



# *Ponce de Leon Inlet Lighthouse Preservation Association*

## **President's Annual Report Fiscal Year 2024-2025**

The Ponce De Leon Inlet Lighthouse Preservation Association works diligently to achieve its mission of preserving and disseminating the maritime and social history of the Ponce Inlet Light Station each fiscal year. The following report outlines the work completed during the fiscal period from October 1, 2024, through September 30, 2025.

While this document provides an outline of scheduled and non-scheduled work completed by the Preservation Association during FY 2024-2025, it should not be considered a complete overview of all work completed. Ordinary day-to-day activities associated with ongoing preventative maintenance and facility upkeep are included in the maintenance department report beginning on page 15.

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# **Brief History of the Ponce De Leon Inlet Light Station & Museum, Constance D. Hunter Pacetti Hotel Museum, and the Ponce De Leon Inlet Lighthouse Preservation Association, Inc.**

## **Ponce De Leon Inlet Light Station**

The Ponce de Leon Inlet Lighthouse began as the Mosquito Inlet Lighthouse with the purchase of ten acres of land on March 21, 1883. The lighthouse tower design was based on Light-House Board standard plans with modifications made for the specific site. The lantern room was based on the design used at Florida's Fowey Rocks Lighthouse. Tragically, Chief Engineer Orville E. Babcock and three others drowned in the inlet when construction began in 1884. Despite this setback, the tower was completed three years later in 1887.

The kerosene lamp in the first order fixed Fresnel lens (made by Barbier et Fenestre in Paris in 1867) was first lit on November 1, 1887, by Keeper William Rowliniski. The new light could be seen 20 miles to sea.

Rowliniski, a Russian immigrant, served until 1893 when he transferred to a lighthouse in South Carolina. When he retired in 1902, he purchased a house on the Halifax River right next to his old lighthouse at Mosquito Inlet. Rowliniski was succeeded as principal keeper by Thomas Patrick O'Hagan, a staunch Irish Catholic, who moved to the light station with his wife and four children. O'Hagan would have seven more children before moving on to the Amelia Island Light Station in 1905.

In 1897, during Keeper O'Hagan's tenure, author Stephen Crane was shipwrecked offshore. Crane was aboard the *Commodore*, a gun-running steam tug carrying munitions and supplies to aid Cubans rebelling against Spanish rule of their island. The *Commodore* sank about 13 miles off the coast of Florida. The only thing visible to the survivors was the lighthouse beacon at Mosquito Inlet. Stephen Crane was traveling as an undercover correspondent for the *New York Post*, which published his account of the sinking. This newspaper report formed the basis of Crane's famous short story, "The Open Boat."

John Lindquist, a Swede, became principal keeper in 1905 and served here until 1924. In 1907, a new well was dug, and a windmill with a water tank tower was built to provide a more reliable water supply. The windmill never worked properly and was removed in 1914. A new cedar water tank was installed on the windmill tower. A small pump house was added to house a gasoline-powered water pump. In 1909, the kerosene lamp in the tower was replaced by an incandescent oil vapor (IOV) lamp.

The 1920s were a period of great change at the Mosquito Inlet Lighthouse. The Lighthouse Service added bathrooms and indoor plumbing to all the keepers' dwellings in 1921. In 1923, under Principal Keeper Charles Leslie Sisson, a new generator was installed in the pump house, which provided electricity to the keepers' homes for the first time. In 1927, the name of Mosquito Inlet was officially changed to Ponce de Leon Inlet for real estate and tourism purposes. The Lighthouse Service agreed to rename the light station the Ponce De Leon Inlet Lighthouse to match the inlet.

John Belton Butler became principal keeper in 1926, and in August 1933, the tower light was electrified with a 500-watt electric lamp. At the same time, the original first-order fixed lens was replaced by a third-order revolving, flashing lens. The positions of the assistant keepers were abolished, but a "relief keeper" was stationed here to lend a hand. After Edward Lockwood Meyer became principal keeper in 1937, a radio beacon was established in the first assistant keeper's dwelling on the south side of the light station.

In 1939, the lighthouse was transferred from the abolished Lighthouse Service to the Coast Guard, and Edward Lockwood Meyer, the last civilian keeper at this station, joined the Coast Guard. During World War II, the keepers' families left the light station, and the buildings were turned into barracks for the Coast Guardsmen who maintained the radio beacon, the light in the tower, and stood watch against enemy submarines and aircraft.

After the war, families moved back, but by 1953, the lighthouse was completely automated and the keepers and their families left for the last time. In 1970, the Coast Guard abandoned the old light station and established a new light at

the Coast Guard station on the south side of the inlet. Vandals did much damage to the light station, but two years later as the result of work by concerned citizens, the abandoned property was deeded to the Town of Ponce Inlet.

In 1972, the Ponce de Leon Inlet Lighthouse Preservation Association was founded as a non-profit organization to restore and operate the property as a museum. In 1972, the light station was listed on the National Register of Historic Places as one of only a handful of 19th century light stations to have all its original buildings still intact.

Through the efforts of the dedicated volunteers of the Preservation Association, the damage done by vandals was reversed and full restoration was begun. Preservation Association volunteers also began to revive the lost arts of classical Fresnel lens repair and restoration, establishing a reputation for their skills that was soon recognized by the Coast Guard. In 1982, a new tower balcony replaced the crumbling one, and the light in the lantern was restored to active service. The three keepers' dwellings now house exhibits on many aspects of lighthouse history. In 1998 the Light Station was designated a National Historic Landmark.

In 1995, the first order lens from the Cape Canaveral lighthouse was restored and placed on display in the new Ayres Davies Lens Exhibit Building. The original first-order lens from the Ponce Inlet Lighthouse was restored and put on display in 2003. In April 2004, restoration work on the third order Fresnel lens was completed and this rotating lens was returned to the lantern room at the top of the tower. The Ponce de Leon Inlet Lighthouse is now listed as an operational private aid to navigation.

Over the years, the Preservation Association has continued to maintain and conserve the site, add to the world-class collection of lighthouse artifacts, construct additional buildings, and provide free educational programming to its community.

### **Ponce De Leon Inlet Lighthouse Preservation Association, Inc.**

Alarmed by the Light Station's rapid deterioration and rumors that the buildings and tower might be torn down, a group of concerned Ponce Inlet residents stepped forward to urge the newly incorporated Town of Ponce Inlet to acquire the property in an effort to save it. The Town agreed to the request with one major stipulation; a non-profit organization must be formed to assume full responsibility for the restoration, preservation, and management of the site at little or no cost to the municipality.

On June 2, 1972, the Department of the Interior officially transferred ownership of the Lighthouse Reservation to the Town of Ponce Inlet. The not-for-profit 501(c)(3) Ponce de Leon Inlet Lighthouse Preservation Association was officially incorporated less than two weeks after the transfer of ownership was completed. The all-volunteer organization immediately began the seemingly insurmountable task of bringing the light station's buildings, grounds, and tower back to their former glory. Sources for funding the Association's early restoration efforts were scarce. Financial resources were generated by donation drives, 25¢ admission fees, and the sale of homemade souvenirs. Receiving little to no monetary support at the local, state, or federal level, the Association gathered materials for ongoing restoration projects from a variety of sources including local businesses, its members' garages, and even trash bins. That these dedicated individuals were able to accomplish as much as they did, given the Association's limited resources was nothing short of amazing.

Our community has witnessed the Ponce de Leon Inlet Lighthouse Preservation Association grow far beyond its humble beginnings to the professional, volunteer-supported non-profit that exists today. Well-known for its groundbreaking accomplishments in the fields of historic preservation, Fresnel lens restoration, public education, and museum development, the Ponce de Leon Inlet Lighthouse Preservation Association has become one of the nation's most highly-regarded lighthouse preservation groups.

The museum's day-to-day operations are managed by professional staff; however, governance of the organization remains the sole responsibility of the Association's all-volunteer Board of Trustees which is made up of eleven Ponce Inlet residents committed to the ongoing preservation and dissemination of the historic Ponce Inlet Lighthouse. This dedicated group is assisted in its endeavors by an Advisory Committee comprised of like-minded Town residents. Working together with museum staff and program volunteers, the Board of Trustees and Advisory Committee works

diligently to achieve the Association's ongoing mission to preserve and disseminate the maritime and social history of the Ponce Inlet Lighthouse, initially set forth by its founding members nearly half a century ago.

Since its inception, the Preservation Association has remained committed to the continued restoration and maintenance of this historic property. Renowned not only for its expertise in the field of historic restoration, the Association is also known for its commitment to the preservation and dissemination of the history of the Ponce Inlet Lighthouse and the local Florida region. Work conducted by the organization is completed by qualified staff who have undergone extensive training in the field of historic masonry restoration and 19th-century construction techniques. All restoration and preservation work at the Light Station is carried out in accordance with the Federal Standards for Rehabilitation of Historic Properties.

The Association has completed millions of dollars' worth of preservation and restoration work to the historic light station over the past 50 years and has increased the overall value of the site with the construction several modern structures including the Ayres Davies Lens Exhibit Building, the Gift Shop and Conference Building, the Rest Room/Group Entrance Facility, and the Administration Building. Restored by trained Association employees and/or licensed contractors, the once dilapidated keepers' dwellings and outbuildings are now home to one of the nation's most comprehensive lighthouse museums. All improvements have been completed by the Preservation Association at little or no cost to the Town of Ponce Inlet's residents who are admitted free of charge.

Although government grants have been pursued in the past to help fund major projects, the light station has operated with zero tax-funded support at the local, state, or federal level for more than a decade. The organization's many successes have been achieved with minimal financial assistance from the public sector. 100% of the museum's annual operating budget is generated entirely in-house through gift shop merchandise sales, daily admission fees, annual membership dues, and private/corporate donations.

Welcoming nearly 150,000 visitors annually, the Ponce de Leon Inlet Light Station remains a cornerstone of the Halifax area's tourism-driven economy. Voted Daytona's Best Learning Experience by the Daytona Beach Area Convention and Visitors Bureau, the Preservation Association is highly regarded not only for its exhibits and historic structures but for its exceptional educational programs as well. Provided free of charge to all Volusia County school groups, this important element of the Association's ongoing mission has been praised by educators throughout the local community and serves as a benchmark for lighthouse organizations nationwide.

Now in its 53rd year of existence, the Ponce de Leon Inlet Lighthouse Preservation Association looks to the future, ready to meet the challenges of tomorrow with the same determination and conviction that has served it so well in the past. With your support, this important National Historic Landmark will continue to shine for many more generations to come.

### **Constance D. Hunter Historic Pacetti Hotel Museum**

The Pacetti Hotel, located on South Peninsula Drive directly across from the lighthouse, played an important role in the development of both the light station and the Town of Ponce Inlet (formerly known as Pons Park) itself. Commonly referred to as the Pacetti House, Pacetti Hotel, or Pacetti Boarding House; the history of this nineteenth-century structure, the land it sits on, and the lives of those who built, lived in, and frequented it, are inexorably linked to that of the lighthouse, its keepers, and the families who once called the light station home.

In the mid-1860s, Bartola Pacetti constructed a small two-room house for his wife Martha on the north bank of Mosquito Inlet. The idea to turn the small home into a hotel came from an itinerant artist named William Aiken Walker who often camped on the Pacetti's property. Walker reportedly urged Bartola and Martha to build a hotel that catered to the region's growing tourist trade, believing the rich fishing grounds less than a stone's throw from the Pacetti's front porch would draw sportsmen and tourists in great numbers.

The opportunity to construct the resort finally presented itself when the US Light-House Establishment offered to buy ten acres of land from the Pacetti family for a new light station at Mosquito Inlet. The Pacetti's sold the acreage

to the US Government in 1883 for \$400. From the sale of this land, Bartola and Martha Pacetti completed the construction of the Pacetti Hotel. In February, a small work party arrived to begin the construction of the new lighthouse facility. Some of these workers possibly slept in the recently completed hotel, at least until bunkhouses could be built nearby.

Although the \$400 earned from the sale of the ten acres proved to be a financial windfall for the Pacetti family, the transaction was not without negative consequences. Bartola and Martha's son Henry was seriously injured while working as a laborer for the lighthouse construction crew. While moving building materials from the river bank to the work site, a load of bricks fell, pulling on a rope that was wrapped around the young man's leg. The damage was severe and doctors were forced to amputate the limb. Complications from the procedure eventually cost Henry his life in 1886. Bartola followed his son to the grave in 1898.

The popularity of the Pacetti establishment continued to grow under Martha's care as news of the wonderful fishing opportunities afforded by the nearby waterways and Mrs. Pacetti's hospitality spread. By 1900, the hotel had grown to include numerous guest bedrooms, a large kitchen, a parlor, a dining hall, and a sweeping front porch that afforded visitors an unobstructed view of Ponce Inlet and the Halifax and Indian Rivers. Travelers and outdoor enthusiasts from across the country flocked to the world-famous fishing resort, attracted not only by glowing reports of the establishment's knowledgeable fishing guides but Martha's reputation as an excellent cook as well.

Martha Pacetti eventually passed away in 1917. Following her death, the popularity of the Pacetti Hotel steadily declined, and the hotel slowly fell into a state of disrepair. Olivia Gamble, daughter of James Gamble, purchased the derelict property in 1936 in memory of her father who loved to visit the Ponce Inlet area. Olivia is credited with saving the historic structure by financing extensive repairs to the hotel that she later used as a guest house for her family and friends.

Cincinnati socialites Carl Louis Nippert and his wife Louise inherited the Pacetti property following Olivia Gamble's in 1961. Heirs to the Gamble fortune, the Nipperts frequented the Pacetti Hotel on many occasions and were considered warm, welcoming, and well-respected members of the local Ponce Inlet community. In addition to inviting friends to visit the hotel for dinner parties and relaxing stays, the couple also opened their doors to the entire roster of their professional baseball team, the Cincinnati Reds. Town residents were amazed by the parade of famous ballplayers strolling along the quiet tree-lined streets of their seaside community at the end of the team's annual spring training.

The Preservation Association's first Executive Director and founding member Ann Caneer served as the property's caretaker from 1970 until 2010. Ownership of the Pacetti Hotel was transferred to the Greenacres Foundation shortly after Louise Nippert's death on July 23, 2012. The property remained vacant for the next seven years.

In September 2019, the Ponce De Leon Inlet Lighthouse Preservation Association was provided the long-awaited opportunity to acquire the historic hotel from the Green Acres Foundation. The Association's Board of Trustees viewed the purchase of the Pacetti Hotel as a rare once-in-a-lifetime opportunity. The acquisition of this cultural site will not only save one of Volusia County's most endangered historical places but significantly enhance the museum's ability to interpret the Ponce de Leon Inlet Light Station in more meaningful detail. The closing date for this real estate transaction is October 7, 2019.

The Ponce De Leon Inlet Lighthouse Preservation Association launched an ambitious multi-year plan to restore, preserve, rehabilitate, and develop the Pacetti Hotel into a public museum in 2020. The Association was greatly assisted in this endeavor through a two-million dollar grant from the Paul B. Hunter and Constance D. Hunter Charitable Foundation which agreed to help fund the project in exchange for naming rights for the museum in honor of its founder Constance D. Hunter.

The Constance D. Hunter Historic Pacetti Hotel Museum took more than four years to complete and officially opened to the public in the summer of 2024.

# Gift Shop Report for Fiscal Year 2024-2025

## Gift Shop Operations Summary: FY 2024-2025

**Gift Shop Staffing:** The gift shop typically employs between nine to fifteen personnel at various times throughout the year, depending on the season and the museum's posted hours of operation. The gift shop's annual staff roster generally consists of one regular full-time manager, one regular full-time assistant manager, one regular full-time lead sales associate, four regular part-time sales associates, and up to six additional part-time seasonal sales associates.

1. *Gift Shop Manager:* Oversees all facets of the gift shop's ongoing operations, including market research, merchandise selection and purchasing, product merchandising, inventory control, customer service, loss prevention, online sales, shipping, recordkeeping, financial accounting, and staff supervision and training.
2. *Assistant Gift Shop Manager:* Assists the Gift Shop Manager in the completion of the department's assigned duties and responsibilities and supervises the gift shop's staff and operations in the manager's absence.
3. *Lead Sales Associate:* The lead sales associate is a quasi-supervisor key-holder who assists the gift shop manager and assistant gift shop manager in the completion of their assigned duties, including inventory control, merchandising, staff training and support, and gift shop sales floor performance monitoring.
4. *Gift Shop Sales Associate(s):* Welcomes guests, answers questions, and performs a variety of retail functions, including the processing of merchandise sales, admissions, and donations; facilitating new and renewed memberships; organizing and stocking sales floor displays; and loss prevention.

**Museum Days/Hours of Operation:** Both the Ponce de Leon Inlet Lighthouse Museum and Constance D. Hunter Historic Pacetti Hotel Museum are open daily to the public from 10:00 am to 9:00 pm from Memorial Day through Labor Day and from 10:00 am to 6:00 pm for the remainder of the year. Both museums are closed on Thanksgiving and Christmas Day. Special hours of operation are scheduled on specific days throughout the year in accordance with local events, holidays, and unique onsite offerings that generate higher than normal visitation.

**Museum Admission Category Classification System:** The Association classifies each type of admission according to the three independent factors listed below:

1. ***Museum(s) Visited:*** Guests can choose to visit the Ponce Inlet Lighthouse Museum (Lighthouse Ticket), the Constance D. Hunter Historic Pacetti Hotel Museum (Pacetti Hotel Ticket), or a both museums together (Combination Ticket).
2. ***Free or Paid:*** Current admission types include paid and free. The majority of all museum admissions are classified as paid general admissions; however, free admission to the Ponce Inlet Lighthouse Museum, Constance D. Hunter Historic Pacetti Hotel Museum, or both museums together is provided to several groups including all Ponce Inlet residents, all Preservation Association members, all K-12 public and private Volusia County school groups, members of the Florida Lighthouse Association, and those who have received free admission tickets through select advertising promotions.
3. ***Visitor Age:*** The Association defines adults as anyone from 12 years of age and up, children as minors between the ages of 3 and 11 years, and infants as minors between the ages of 0 to 2 years.

**Museum Admission Categories:** The Association's list of current admission categories includes the following:

1. ***General Lighthouse Admissions (ADMADL, ADMKID):*** All general Ponce Inlet Lighthouse admissions for adults and children. Priced at \$6.95 for adults, \$1.95 for children.

2. **General Pacetti Hotel Admissions** (ADMPHA, ADMPHC): All general Pacetti Hotel Museum Admissions for adults and children. Priced at \$5.00 for adults, \$1.00 for children.
3. **Ponce Inlet Resident Lighthouse Admissions:** (ADMPLA, ADMPIC): All Ponce Inlet resident admissions to the Ponce Inlet Lighthouse for adults and children. Priced at \$0 for adults, \$0 for children.
4. **Ponce Inlet Resident Pacetti Hotel Admissions:** (ADMPAR, ADMPCR): All Ponce Inlet resident admissions to the Pacetti Hotel Museum for adults and children. Priced at \$0 for adults, \$0 for children.
5. **Preservation Association Member Lighthouse Admissions:** (FREAME, FRECME): All Preservation Association member admissions to the Ponce Inlet Lighthouse for adults and children. Priced at \$0 for adults, \$0 for children.
6. **Preservation Association Member Pacetti Hotel Admissions:** (FREPAM, FREPCM): All Preservation Association member admissions to the Pacetti Hotel Museum for adults and children. Priced at \$0 for adults, \$0 for children.
7. **Free Lighthouse Admissions:** (FREADL, FREKID): Includes all other free admissions to the Ponce Inlet Lighthouse for adults and children. Priced at \$0 for adults, \$0 for children.
8. **Free Pacetti Hotel Admissions:** (FREPHA, FREPHC): Includes all other free admissions to the Pacetti Hotel Museum for adults and children. Priced at \$0 for adults, \$0 for children.

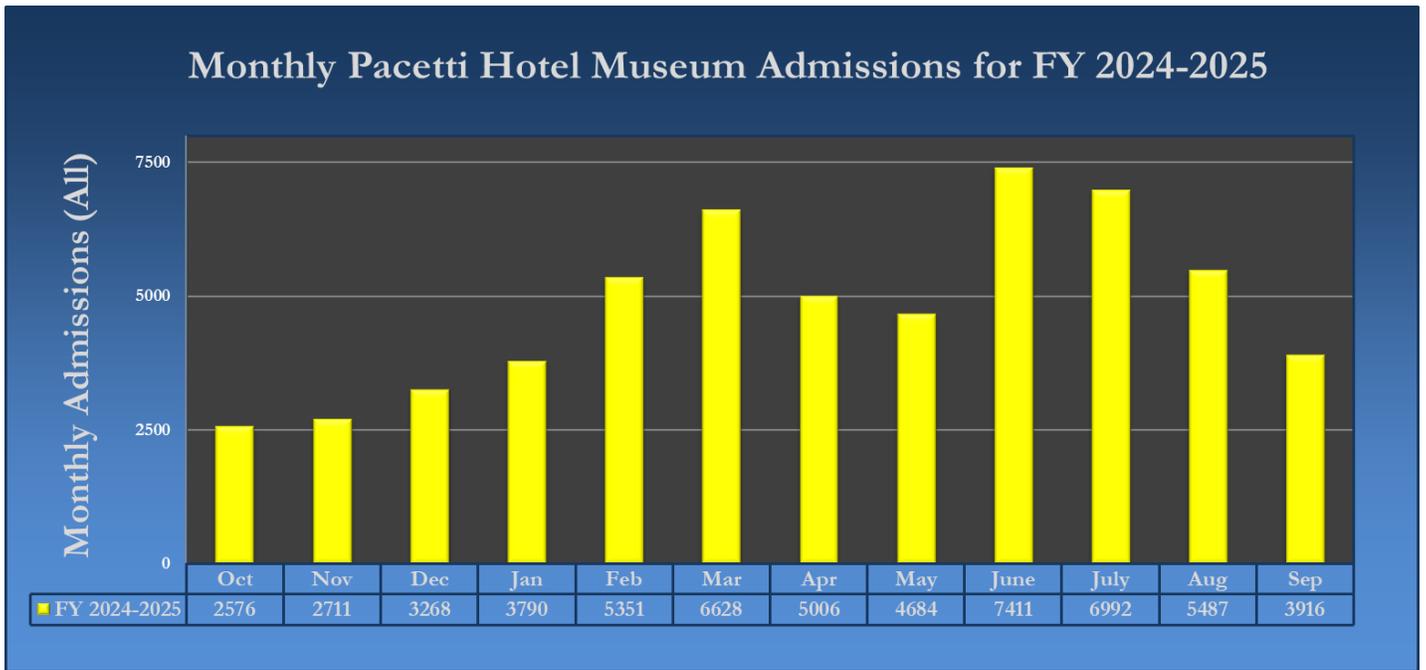
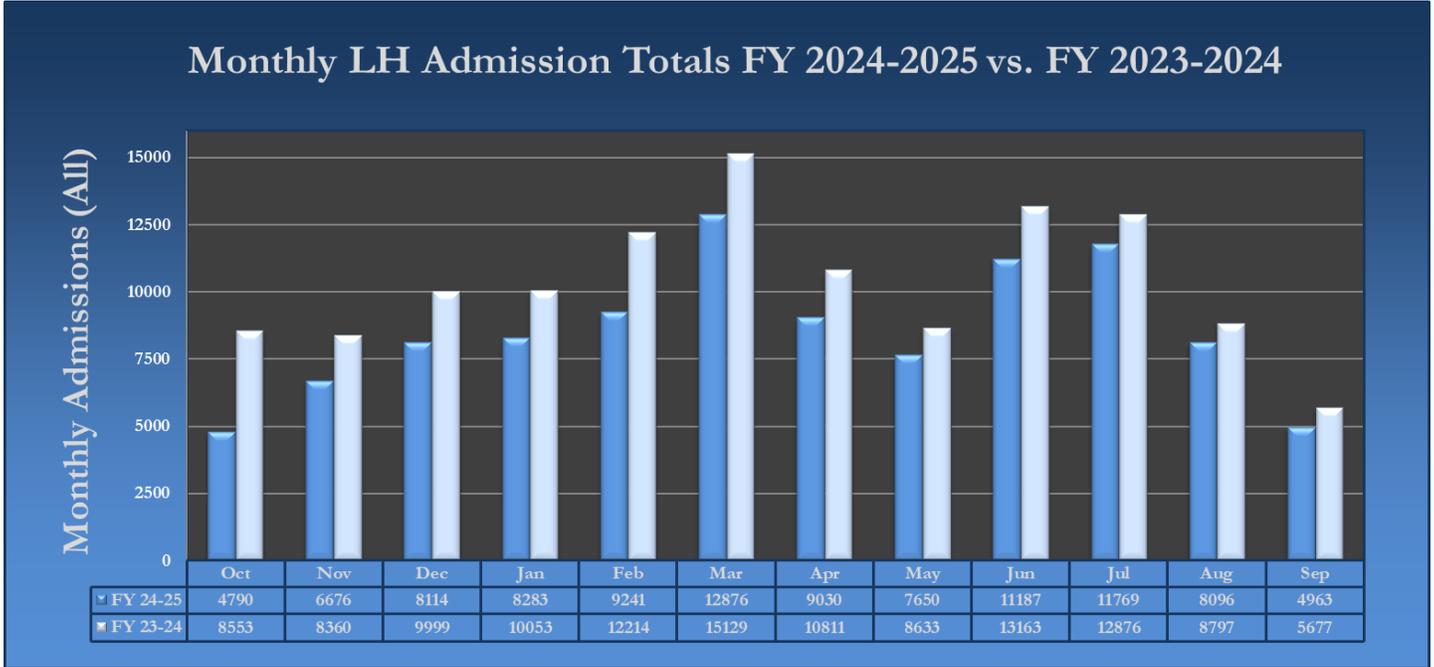
### Annual Admissions Summary by Type: FY 2024-2025

The Ponce De Leon Inlet Lighthouse Preservation Association processed a total of 102,675 free and paid admissions to the Ponce Inlet Lighthouse and 57,820 free and paid admissions to the Pacetti Hotel Museum during FY 2024-2025, generating a combined total of \$850,494 in admission sales during this period. 56% of all visitors to the Ponce Inlet Lighthouse also purchased admission tickets to the Pacetti Hotel Museum during FY 2024-2025.

FY 2024-2025 MONTHLY ADMISSIONS BY TYPE													
ADMISSION TYPE	MONTH												ANNUAL TOTAL
	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY.	JUNE	JULY	AUG.	SEPT.	
ADMADL	3,982	5,506	6,461	6,670	7,918	10,691	7,479	6,192	8,669	9,085	6,492	4,205	83,350
ADMKID	405	666	810	881	745	1585	1129	718	2154	2308	1229	506	13,136
ADMPAR	14	45	42	13	28	30	14	12	15	14	12	4	243
ADMPCR	0	5	0	0	1	2	4	3	1	2	2	0	20
ADMPHA	2216	2256	2719	3106	4813	5690	4368	4122	5942	5496	4590	3430	48,748
ADMPHC	179	233	277	370	287	599	480	427	1334	1338	754	384	6,662
ADMPIA	34	46	65	56	60	66	52	44	39	51	39	33	585
ADMPIC	3	8	6	4	12	10	10	7	10	3	10	2	85
FREADL	74	93	128	147	120	124	19	166	45	34	44	47	1,041
FREAME	182	257	258	376	306	342	278	227	211	197	229	154	3,017
FRECME	0	12	13	8	27	19	19	19	6	27	29	6	185
FREKID	110	88	373	141	53	39	44	277	53	64	24	10	1,276
FREPAM	114	115	98	138	113	179	112	56	72	68	75	50	1,190
FREPCM	0	5	4	4	3	13	12	15	0	20	17	2	95
FREPHA	40	37	8	79	102	108	13	15	18	15	19	38	492
FREPHC	13	15	120	80	4	7	3	34	29	39	18	8	370
MONTHLY TOTAL	7,366	9,387	11,382	12,073	14,592	19,504	14,036	12,334	18,598	18,761	13,583	8,879	160,495

**Annual Admissions Comparison: FY 2024-2025 vs. FY 2023-2024**

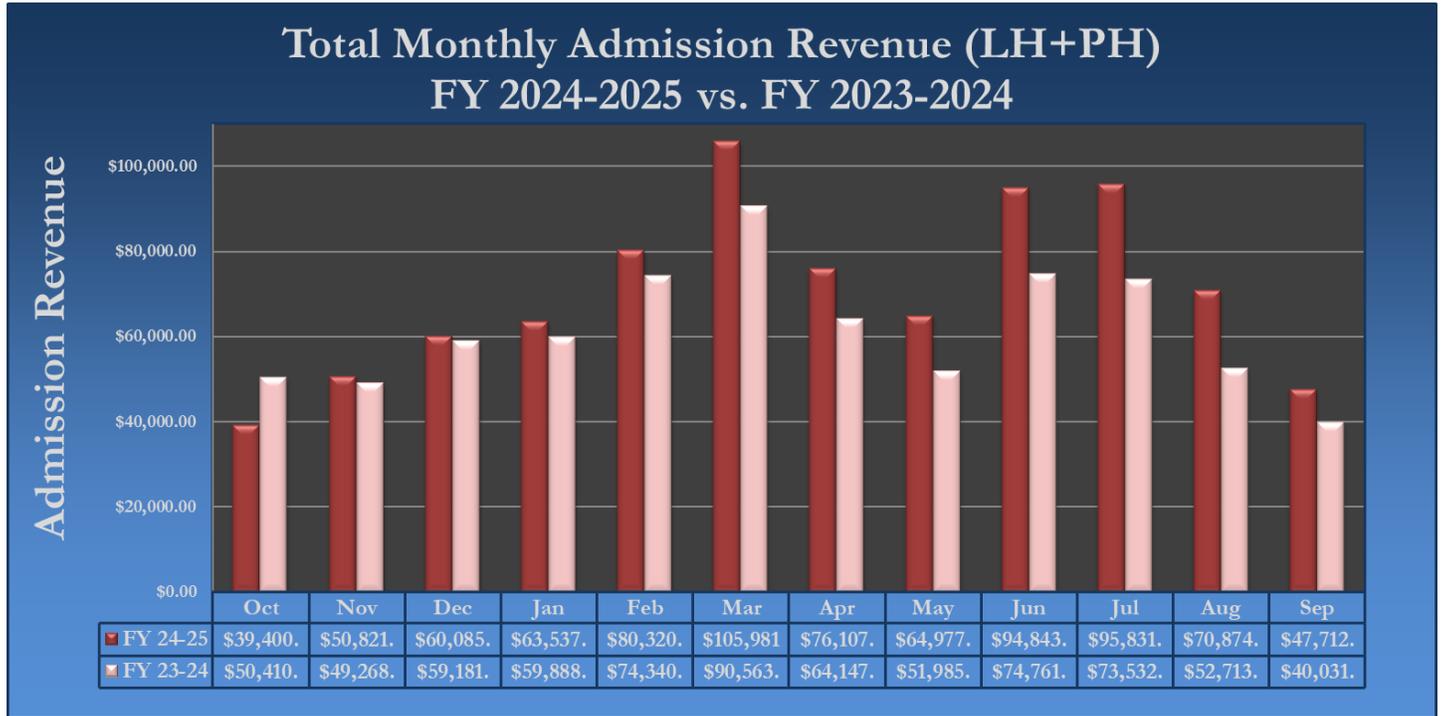
The 102,676 free and paid lighthouse admissions processed in FY 2024-2025 fell short of the 124,265 free and paid lighthouse admissions realized in FY 2023-2024 by 21,589 guests (or 17.4%). The Association also processed a combined total of 57,820 free and paid admissions to the Constance D. Hunter Historic Pacetti Hotel Museum during FY 2024-2025. Since this was the first full year that the Pacetti Hotel Museum was open to the public, no year-to-year comparison data is currently available.



**Annual Admission Revenue Comparison: FY 2024-2025 vs. FY 2023-2024**

The museum was projected to generate \$981,300 in admissions revenue during FY 2024-2025 but fell short of this goal by \$130,806 (13.3%), equaling \$850,494 overall. This amount exceeded the \$740,825 in admissions revenue

generated during FY 2023-2024 by \$109,669 (or 13%). This \$109,669 constitutes 44% of \$248,992 in Pacetti Hotel Museum admission revenue generated in FY 2024-2025, an admission category that did not exist in the previous year.,



### Annual Gift Shop Merchandise Sales Summary by Department: FY 2024-2025

\$605,303 (or 70.4%) of the \$859,401 in total merchandise sales revenue realized during FY 2024-2025 was generated through the sale of clothing and houseware department merchandise. The remaining \$254,098 (or 29.6%) in sales revenue realized during this period was generated by the sale of products assigned to the gift shop’s seven other product categories, including jewelry, media, art, toys, educational, Pacetti Hotel, and other/miscellaneous.



**Annual Merchandise Revenue Comparison: FY 2024-2025 vs. FY 2023-2024**

The gift shop was projected to earn \$1,111,100 in sales revenue during FY 2024-2025. The gift shop fell short of this projection by \$251,699 (or 22.7%), earning \$859,401 in total annual sales by year’s end. This amount was \$389,818 (or 13.9%) less than the \$997,520 in gift shop merchandise sales realized during FY 2023-2024.



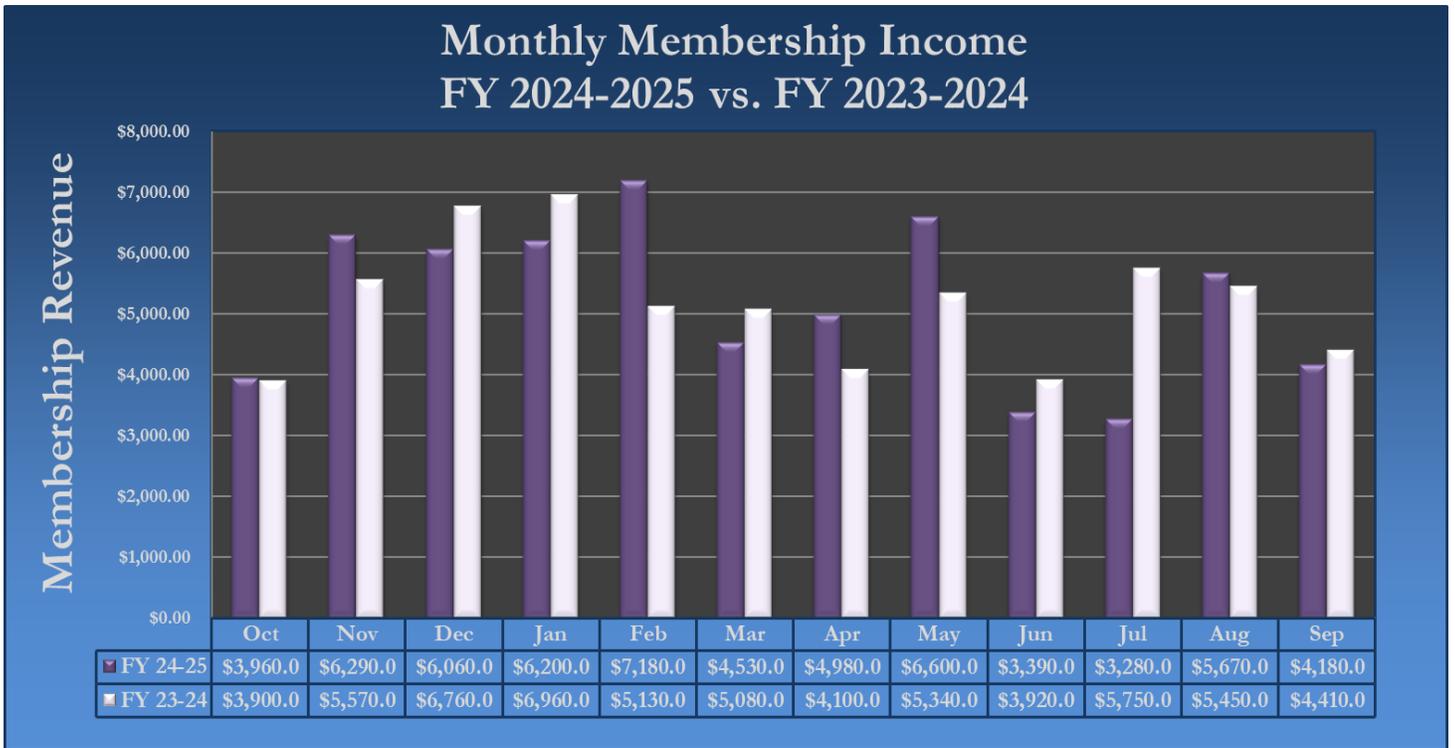
**Annual Membership Summary by Type: FY 2024-2025**

Preservation Association membership levels include Corporate, Principal, 1<sup>st</sup> Assistant Keeper, 2<sup>nd</sup> Assistant Keeper, Family, General, Senior, Student, Volunteer, Lifetime, and Gift. The gift shop processed a total of 1,536 memberships during FY 2024-2025, a number that is 117 (or 7.6%) less than the 1,653 memberships processed in FY 2023-2024. The total number of individuals included in the current 1,536 active memberships is 2,056.

Total Memberships (New & Renewals) Processed by Type: FY 2024-2025 vs. FY 2023-2024		
Membership Level	FY 2024-2025	FY 2023-2024
Corporate (\$500)	7	6
Principal Keeper (\$500)	32	32
First Assistant Keeper (\$200)	77	63
Second Assistant Keeper (\$100)	88	92
Family (\$40)	169	196
General (\$20)	278	264
Senior (\$10)	797	929
Student (\$10)	32	39
Volunteer (Free)	41	32
Lifetime (Variable)	10	10
Gift (Free-Promotional)	5	2

**Annual Membership Income: FY 2024-2025 vs. FY 2023-2024**

Annual Memberships were projected to generate \$64,800 in membership income in FY 2024-2025 but missed this goal by \$2,480 (or 3.4%), equaling \$62,320 overall. This amount fell short of the \$62,370 in annual membership income realized during FY 2023-2024 by \$50 (or < .1%).



### Annual Support Summary: FY 2024-2025

Projected annual support income is derived from two primary sources, private donations and memorial brick sales. Ticket sales from semi-private educational offerings, including the museum’s monthly Climb to the Moon Tour, onsite weddings, and RSVP-only Climb with the Keeper Tours, are included in private donations. Additional non-budgeted annual support income may also be received through private grant funding when available. The Preservation Association collected a total of \$142,267.29 in general support during FY 2024-2025. This amount exceeded the Association’s annual projection of \$91,200 in support income by \$51,067 (or 56%). In addition, the Association received two non-budgeted grants in the amounts of \$87,000 and \$10,000 this past fiscal year, bringing the combined total of all annual support for FY 2024-2025 to \$239,267.29.

FY 2024-2025 Support Revenue by Month				
MONTH	SUPPORT SOURCE (TYPE)			Total Monthly Support
	Grants	Donations	Bricks	
October	\$0	\$10,466.34	\$2,000.00	\$12,466.34
November	\$0.00	\$5,976.77	\$3,025.00	\$9,001.77
December	\$87,000	\$26,331.84	\$4,450.00	\$117,781.84
January	\$0.00	\$9,314.56	\$1,325.00	\$10,639.56
February	\$0.00	\$7,517.89	\$1,100.00	\$8,617.89
March	\$0.00	\$10,272.70	\$1,600.00	\$11,872.70
April	\$0.00	\$8,041.15	\$1,900.00	\$9,941.15
May	\$0.00	\$7,238.56	\$1,275.00	\$8,513.56
June	\$0.00	\$8,790.98	\$2,250.00	\$11,040.98
July	\$0.00	\$7,360.12	\$2,125.00	\$9,485.12
August	\$10,000.00	\$9,374.73	\$2,000.00	\$21,374.73
September	\$0.00	\$7,131.65	\$1,400.00	\$8,531.65
<b>Total Annual</b>	<b>\$97,000.00</b>	<b>\$117,817.29</b>	<b>\$24,450.00</b>	<b>\$239,267.29</b>

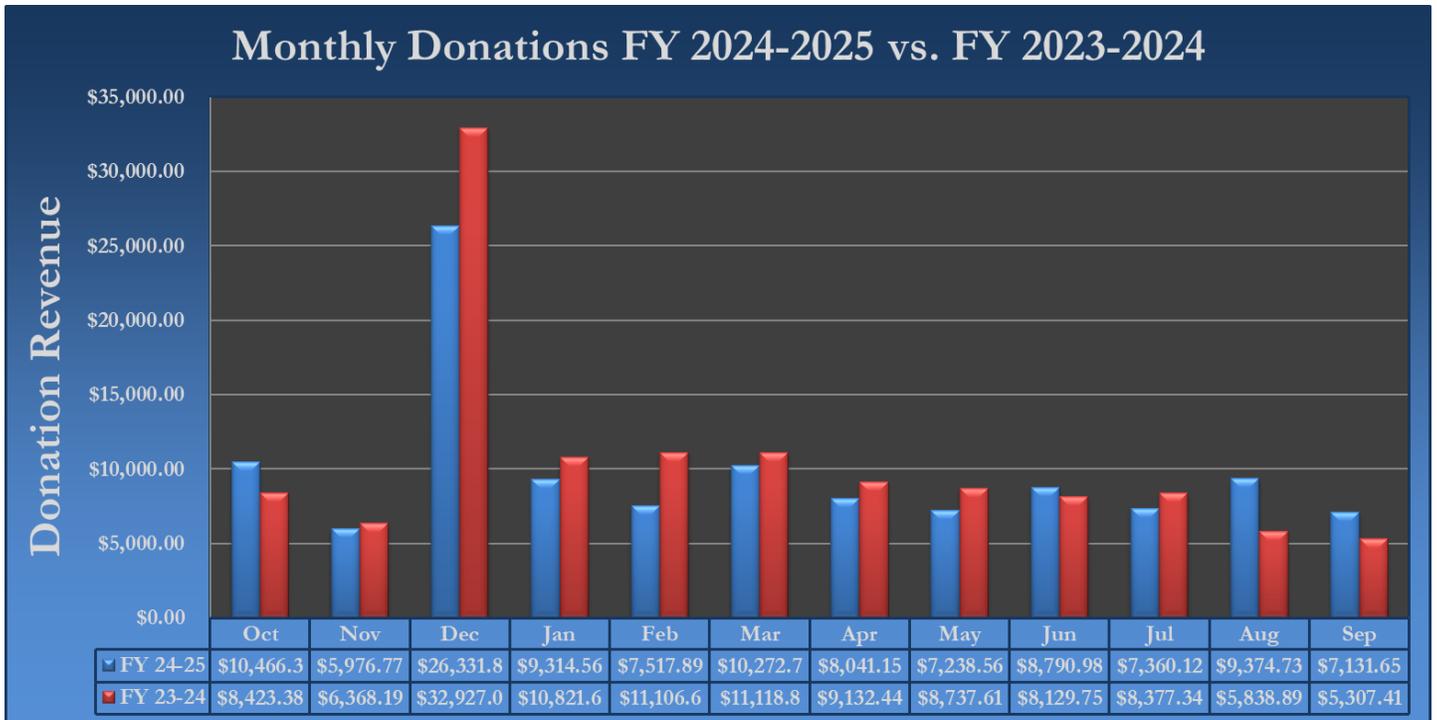
**Annual Donation Summary: FY 2024-2025**

Private monetary contributions to the Ponce De Leon Inlet Lighthouse and Museum can be directed to one or more categories in accordance with the donor’s wishes. These categories include Endowment Fund Donations, Private Event Donations, General Lighthouse Donations, Museum Support Donations, In Memory of Donations, and Pacetti Hotel Donations. The table below identifies all monthly donation revenue received by the Ponce De Leon Inlet Lighthouse Preservation Association during FY 2024-2025 by type and amount.

MONTH	FY 2024-2025 Monthly Donation Revenue by Type						Monthly Total
	Endowment	Event	Lighthouse	Museum	In Memory	Pacetti	
October	\$225.00	\$0.00	\$3,455.00	\$0.00	\$4,000.00	\$2,786.34	\$10,466.34
November	\$50.00	\$0.00	\$2,555.00	\$0.00	\$0.00	\$3,371.77	\$5,976.77
December	\$0.00	(\$250.00)	\$22,495.00	\$0.00	\$0.00	\$4,086.84	\$26,331.84
January	\$1,010.00	\$500.00	\$3,816.00	\$0.00	\$0.00	\$3,988.56	\$9,314.56
February	\$0.00	\$250.00	\$1,530.52	\$814.54	\$0.00	\$4,922.83	\$7,517.89
March	\$320.00	\$250.00	\$3,775.00	\$0.00	\$0.00	\$5,927.70	\$10,272.70
April	\$500.00	\$250.00	\$2,275.00	\$0.00	\$0.00	\$5,016.15	\$8,041.15
May	\$0.00	(\$250.00)	\$2,130.75	\$0.00	\$0.00	\$5,357.81	\$7,238.56
June	\$0.00	\$0.00	\$1,870.00	\$637.56	\$0.00	\$6,283.42	\$8,790.98
July	\$250.00	(\$250.00)	\$1,620.00	\$0.00	\$0.00	\$5,740.12	\$7,360.12
August	(\$200.00)	\$250.00	\$1,790.00	\$689.35	\$500.00	\$6,345.38	\$9,374.73
September	\$0.00	\$0.00	\$1,950.00	\$0.00	\$0.00	5,181.65	\$7,131.65
<b>Total Annual</b>	<b>\$2,155.00</b>	<b>\$750.00</b>	<b>\$49,262.27</b>	<b>\$2,141.45</b>	<b>\$4,500.00</b>	<b>\$59,008.57</b>	<b>\$117,817.29</b>

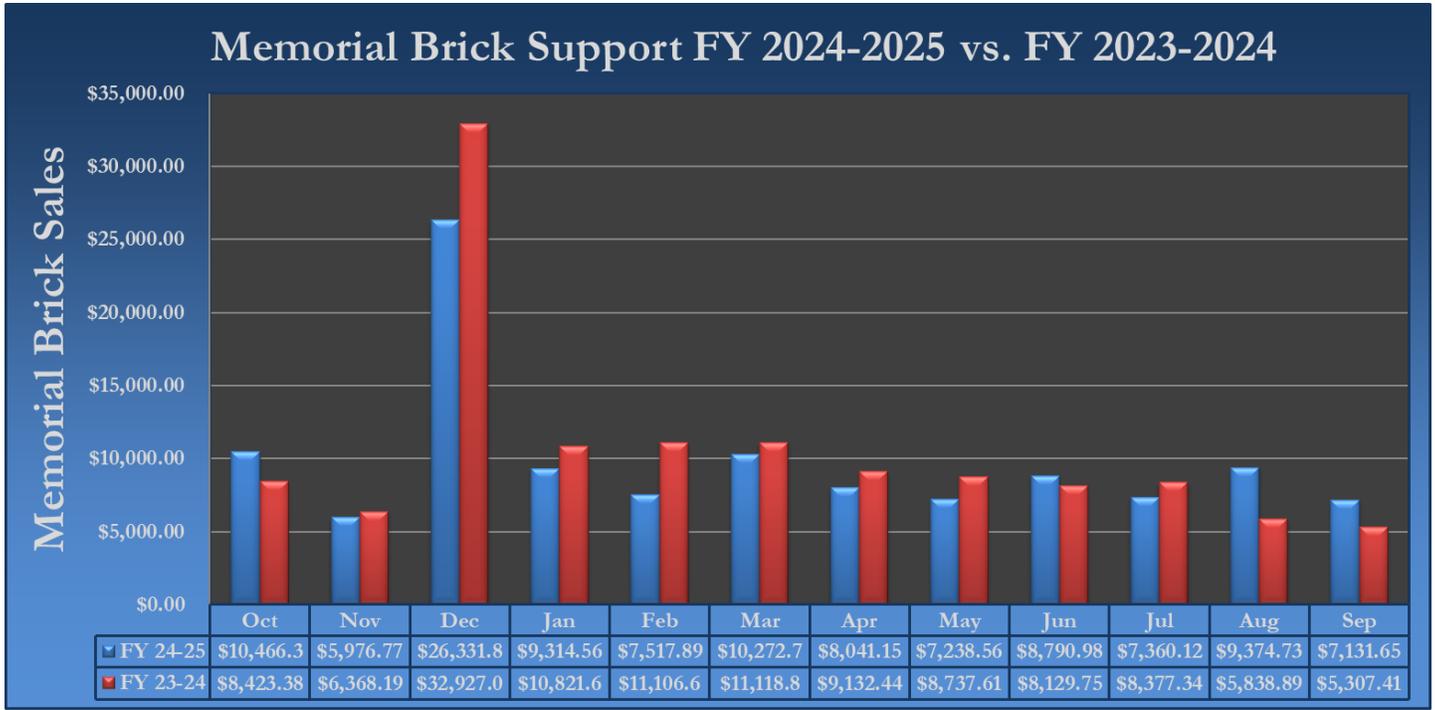
**Annual Donations Comparison: FY 2024-2025 vs. FY 2023-2024**

The Preservation Association was projected to generate \$72,000 in private donations during FY 2024-2025 but exceeded this mark by \$45,817 (or 63.6.7%), generating \$117,817 instead. This figure was \$12,665 (or 10.7%) less than the \$130,482 in donation support funding generated by the Association in FY 2023-2024.



**Annual Memorial Brick Sale Comparison: FY 2024-2025 vs. FY 2023-2024**

The Preservation Association was projected to generate \$19,200 in Memorial Brick sales during FY 2024-2025. The Association exceeded this annual goal by \$5,250 (or 27.3%), generating \$24,450 in total brick sales overall. This figure was \$6,700 (or 37.7%) greater than the \$17,750 in total memorial brick revenue generated in FY 2023-2024.



**Grant Support Income: FY 2024-2025**

**Grants:** Grants provide a third source of support income for the Ponce de Leon Inlet Lighthouse Preservation Association. Grant funding is pursued when appropriate, but is not included in the Association’s annual budget projections due to the lack of guarantee that anticipated funding will be received in the following year. The Association received a combined total of \$97,000.00 in private grant funding in FY 2024-2025.

**Paul B. Hunter and Constance D. Hunter Charitable Foundation (the “Foundation”) Grant:** The Association received a \$87,000 grant from the Paul B. Hunter and Constance D. Hunter Charitable Foundation in support of the Pacetti Hotel Museum Outdoor Activity Area Project at the start of the 2024-2025 fiscal year followed by an additional \$10,000 grant at the end of the fiscal year.

**Total Annual Income: FY 2024-2025**

Total annual income consists of all revenue generated by the Preservation Association during the fiscal year. The Preservation Association was projected to earn \$2,272,760 in total income during FY 2024-2025 but fell short of this goal by \$328,316 (or 16.9%) with a total realized annual income of \$1,944,44.

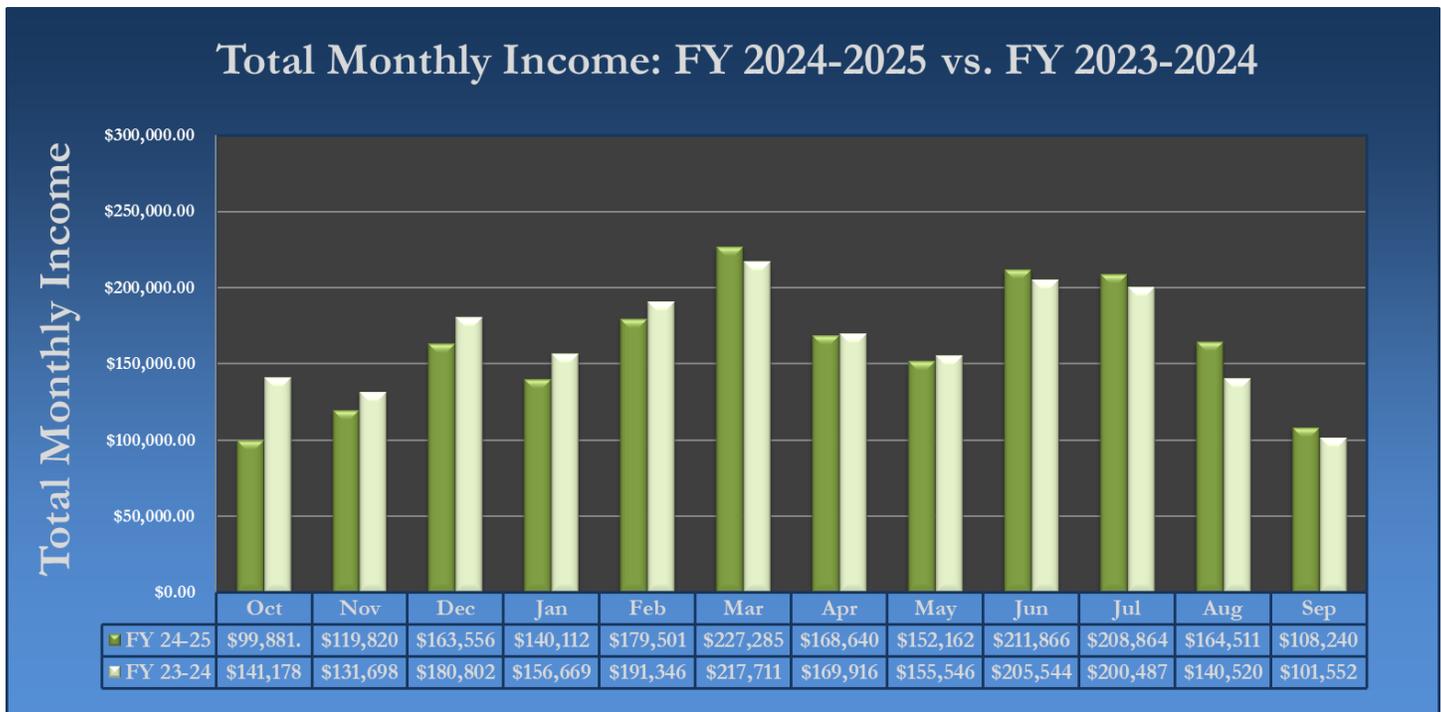
**Annual Income by Source: FY 2024-2025**

As noted above, total annual income consists of all revenue and support generated during the year. These sources include admission and merchandise sales, investment income, membership dues, sales tax-collection allowance, memorial brick sales, and private donations. The following table identifies the monthly contribution of each income source towards the museum’s total annual income of \$1,944,44 during FY 2024-2025.

FY 2024-2025 Total Income by Month (All Income Sources)									
MONTH	INCOME TYPE/CATEGORY								
	Admission	GS Sales	Inv. Inc.	Member	Tax-Coll	Grants	Bricks	Donations	Total
OCT.	\$39,400.54	\$40,774.21	\$3,250.85	\$3,960.00	\$30	\$0.00	\$2,000.00	\$10,466.34	\$99,881.94
NOV.	\$50,821.95	\$49,318.34	\$4,358.84	\$6,290.00	\$30	\$0.00	\$3,025.00	\$5,976.77	\$119,820.90
DEC.	\$60,085.38	\$63,941.83	\$2,656.99	\$6,060.00	\$30	\$87,000.00	\$4,450.00	\$26,331.84	\$250,556.04
JAN.	\$63,537.73	\$57,117.92	\$2,587.53	\$6,200.00	\$30	\$0.00	\$1,325.00	\$9,314.56	\$140,112.74
FEB.	\$80,320.69	\$80,552.94	\$2,799.65	\$7,180.00	\$30	\$0.00	\$1,100.00	\$7,517.89	\$179,501.17
MAR	\$105,981.11	\$102,809.65	\$2,062.36	\$4,530.00	\$30	\$0.00	\$1,600.00	\$10,272.70	\$227,285.82
APR.	\$76,107.28	\$75,830.73	\$1,751.80	\$4,980.00	\$30	\$0.00	\$1,900.00	\$8,041.15	\$168,640.96
MAY	\$64,977.72	\$69,481.62	\$2,559.25	\$6,600.00	\$30	\$0.00	\$1,275.00	\$7,238.56	\$152,162.15
JUNE	\$94,843.60	\$100,408.07	\$2,153.45	\$3,390.00	\$30	\$0.00	\$2,250.00	\$8,790.98	\$211,866.10
JULY	\$95,831.41	\$98,520.34	\$1,717.62	\$3,280.00	\$30	\$0.00	\$2,125.00	\$7,360.12	\$208,864.49
AUG.	\$70,874.27	\$74,474.24	\$2,087.83	\$5,670.00	\$30	\$0.00	\$2,000.00	\$9,374.73	\$164,511.07
SEPT.	\$47,712.32	\$46,171.54	\$1,615.16	\$4,180.00	\$30	\$10,000.00	\$1,400.00	\$7,131.65	\$118,240.67
Total	\$850,494.00	\$859,401.43	\$29,601.33	\$62,320.00	\$360	\$97,000.00	\$24,450.00	\$117,817.29	\$2,041,444.05

**Annual Income Comparison: FY 2024-2025 vs. FY 2023-2024**

The \$1,944,444.05 in total income (including admission sales, merchandise sales, membership dues, donations, memorial brick sales, tax-collection allowance, and interest income but excluding non-budgeted grant funding) generated by the Association in FY 2024-2025 fell short of the \$1,992,975.45 in total income (including admission sales, merchandise sales, membership dues, donations, memorial brick sales, tax-collection allowance, and interest income but excluding non-budgeted grant funding) generated by the Association during FY 2023-2024 by \$48,531.40 (or 2.5%).



# Maintenance Department Report for Fiscal Year 2024-2025

## Maintenance Department Summary for FY 2024-2025

The Association's maintenance department performs a wide variety of functions related to the continued preservation, restoration, maintenance, and security of the Ponce de Leon Inlet Light Station's historic and non-historic structures and grounds.

All maintenance work at the Ponce Inlet Light Station, including restoration and preservation projects, is completed by trained staff under the supervision of the director of operations and executive director with technical guidance from the museum curator. All restoration and preservation work undertaken by the Association's maintenance department is completed in accordance with the *Secretary of the Interior's Handbook for the Restoration, Preservation, and Rehabilitation of Historic Properties* using historically accurate application techniques, reclaimed historic building materials when available, and historic/reproduction hardware and fasteners to protect the historic fabric and integrity of the light station's structures and grounds. Additionally, all cleaning products, coatings, and materials utilized by the maintenance department are researched by the museum's curatorial department to prevent damage to the historic structures and artifacts. Although the Association endeavors to complete the majority of its maintenance projects in-house, licensed contractors are utilized when needed in accordance with local and state building code requirements.

Routine inspections at the Light Station are typically scheduled on a daily, weekly, monthly, quarterly, bi-annual, or annual basis. These inspections are usually completed prior to 10:00 am to minimize the impact of maintenance activities on the visiting public.

## Maintenance Department Staffing Summary for FY 2024-2025

The maintenance department currently consists of one full-time maintenance manager, two full-time maintenance employees, three part-time maintenance employees, and three part-time visitor monitors.

## Routine Inspections Completed in FY 2024-2025

The maintenance department schedules and conducts inspections and functional tests of the facility's structures, equipment, and systems on daily, weekly, monthly, quarterly, biannually, and annual basis. These scheduled inspections and tests include the following:

### ***Daily Inspections and Function Tests***

1. Daily lantern room third order Fresnel lens inspection (2x daily)
2. Daily tower inspection (including the staircase, exterior railings and decks, and interior spaces)
3. Daily inspection of all historic structures (interior and exterior)
4. Daily inspection of fire suppression sprinkler heads
5. Daily inspection of all historic Fresnel lenses, optics, lanterns, and minor aids to navigation
6. Daily interactive exhibit function check
7. Daily exhibit inspection
8. Daily security system inspections
9. Daily grounds and perimeter fence inspections

### ***Weekly Inspections and Function Tests***

1. Weekly facility inspection

2. Weekly itemized artifact inventory check
3. Weekly tower inspection with full tower cleaning
4. Weekly lawn irrigation system inspection and operational test
5. Weekly security system inspection and tests
6. Weekly elevator and wheelchair lift inspection and function test

### ***Monthly Inspections and Function Tests***

1. Monthly AED inspection and function test
2. Monthly inventory inspection of all first aid kits
3. Monthly fire extinguisher inspections
4. Monthly emergency lighting inspections and tests
5. Monthly air conditioning system inspections and preventative maintenance
6. Monthly elevator and incline lift inspections and operational tests
7. Monthly Fresnel lens collection cleaning, condition assessments, and functional tests

### ***Quarterly Inspections and Function Tests***

1. Quarterly fire suppression system inspections and blow down tests (contracted service)
2. Quarterly air conditioning and heating system inspections
3. Quarterly lantern room third order lens inspection and operational test
4. Quarterly pest control inspection and treatment (contracted service)
5. Quarterly security system inspection and testing (contracted service)

### ***Annual Inspections and Function Tests***

1. Annual pest control inspection and service (contracted service)
2. Annual air conditioning & heating annual inspection (contracted service)
3. Annual fire extinguisher annual inspections (contracted service)
4. Annual back-flow preventer and FDC valve inspections and testing (contracted service)
5. Annual security system inspection and testing (contracted service)
6. Annual elevator and incline lift inspections (contracted service)
7. Annual fire department inspections (contracted service)
8. Annual fire suppression system inspection and testing (contracted service)

## **Routine General Maintenance in FY 2024- 2025**

### ***Daily Routine Maintenance Duties***

1. Daily general custodial duties (sweeping, vacuuming, restroom cleaning, trash disposal, etc.)
2. Daily cleaning of interiors of historic structures (sweeping, polishing cases, dusting, etc.)
3. Daily grounds clean-up (blowing off parking lots, sweeping porches, picking up yard debris, etc.)
4. Daily walking trail inspection and clean up (removing fallen limbs and other debris from trails)
5. Daily tower spot clean-up (sweeping up trash, excessive dirt, etc.)
6. Daily cleaning of Pacetti Hotel interior and exterior spaces
7. Daily testing of all interactive exhibit displays and kiosks
8. Daily exhibit and artifact display inspections and security checks

### ***Weekly Routine Maintenance Duties***

1. Weekly lawn maintenance (mowing, edging, blowing off sidewalks, etc.)
2. Weekly repairs to lawn irrigation system (head replacement, ruptured lines, etc.)

3. Weeding of flowerbeds, medians, and buffer zones along grounds perimeter
4. Weekly cleaning of all modern and historic building exteriors
5. Weekly tower and 3<sup>rd</sup> order lens cleaning
6. Weekly cleaning of all exhibit cases and interior historic spaces
7. Weekly nature trail area maintenance
8. Weekly elevator maintenance and operational checks

### ***Monthly Routine Maintenance Duties***

1. Monthly cleaning of all historic Fresnel lenses, optics, lamps, and minor aids to navigation located in the Ayres Davies Lens Exhibit Building and Principal Keeper's Dwelling
2. Replacement of air conditioning system filters in all climate controlled buildings
3. Monthly lawn and shrub treatment (contracted service)
4. Monthly air conditioning system preventative maintenance
5. Monthly preventative maintenance on lawn mowers and other motorized equipment
6. Monthly preventative maintenance on incline lift

### ***Quarterly Routine Maintenance Duties***

1. Quarterly maintenance on tower third order Fresnel lens
2. Quarterly maintenance on first order Fresnel Lens (Canaveral)

### **Specific Maintenance Work in FY 2024-2025**

#### ***Bldg. 1 - Gift Shop***

1. Cleaned and repainted the front porch deck and ADA ramp
2. Cleaned, repaired, and repainted the second-floor back porch staircase and railing
3. Cleaned, painted, and repaired exterior lights
4. Repaired and repainted the main entrance ADA wheelchair ramp
5. Repaired faulty LED overhead light fixtures on main sales floor
6. Repaired faulty air conditioning system
7. Repaired ceiling on third floor
8. Assisted with installation of new VOIP phone system
9. Facilitated repairs to elevator
10. Replaced faulty water heater
11. Maintained and repainted south side ADA wheelchair ramp
12. Facilitated repairs to security system

#### ***Bldg. 2 - Woodshed Theater/Privy***

1. Cleaned and repainted main entrance door and frame
2. Repaired rainwater downspouts and gutters
3. Repaired and painted roof fascia and soffit

#### ***Bldg. 3 – Cuban Raft Enclosure***

1. Cleaned and painted the Cuban Raft enclosure and perimeter picket fence
2. Completed spot repairs to Cuban rafts

#### ***Bldg. 4 - 2<sup>nd</sup> Assistant Keeper's Dwelling***

1. Repaired front porch steps and railing system
2. Repaired and repainted handicap ramp deck and railing system
3. Cleaned and repainted exterior doors and windows
4. Replaced deteriorated glazing in historic windows as needed
5. Repaired and repainted lattice work
6. Repaired front porch steps and fascia board
7. Cleaned, treated, and repainted interior plaster walls as required
8. Repaired rainwater gutters and downspouts

***Bldg. 5 - Principal Keeper's Dwelling***

1. Cleaned and repainted exterior doors and windows
2. Refinished interior floors and door thresholds
3. Cleaned, treated, and repainted interior plaster walls as needed
4. Restored front and side porch deck and railing system where needed
5. Repaired, cleaned, and repainted front and side porch steps and deck
6. Repainted exterior siding on keeper's office
7. Repaired and repainted lattice work
8. Repaired and repainted roof fascia on principal keeper's detached woodshed/privy building
9. Restored east kitchen and pantry windows

***Bldg. 6 – Lighthouse/Tower***

1. Replaced damaged Plexiglas shields in lantern room as needed
2. Conducted quarterly mechanical maintenance and weekly cleaning of third order lens
3. Repaired Carlisle and Finch lamp changer resulting from lightning damage
4. Cleaned, treated, and repainted interior masonry walls as needed
5. Refinished historic cabinets in Service Room and Watch Room
6. Repaired/replaced stainless steel cable and fittings in gallery deck safety enclosure as needed
7. Replaced interior light fixtures damaged by lightning strike
8. Spot-painted section of cast iron staircase and gallery deck as needed

***Bldg. 7 - Pump House***

1. Cleaned and repaired exterior siding
2. Replaced doorknob and deadbolt

***Bldg. 8 - 1<sup>st</sup> Assistant Keeper's Dwelling***

1. Repaired and repainted front and back porch decks, railings, and posts
2. Repaired and repainted front porch steps
3. Cleaned and repainted exterior doors and windows as needed
4. Replaced deteriorated glazing in historic windows as needed
5. Repaired and repainted ADA wheelchair ramp
6. Repaired and repainted lattice work

***Bldg. 9 – Privy, Tool Shed, and Radio Room Exhibit***

1. Cleaned and repainted interior wood trim, doors, and window frames as needed

2. Cleaned and repainted exterior windows
3. Cleaned and treated sections of interior mortar walls effected by salt migration
4. Cleaned and repainted roof fascia boards
5. Repaired roof-mounted weather station

***Bldg. 10 – Ayres Davies Lens Exhibit Building***

1. Adjusted main entrance doors for proper operation as needed
2. Facilitated repairs to security system
3. Facilitated repairs to A/C system

***Bldg. 12 - Oil Storage House***

1. Repaired minor aids to navigation lamp changers as needed
2. Cleaned and repainted observation gate
3. Cleaned and preserved historic oil storage tanks
4. Repaired rainwater gutters and downspouts damaged by hurricanes
5. Repointed deteriorated mortar joints on all interior and exterior walls

***Bldg. 13 - Education Building***

1. Cleaned and repainted side porch railing and deck

***Bldg. 14 - Restroom/Vending Building***

1. Replaced faulty faucets in restrooms
2. Repaired faulty Sloan valves in bathroom urinals and toilets
3. Repaired and repainted front porch railings and posts
4. Repaired faulty urinal

***Administration Building***

1. Assisted curatorial department with relocation of artifacts
2. Pressure washed exterior 2<sup>nd</sup> floor porch deck and stairway
3. Repaired faulty air conditioning systems
4. Replaced faulty emergency lights as needed
5. Cleaned and painted portions of exterior trim

***Historic/Non-Historic Grounds***

1. Cleaned and pressure-washed perimeter picket fence
2. Cut back encroaching vegetation from nature trails
3. Repaired perimeter chain link fence as needed
4. Leveled/repaired historic brick walkways as needed
5. Repaired lawn irrigation system as needed
6. Coordinated monthly lawn and shrub treatment
7. Weeded parking lot medians and perimeter vegetation as needed
8. Repaired broken/clogged sewer line
9. Repaired and repainted perimeter picket fence sections as needed
10. Installed memorial bricks in the memorial walkway as required

### ***Museum Exhibits & Educational Programs***

1. Assisted the programs manager and administrative assistant with onsite events as needed

### ***Pacetti Hotel Property***

1. Continued grounds cleanup and debris removal
2. Constructed and/or assembled cases and frames for artwork, interpretive panels, and museum exhibits
3. Assisted with the installation of new exhibits
4. Replaced dead sod as needed
5. Mitigated stormwater flooding on the property as required
6. Installed insulation in garage
7. Constructed storage rack system in garage
8. Constructed new Plexiglas enclosures for exhibit spaces
9. Installed privacy screen on west perimeter fence
10. Repaired damaged main exit gate
11. Facilitated repairs to faulty sewage pump at restroom building
12. Repaired damaged perimeter ornamental wire fence along road
13. Graded shell driveways as needed
14. Continued clearing of invasive species and undergrowth on grounds
15. Repaired exterior lighting as needed
16. Installed new automatic closers on restroom building doors
17. Installed a new push-bar door lock on hotel's back door
18. Addressed soil erosion issues along the seawall resulting from storm surge

# Curatorial Department Report for Fiscal Year 2024-2025

## Curator Department Related Duties and Responsibilities Summary

The curatorial department is responsible for developing, maintaining, and updating the Ponce De Leon Inlet Lighthouse Museum's and Constance D. Hunter Historic Pacetti Hotel Museum's interpretive plans, providing technical oversight for all historic restoration and preservation completed by the Association, and for managing the museum's extensive collection of three-dimensional artifacts, 2-dimensional images, historic documents and maps, and archival books and publications. In addition, the curatorial department also works with other departments to achieve the Association's ongoing historic preservation, museum operations, and educational programming goals. The primary duties and responsibilities assigned to the curatorial department include:

1. ***Historical Research:*** The curatorial department extensively researches the history and provenance of all objects in its collection in addition to the history of the Ponce De Leon Inlet Light Station and Pacetti Hotel. This important research helps determine the appropriateness of acquiring artifacts to add to the museum's collection, develop and design interpretive exhibits housed in the museum, and plan restoration and preservation work on the sites' historic structures and grounds. The curatorial department also collects historic research for writing articles destined for the museum's quarterly newsletter, *Illuminations*, online blogs, and social media posts, and in other state/national publications.
2. ***Organizational Reports, Plans, Policies, and Procedures:*** The curatorial department is responsible for generating, reviewing, and updating a wide variety of documents related to ongoing organizational activities both independently and in collaboration with other museum staff on a scheduled or as-needed basis. These documents include, but are not limited to, annual/quarterly/monthly reports, facility condition assessments, site disaster mitigation plans, collections management procedures, the museum's long-range plan, the Association's Policies and Procedures Manual, and any annual reports requested by either the US Coast Guard or Department of the Interior.
3. ***Historic Restoration/Preservation Support:*** The curatorial department assists the maintenance department with the planning and execution of historic restoration and preservation work as needed. This assistance includes researching appropriate products and techniques used in the completion of historic restoration and preservation work, testing for hazardous materials such as lead-based paint to ensure a safe working environment for employees, developing comprehensive treatment plans in collaboration with other staff, and ensuring all work is completed in accordance with the *Secretary of the Interior's Standards for the Restoration, Preservation, and Rehabilitation of Historic Properties*.
4. ***Museum Interpretive Plan and Exhibit Development:*** The curatorial department is responsible for interpreting the history of both the Ponce Inlet Lighthouse and Pacetti Hotel. Common curatorial duties associated with this area of responsibility include historic research, artifact selection and acquisition, interpretive text panel development, exhibit design and installation, and periodic reviews and/or revisions to the museum's current interpretive plans as required.
5. ***PastPerfect Maintenance and Collections Management:*** The curatorial department uses PastPerfect software to manage the museum's collection, consisting of three-dimensional objects, images, maps, historic documents, and books. Common PastPerfect Maintenance and Collections Management tasks include accessioning and deaccessioning items in accordance with established policies and procedures, preparing deeds of gift for donated items, completing condition assessments of new and existing artifacts, researching the provenance and history of donated or purchased items, managing artifact loan agreements, preparing collection items for long-term storage or public display, maintaining the museum's archival library, updating PastPerfect records as required, and completing full and partial physical inventories of the museum's collection on a biennial, annual, quarterly, and weekly basis.

## **Curatorial Department Staffing for FY 2024-2025**

The curatorial department consists of one full-time curator/registrar. The curator is assisted in the completion of his assigned duties and responsibilities by college interns and trained volunteers when they are available.

## **Curatorial Department Year-End Review**

The 2024-2025 fiscal year was another unusual-yet-significant year for the Ponce Inlet Lighthouse Curatorial Department. This was the first full year in recent times when the department consisted of a single employee. Equally significant, this was the first full year in which the department managed the collections and exhibits of not just the Ponce Inlet Light Station, but also the Constance D. Hunter Historic Pacetti Hotel Museum. Much of the beginning of this fiscal year was spent adding to the exhibits and displays of the Pacetti Hotel Museum which opened in August of 2024.

Another significant accomplishment for this fiscal year is the creation, renewal, and management of several loans. The Ponce De Leon Inlet Lighthouse Preservation Association does not typically utilize loans as part of its collection practices, but exceptions do exist. First and foremost, the Association's long-standing loan with the United States Coast Guard, which includes the PILH first-order Fresnel lens, the PILH third-order Fresnel lens, and the Canaveral first-order Fresnel lens, among others, was successfully renewed for a period of 10 years (until 2035).

Secondly, an outgoing loan featuring various nautical items was negotiated with the Museum of Arts and Sciences in Daytona Beach for their *It's a Ship Show* exhibit, which is scheduled to end in April of 2026. Items in this exhibit include a fourth-order Fresnel lens, a nautical compass, a ship's binnacle, and a ship's wheel that used to live in the Director of Operations' office.

Lastly, significant progress has been made, with the assistance of the Programs Department, for the creation of a temporary exhibit that will feature artifacts on loan from the Cincinnati Reds Hall of Fame Museum. As of September 2025, this loan agreement is nearing completion, and the temporary exhibit is scheduled to open on November 15<sup>th</sup> of 2025.

Besides these significant changes, the curatorial department also kept up with its regular duties at the Ponce Inlet Lighthouse. These duties are listed below.

The curatorial department is responsible for every aspect of the Ponce de Leon Inlet Lighthouse Preservation Association's collections, including planning, record keeping, acquisitions, de-accessions, handling, storage, security, inventory, preservation, and treatment of objects.

A full-scale inventory of the museum's collection is carried out in December/January every other year. An inventory of all items valued at \$1,000 and up is conducted annually. Each quarter an inventory of 1% of the collection chosen at random is inventoried. Objects on display are inventoried during the curator's weekly inspection of all buildings and exhibits.

The curatorial department researches all objects as well as the history of the light station and the Pacetti Hotel Museum in order to plan and design exhibits and restoration work. The department also researches and writes articles and lead articles for the museum's quarterly newsletter *Illuminations* as needed, as well as some content for online social media posts when requested.

The official facility report, disaster plan, and collections management plan, and code of ethics are major institutional documents written and revised by the curator. The curator or curator/registrar is responsible, in collaboration with the executive director, the director of operations, and the maintenance department for the preservation and stabilization of the historic buildings at the light station and the Pacetti Hotel Museum. The curator researches and plans scheduled repairs of these buildings in conjunction with the administrative staff.

Annual reports to the Coast Guard and reports as requested by the Department of the Interior are also prepared by the curator. The curator documents all preservation/stabilization work, tests, or arranges tests for hazardous materials

such as lead-based paint and helps ensure that all staff adhere to established safety measures as well as Department of the Interior restoration procedures in the performance of their assigned duties.

Other curatorial responsibilities include: planning, leading, and recording archaeological investigations at the light station; recording oral histories; overseeing the transcription of original historic documents; oversight of museum registration; maintaining the supplies needed for restoration, preservation, and storage; organization and maintenance of the museum's digital archives; recruiting and training volunteers who work in the curatorial department; providing information and assistance to the programs manager and docents as needed; updating of all building histories and general treatment plans for all historic structures, updating inventories of all historic doors, windows, hardware, fixtures, and fences.

Museum registration duties include receiving new items into the collection, preparing related deeds of gift, photographing these items, recording them in the PastPerfect Museum Software, assessing their condition, conducting research into all aspects of these items, preparing items for storage or display, and recruiting and training volunteers who work in registration. The collections are monitored to ensure effective cleaning, pest control, and climate control to prevent mold, mildew, and corrosion.

Registration also includes the management of the Preservation Association's libraries and archives, incoming and outgoing artifact loans, monitoring legal aspects of collecting, and regular assessment of the collection to determine items that should be considered for either addition to or deaccession from the collection. The registrar or curator/registrar maintains the museum software and database, including performance of regular data backups. The registrar works with the education department to produce videos and other online materials and events that are available to schools and to the public, as well as coordinating filming at the light station by travel writers and others.

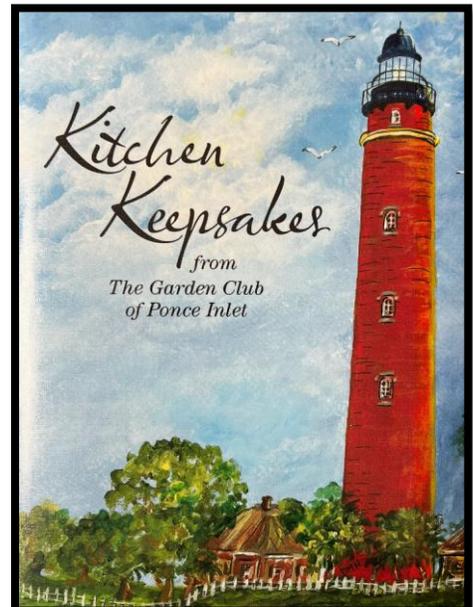
### **Acquisitions during FY 2024-2025:**

Approximately 292 object acquisitions were recorded during the year as well as 3 photographic records, 1 document in archives, and 0 library items.

***Material Objects:*** 292 objects were added to the collection including these significant items:

1. 2024-47 through 2024-65: dozens of household items that originated from the Pacetti Hotel
2. 2024-67-1&2: two paintings of the Ponce Inlet Lighthouse done in the 1980s
3. 2024-68-1: large assortment of bottles collected from the woods behind the Pacetti Hotel
4. 2024-69: c1950s-1960s Corning Fresnel lenses donated by daughter of Corning engineer:
5. 2025-1-1: collection of sewing needles, clothing tags, and other materials that belonged to Olivia Gamble
6. 2025-2: various items collected from the Pacetti Hotel Grand Opening Ceremony, including gift bag, schedule, and novelty large scissors
7. 2025-3: large collection of books that belonged to the Nippert family, including some with personal messages and autographs from the authors.
8. 2025-4: collection of historic toys and games no longer needed in the education collection, including some historic ones like marbles and jacks.
9. 2025-6-1 – 2025-6-5: Collection of Ponce Inlet cookbooks from the 80s through the early 2000s, including recipes from known residents such as Ann Caneer and Constance Hunter:
10. 2025-7-1: frying pan for the programs department (education) collection
11. 2025-8: large collection of historic household items from the 1940s-50s, including kitchen gadgets, medicines, tools, makeup items, and more.

12. 2025-9: large collection of Cincinnati Reds memorabilia formerly belonging to sports journalist Jim Morris, including a section of 3 Crosley Field seats and various other items from the 1970s Big Red Machine era:
  13. 2025-10: set of 3 prints of the Cincinnati Reds in the 1970s
  14. 2025-11: original William Aiken Walker painting donated by Davis House Preservation Group
  15. 2025-12: 7 replica William Wiken Walker paintings for display at the Pacetti Hotel
  16. 2025-13: 1990s shark jaw caught in Ponce Inlet
  17. 2025-14: 1930s vanity for bride's room at the Pacetti Hotel
  18. 2025-15: Poster of the Great 8 for Reds exhibit at the Pacetti Hotel
- There are currently a total of 4,918 items in the objects catalog.





**Photographs:** 3 images were added to the collection:

1. 2024-44-4: historic photograph of woman standing in front of Mosquito Inlet Lighthouse
2. 2025-5-1: framed photograph of PILH and gift shop taken early 2000s
3. 2025-6-6: Collection of PILH photographs from longtime Ponce Inlet resident Edwina Knox:
  - **There are currently 5,351 items in the photographs catalog.**

**Archival Objects:** 1 archival item was added to the collection:

1. 2025-2-1: invitation to the Pacetti Hotel Grand Opening Ceremony
  - **There are currently 1,196 items in the archives catalog.**

**Library Objects:** No new library books were added to the collection this year

- **There are currently 1,319 items in the library catalog.**

***De-Accessioned Objects:*** 17 Items were deaccessioned from our collection this year

All collections were carefully examined during a continuing process to discover items not pertinent to our mission or in such poor condition that they needed to be removed from the collections. Whenever possible, deaccessioned items are returned to their donors or relocated to other museums.

Following the opening of the Pacetti Hotel Museum, a few large pieces of furniture were deemed surplus and thus were deaccessioned. The original donors for these items were contacted, none of which stated that they wanted their pieces of furniture back. The pieces were then offered to local museums and non-profits, such as the Ponce Inlet Museum and the Debary Hall Museum. None of the items deaccessioned were original to either the Pacetti Hotel or the Ponce Inlet Lighthouse.

**Accessions Summary for FY 2024-2025:**

Museum records indicate that a total of 12,784 accessioned items were held by the Preservation Association at the close of this fiscal year. Accessioned items are generally categorized as three-dimensional objects (consisting primarily of artifacts), photographs, archival materials (documents, maps, brochures, etc.), or reference library resources (books, tapes, CDs, videos, or DVDs).

Newly acquired artifacts are identified, photographed, and accessioned into the PastPerfect database as they become available. Most of the accessioned items have one or more images attached to their records. The following table identifies the current inventory of all accessioned items according to type:

Type	Quantity
Three-Dimensional Objects	4,918
Photographs & Transparencies	5,351
Archival Materials	1,196
Reference Library Resources	1,319
<b>Total Collections</b>	<b>12,784</b>

All deeds of gift, invoices, and various other documents are linked to their applicable PastPerfect records. These documents are then accessible via the PastPerfect database. Hard copies of documents are also kept in a fire proof cabinet in the registrar's office.

The museum endeavors to refine and update its PastPerfect archival database on a continuous basis. The curatorial department is responsible for maintaining and updating this vital record-keeping program throughout the year. Important components of the accession process such as invoices and payment records are filed both digitally and as hard copies. Deeds of Gift are completed for donated items, incoming loans are reviewed, and, when pertinent, objects no longer appropriate for the collection are returned to their respective owners.

**Lighthouses of the World:**

Research and gathering data and images for the *Lighthouses of the World* touch screen kiosk exhibit project, begun in July 2005, was completed during the second quarter of FY 10-11. Due to the ever-changing nature of the world's lighthouses (including operational status, day mark, and beacon characteristic) this program will never be officially complete. With the exception of occasional updates, the program as originally envisioned is completed.

Each lighthouse record includes the name of the light station, its location, beacon type, design, construction, and history. A photograph of the light station is included with each record when available. In the absence of an image a map locating its position is used.

**7,852** lighthouses were entered into the touch screen computer program and are available for viewing at two computer stations in the museum.

## **Photography:**

Photographs are taken of each of the new and updated exhibits, and the images are placed in digital archives. Additional photographs are taken of on- and off-site educational and community events, ongoing restoration and preservation work, and other projects and activities of note. All items entering the collection are photographed or scanned.

Extensive photography was and continues to be performed of the Ponce Inlet Light Station grounds as well as the now-completed restoration of the Pacetti Hotel. 360-degree photographs of this restoration process have also been taken for posterity.

## **Conservation of Objects:**

All objects taken into the collection undergo basic evaluation, cleaning, and stabilization. Objects treated more extensively include:

1. 2023-68-1: Sautter Lens Works 6<sup>th</sup>-order Fresnel lens, from Greece via Spain
2. Various other small artifacts that have come into the collection have been cleaned and restored as needed.
3. Larger artifacts, such as historic furniture or wall-mounted artworks, have also undergone cleaning, slight restoration, and some limited modifications to ensure the security of our items on display.

## **Preservation/Stabilization/Rehabilitation of Historic Buildings:**

The Ponce de Leon Inlet Lighthouse Preservation Association completes the vast majority of all building preservation and restoration with its own maintenance staff. All maintenance employees receive individualized and specialized training as needed and as part of the Association's ongoing training program. Outside consultants and specialists are utilized as needed. Treatment plans for major work on historic structures are written by the curator in committee with the executive director, director of operations, and the maintenance department.

Historic structure preservation and restoration work completed includes:

1. Updated all general treatment plans and building histories
2. Documentation of ongoing work at Pacetti Hotel Museum
3. Treatment plans for all work on historic buildings
4. Building, window, and porch repairs as needed – Buildings 4, 5, and 8
5. Additional mortar restoration work on various areas of all historic buildings
6. Restoration of gutters and downspouts

## **Exhibits**

Preservation Association staff develop all exhibits and displays in-house. Exhibit-related work completed by museum staff during the past fiscal year includes:

1. Developed interpretive signage for the museum's recently acquired Sautter et. Cie sixth-order Fresnel lens which was installed in the Lens Exhibit Building in September 2025.
2. Added various household items to the displays of Building 8 and the Generator Room of Building 9.
3. Exhibit planning and modifications in the Pacetti Hotel Museum, including:
  - Caretaker's Room/Jesse Linzy
  - Dining Room
  - Fishing at Pacetti's
  - Hunting

- Historic Clothing of the Hotel
  - Historic Bathroom Display
  - Men and Women of the Pacetti Hotel
  - PILH and the Pacetti Hotel
  - Visible Storage
  - Pacetti/Gamble/Nippert bedrooms
  - Reds Exhibit
7. Interior informative text panels and signage for the Pacetti Hotel
  8. Acquisition of various artifacts for display at the Pacetti Hotel, including:
    - Vanity display in the Women of the Hotel room
    - Temporary exhibit on the Reds in the upstairs hallway (in progress)
    - Expansion of the exhibit in the Reds room with recently-donated items
  9. Repaired exhibits in Building 5, including Lighthouses of the World and Reflections on Light

### **Outreach Exhibits:**

1. *Filibustering to Cuba* continues to be available
2. Educational virtual tour of the light station available to the public on our website
3. Various offsite presentations done when requested, including the History of the Pacetti Hotel, History of our Sautter Lens, History of William Aiken Walker, and the Timucua of Northeast Florida.
4. Also provided a few tours and walkthroughs of the Pacetti Hotel for volunteers, board members, and VIP guests and donors.

### **Newsletter Articles and other Publications:**

#### ***Quarterly Newsletter Illuminations:***

1. “Florida Pioneer: Martha Jane Pacetti” – feature article
2. “What’s in a Color?” – feature article
3. “Lighthouse by the Numbers” – feature article
4. “Birds at the Inlet” – feature article
5. “The Cincinnati Reds and the Pacetti Hotel” – feature article
6. “William Aiken Walker” – feature article
7. “Pacetti Hotel Update” – regular column
8. Besides writing for and proofreading for the Association’s newsletter, proofreading assistance was also provided for various other publications throughout the year, including reprints of books, maps and brochures, as well as flyers, our website, and social media posts.

### **Historical Research:**

The museum curator completed research on the following topics:

1. General PILH history
2. Research of individual buildings at the Ponce Inlet Light Station
3. Pacetti family history

4. Pacetti Hotel history
5. Pacetti Hotel architecture
6. Digitized newspaper clippings related to Pacetti Hotel and PILH
7. History of the Cincinnati Reds including team members and management
8. Investigation of artifacts found at the Pacetti Hotel
9. Shipwreck history of the area
10. Research into conservation and preservation methods for textiles and metals
11. Early Ponce Park history

### **Security/Visitor Monitor Support:**

The curator conducts routine exhibit inspections to ensure the ongoing security of the museum's artifacts and exhibits in addition to training maintenance staff on inventory control and exhibit security procedures. This work includes:

1. Weekly security check of all exhibits and historic buildings
2. Quarterly spot checks and annual inventory of museum collection items valued at \$1,000 and greater.
3. Training for new security guards and maintenance personnel on the cleaning procedures for the exhibit Plexiglas and viewing windows and artifacts.

### **Special Projects:**

In addition to the duties and responsibilities outlined above, the curatorial department worked closely with administrative staff and each other department throughout this fiscal year to update the Preservation Association's Long-Range Plan, Collections Management Policy, and the Emergency Preparedness Plan. Updates were made to the paint log and multiple other forms and documents that are regularly used on site.

Museum staff seek to offer their expertise and assistance to other museums and lighthouses in the areas of lens restoration, exhibit development, artifact conservation, archival matters, and museum practice. Additional special projects completed by the curatorial department include:

1. Submitted annual report to the Coast Guard and secured a ten-year loan extension.
2. Training of hand-picked volunteers in the use of PastPerfect and the handling, storage, and cataloguing of artifacts.
3. Cleaned, inspected, and documented damage to historic buildings after Hurricane Milton in 2024.
4. Coordinated and managed a new outgoing loan with the Museum of Arts and Sciences for the *It's a Ship Show* exhibit.
5. Coordinated filming of multiple commercials filmed on site.

# Programs Department Report for Fiscal Year 2024-2025

## Programs Department Summary: FY 2024-2025:

The Ponce De Leon Inlet Lighthouse Preservation Association is committed to the ongoing preservation and dissemination of the Ponce Inlet Light Station's maritime and social history. The Association provides a wide range of onsite and offsite educational offerings designed for young and old alike through its programs department.

## Programs Department Staffing: FY 2024-2025

The programs department currently consists of one full-time programs manager who is assisted in the completion of his assigned duties by 41 volunteer docents.

## Educational Program Offerings: FY 2024-2025

Current educational programs offered by the Ponce de Leon Inlet Lighthouse Preservation Association include:

1. Onsite K-12 Youth Group/School Tours
2. Off-site K-12 Educational Outreach Programs
3. Onsite Adult/Family Tours
4. Onsite Educational Events for the General Public
5. Onsite Special Interest Student Events
6. Offsite Community Outreach Events
7. Online Virtual K-12 Educational Outreach Programs
8. Online Virtual Community Outreach Programs
9. Onsite Climb with the Keeper Tours (RSVP only)
10. Onsite Monthly Climb to the Moon Tours (RSVP only)
11. Onsite Collaborative Regional/State Historic/Cultural Events
12. Other Special Events and Celebrations

## Onsite Student/Youth Educational Tour Summary: FY 2024-2025:

The Ponce De Leon Inlet Lighthouse Preservation Association provides groups of twenty or more the opportunity to participate in guided tours of the Ponce Inlet Lighthouse Museum, the Constance D. Hunter Historic Pacetti Hotel Museum, or both historic sites together. This unique educational experience is offered to all public and private Volusia County school groups free of charge during the regular academic year and to all other groups at a reduced admission rate throughout the year. Current guided group tour rates include the following.

<b>Guided Group Tour Rates by Location and Age</b>						
<b>Guided Group Tour Type</b>	<b>Lighthouse Museum</b>		<b>Pacetti Hotel Museum</b>		<b>Both Museums</b>	
	<b>Adult</b>	<b>Child</b>	<b>Adult</b>	<b>Child</b>	<b>Adult</b>	<b>Child</b>
<b>All Volusia County School Groups</b>	Free	Free	Free	Free	Free	Free
<b>Non-Volusia County School Groups</b>	\$6.95	\$1.95	\$5.00	\$1.00	\$11.95	\$2.95
<b>Homeschool Groups (Public &amp; Private)</b>	\$6.95	\$1.95	\$5.00	\$1.00	\$11.95	\$2.95
<b>All Other Groups (Public &amp; Private)</b>	\$6.95	\$1.95	\$5.00	\$1.00	\$11.95	\$2.95

**Onsite School Tours:** The Association’s knowledgeable volunteer docents and staff lead all onsite K-12 educational tours of the Ponce Inlet Lighthouse Museum and/or Constance D. Hunter Historic Pacetti Hotel Museum. The content and length of each K-12 educational school tour is tailored to address the unique academic and scheduling needs of its intended audience and runs 1.5 to 2 hours in length. A typical K-12 educational school tour includes the following activities:

**K-12 Educational Enrichment Activities:** Teachers wishing to expand their tour may choose any of the additional educational enrichment activities listed below, time and volunteer docent availability permitting.

1. The Science of Light and Lighthouse Illumination
2. 19<sup>th</sup> Century Pioneer Life
3. The Artifact Touch Box
4. The Keeper’s Duties
5. Stephen Crane’s epic short story *The Open Boat*
6. Living at the Lighthouse
7. Kids Play at the Lighthouse
8. Lighthouses by Night and Day
9. Florida’s Beacons
10. Theater in the Woods
11. Domestic Family Chores
12. Early Navigation and Compass Reading
13. Inventions and Immigration
14. Building a Light Station
15. Lighthouse Archaeology

### **K-12 Onsite Educational Tour Summary: FY 2024-2025 vs. FY 2023-2024:**

The Educational Programs Department facilitated 40 onsite school tours of the Ponce De Leon Inlet Lighthouse and Museum during FY 2024-2025, serving 3,016 public and private school students overall. This figure represents a 91% increase over the 1,576 students who participated in guided tours of the lighthouse and museum and other onsite educational offerings during FY 2023-2024.

### **Student/Youth Educational Outreach Summary: Fiscal Year 2024-2025:**

In addition to its youth-oriented onsite educational offerings and events, the association actively promotes historic and cultural awareness through its many educational outreach programs. Providing off-site opportunities for students, teachers, and local youth groups to learn about lighthouse and regional history, these important programs serve as a highly effective means of fostering public appreciation for both our endangered historic resources and their need for continued preservation.

Established in response to increasingly restrictive budgets throughout the public and private school systems, the Association's outreach program brings the Lighthouse to those who cannot experience the site firsthand or those who plan to visit the Light Station in the future. Developed by certified and/or retired teachers, these important programs provide students with an interactive and meaningful way to learn about the Ponce Inlet Lighthouse without ever leaving their classroom. Educational outreach programs are provided to all Volusia County private and public schools free of charge. Educational outreach services currently provided by the Ponce de Leon Inlet Lighthouse Preservation Association include:

1. *Formal Educational Outreach Programs:* Formal educational outreach programs currently offered by the Preservation Association to local public and private schools include the *Filibustering to Cuba/Stephen Crane Traveling Exhibit*, and the lighthouse's three award winning outreach programs: *The USLHE Traveling Library Box*, *Keeper in the Classroom*, and *The Science of Light and Lighthouse Illumination*.
2. *Educational Outreach Workshops:* In addition to the formal programs mentioned above, 25 unique 15-minute educational workshops are also available at the teacher's request. These workshops are available a la carte, grouped together as part of a themed focus unit or as a follow up activity to one the association's formal programs. Themed focus units include *Living at the Light Station*, *Lighthouse Inventions and Innovations*, *Immigration: Building a Light Station*, and *WWII at The Lighthouse and In Volusia County*. Workshop selection is determined by the needs of each individual teacher/classroom.
3. *Customized Educational Workshops:* Lighthouse staff often create customized educational programs that accommodate the unique academic and/or instructional needs of a specific grade level or group upon request. These customized programs are developed by museum's educational programs department in collaboration with the requesting teacher. *What is a Light Station* is one such program. Developed by docent Jackie Mann, *What is a Light Station* helps students understand the importance of an entire light station. This program is adaptable to the timing and needs of each classroom, but always features a hands-on component to help explain the important role lighthouses have played in maritime navigation. The Preservation Association continues to collaborate with local educators to develop new educational outreach offerings as new needs and challenges arise.

### **Educational Outreach Participation Summary: FY 2024-2025 vs. FY 2023-2024**

The programs department delivered twenty-three educational outreach programs to local schools in FY 2024-2025, reaching 2,087 students overall through its educational outreach endeavors. This figure represents a 20.5% decrease in the number of local students served through the museum educational outreach program when compared to the 2,625 served during FY 2023-2024.

The newly redesigned educational brochure *STEAMING through Lighthouse Illumination* helps inform Volusia County public and private school teachers of the many on and off-site educational programs that are provided free of charge by the Preservation Association. The Association anticipates that this brochure, coupled with the organization's redesigned website at [www.ponceinlet.org](http://www.ponceinlet.org), will have a significant impact on overall student participation in the museum's available educational outreach offerings in the coming year.

### **Onsite Adult & Small Group Tour Summary: FY 2024-2025**

Onsite adult and small group tours include private tours of the lighthouse museum and special RSVP only events including Climb to the Moon and Climb with the Keeper. Led by knowledgeable staff and volunteer docents, these adult-oriented on-site offerings delve deeper into the history of the Ponce Inlet Light Station than youth-oriented tours and often provide access to areas of the light station normally closed to the public.

Lighthouse staff and volunteers facilitated 31 onsite adult group tours, two Climb with the Keeper Tours, and 12 Climb to the Moon tours in FY 2024-2025, with 1,140 adults participating overall.

Tuesday and Thursday at the Tower is a program that was developed to gain more interaction of members and guests with the museum. Consisting of both historic presentations and guided tours of the light station and exhibit spaces,

museum volunteers and staff facilitated 23 such offerings throughout FY 2024-2025 which were enjoyed by 411 participants (including adults and children) overall.

### **Community Outreach Summary: FY 2024-2025**

Lighthouse staff and volunteers deliver informative lectures and multi-media presentations related to the history of the Ponce Inlet Light Station and local Florida region to local groups throughout the year. Available throughout Volusia County, these special interest outreach programs are frequently requested by members of local history organizations, special interest groups, and other museums.

Community Outreach also includes lighthouse participation in large public events including festivals, art shows, and parades including Barberville Pioneer Settlement Fall Jamboree, Port Orange Family Days, and History Con at Museum of Arts of Sciences.

The Preservation Association participated in twenty-one community events in FY 2024-2025 including ten public events and 11 collaborative museum/historic site events. In all, the Preservation Association reached an estimated 25,000 children and adults through its community outreach endeavors.

### **Onsite Events Summary: FY 2024-2025:**

The Ponce de Leon Inlet Lighthouse and Museum hosts a variety of onsite educational events throughout the year. Enjoyed by an estimated 4,520 adults and children during FY 2024-2025, onsite educational events are typically scheduled on national holidays and important historic dates. The lighthouse's current list of scheduled on-site events includes:

1. *Home School Days*: Held twice a year, this event is a day of fun educational workshops designed especially for homeschool students ranging from five to 15 years of age. Developed by certified and/or experienced educators, workshops are facilitated by the Association's dedicated corps of volunteers. Homeschool days have become very popular within the Homeschool community. These events typically sell out within days of becoming available online and are consistently described by parents as the "best home school event they have ever attended". New workshops are developed annually to keep the program fresh and unique for the Association's many returning students.
2. *National Holiday Programs*: Designed to give visitors something extra during their visit to the Lighthouse, national holiday events at the Lighthouse include Thanksgiving, Christmas, Memorial Day, Flag Day, Columbus Day, and Independence Day.
3. *Florida Heritage Day*: Developed in celebration of Florida's 500 years of history, visitors toured the Ponce Inlet Lighthouse and enjoyed numerous offerings including guided tours the Light Station and family-oriented workshops and activities. Held as a major cultural event for the first time in 2022, the Ponce Inlet Lighthouse hosted other museums and historical institutions from across the state to celebrate Florida Heritage Day. Altogether, twelve museums and 2 historical presenters took part in the event, giving more recognition to the Ponce Inlet Lighthouse and Museum as the center of culture in Volusia County.
4. *National Lighthouse Day*: Celebrating the anniversary of the founding of the United States Light-House Establishment on August 7, 1789, the Ponce de Leon Inlet Light Station offered a variety of educational workshops and family-oriented activities to its visitors.
5. *Florida Lighthouse Day*: Held in celebration of Florida's rich maritime history and twenty-nine remaining Lighthouses, Florida Lighthouse Day is an annual event that provides visitors with the opportunity to educate

the public about the state's rich maritime history through a variety of educational workshops, interpretive programs, and family-oriented activities.

6. *Biketoberfest*: Held each October during Daytona's Biketoberfest, this multi-day program provides visitors with the opportunity to participate in several special offerings at the Lighthouse including the artifact table, the opportunity to talk with the Old Lighthouse Keeper in his office in the principal keeper's dwelling, and learning about old-time Crystal Radios at the top of the tower.
7. *Bike Week*: Held each March during Daytona's Bike Week events, this multi-day program provides visitors with the chance to participate in several special offerings at the Lighthouse including a display of the *History of Motorcycles on the Beach*.
8. *Echo Ranger Program*: Developed in cooperation with the Volusia County Echo Ranger Program, Echo Ranger Day is offered at the Ponce Inlet Lighthouse once a year. Provided free of charge to all registered Volusia County Echo Rangers participants, ECHO Ranger Day features multitude of thematic-based onsite family-oriented activities and offerings including guided tours of the Ponce Inlet Lighthouse Museum and Constance D. Hunter Historic Pacetti Hotle Museum along with family-oriented educational workshops.
9. *Climb to the Moon*: Offered monthly on the eve of the full moon, Climb to the Moon is a special fund-raising event. Activities include a guided tour of the historic keeper's dwellings, lens exhibit building, and grounds. Participants accompany the *Old Lighthouse Keeper* on a guided tour of the tower, lantern room, service room, and watch room before watching the setting sun and rising full moon from the gallery deck while enjoying hors d'oeuvres and sparkling cider.
10. *Spirit of '45 Day*: Held in memory of the end of WWII, Spirit of 45 Day celebrates Florida's domestic and military contributions to the nation's efforts to win the war. This specialized onsite program was developed by museum staff and features several presentations and activities that focus on America's pivotal role in ensuring the Allies victory over the Axis powers including an oral presentation titled *The Spirit of the Greatest Generation* which was developed by the museum's lead docent John Mann and *World War II Along the Halifax* created by the museum's director of operations Mike Bennett.
11. *Indigenous Peoples Heritage Day*: Originally developed to increase public awareness to Florida's often overlooked Native American history, Indigenous Peoples Heritage Day has become one of the most popular and culturally notable events on the museum's calendar. Originally introduced in February 2022 and eventually moved to November to coincide with Native American Heritage Month, Indigenous Peoples Heritage Day is a major cultural event that attracts museums and historical institutions from across the state. The first of its kind in Florida, 6 museums and 5 historical presentations were available to visitors as part of their general admission to the lighthouse on that day. The first Indigenous Peoples Heritage Day generated so much interest within the local community that it eventually led to the creation of other collaborative museum events at the lighthouse, dozens of community outreach presentations, additional children's programs, and a speaking engagement at the Florida Association of Museums Annual Conference in 2022.

### **Educational Program Summary: FY 2024-2025:**

The Ponce de Leon Inlet Lighthouse Preservation Association hosted or participated in a total of 297 onsite tours, events, educational outreach programs, and community outreach events throughout FY 2024-2025. Approximately 36,407 children and adults benefitted from these offerings and activities during the past fiscal year.

### **Teacher Education Summary: FY 2024-2025:**

Lighthouse staff and docents promote the association's many educational offerings within the local school system by attending teacher training workshops, volunteering to serve as judges at the Volusia County Social Studies Fair, providing free teacher admission on select days of the year. The lighthouse was able to network with an estimated 500 education professionals in FY 2024-2025 through these means.

### **Volunteer Program Summary: FY 2024-2025:**

Program volunteers are vital to the continued success of the Ponce de Leon Inlet Lighthouse and Museum. While performing a wide range of duties, most volunteers serve in one or more of the following capacities:

1. Tour Guides
2. Educational Workshop Instructors
3. Historic Re-enactor and Assistants
4. Guest relations/ Greeters
5. Transcription Assistants
6. Special Event Assistants
7. Curatorial and Restoration Assistants

The museum's 41 volunteers collectively donated 4,221.50 hours to the Association during Fiscal Year 2024-2025. The estimated dollar value of these hours is equal to \$146,865.98 based on the 2025 hourly volunteer rate of \$34.79/hour as established by the Independent Sector in collaboration with the Do-Good Institute.

### **Professional Collaboration: FY 2024-2025:**

The Preservation Association actively collaborates with other members of the educational, museum, lighthouse, and historic preservation community to achieve its mission. Collaborative endeavors during FY 2024-2025 included:

1. Facilitated partnerships with US Coast Guard Station in New Smyrna Beach, FL
2. Attended Boy Scouts regional kickoff event
3. Attended the Volusia County Schools social studies fair
4. Conducted 8 volunteer training workshops onsite
5. Conducted 12 monthly volunteer meetings
6. Established working relationships with Homeschool Groups throughout Florida
7. Attended Volusia County Schools Parent Liaison annual meeting
8. Developed historic lecture presentations in collaboration with local Volusia County library representatives
9. Developed and coordinated two onsite events attended by representatives from other museums and cultural sites located both within Volusia County and throughout the local Florida region. These events included Indigenous Peoples Heritage Day and Florida Heritage Day.

# Administrative Department Report for Fiscal Year 2024-2025

## Administrative Department Summary: FY 2024-2025

The Preservation Association's administration department is responsible for managing the ongoing operations of the Ponce de Leon Inlet Lighthouse and Museum. It achieves this objective by (a) ensuring that personnel assigned to the gift shop, maintenance, curatorial, and programs departments fulfill their respective duties in accordance with the Association's established policies, procedures, and organizational objectives; and (b) by managing the following areas of the organization's ongoing operations:

1. Information and Record Keeping Management
2. Integrated Technology (IT) Systems Management
3. Human Resource Management
4. Accounting & Financial Management
5. Membership Program Management
6. Interdepartmental Coordination
7. Advertising and Public Relations
8. Board of Trustees and Sub-Committees
9. Special Project Coordination and Management

## Administrative Department Staff in FY 2024-2025:

Current members of the Ponce De Leon Inlet Lighthouse and Museum's Administrative Department include:

1. *Executive Director:* The Executive Director reports directly to the Board of Trustees and is responsible for ensuring managing the Associations day-to-day operations. The Executive Director executes the policies and procedures adopted by the Board of Trustees and assumes responsibility for the efficient operation of the Association as a whole.
2. *Director of Operations:* The Director of Operations is responsible for overseeing the operations of the museum and the supervision of the staff. This position advises and participates with the Executive Director in developing and implementing overall administrative and management policies and plans. The Director of Operations Serves as principal advisor to the Executive Director for program planning and allocation of Museum resources.
3. *Financial & Museum Administrative Assistant:* The Financial & Museum Administrative Assistant is primarily responsible for assisting the Executive Director and Director of Operations with financial and administrative duties and tasks as assigned. The Financial and Museum Administrative Assistant works closely with all departments in the pursuance of departmental goals.

## Information and Records Management Summary: FY 2024-2025

The purpose of records management is part of the association's broader function of governance, risk management, and compliance and is primarily concerned with managing the evidence of the organization's activities as well as the reduction or mitigation of risk associated with it. The administrative department is responsible for the efficient and systematic control of the creation, receipt, maintenance, use and disposition of records, including the processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records. The department maintained all financial records (i.e., receipts, invoices, tax documents, internal documents, personnel records, etc.) during FY 2023-2024 in accordance with internal organizational policies and state/federal legal requirements. Information and records management tasks completed by administrative department included:

1. Input and maintenance of accurate payroll records
2. Generation of annual W-2 employee statements
3. Maintained personnel files and company policies and procedures
4. Assembled in-house publications, reports, analysis, and other materials as needed
5. Maintained, filed, and digitized financial and administrative records
6. Processed and tracked free and prepaid admissions
7. Generated Quarterly and Annual Reports
8. Maintained Memorial Brick Program database
9. Finalized grant agreement with Hunter Foundation for additional support of Pacetti Hotel Museum Project
10. Finalized Florida Lighthouse Association grant agreement for interior plaster and mortar restoration project
11. Coordinated with curatorial department on revisions to the Long-Range Plan, Collections Management Policy, and the Emergency Preparedness Plan

### **Integrated Technology (IT) Management Summary: FY 2024-2025**

An information technology system (IT system) is defined as an information system, communications system, or computer system and includes all hardware, software and associated peripheral equipment. Current IT systems employed at the Ponce Inlet Lighthouse and Museum include a networked computer system comprised of individual workstations linked to a central server; a Point of Sale (POS) system that includes a main POS server linked to three register workstations; a video surveillance security system, a fire monitoring and burglar monitoring system, museum exhibit hardware including televisions and interactive kiosks, and telecommunication/internet system. IT-related work completed by the administrative department during FY 2024-2025 included:

1. Coordinated server maintenance and troubleshooting with Daytona IT as needed
2. Replaced hardware and repaired network equipment as needed
3. Coordinated/completed repairs and updates to staff workstation computers as needed
4. Coordinated/completed repairs to gift shop POS equipment as needed
5. Worked with Daytona IT to ensure work network and retail POS systems met Payment Card Industry Data Security Standard (PCI DSS) compliance standards
6. Repaired video surveillance system in Ponce Inlet Lighthouse Museum and Constance D. Hunter Historic Pacetti Hotel Museum as required
7. Repaired and/or replaced exhibit televisions and interactive kiosk touch screens as needed
8. Reviewed and edited the museum website as required.
9. Updated existing ecommerce platform ([www.lighthouselocker.org](http://www.lighthouselocker.org)) as needed
10. Coordinated repairs and service for internet equipment and communication systems
11. Coordinated repairs and service to office equipment as required
12. Facilitated repairs and inspections of exiting fire and burglar monitoring system

## **Human Resource Management Summary: FY 2024-2025**

Human resource management includes all administrative duties and responsibilities related to employee recruitment, training, and professional development. Additional HR-related tasks include administering employee-benefit programs and maintaining employee records. Human resource management activities included:

1. Posted job openings online, reviewed applicants, interviewed potential candidates, completed reference and background checks, and filled vacant positions
2. Completed national background checks for all new employees and volunteers
3. Completed new hire paperwork for all new employees
4. Assisted with developed of monthly maintenance department work schedules and weekly work assignment lists as needed
5. Counseled employees and addressed performance issues
6. Performed 90-day probationary and annual performance reviews performance reviews
7. Maintained employee records
8. Administered employee-benefit program
9. Facilitated staff meetings and employee training sessions as needed
10. Approved and facilitated staff attendance at local, state, and national conferences as needed

## **Accounting and Financial Management Summary: FY 2024-2025**

The administrative department is responsible for ensuring the Association operates within the fiscal parameters of the Board-approved annual budget by monitoring the organization's ongoing financial activities. The department achieves this objective by preparing financial statements, maintaining the general ledger, paying bills, billing customers, managing employee payroll, performing daily financial analysis, and more. Accounting and fiscal management tasks completed by the administrative department included:

1. Processed daily accounts receivable and payable and reconciled daily gift shop receivables in QuickBooks
2. Confirmed bank balances daily
3. Completed cash sales deposits
4. Performed monthly reconciliation of bank accounts
5. Monitored investment portfolio performance and reallocated investment funds as needed
6. Processed monthly sales tax payments
7. Generated and reviewed monthly P&L statements
8. Processed and deposited monthly endowment donations
9. Processed biweekly payroll and related taxes
10. Processed employee benefits including biweekly 401k payments
11. Processed monthly employee health, vision, dental, and life-insurance payments

12. Processed quarterly payroll taxes (forms 941 & UT6)
13. Prepared and coordinated annual independent audit
14. Completed annual Workman's Comp and 401k audits
15. Developed Preservation Association's annual budget and adjusted accordingly in response to the fiscal impact of the economic downturn and rising inflation on museum operations
16. Analyzed monthly budget reports for purposes of forecasting cash flow

### **Membership Program Summary for FY 2024-2025**

The administrative department is responsible for managing the Preservation Association's member program and growing the organization's overall membership. It achieves this objective by actively recruiting new members and encouraging existing members to renew or upgrade their current memberships through social media, electronic correspondence, and direct mail. Member-related activities performed by the administrative department included:

1. Maintained membership database
2. Mailed monthly renewal notices to expiring members
3. Facilitated member recruitment and retention through electronic and letter correspondence
4. Developed new membership enrollment forms for FY 2024-2025
5. Developed content for quarterly newsletters. Completed graphic layout and design of all quarterly newsletter print proofs and coordinated printing and mailing with the commercial printing provider

### **Interdepartmental Support and Coordination Summary for FY 2024-2025**

The administrative department actively coordinates museum activities and provides technical support, guidance, and assistance to all departments throughout the year as needed. This is especially so regarding the maintenance department which is managed by the director of operations and executive director. Interdepartmental support and coordination tasks performed by administrative personnel included:

1. Coordinated and directed the activities of the gift shop, maintenance, curatorial, and programs departments in support of scheduled museum events
2. Coordinated reprinting of the museum's in-house publication, *A Beacon for Mosquito*
3. Coordinated reprinting of the museum's in-house publication, *Children's Lighthouse Activity Book*
4. Coordinated reprinting of the museum's in-house publication, *Nelly, the Lighthouse Cat*
5. Maintained the Association's primary operations calendar
6. Monitored postage accounts and ordered postage and mail supplies as needed
7. Conducted periodic inventory of office consumables and reordered supplies as needed
8. Answered company telephones; responded to caller inquiries, and directed calls to appropriate departments
9. Collected, mailed, and distributed incoming and outgoing postal correspondence and packages
10. Monitored and maintained the customer survey database
11. Coordinated monthly Climb to the Moon events and scheduled weddings

12. Assisted with management of daily maintenance department activities
13. Generated maintenance work lists and conducted final inspection of completed assignments as required
14. Developed building plans and material lists for scheduled maintenance department projects
15. Purchased maintenance supplies for ongoing facility operations and scheduled projects as needed
16. Coordinated maintenance related work performed by subcontractors and third-party service providers
17. Assisted gift shop management and staff with annual physical inventory
18. Maintained active membership status in professional organizations
19. Worked with Educational Programming and Curatorial departments to develop new educational programs and exhibits for Pacetti Hotel Museum
20. Assisted maintenance department with final Pacetti Hotel Museum projects in preparation for soft opening and the installation of equipment, exhibits, and furnishings.
21. Supported gift shop with development of new Pacetti Hotel Museum merchandise, including product selection and graphic design services
22. Developed Constance D. Hunter Historic Pacetti Hotel Outdoor Educational Venue Program, which will be used to expand the museum's current ability to host large onsite educational events, private functions, and other public offerings throughout the year
23. Selected and purchased all equipment and supplies needed for the new Pacetti Hotel Outdoor Educational Venue
24. Hosted Florida Lighthouse Association's Winter Membership Meeting

### **Advertising and Public Relations Summary for FY 2024-2025**

The administrative department is responsible for the development and implementation of the Association's annual advertising strategy which utilizes print, digital, and social media to promote the Ponce de Leon Inlet Lighthouse and Museum and encourage visitation. Advertising and public relations activities completed by administrative personnel in FY 2023-2024 included:

1. Composed and distributed press releases, public announcements, and related printed materials
2. Maintained database of important public relation contacts
3. Developed Association's annual advertising strategy and budget
4. Managed museum social media platforms including Facebook, Twitter, and Instagram
5. Attended quarterly Florida Lighthouse Association meetings and Annual Leadership Retreat
6. Responded to customer inquiries as needed
7. Developed, designed, and submitted advertising layouts for print
8. Coordinated the development and scheduling of social media posts, online blogs articles, and monthly electronic newsletters with contracted digital marketing specialist.

9. Developed annual and quarterly digital advertising plan in collaboration with contracted digital marketing specialist. Monitored performance of digital advertising campaigns through the organization's Google Ad Grant account with assistance from contracted digital marketing specialist

### **Administrative Department Special Projects Summary for FY 2024-2025**

Additional activities performed by administrative staff include educational program development, graphic design, coordinating contract services with outside vendors, conducting historical research, publication of the Association's quarterly journal *Illuminations*, managing the museum's memorial brick program, and other duties as assigned.

1. Submitted memorial brick orders to engraver and corresponded with customers by mail
2. Developed virtual educational programs and delivered virtual programs to local school groups
3. Managed Paul B. Hunter and Constance D. Hunter Charitable Foundation grant
4. Developed, designed, and laid out four issues of *Illuminations* for publication
5. Composed articles for each quarterly newsletter and coordinated completion, submission, and editing of all newsletter content
6. Monitored material inventory of the Association's visitor guide map, 4-panel rack brochure, and other printed materials. Edited and coordinated reprinting of materials as needed
7. Reprinted visitor self-guided tour map brochure
8. Designed and developed advertisements for print and digital media including content and graphic design
9. Coordinated edits to main website at [www.ponceinlet.org](http://www.ponceinlet.org) and developed new website content
10. Coordinated digital marketing campaign with Solstice Digital Marketing
11. Planned and coordinated exterior and interior restoration work on/in historic buildings
12. Coordinated repairs to existing climate control systems in all buildings as needed
13. Supervised execution of annual inventory
14. Developed the President's Annual Report for FY 2024-2025.

### **Administrative Department Grants Summary for FY 2024-2025**

The administrative department is responsible for developing, submitting, and managing all grants received in support of ongoing museum operations and special projects. The Preservation Association applied for and/or received three private grants in FY 2024-2025, including the following:

1. ***Historic Pacetti Hotel Museum Outdoor Educational Venue Grant:*** The Preservation Association received an \$87,000 grant from the Paul B. Hunter and Constance D. Hunter Charitable Foundation in support of the museum's new outdoor educational venue. These funds were used to purchase all supplies needed to develop and equip this new outdoor educational expansion project.
2. ***Florida Lighthouse Association Gene Oakes Lighthouse Preservation Grant:*** The Preservation Association was approved for a \$75,000 grant from the Florida Lighthouse Association in the Spring of 2025. This grant will help fund a planned \$220,000 tower ironwork restoration and preservation project that is scheduled to begin in FY 2024-2025.

3. ***Pacetti Hotel Museum Support Grant:*** The Preservation Association received a \$10,000 grant from the Paul B. Hunter and Constance D. Hunter Charitable Foundation in support of the ongoing preservation and development of the Constance D. Hunter Historic Pacetti Hotel Museum.

### **Digital Marketing Summary for FY 2024-2025**

Digital marketing is one of the primary methods used by the Association to advertise the Ponce Inlet Lighthouse Museum and Constance D. Hunter Historic Pacetti Hotel Museum. The Association funds much of its online advertising through a Google Ad Grant account which is managed by a contracted digital marketing firm.

1. ***Digital Marketing Goals for FY 2024-2025:*** The Preservation Association set the following digital marketing goals for FY 2024-2025:
  - Highlight Ponce Inlet as a Floridian day-trip destination
  - Market the lighthouse to the millennial generation
  - Increase use of user-generated content to improve engagement
  - Increase Pacetti Hotel project interest & donations
  - Increase onsite visitors for onsite lectures & holidays
2. ***PILH Website Performance Review for FY 2024-2025:*** This year’s website marketing efforts focused on creating a clear customer journey and continued blogs with a focus on search engine optimization to reach target audience. Website performance metrics for FY 2024-2025 included:
  - **Unique Visitors Decreased:** Explanation- Unique users represent individuals on the site. If a user leaves the site & comes back later, their second visit does not count towards this metric. Unique users to the website decreased by 10% during FY 2024-2025 compared to FY 2023-2024.
  - **Website Sessions Increased:** Explanation- A website session is a description of how a user interacts with your website over a specific time frame (i.e., how many pages the user visits, how the user navigates through your website, how long a user remains on a specific page, length of time spent on your website, etc.) A single session can contain multiple page views. Website sessions increased on the Association’s website by 8.85% during FY 2024-2025 compared to FY 2023-2024.
  - **Website Bounce Rate Decreased:** Explanation- The bounce rate is the percentage of sessions that result in a bounce—that is, sessions that begin and end on the same page of a specific website. The bounce rate on the lighthouse website decreased by 10.75% during FY 2024-2025 compared to FY 2023-2024, meaning that users interacted with the Ponce Inlet Lighthouse website for longer periods than in previous years.
  - **Targeted Conversions Indicators Increased:** Explanation- The conversion rate is the percentage of users who take a desired action.
    - i. Visits to the website’s coupon page lasting more than 10 seconds increased by 4.51% during FY 2024-2025 compared to the number of coupon page visits in FY 2023-2024.
    - ii. Completion of the “Customer Journey” indicates a user may be planning a physical visit to the lighthouse. Consumer Journeys increased by 0.51% in FY 2024-2025 compared to FY 2023-2024.

- Targeted Demographic Use Changed: Explanation- Ad campaigns were used in FY 2024-2025 that targeted a) Millennials, b) Orlando, and c) Daytona. The ad campaigns proved moderately effective and produced the following results in FY 2024-2025 compared to FY 2023-2024:
    - i. Website users from Orlando decreased by 11%
    - ii. Website users from Daytona Beach decreased by 14%
3. Website users in the millennial generation (ages 25-34) decreased by 19% ***Google Ad Campaign Performance for FY 2024-2025:*** The overall goal of the Preservation Association’s non-profit Google Ad Grant is to take full advantage of the substantial savings provided by this Google program by increasing ad spending and improving keywords to increase ad visibility in search results. Google Ad performance metrics for FY 2024-2025 included:
- Ad Clicks Increased: Explanation- An ad click is a digital marketing metric that counts the number of times users have clicked on a digital advertisement to reach a specific website. Ad clicks increased by 23.67% during FY 2024-2025 compared to FY 2023-2024.
  - Ad Spending Increased: Explanation- Google does not set a fixed cost for each ad but uses an auction model instead where companies bid against each other for specific keywords. Because of this, digital ad pricing is fluid based on supply and demand. The Google Ad Grant allows the Association to establish ad campaigns targeting specific words and phrases that users enter in the Google search bar at no cost to the organization. Google Ad Grant spending increased by 155.76% during FY 2024-2025 compared to FY 2023-2024.
  - Ad Impressions Increased: Explanation- An ad impression is counted each time your ad is shown on a search result page or other site on the Google Network. Ad impressions increased by 80.42% during FY 2024-2025 compared to the previous fiscal year.
4. ***Social Media Performance for FY 2024-2025:*** The overall goal for the Ponce Inlet Lighthouse social media campaign (including Facebook, Instagram & X (formerly Twitter) is to improve consistency of posting schedule, increase user engagement, and utilize user-generated and community-focused content. In addition to the Association’s regular social media activities that promote the Ponce De Leon Inlet Lighthouse and Museum, Pacetti Hotel social media accounts were also created to raise public awareness about the historic property, encourage donations in support of the hotel, and provide followers weekly progress updates on the Constance D Hunter Historic Pacetti Hotel Museum Restoration, Preservation, Rehabilitation, and Museum Development Project which was officially completed in August, 2024. Social media platform performance metrics for FY 2024-2025 included:
- People reached decreased by 11% during FY 2024-2025 compared to FY 2023-2024
  - Page followers increased by 41.2% during FY 2024-2025 compared to FY 2023-2024
  - Post engagement increased by 66.8% during FY 2024-2025 compared to FY 2023-2024

## Board of Trustees Summary for Fiscal Year 2024-2025

The Ponce de Leon Inlet Lighthouse Preservation Association is governed by an all-volunteer Board of Trustees comprised of eleven Ponce Inlet residents who are committed to the ongoing preservation and dissemination of the maritime and social history of the Ponce Inlet Lighthouse. The Board is assisted in its endeavors by an all-volunteer Advisory Committee made up of like-minded Town residents drawn from the general membership. Together, these two groups guide the ongoing operations of the Preservation Association. Current Board of Trustees and Advisory Committee members include:

<i>Board of Trustees</i>	<i>Advisory Committee</i>
Tara Lamb ( <i>President</i> )	Terry Revak
Bob Riggio ( <i>Vice President</i> )	Cyndi Richey
Dave Sweat ( <i>2<sup>nd</sup> Vice President</i> )	Lisa Sixma
Judy Huggins ( <i>Treasurer</i> )	Edson Graham
Cheryl Cunningham ( <i>Secretary</i> )	Richard Van Rensselaer
Mary Lou Fillingame	
Ed Davis	
Tony Goudie	
Brad Blais	
Greg Gantt	
Julie Davis	
Robyn Hurd ( <i>Trustee Emerita</i> )	
Tami Lewis ( <i>Trustee Emerita</i> )	
Ellen Pagliarulo ( <i>Trustee Emerita</i> )	

The executive director reports to the Association's governing body and is responsible for directing all staff activities related to communicating with, reporting to, and supporting the Board of Trustees, its sub-committees, and the Advisory Committee. The executive director is supported in the performance of his board-related activities by the director of operations and administrative assistant. Board-related activities completed by the administration department include:

1. Coordinated monthly Board of Trustee meetings, quarterly Finance & Budget Committee meetings, and other committee meetings as needed
2. Generated and assembled necessary reports and documents for monthly board meetings including the Treasure's Report, Executive Director's Report, Monthly Income Report, YTD P&L Report, Budget & Finance Committee Report, Endowment Fund Committee Report, Meeting Minutes, and Meeting Agenda
3. Maintained effective and open lines of communication with all Board of Trustees and Advisory Committee members and notified them of important events, developments, and organizational needs as required
4. Facilitated Legal Committee meetings and correspondence regarding the Preservation Association's purchase of the historic Pacetti Hotel
5. Informed Board of Trustees and Budget & Finance Committee members of special developments, projects, and potential museum acquisitions and requested approval for funding as needed