Chatham Marconi Maritime Center



Annual Report 2023

President's Message

Greetings, and thank you for your interest in Chatham Marconi. I am pleased to report that in 2023 the Center enjoyed excellent operating results and made solid progress against long-term goals. In February we appointed Ms. Mary E. Taylor as the Center's Executive Director. Her appointment marked the resumption, post-COVID, of our planned transition from volunteer to professional leadership to better position the Center for long-term stability and growth. Mary brought to her new position more than 30 years of experience in business management, marketing and communications, events coordination and community engagement.

As we strove to deliver on our core mission, Center operations produced favorable results, but also experienced challenges. The Marconi-RCA Wireless Museum brought in approximately 40% greater year-over-year revenue, due largely to its new *Golden Age of Trans-Atlantic Ocean Liners* exhibit. A new climate-controlled archive storage room was completed, allowing us to consolidate our collections. The Summer STEM program brought in 100% greater revenue while serving 96% more children on essentially the same cost basis as in 2022. While the extension STEM classes at Wequassett Resort served about half the number of children as in 2022, they yielded nearly the same revenue. Education's other major program, *Chatham Marconi TechSmart*, funded through generous grants and donations, became well established and set to expand to another school district during the 2023-2024 school year. *CM TechSmart* has evolved to a proven business line with ample potential to contribute to the Center's growth.

Among our challenges this year was the Chatham Marconi Speaker Series, which produced just a few programs for our members and followers. Thanks to Director Emeritus Rob Leiden, who volunteered late in the year to coordinate the program, the Speaker Series will resume in early 2024. Other challenges remain, such as resuming the Ed Fouhy Speaker Series and other outreach in service of our mission. Volunteer staffing shortfalls were a chronic problem, notwithstanding the fine efforts of our dedicated volunteers. Competition for peoples' time and talent remains intense all across the Cape. We appreciate everyone who volunteers time to Chatham Marconi and advocates for the Center as they interact with friends and neighbors.

Recognizing that our post-Covid membership has struggled, the Board created a Membership Committee chaired by Vice President Carolyn Cragin and chartered to reinvigorate both the number of and engagement with members. The Center also joined the Council of American Maritime Museums, partially to expand the marketing reach of our museum, but primarily to offer their valuable reciprocal admission program to our members.

Our Executive Director's first season was a learning experience as both she and the organization adjusted to the new operating paradigm, yielding useful insights and new opportunities. The Development Committee and Chairman John Durney again did an exemplary job of fundraising for the Center, through soliciting both individual donations and foundation grants. Our Treasurer, Julie Durney, brought logic, order and greater clarity to our finances and investments. I commend your attention to their reports and to the mission-specific reports of our Museum and Education Committee Chairs.

Respectfully,

Bob Fishback

President

I am pleased to have been hired as the Executive Director of Chatham Marconi Maritime Center. My goals, as I began working at Chatham Marconi, were to spend time learning the operations of the institution, meet and hear from all community members, and begin the process of leading the organization forward with sustainable growth while communicating the Chatham Marconi story and increasing the Center's community impact. I am also pleased to report that during 2023, Chatham Marconi grew with these areas in mind.



The Marconi-RCA Wireless Museum opened a new exhibit, *The Golden Age of Trans-Atlantic Ocean Liners*, in the former "theater room" repurposed as a dedicated exhibit space. The exhibit team worked closely with H2 Design Studio, a museum exhibit design firm, to create this special and engaging exhibit. As hoped, the exhibit attracted new visitors to engage in the history of Chatham Radio / WCC in a way that the general public, and particularly younger generations, would understand. In the exhibit, six ships that Chatham Radio "worked" (that is, communicated with) were highlighted. The famous ocean liners

selected were the SS *Ile de France*, RMS *Carinthia*, RMS *Queen Mary*, RMS *Queen Elizabeth*, SS *United States* and SS *Leonardo da Vinci*.

The museum saw an increase in visitors for the 2023 season, with over 4,000. As an experiment, early evening visitor hours were added on Tuesdays and Thursdays. On Tuesdays the museum was open from 4:00 p.m. to 7:00 p.m. and on Thursdays stayed open until 7:00 p.m. Because of the positive response, 2024 hours will be expanded on Tuesdays and on Thursday nights before Speaker Series events.

Matt Pigott, a student intern from the Massachusetts Maritime Academy, was hired for two months during the summer to manage the front of the museum and greet visitors. He was a great peak-season help to a new Executive Director, and in a short time became a knowledgeable museum guide as well. Visitors enjoyed meeting our experienced volunteer guides and appreciated having them there to answer questions, regularly complimenting them via Square or the Trip Advisor website.

With a grant funded through the Community Preservation Act and approved by the Chatham Community Preservation Committee, space on the second floor of the Education Center was renovated to create a new climate-controlled space that, for the first time, will properly consolidate, store and research the museum's archive materials. The project was completed in December. Center members and the public are welcome to visit, and to research the National Register District site's 20th century history.

The Center's Education programs were very successful in 2023. Both the *Chatham Marconi TechSmart* and Summer STEM programs continued to grow and impact both local students and visiting summer children. Dr. Vicki Hill taught three modular *TechSmart* lessons to local 4th grade students in their classrooms and coordinated their field trips to Chatham Marconi following the lessons. She taught at Chatham Elementary, Harwich Elementary, Wellfleet Elementary, Truro Elementary, and Dennis-Yarmouth Intermediate School. We had 555 students visit in field trips this year, 364 fourth graders participating in the *TechSmart* program, 141 sixth graders from



Monomoy Regional, and 60 students from two other schools. Our Summer STEM program, led by Kelly Terrenzi, grew and doubled the number of students in 2023 from our previous year. We continued our weekly off-site WeDo Robotics classes for Wequassett Inn's vacationing guests.

Chatham Marconi joined the Council of American Maritime Museums (CAMM), which brings together institutions working toward the preservation and interpretation of North America's maritime heritage. We are happy to be part of this organization, since a benefit of joining CAMM is that our Chatham Marconi members at the Supporting and higher benefit levels are allowed two free admittances at over 90 other participating maritime museums. We hope this added benefit will be enjoyed by our current members and attract new members as well.

We had a few challenges this year. A major challenge is the Center's continuing need for volunteers to augment its small staff of employees. Our volunteers accomplish tremendous work in many capacities at Chatham Marconi, and we could not operate the Center without their help. My thanks to each of them for the time and energy that they bring to the Center!

Thank you, members, donors, supporters and Directors, for having me as Executive Director of the Chatham Marconi organization and allowing me to be a part of this wonderful community with its unique history and purposeful mission.

Respectfully,

Mary Taylor Executive Director



Development

Non-profit fundraising from external sources is a challenge in the current economic environment – many organizations compete for support from the same groups of generous donors, especially on Cape Cod. Chatham Marconi will continue to face that challenge now and in the future to raise the funds necessary to ensure its sustainability, but we do have a large core group of members, friends and partners who generously give of their time, energies and personal resources to ensure our future. As a result, we realized substantial financial support from a variety of external sources in 2023. To one and all of our 2023 donors **we offer our genuine gratitude**!



During 2023, we raised **\$125,000** from sources other than museum admissions, membership dues, or education programming! That amount was less than 2022, because we did not have the benefit of a generous bequest as we did last year. Generally, however, fundraising for Chatham Marconi generated a wide variety of gifts – we received support from several foundations and other organizations, board members, and wonderfully generous individuals. We launched the inaugural *Business Sponsors* program, and added 23 business "partners" to our donor base. And we raised **\$50,000** through the 2023 Annual Appeal! During that campaign, we personalized more than 300 appeal letters and increased the number of donors who include Chatham Marconi in their philanthropic support initiatives.

Our 2023 fundraising success, and the financial health that results, is a tribute to all the donors who helped make it possible! It also bodes well, as we meet the ongoing fundraising challenges. Listed below are the many friends who supported Chatham Marconi in 2023! From the volunteers who keep Chatham Marconi viable, **Thank You All!**

John Durney Development Committee Chair

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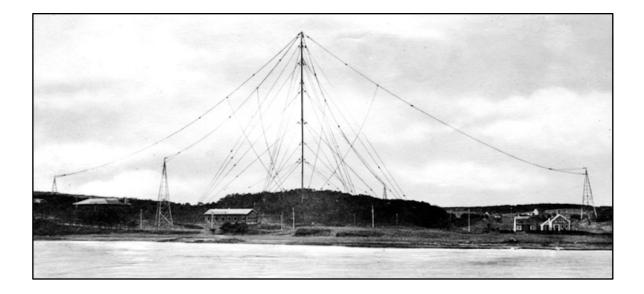
Cape Cod Chronicle

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Treasurer's Report

2023 was a transitional year for Chatham Marconi. Significant monies would be required over the course of the year to fund the investment in a newly-appointed Executive Director, a major renovation of the second floor of the Education Center, and the installation of a new exhibit at the Museum.

During the first quarter of 2023, many "hands on deck" finalized a proposal to the Chatham Community Preservation Committee for a project to consolidate our archives on the second floor of the Education Center. The Town of Chatham approved the request for \$142,000. The Center was required to pay all incurred expenses up front, then seek reimbursement from the Town. Special thanks to Director Leslie Schneeberger for getting the project off the ground so that work could start in July, with all expenses reimbursed by mid-December.



The Museum's smaller room was transformed to accommodate the new *Golden Age of Trans-Atlantic Ocean Liners* exhibit. H2Design's expertise helped create a new experience for visitors from near and far. Its cost of ~ \$25,000 was recouped with income from admissions, donations, and purchases at the store!

In September we learned that Charity Navigator had acknowledged our reporting improvements, noted from new details incorporated into our 2022 tax filing. Our 2-star rating of 73 improved to 91 and their highest rating of 4-stars! After dealing with another newly acquired accounting firm out of state, it was decided we needed a change. Local accounting firms were evaluated, and Sanders, Walsh, and Eaton was selected to assist us with tax preparations for 2023.

As we closed out 2023, and with money back in our pockets, the Investment Committee decided we could afford to make short-term CD investments while interest rates were favorable. \$100,850 was invested with Cape Cod 5 Cents Savings Bank, and both CDs will mature in September. The interest earned after four months provided a yield greater than what we had been receiving annually from the former Infinex (now Ocasio) accounts.

A preliminary* review of our financials at year end indicates we closed out the year as a \$1,386,150 operation, with \$818,522 in total checking and savings and \$82,400 in liabilities, the SBA EIDL loan taken during the pandemic. Operationally, including the \$141,000 reimbursable CPC grant, CM had revenue of \$405,546. The adjusted expenses were \$275,906. *CM TechSmart* incurred expenses of \$38,567 which transferred to the appropriate Education Restricted Accounts.

Respectfully,

Julie Durney Treasurer

* A final financial report will be provided after our taxes/990 are completed by our accountants and will be posted with this report on our website.

Marconi-RCA Wireless Museum

David Smith, Museum Committee Chair

The opening of the Marconi-RCA Wireless Museum's newest exhibit, *The Golden Age of TransAtlantic Ocean Liners*, was a great success. Boasting a new look and feel, the exhibit highlighted six liners that communicated with the station from the 1920s through the 1960s. Visitor reviews were excellent, and the new exhibit brought in a record number of visitors. The Museum Committee will continue to plan for needed upgrades in future years.

We expanded our hours this year to remain open two evenings a week, with mixed results. Tuesday evenings had light visitor traffic, but Thursdays proved to be very popular.



The TechSmart program brings school field trips to the Museum, and

we are very appreciative for the volunteers who help the children learn about the station and wireless telegraphy. School field trips brought 555 students to the museum, and each child went home with a pass to bring their families back for a visit.

The Museum was able to employ a summer Intern from the Massachusetts Maritime Academy, who provided great support to our visitors and docents. Many thanks to all our volunteers, who make the museum experience much more enjoyable for our visitors. We are grateful to Melissa Kraycir and Donna Whiting for continuing to provide docent scheduling.

Museum Visitors						
2023: 4,484	2022: 3,187	2021: 2,978	2020: 1,479	2019: 4,170		



2023 Visitors by Category

Seniors: 1615 Adults: 1229 Children: 361 Guest Passes: 239 Student: 160 Members: 83 Military: 112 Teachers: 56 Museum Monday: 116 CAAM Card: 8 Free Return: 12 Chaperones: 69 Field Trip Students: 60 TechSmart Field Trip Students: 364

Museum Exhibit Committee

Tom Inglin, Rich Baumann, Jeff Gordon, Ron Farris, Liz McCarte, Ed Moxon, Edee Crowell, Jim Fitzpatrick, Bob Ryder, Rich Simpson, Bob Fishback, Steve Conroy

STEM Education

Elise Gordon, Education Committee Chair Vicki Hill, TechSmart; Kelly Terrenzi, Summer STEM

Chatham Marconi TechSmart



The goal of *Chatham Marconi TechSmart* is to expand learning opportunities for elementary school students on Cape Cod in the fields of Science, Technology, Engineering and Mathematics (STEM). These students are avid users of wireless technology, but most are unfamiliar with the science behind the devices. That's where our TechSmart program comes in.

Aligned with the Massachusetts Science and Technology/Engineering Education Standards, TechSmart is designed to supplement regular classroom instruction with a school-visit communications technology program for elementary and middle school students. A Chatham Marconi educator brings three teaching modules on different topics of communications technology into the classroom. The program also

includes a field trip to the Chatham Marconi campus where students' knowledge of communications technology is enhanced through connections made with the history of the maritime radio station and exhibits explaining modern uses of wireless technology.

2023 accomplishments include:

- Upgrade and expansion of hands-on experiences for both the classroom and the Education Center
- In addition to Monomoy and Dennis/Yarmouth schools, expansion of our program for fourth grade students to Wellfleet and Brewster
- A total of 396 students were engaged in 2023
- Development of a sixth-grade curriculum that will be rolled out in 2024-25

We anticipate continued operating growth in 2024. We are now well established, funded through generous grants and donations, and set to expand into the sixth grade and into more school districts during the 2024-25 school year.

Our sincere thanks to the Fred J. Brotherton Charitable Foundation, the Roessner Family Foundation, the Trachsel Family Foundation and the Edward Bangs Kelley and Elza Kelley Foundation, Inc. for their continued support.

Summer STEM

This program is designed to provide elementary and middle school students access to innovative opportunities to explore STEM topics. A Program Director works with our Education Committee to develop, promote and offer a wide variety of hands-on experiences. Educators from our area school systems join the Program Director to deliver these experiences which stimulate creative thinking and promote active learning. In 2023 the Summer STEM program hosted 114 children, with a 100% increase in revenue over 2022. We also ran several extension STEM classes at the Wequassett Resort and plan to expand that capability to other family resorts in the future.

Volunteers

Volunteers drive Chatham Marconi's success. Their generous gifts of time and talent make everything possible. Thousands of hours and hundreds of tasks rely on the willingness of our volunteers to accept new challenges and invest their efforts in programs and projects. Although their time is generously donated, they gain experiences and friendships. In sincere gratitude we give them our greatest thanks!

Betsy Abreau **Charles Bartlett** Nancy Baumann **Rich Baumann Bill Bystrom** Jim Chapin Barbara Cotnam John Cotnam Steve Conroy Carolyn Cragin Edee Crowell John Durney Julie Durney Ron Farris Robert Fishback Rosemarie Fischer James Fitzpatrick Judy Gamsey James Gavin

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CHATHAM MARCONI MARITIME CENTER



Board Officers 2023 - 2024

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Charles Bartlett John Cotnam Edee Crowell John Durney Ronald Farris James Fitzpatrick Elise Gordon Jeffrey Gordon Thomas Inglin John Kosian Hal Kraus Elizabeth McCarte Edwin Moxon Leslie Schneeberger Elizabeth Simmons Richard Simpson Janet Toenniessen Janice Whittaker

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Honorary Director

Princess Elettra Marconi Giovanelli

Chatham Marconi Maritime Center gratefully acknowledges funding from

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Thank You 2023 Business Sponsors!



2023 ANNUAL REPORT ADDENDUM

CHATHAM MARCONI MARITIME CENTER, INC. (a nonprofit corporation)

EXCERPT OF FINANCIAL STATEMENTS For the Year Ended December 31, 2023 CHATHAM MARCONI MARITIME CENTER, INC.

Statement of Financial Position December 31, 2023

ASSETS

Current Assets: Cash and cash equivalents Total Current Assets Non-current Assets: Endowment investments Property and equipment, net	\$ 445,715 445,715 347,092 593,342				
Total Non-current Assets	940,435 \$ 1,386,150				
LIABILITIES AND NET ASSETS					
Current Liabilities: Accrued expenses SBA loan payable (current portion) Total Current Liabilities	\$ 1,132 2,024 3,156				
Long-term Liabilities SBA loan payable (less current portion) Total Long-term Liabilities	80,376 80,376				
Total Liabilities	83,532				
Net Assets: Without donor restrictions: Undesignated Designated by the Board for endowment Designated by the Board for education	719,320 347,092 100,278 1,166,691				
With donor restrictions Total Net Assets	135,928 1,302,618				
Total Liabilities and Net Assets	\$ 1,386,150				

CHATHAM MARCONI MARITIME CENTER, INC.

Statement of Activities For the Year Ended December 31, 2023

	Without Donor Restrictions	With Donor Restrictions	Total	
Revenue, Support, and Gains: Contributions and foundation grants	\$ 52,474	\$ 70,325	\$ 122,799	
Government grants and contracts	141,154	-	141,154	
Program service revenue:				
Admissions	31,221	-	31,221	
Summer education programs	22,508	-	22,508	
Memberships	23,490	-	23,490	
Museum shop sales, net	1,154	-	1,154	
Investment return, net	52,611	-	52,611	
Other revenue	7,011	-	7,011	
Net assets released from restrictions	67,334	(67,334)		
Total Revenue, Support, and Gains	398,956	2,991	401,947	
Expenses:				
Program	180,865	-	180,865	
Management and general	39,977	-	39,977	
Fundraising	38,320	-	38,320	
Total Expenses	259,162		259,162	
Change in Net Assets	139,795	2,991	142,785	
Net Assets, Beginning of Year	1,026,896	132,937	1,159,833	
Net Assets, End of Year	\$ 1,166,691	\$ 135,928	\$ 1,302,618	