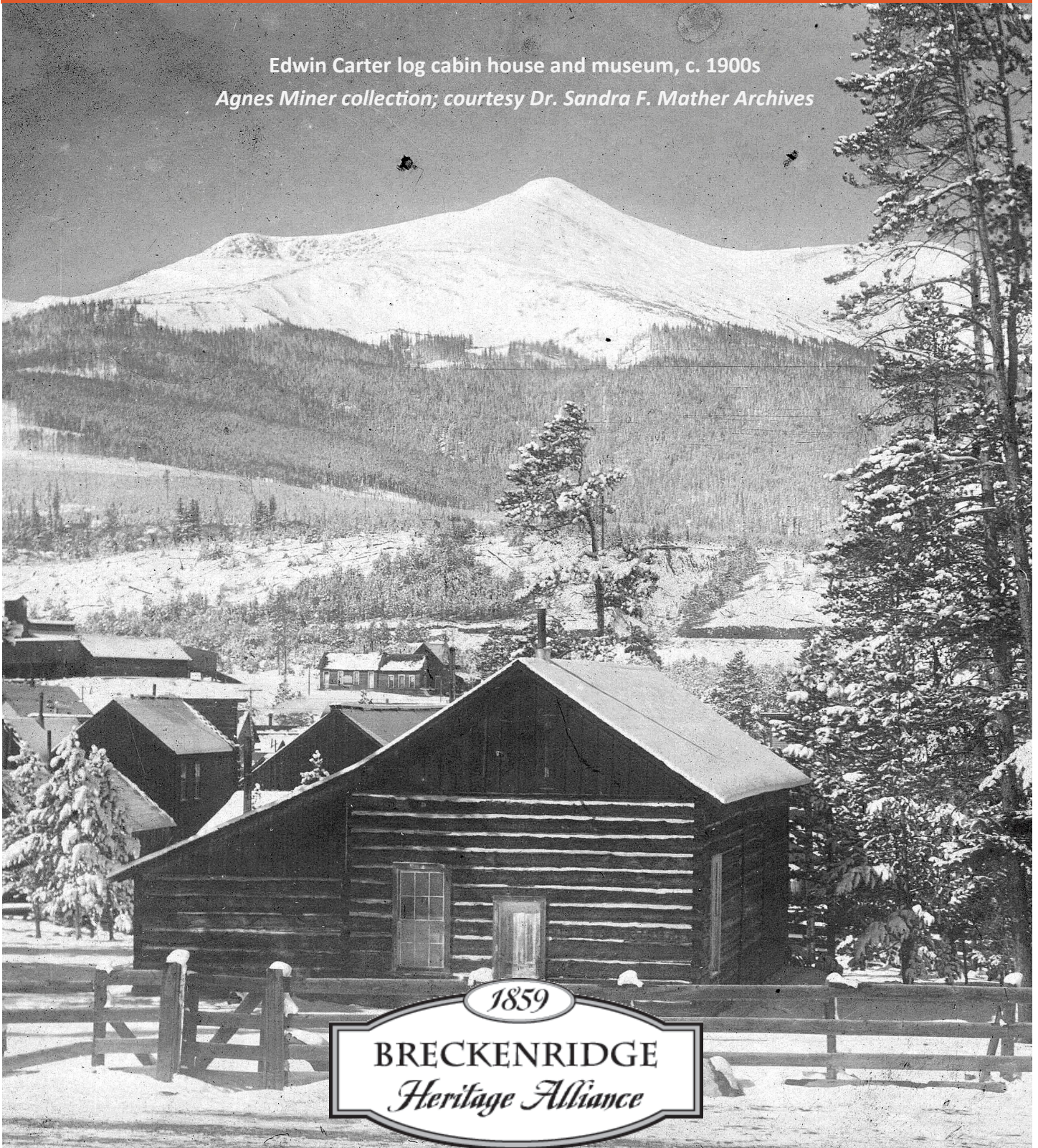


Breckenridge Heritage Alliance

2019 Annual Report

Edwin Carter log cabin house and museum, c. 1900s
Agnes Miner collection; courtesy Dr. Sandra F. Mather Archives



Annual Report Introduction

Dear BHA supporter,

I'm pleased to bring you the 2019 BHA annual report, which captures our milestones and highlights from the past year. As you'll see throughout this report, there's much to celebrate -- from unique archival donations to new community partnerships to one-of-a-kind exhibits.

Breckenridge is at the forefront of the heritage tourism industry. We continue to offer outstanding in-person tour and museum experiences (see a sampling of our visitor comments on the following pages). We're also exploring new and cutting-edge ways to share our community's history. Stay tuned for updates.

I invite you to read the 2019 annual report for a recap of BHA's heritage tourism program, updates on our preservation projects and highlights from the Mather Archives.

Thank you for your support.

Larissa O'Neil

Executive Director



"We spent Saturday afternoon on the historic walking tour. I'm a Colorado native and own a place in Breck. But I learned so much more about the architecture and culture of the town. For me, the highlight was going into an old cabin and reading the 125-year-old newspapers that lined the walls as insulation. I am glad I finally went. I plan to sign up for more tours when I'm in town. Great job BHA!"

- 2019 guest on the Walk Through History Tour

Mission

The Breckenridge Heritage Alliance preserves unique historic resources in the Breckenridge area and connects residents and visitors to our past through inspiring interpretation of heritage sites and stories.

Vision

The Breckenridge Heritage Alliance is a community-supported, nationally recognized leader in local historic preservation, interpretation, and authentic heritage tourism.

Operations Highlights

- Sold out Fourth of July fundraiser on the Barney Ford Museum lawn.
- 150 guests paid tribute at Valley Brook Cemetery on Memorial Day.
- Close to 300 parents and children visited Santa at the Barney Ford Museum during the Lighting of Breckenridge.
- The Tiny Porch series, a collaboration with Breckenridge Music, wove stories from our past with commissioned pieces from up-and-coming composers. BHA hosted three concerts at its historic properties.
- Guests visited four private residences on the annual Historic Homes Tour fundraiser.
- Tour guides and docents took a field trip to the Denver Museum of Nature and Science and the History Colorado Center.
- More than 85 people attended BHA's "Historically Speaking" lecture series, a partnership with the Summit County South Branch library.
- Jim Bunting received the Theobald Award for historic preservation to honor his volunteerism and contributions to several BHA projects.
- BHA's Halloween-themed Historic Horrors events included a Trick-or-Treat Tea for kids, the "Milne House in Mourning: A Wake for Ada Finding" exhibit and the Breckenridge Ghost Experience Haunted House. These events brought in record-setting visitor numbers.
- BHA hosted the National Repertory Orchestra's Music in the Mountains free outdoor concert program at Milne Park.
- Dedicated and passionate guides led more than 500 tours and opened museums to the public for 270 days in 2019.

"Our guide was exceptional. She was knowledgeable in all areas -- the history, the science, and the nature. She was one of the best guides we've ever had. She was generous with her information and had done her homework. Great job."

- 2019 guest on the Hike Through Gold Mine History



Preservation Project Highlights

- **Milne Park Restoration & Adaptive Re-Use:** Based on the Milne Park Master Plan, BHA developed restoration plans for two historic structures in Milne Park – the 1880s Milne and 1870s Eberlein homes. The Phase 1 “core and shell” project will begin in spring 2020 to preserve historic newspaper wallpaper in the Milne House, stabilize the homes, pour new foundations, replace roofs, rough in new mechanical systems and complete site work for utilities, parking and drainage improvements. At the conclusion of this multi-phased project, the Milne and Eberlein homes will include historic interpretation, BHA office and docent space, a museum collections care facility and flexible meeting and gathering spaces.
- **Keystone Drill:** Ben Stanley Revett, Breckenridge’s dredge boat king, used the Keystone Drill to test gold content at bedrock prior to dredging operations. Long-time BHA historian Bill Fountain discovered a Keystone Drill in Como. BHA arranged to move the drill to Country Boy Mine outside Breckenridge, where it is currently being stored and evaluated for preservation treatments and interpretation.
- **Chasing the Bad Guys:** We asked historian Bill Fountain to do some research on the history of the Breckenridge Police Department. The result? A new book about early law enforcement and the first town marshals in Breckenridge.
- **Washington Mill Exhibit:** Long-time volunteers Rick Hague and Rich Skovlin led the development of a new, one-of-a-kind outdoor exhibit about ore processing. The focal point of the display is a restored stamp mill from the National Mining Museum & Hall of Fame in Leadville.
- **Breckenridge Welcome Center Remodel:** After 13 years of static displays in the Welcome Center Museum, BHA updated the lower level with a new user-driven movie theater (six films to choose from) and two new exhibits. *Time is a River*, an interactive timeline array, invites users to experience history on a large touch screen. *Travel Back in Time to 1888* is a first-of-its-kind virtual reality experience based on Main Street Breckenridge in the late 1880s.
- **Modern Breckenridge Exhibit:** Focused on our contemporary history (from the 1950s on) and based in part on oral histories, the Modern Breckenridge exhibit will cover the development of the ski area, UllrFest, arts and culture, the Town’s living room (any guesses where that is?) and a free-spirited group of cabin dwellers we’re calling the new pioneers. BHA completed the conceptual plan in 2019; exhibit design and fabrication in the Welcome Center Museum top floor will continue through 2020.



Archives Highlights

The Mather Archives narrowed its area of concentration to focus on Breckenridge and greatly increased online access for researchers and the casual visitor. Our top priorities continue to be preservation of and accessibility to our local community's cultural material.

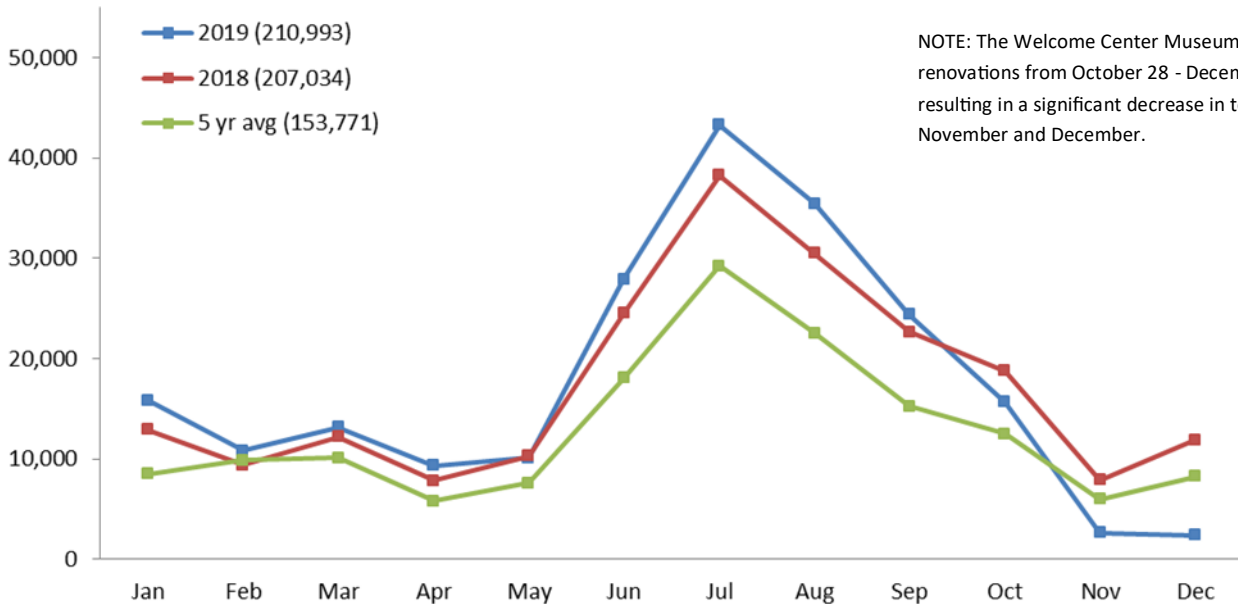
- The Mather Archives now comprises extensive holdings of Breckenridge-related primary and secondary resources that document the history of the Town and the surrounding region.
- Breckenridge Tourism Office donated marketing materials published in the 1970s-1980s by the former Breckenridge Resort Association and Breckenridge Resort Chamber, including tourist guidebooks, town brochures, town walking guides and more. Community members continue to donate to this growing collection.
- With the help of Randy Gladstone, a photo genealogist in Michigan, the Archives acquired a collection of never-before-seen photographs taken by 1900s Breckenridge resident and professional photographer, Eva J. Sumner. Her work includes photographs of Edwin Carter's taxidermy, Breckenridge school children and children at play. Also in the collection is an image of a Victorian woman taking a selfie - who could be Eva Sumner herself!
- Another little-known, turn-of-the-20th-century Breckenridge photographer is Mary Marks. The "Mary Marks Collection, 1890s-1910", in collaboration with Utah State University Libraries, enhanced our holdings with 300 digital images. Breckenridge historians Maureen Nicholls and Bill Fountain provided extensive research identifying placer mining operations, homes and streets, and people featured in the collection.



- Over 90 films from "The Lee Lucas Collection, 1972-1992" were digitized. Cataloging is in process. Friends of the BHA have volunteered to view hundreds of hours of footage to capture content highlights for online searchability.
- Website expansion included 168 Breckenridge Historic District cultural resource surveys and close to 100 Golden Horseshoe mine site surveys. Audios for 134 oral histories were uploaded to the site with interview transcripts keeping pace.

Visitor Statistics

2019 Visitor Numbers



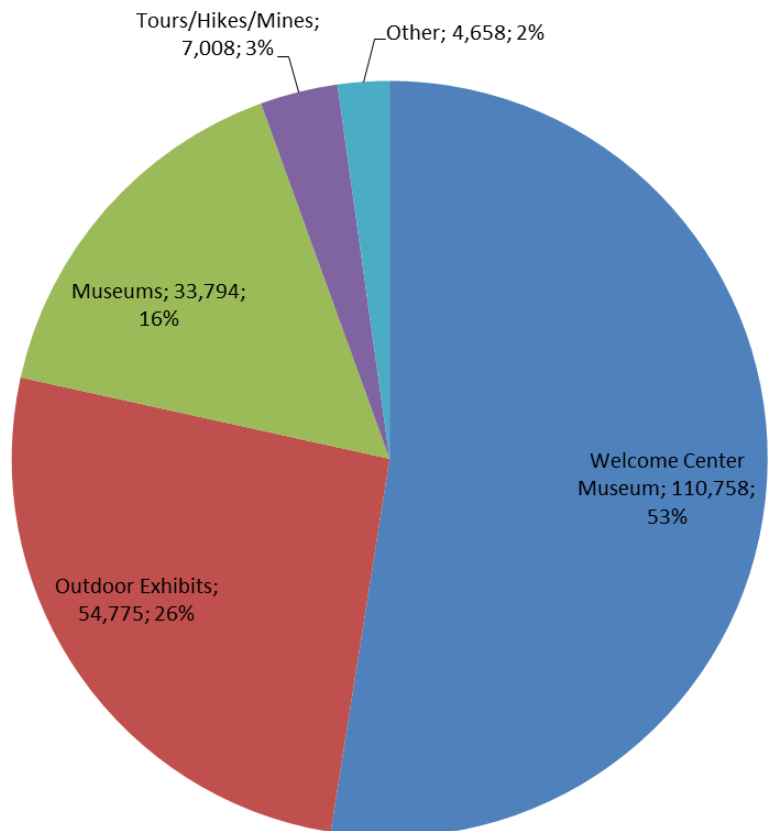
"I had an EXCEPTIONAL experience. June went above and beyond to provide a riveting and informational tour."

-2019 guest on Tombstone Tales at Twilight Tour



"Highly recommend for a gold panning experience. Our guide Andrea was absolutely fantastic, very knowledgeable about the history, minerals of the area, and how to pan. All in all it created a very relaxed, low key, but enjoyable time. Good for families."

- 2019 guest at the Lomax Placer Mine



Outdoor Exhibits: Iowa Hill Trailhead, Breckenridge Sawmill Museum, and High Line Playground

Other: Special Events (2,075), Site Rentals (1,713), Student Tours (369), Archives (285), Gaymon Cabin (115), Geocaches (101)

Visitor Statistics (continued)

2019 vs. 2018 Visitor Number Analysis

Site/Activity	2019	2018	Gain/Loss	
Archives	285	271	14	5%
Gaymon Cabin (Admin Office)	115	156	-41	-26%
Welcome Center Museum	110,758	116,844	-6,086	-5%
Barney Ford Victorian Home	8,908	9,550	-642	-7%
Edwin Carter Discovery Center	7,957	8,291	-334	-4%
Summit Ski Museum	3,060	2,258	802	36%
RW&B Fire Museum	309	469	-160	-34%
High Line Railroad Museum	13,560	6,052	7,508	124%
Walk Through History Tour	873	974	-101	-10%
Victorian Tour & Tea	69	68	1	1%
Breckenridge Haunted Tour	866	954	-88	-9%
Behind Swinging Doors Saloon Tour	314	510	-196	-38%
Tombstone Tales at Twilight Tour	142	112	30	27%
Paranormal Investigation	37	88	-51	-58%
Iowa Hill Gold Miner's Hike	89	85	4	5%
French Gulch Dredge Boat Hike	18	21	-3	-14%
Preston Ghost Town Hike	49	62	-13	-21%
Hike with a Historian	6	18	-12	-67%
Ski Through History Tour	2	3	-1	-33%
Lomax Mine - Site	2,184	1,101	1,083	98%
Lomax Mine - Gold Panning	1,232	526	706	134%
Washington Mine Tour	1,127	896	231	26%
Student Tours	369	664	-295	-44%
Special Events	2,075	840	1,235	147%
Site Rentals	1,713	961	752	78%
High Line Railroad Park Counter	33,712	32,527	1,185	4%
Iowa Hill Trailhead Counter	14,496	14,620	-124	-1%
Sawmill Museum Counter	6,567	7,939	-1,372	-17%
Geocaches	101	174	-73	-42%
Total	210,993	207,034	3,959	2%

7 out of 10 BHA guests said local history was part of their choice to visit or live in Breckenridge.



The average size group visiting BHA was 3.5 people with guests ranging from 8 to 79 years old.



22% of our guests seek outdoor activities on vacation. We offer excursions year-round—hiking, snowshoeing, and skiing!



Meet the BHA

Board of Directors

Jerry Dziedzic, *President*
Larry Crispell, *Vice President*
Allyn Mosher, *Treasurer*
Rick Hague, *Secretary*
Rob Dollars
Brandon Gonski
Elisabeth Lawrence
Janet Sutterley
Dan Vasti
Erin Gigiello, *Town Council Representative*
Kelly Owens, *Town Council Representative*

Administrative Staff

Larissa O'Neil
Executive Director
Cindy Hintgen
Operations Manager
Kris Ann Knish
Archivist and Collections Manager
Michele Chapdelaine
Office Manager
Sandra Rhodes
Administrative and Marketing Assistant

Museum Docents and Tour Guides

Andrew Aerenson	Mariana Pereda
Elisa Anderson	Kathy Phillipson
Stephen Bainbridge	Ron Picariello
Sandy Bainbridge	Ed Quinn
Trevor Baringer	Meg Quirk
Sherrie Calderini	Andrea Reilly
Bob Dickman	Neil Rubinstein
Leigh Girvin	Phyl Rubinstein
Niki Harris	Kim Ruhland
Bob Hoppin	Jill Slater
Susan Juergensmeier	Sharon Smith
Mike Kemmler	Ray Smith
Beth Marcotte	Jillian Somero
Emily Martino	Scott Toepfer
Tim McCall	Sharon Trumbore
Gillian McGinnis	June Walters
Denise Medley	Kent Wilhelm
Ian Morris	



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Financials

2019 Profit & Loss Statement: January 1 - December 31

Income

Operations Grants	11,000
Town of Breckenridge	545,000
General Donations & Other Income	7,591
Museum Donations & Tour Income	91,730
Merchandise Sales	5,802
Event & Site Rental Income	13,705
Membership Income	401
In-Kind Income (Operations)	69,807
<i>Total Operations Income</i>	<i>745,036</i>
Completed Capital Projects Income	352,453
Completed Capital Projects In-Kind Income	3,750

Total Income	1,101,239
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Expenses

Business Expenses	58,681
Inventory & New Publications	6,746
Museum & Site Operations	51,752
Event Expenses	14,198
Administration	357,848
Archives Expenses	16,322
Tour Guide Payroll	137,945
In-Kind Expenses (Operations)	69,807
Advertising & Promotion	40,584
<i>Total Operations Expenses</i>	<i>753,883</i>
Completed Capital Projects Expenses	352,453
Completed Capital Projects In-Kind Expenses	3,750

Total Expenses	1,110,086
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NET INCOME	-8,847
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Contact Information

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Administrative Office: 309 North Main Street

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