three weeks.
- ◆ Initiated efforts to further streamline report reviews and continued working with the Federal Highway Administration and Delaware Department of Transportation to improve tracking of project deadlines, priorities and commitments made under formal agreements.
- ◆ Assisted in the placement of the Owl's Nest Country Place in Greenville and the Johnson-Morris House in Newark on the National Register of Historic Places. In addition, Lightship Overfalls in Lewes was designated a national historic landmark.
- ◆ Provided technical assistance for federal projects in the state including wind-energy projects, US 113 north-south transportation studies and the US 301 memorandum of agreement implementation.
- ◆ Organized a [conference](#) on the preservation of 20th century cultural resources with presenters from the National Park Service, Pennsylvania Historical and Museum Commission and Delaware State Historic Preservation Office.
- ◆ Initiated development of a webpage on solar energy that will provide guidance on how to sensitively integrate solar-energy systems in historic properties; and information on recent technologies, installation techniques and estimating cost savings.
- ◆ Initiated development of a webpage on weatherization of older homes which will outline the qualifications to look for in an energy auditor, energy audit tests and equipment, professional and do-it-yourself energy audit approaches and information on typical energy-loss problem areas.

Research

- ◆ Presented the division's archaeology-based research on 18th century construction techniques, alterations through time and changing theories about period styles at the annual conference of the Council for Northeast Historical Archaeology.
- ◆ Initiated a [survey](#) for the identification of historic sites, properties and locations related to the War of 1812 in Delaware. To date, 106 sites have been identified. This information will be presented at several local venues and one international venue in the course of the 200th anniversary commemorations of this conflict.
- ◆ Organized the fourth annual [symposium](#) on Early Colonial Archaeology of the Delaware Valley that featured 10 presentations on Native American and early European-sites in Delaware and the region.
- ◆ Continued working with Delaware State University and Kent County to research and provide stewardship for Wildcat Manor, a property associated with the Underground Railroad.
- ◆ Initiated a project to scan architectural and archaeological-survey reports held in the division's research center to allow for greater access. A total of 790 reports were prepared for scanning in FY 2011.

- ◆ Conducted research on wine-bottle glass recovered from the Roosevelt Inlet Shipwreck marked with “[Constantia Wyn](#)” which revealed that bottles of this wine variety from Cape Town, South Africa were aboard the ship when it sank off Lewes in the second half of the 18th century. As a result, contact was initiated with the Groot Constantia Winery which later re-issued a limited production Grand Constance wine with a label acknowledging the connection to Delaware.
- ◆ Researched and expanded the division’s historic-clothing project that now covers all of the division’s public venues for special programming and tours.
- ◆ In partnership with the Delaware Heritage Commission, completed a publication on William Hare, a 19th century Wilmington master-potter.

Learning Community

- ◆ Welcomed 84,455 visitors at division museums in FY 2011. In addition, more than 16,000 people participated in programs and activities sponsored by nonprofit organizations that lease [division-owned historic properties](#) while the division supported the First State Heritage Park in welcoming 31,313 visitors.
- ◆ Provided lead coordination for the ninth annual [Delaware Day Fourth Grade Competition](#) in which 496 students participated in projects examining relevant themes of the U.S. Constitution.
- ◆ Offered teacher in-service training entitled “Exploring Delaware History First Hand.” This program, developed for the Delaware Teacher Center, was a collaboration between the division, Delaware Public Archives and First State Heritage Park.
- ◆ Developed two new programs for adult audiences, “Cracking the Code” and “Have You Read a Good Building Lately?” which acquainted participants with techniques and sources for documenting historic buildings for preparation of a National Register nomination.
- ◆ Provided training to Delaware State University graduate students majoring in preservation on how to read, interpret and analyze primary-source documents in order to document cultural resources.
- ◆ Continued a partnership with Winterthur Museum for the conservation of select artifacts from state collections providing applied experience to Winterthur’s conservation students.
- ◆ Coordinated the 13th annual Chautauqua tent show in Lewes in partnership with the Lewes Historical Society. This week-long program featured historical vignettes relating to life on the Delaware home front during World War II.
- ◆ Researched, designed and installed the exhibit, “The Civil War: Five Delaware Soldiers’ Stories,” for display at the First State Heritage Park Welcome Center and Galleries. Designed glass and ice-harvesting displays at the Zwaanendael Museum.
- ◆ Created and presented three performances at the New Castle Court House Museum of “Resolved Unanimously,” a play commemorating the June 15, 1776 separation of the Three Lower Counties from Great Britain and Pennsylvania to form the Delaware State.

Promotion and Recognition

- ◆ The State Historic Preservation Office was [nominated](#) for the 2010 Governor's Team Excellence Award for expediting the review of American Recovery and Reinvestment Act projects.
- ◆ Expanded the division's e-newsletter mailing list by five percent.
- ◆ Published "[2010 Annual Report: New Paths to Saving History](#)" which explore how challenges which the agency has faced in recent years created new opportunities to protect, preserve and promote the State's historical legacy.
- ◆ Enhanced the division's website with the following new features: a [cemeteries](#) section; definition of the State Historic Preservation Office's role in preservation; eligibility criteria for listing a property in the National Register of Historic Places; relevant state and federal legislation; a resource guide for the public to explore publications and learn more about preservation resources; the story behind the portrait of George Washington in the Old State House; in depth features on Allen McLane and Separation Day. Improved online access to the National Register of Historic Places' districts and landmarks.
- ◆ Recorded 77,260 web-visitor sessions.
- ◆ Produced a marketing packet for Buena Vista featuring a specific Buena Vista logo and created a new website to market the conference center and grounds to corporate and private clients. In FY 2011, 287 events were held at Buena Vista serving 7,860 guests generating income of nearly \$50,000.
- ◆ Designed a new logo for Woodburn, the Governor's House, and designed, formatted and packaged color schematics and marketing materials, brochures and associated print-materials for this site. In addition, division designers created a logo for the Friends of Belmont Hall.
- ◆ Developed an inventory of informational and wayside signs containing division branding and special acknowledgements for use at various properties that are undergoing restoration, implementing special improvements or hosting special events.