

20 23



ANNUAL REPORT

Elevator

Elevator located behind stairs

MESSAGE FROM THE PRESIDENT OF THE BOARD OF DIRECTORS

First of all, I would like to thank all of the staff, donors, sponsors and volunteers that contributed to the success of our efforts at the Museum in 2023. With the Pandemic and Ida clearly behind us, we were able to accomplish a great deal as we continue to gain momentum as an organization. Our Director, Jim MacPherson, continues to move initiatives forward that support our mission statement and embrace our core values. We continue to strengthen and diversify our Board of Directors in order to support each area of our operations and business. I am excited to report that we have had success in each core area of focus. As most of you have already heard me speak to this, we identified three main sources of focus in order to strengthen our financial position.



Alexis Hocevar
BOARD PRESIDENT

First and foremost, we are an education resource for the community and now the state. Our exhibits, field trips and presentations are the core of our efforts and under the care of our Educator, Owen Glendening, we are confident that they will continue to grow and connect us to the community.

Our private event rental strategy has been a huge success thanks to Lora Haddox and the staff who support her efforts. Over a third of our revenue comes from their work, we cannot thank them enough for their efforts.

Finally, fundraising through partnerships and events has also gained momentum. We were able to secure our first significant title sponsor, Harvey Gulf, with a three-year commitment. This year's Wooden Boat Festival, our largest fundraiser, was successful thanks to the many volunteers and staff who provided much needed support. We also added a Music Festival in the spring a couple of years ago that has grown significantly and will now be an anchor fundraising event for us going forward.

I would be remiss if I didn't mention the success, we have finally had in funding the Madisonville Lighthouse shoreline protection project. More importantly, the permitting process, which took over a year, has finally been done and bidding for the project will begin! We will still have a good bit of work and fundraising to do before we realize our goal of welcoming the public back to the ground on which it stands.

Thanks again to the wonderful people in our community who continue to work tirelessly to support this valuable asset to our State and Country.

MESSAGE FROM THE EXECUTIVE DIRECTOR

It has been a busy year here at Maritime Museum Louisiana. We began the year by rebranding to reflect the fact that we are the only maritime museum in Louisiana and reflect our mission of “Bringing Louisiana’s Unique Maritime History to life.”

Membership was right at 450 this time last year and now sits at over 625. Forty one percent (41%) of the members are at the Able Seaman level (premium level) or better. A reminder that the premium level of membership provides for reciprocal access to over 1,800 member museums, of all types, across the United States and Canada.



Jim MacPherson
EXECUTIVE DIRECTOR

We were finally successful in obtaining the necessary permits that will allow us to move forward with the shoreline protection project being funded by the parish to save the Lighthouse. Our hope is that contracts will be let and construction begins in early April. Once construction is completed, we will be able to more easily access the Lighthouse in order to make the repairs necessary from Hurricane Ida. The ultimate goal is to reopen the Lighthouse to public access.

One of our largest projects has been the creation of the Integrated Multi-Trophic Aquaponics exhibit. The living exhibit mimics Louisiana’s bayous, lakes, and rivers. It is the perfect educational tool to teach both children and adults about the interaction of marine life and marsh grasses in the protection of our coastline and the health of our marine environment. It is our first exhibit that provides an end product (marsh grasses) that will be harvested and replanted for conservation purposes. With this exhibit, we can teach about and help preserve our coastline.

The museum also partnered with St Tammany Parish to apply for a grant to assist with removal of derelict marine debris within the parish. While we were unsuccessful in obtaining the grant, we were successful in identifying some debris which was incorporated into a state effort to remove the abandoned craft. That effort formed the basis upon which we began to develop educational material for dealing with the debris.

Other exhibits we acquired include two navigation buoys, an 1800’s naval cannon and a purpose-built, solar powered trimaran. The museum also updated our knot tying exhibit to allow more individuals to try their hand at tying nautical knots at different stations within the exhibit. Planning is ongoing for more exhibits with a focus on Louisiana Maritime & Fishing, as well as expanded STEM related exhibits that we can use in our Field Trip/Guided Tours offerings.

We reinstated our speaker series in 2023 and had two incredibly popular speakers in Cmdr Bob Gerosa (Ret), 74th Captain of the USS Constitution speaking about its refurbishment under his command and Dr. Chip McGimsey, Director of the Archeology Division of Louisiana, talking about shipwrecks in and around Louisiana. The Education Department has put together a projected program for 2024 with equally strong speakers that will span the year.

All of these accomplishments are only possible with the support of our members, volunteers, donors, sponsors, and partners. We are incredibly grateful to each and every one of you!

BOARD OF DIRECTORS

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Gayle Berne, *Vice President*
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Michaelyn Broussard, *Executive Committee*
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Lora Haddox
Todd Loup
Louise Lovich
Don Lynch
Steven Marcus
Danny Schaus
Joel Whitehead
Tony Zelenka

STAFF

Jim MacPherson, *Executive Director*
Memory Green, *Administrator*
Ron Blue, *Boat Building Instructor*
Paul Cavanaugh, *Facilities/ Maintenance*
Erica Chappell, *Housekeeping*
Owen Glendening, *Educator*
Lora Haddox, *Private Events*
Pat MacPherson, *Gift Shop Manager*
Lori Marcus, *Public Events*
Chloe Stephan, *Marketing/Social Media*

PRIVATE EVENT STAFF

Danyel Geddes, *Hostess*
Brandon Hogge, *Setup/Breakdown*
Tara Miller, *Hostess*
Jacobi Offner, *Setup/Breakdown*
Cindy Scontrino, *Hostess*
Aden Sonnier, *Setup/Breakdown*
Kimberly Thompson, *Hostess*
Michele Trauth, *Hostess*



VISION STATEMENT

Maritime Museum Louisiana's vision is one of commitment to the following aspirations:

- Demonstrate accountability and uphold the public trust.
- Continue to build a diverse and effective Board of Directors.
- Provide engaging exhibits and programs derived from effective surveys and evaluation.
- Educational programs will meet Louisiana Student Standards, expanding programming through more partnerships in primary, secondary and higher education institutions state-wide.
- Build a diversified income stream sufficient to nurture the Museum.
- Renovate and expand our campus.
- Partner with the community, as it is the cornerstone of Museum planning.

MISSION STATEMENT

Maritime Museum Louisiana inspires and engages patrons in bringing Louisiana's maritime history to life. The Museum accomplishes this by collecting, restoring, and preserving Louisiana-related maritime material culture, including artifacts, photographs, and documents. The Museum interprets these unique treasures in exhibits, dioramas, lectures, and interactive opportunities, on and off-site. The Museum's public history interpretations are founded on scholarship. Collections are maintained in accordance with professional museum standards of care. Americans have a shared heritage, and Maritime Museum Louisiana shall preserve, impart, and embrace it.



CORE VALUES

Lifelong Learning and education for all

Stewardship of Louisiana's maritime heritage

Community of people who share a passion for our mission

Partnerships that extend our reach and expand our impact

Fun events that bring our community together



EDUCATION



Everything We Do Is About Learning

Maritime Museum Louisiana's unique and innovative education program provides a critical component to fulfill the Louisiana Student Standards, as well as provide STEM/STEAM based learning opportunities. The Museum engages thousands of students annually through field trips, summer camps, specialized programming, and outreach programs. Over the year, we had roughly 2,000 students through field trips, over 600 in summer camps, and hundreds more at Children's Village during the Wooden Boat Festival.

PRIVATE EVENTS

Our venue continues to attract many private events.

Originally, we attracted weddings and showers. Now we attract corporate meetings, training seminars, retirement ceremonies, and other private parties for which people want a memorable event and venue.



EXHIBITS

In 2023, the Museum introduced four new exhibits as part of its visitor experience.

The largest and most complex is the lakes, rivers, and marshes exhibit. On a small-scale, this multi-trophic aquaponics exhibit replicates the cycle of life in Louisiana's bayous with living finned fish, shellfish, and marsh grasses. The marsh grasses are available, at no cost, for replanting as part of coastal restoration efforts. As part of the exhibit, the Museum commissioned local artist, Rita Bridges, to create murals representing local aquatic habitat and the state's natural resources.

New outdoor installations include two lateral navigation buoys, the CalypSol solar powered trimaran that navigated the Mississippi River from Chicago to Baton Rouge in 2014, and a loaned 1800's Blomefield naval cannon.

Inside, Museum staff constructed a new knot tying exhibit for the main galleries and a new case exhibit featuring artifacts recovered from the El Nuevo Constante (an eighteenth-century Spanish shipwreck located off the Louisiana coast) on loan from the state.

Staff and volunteers are working on more exhibits, as we continue to expand our offerings to the public.



GIFT SHOP

Income from the Gift Shop is an important source of funds for the Museum. With an array of new and unique merchandise arriving almost weekly, one must come in to see what makes our Gift Shop so special.

Our stellar staff and volunteers are always ready to help with any of your gift-giving needs.

Don't forget that Members receive a 20% discount every day. We look forward to seeing you all very soon.



LIGHTHOUSE

The Museum sought and received \$1.6 million in funding from the Parish to mitigate shoreline erosion and protect the Lighthouse.

The appropriate permits were received in late fall and requests for bids are in process. Construction is expected to begin in late spring. Once the shoreline is protected, we can begin making repairs on the damage experienced from Hurricane Ida.

AWARDS

The Museum was the recipient of two awards in 2023.

The first award went to the Wooden Boat Festival which was identified as a “Signature Event of the Southeast” by the Southeast Tourism Society.



The second award went to Executive Director, Jim MacPherson, who was awarded the “Emerging Museum Professional” Award by the Louisiana Association of Museums.



COMMUNITY ENGAGEMENT

The Wooden Boat Festival continues to be a major means of reaching the public. The festival draws from across the United States, although primarily from the southeast and Texas. This year roughly 10,000 attendees enjoyed viewing the classic wooden boats, listened to great music, ate and drank a variety of food and beverages, watched the Quick & Dirty Boaters build and try to float their boats, while the kids had a great time in Children’s Village decorating pumpkins, jumping in a bounce house, interacting with the local librarians and building model boats with the Woodworkers Guild.



The Maritime Music and Art Festival in Spring has become another popular event that shows all of the signs of becoming a major fundraiser for the museum, as well as a potentially significant event on the Northshore (a la the Wooden Boat Festival). Only three years old, it has grown exponentially each year.



VOLUNTEERS

Maritime Museum Louisiana could not do all that we do without the dedicated support of our volunteer corps. They share their time, as well as their vast amount of talent, experience, knowledge, and skills with our staff and visitors. In 2023, our volunteers logged over 5,100 hours helping with:

- Archives & Collections
- Education Programs & Field Trips
- Exhibits
- Events
- Gift Shop
- Museum Docents
- Maritime Music and Art Festival
- Wooden Boat Festival



Some Volunteers of Note (150+ hours of their valuable time)

- Fred Bruce
- Phil Bruce
- Barney Knoess
- Catherine Lynch
- Pat MacPherson
- Penny McCrossen



PARTNERS



SPONSORS

Louisiana Office of Tourism

Gulf States Toyota

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Hornbeck Offshore

Josh Allison Law

Accurate Title

Bennett Hodgins Law

Direct Labs

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DeZaire Holdings

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Sunshine John Deere Dealership

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Worknet 2000 Inc

ACBS Bayou Chapter

Bruce Danner Law

Elaine A. Gardner

Lighthouse Insurance Agency

Live Oak Management

Propeller Club of New Orleans

Resource Bank

Covington Powersports

Fleur-de-Lis Insurance

Fontenelle & Goodreau Insurance

Greg & Robin Eckert

Madisonville Garden Club

Route 22 Gas

Tchefuncte Animal Hospital

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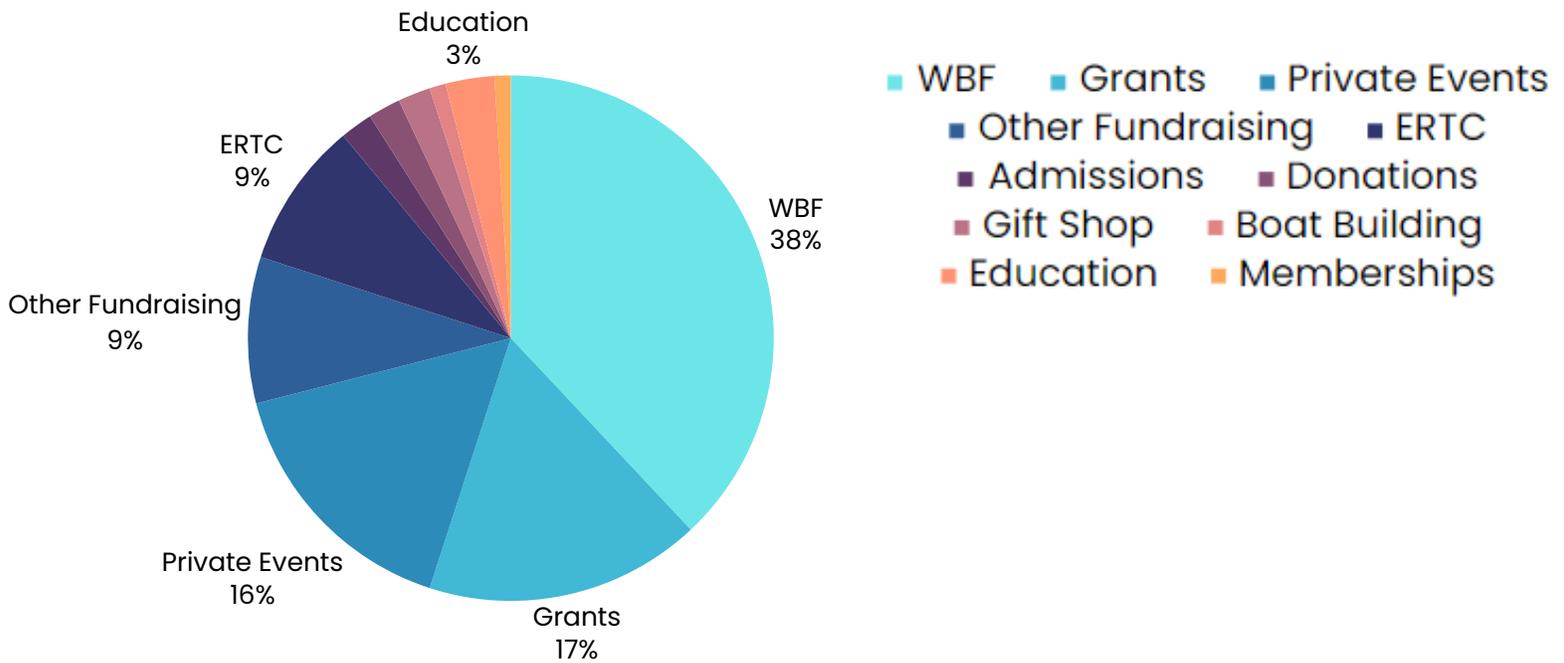
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REVENUE



EXPENSES

