



Ponce de Leon Inlet Lighthouse Preservation Association

President's Annual Report Fiscal Year 2020-2021

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, 2020 through September 30, 2021.

While this document provides an outline of scheduled and non-scheduled work completed by the Preservation Association during Fiscal Year 2020-2021, 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 11.

Table of Contents

Page 2:	Brief History of the Light Station and Preservation Association
Page 3:	Gift Shop Report
Page 11:	Maintenance Department Report
Page 17:	Curatorial Department Report
Page 25:	Programs Department Report
Page 32:	Administrative Department Report

Brief History of the Light Station & Preservation Association

Construction of the Ponce de Leon (originally Mosquito) Inlet Light Station commenced with the purchase of ten acres of land from the Pacetti family on March 21, 1883 and concluded with the initial lighting of the tower's beacon on November 1, 1887. The completed light station included the 175-foot brick masonry tower, three keeper dwellings, a large oil storage house, three woodsheds with attached privies. A boat dock and buoy house located on the north bank of the inlet were linked to the station via a walkway. The designs of many of the station's structures were based on Light-House Board standard plans with modifications made for the specific site.

The Ponce de Leon Inlet Light Station was originally operated by civilian lighthouse keepers employed by the US Lighthouse Establishment/Service (USLHE/USLHS). Resident keepers lived and worked at the station (often with their families) for more than 50 years beginning with the initial lighting of the tower's beacon on November 1, 1887. In 1939, responsibility for the ongoing maintenance and operation of the nation's public piers, lighthouses, buoys, and other aids to navigation was officially transferred to the US Coast Guard (USCG) following the dissolution of the USLHS that same year. Many former USLHS keepers chose to transfer to the USCG at this time and the Ponce Inlet Lighthouse continued to operate as manned facility maintained by resident Coast Guardsmen until the beacon was automated in 1953.

No longer requiring onsite staff to maintain the beacon on a daily basis, the Coast Guard reclassified the Ponce De Leon Inlet Light Station as an unmanned facility in 1953, transferred the personnel stationed there to other billets, and turned responsibility for the beacon's operation over to the Aids to Navigation (ATON) team attached to the Coast Guard station in New Smyrna Beach. The lack of proper maintenance and the harsh coastal environment exacted a hefty toll on the historic light station. By the late 1960s, the once spotless facility had entered a state of advanced disrepair.

The Ponce Inlet Lighthouse continued to operate as an active aid to navigation under these conditions until 1970 when a new pole-mounted light erected on the south side of the inlet facilitated its decommissioning. Abandoned in 1970, the decommissioned light station was subjected to a wide range of destructive forces including wind and weather, vandalism, theft, and more. Damages incurred during this time included fires lit in the tower's counter-weight well, vagrants breaking into the keeper's dwellings, stolen artifacts, the burning down the oil storage building, and pieces of the rusted tower iron being thrown into the roofs of the buildings far below. In 1972, the site was listed as surplus property by the Department of the Interior and plans to demolish the historic structures were reportedly discussed.

Alarmed by the deteriorated condition of the light station and rumors of the facility's planned demolition, a group of concerned local residents petitioned the newly incorporated Town of Ponce Inlet to acquire the property from the US Government in an effort to save it. The Town agreed to this request with one stipulation; a non-profit must be formed to assume responsibility for the future costs and efforts associated with the light station's restoration, preservation, and future operation. The Ponce De Leon Inlet Lighthouse Preservation Association was incorporated in response to this agreement and the light station was officially transferred to the Town in 1972.

The Preservation Association has worked to preserve and disseminate the maritime and social history Ponce De Leon Inlet Light Station for more than 49 years. Now home to one of the most highly regarded lighthouse museum's in the country, the light station was officially designated a National Historic Landmark in 1998. In addition to its preservation efforts, the Association is also known as a leader in lighthouse education. The museum schedules complimentary workshops and family-oriented activities for the general public and offers guided tours and hands-on learning opportunities to public and private school groups free of charge. These educational offerings are extended to public and private schools located throughout Volusia County through the Association's extensive outreach endeavors.

Gift Shop Report for FY 2020-2021

Gift Shop Operations Summary

The gift shop generates and/or processes the majority of the Association's annual revenue including admission and merchandise sales, annual membership dues, and private donations. The gift shop is typically run by 9 to 11 employees; however, the department continued to operate at reduced staff levels during the first half of the year due to the negative impact of COVID-19 on admission and merchandise sales. The gift shop staff roster consisted of one full-time manager, one full-time assistant-manager, and six part-time sales associates at the close of the year.

The gift shop manager oversees all facets of the department'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. The gift shop assistant manager supports the manager in the completion of these assigned duties.

The Ponce Inlet Lighthouse gift shop sales associates welcome guests, answer questions, and provide visitors with information related to the history and layout of the Ponce de Leon Inlet Light Station and Museum, new exhibits, and any educational programs offered on a specific day. In addition to these important duties, sales associates also perform 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. Additional monitoring of the gift shop sales floor is provided by the museum's on-duty security staff as needed.

Lighthouse and Museum Days/Hours of Operation

The Ponce de Leon Inlet Lighthouse and Museum is typically open to the public on a daily basis daily at 10:00 am with the exception of Thanksgiving and Christmas Day. The museum closes at 9:00 pm from Labor Day through Memorial Day and at 6:00 pm the remainder of the year. Special hours of operation are offered on specific days during the year in accordance with local events and holidays that typically generate higher than normal visitation.

Museum Admissions

Paid General Admissions (ADMADL, ADMKID): Adult and child admissions sold to the general public during the museum's normal hours of operations. Daily admission rates for the general public are \$6.95 for adults (age 12 and up) and \$1.95 for children (age 11 and under). Infants (age 0-3) are free.

Free General Admissions (FREADL, FREKID): Free general admission for adults and children. Recipients include school & civic groups, active military personnel and veterans on Memorial and Veterans Day, and others.

Member Admissions (FREAME, FRECME): Free adult and child admission for active members of the Ponce De Leon Inlet Lighthouse Preservation Association.

Ponce Inlet Resident Admissions (ADMPIC, ADMPIC): Free adult and child admission for all Ponce Inlet residents during normal hours of operations with proof of residency.

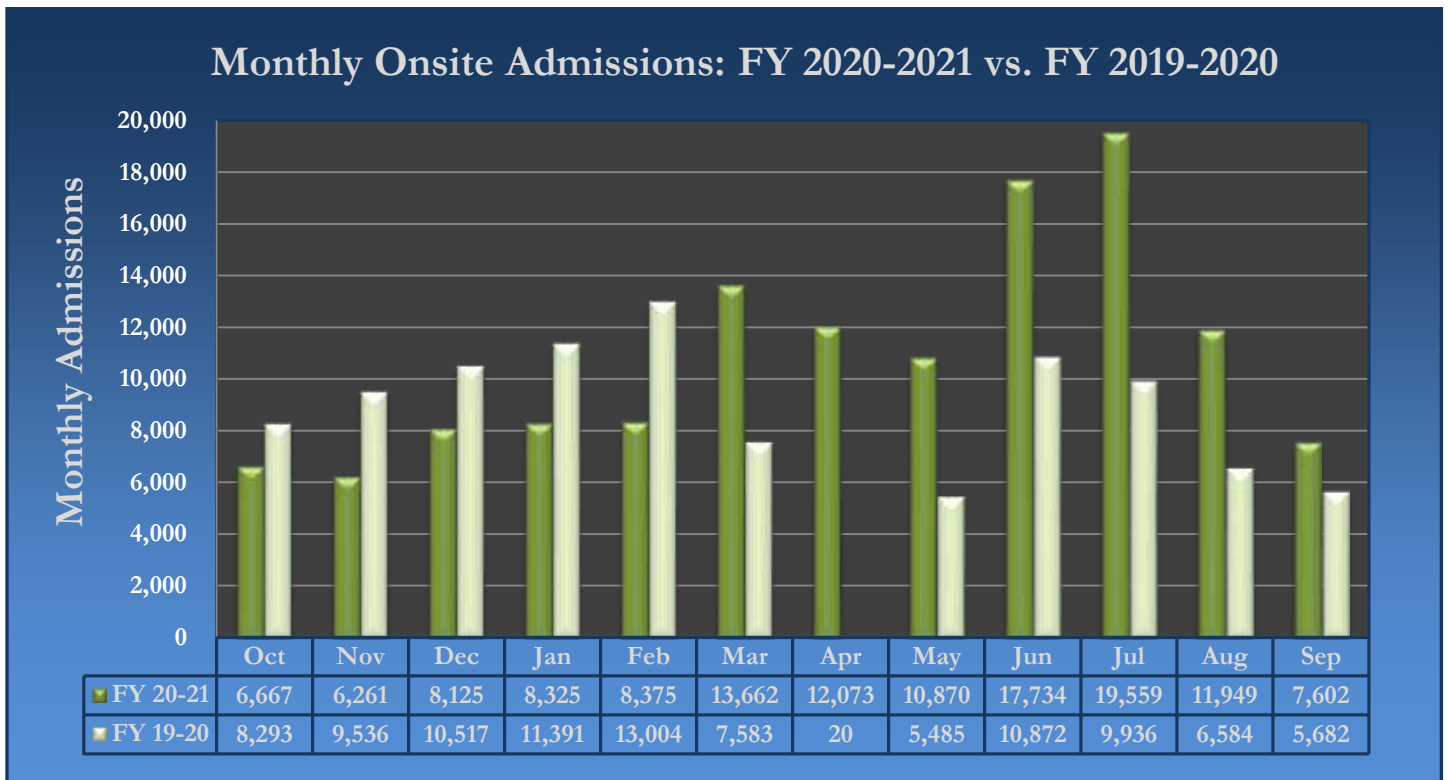
Annual Admissions Summary by Type: Fiscal Year 2020-2021

The Ponce de Leon Inlet Lighthouse and Museum processed a combined total of 131,202 free and paid admissions during fiscal year 2020-2021.

Fiscal Year 2020-2021 Admissions (ADM) Data by Month and Type									
MONTH	ADMISSION TYPE								TOTAL ADMISSIONS
	ADMADL	ADMKID	FREADL	FREKID	ADMPA	ADMPIC	FREAME	FRECME	
October	5,669	799	18	24	50	3	96	8	6,667
November	5,200	770	18	48	82	18	115	10	6,261
December	6,697	1,077	22	21	91	9	176	32	8,125
January	7,029	905	19	61	105	8	182	16	8,325
February	7,143	855	59	33	66	5	185	29	8,375
March	11,321	2,008	30	65	57	5	155	21	13,662
April	10,006	1,752	8	69	52	11	167	8	12,073
May	9,227	1,232	45	89	73	10	177	17	10,870
June	13,972	3,265	57	143	71	13	190	23	17,734
July	15,304	3,697	64	136	91	24	208	35	19,559
August	9,699	1,948	27	36	53	10	150	26	11,949
September	6,405	827	117	43	53	5	140	12	7,602
Annual Total	107,672	19,135	484	768	844	121	1,941	237	131,202

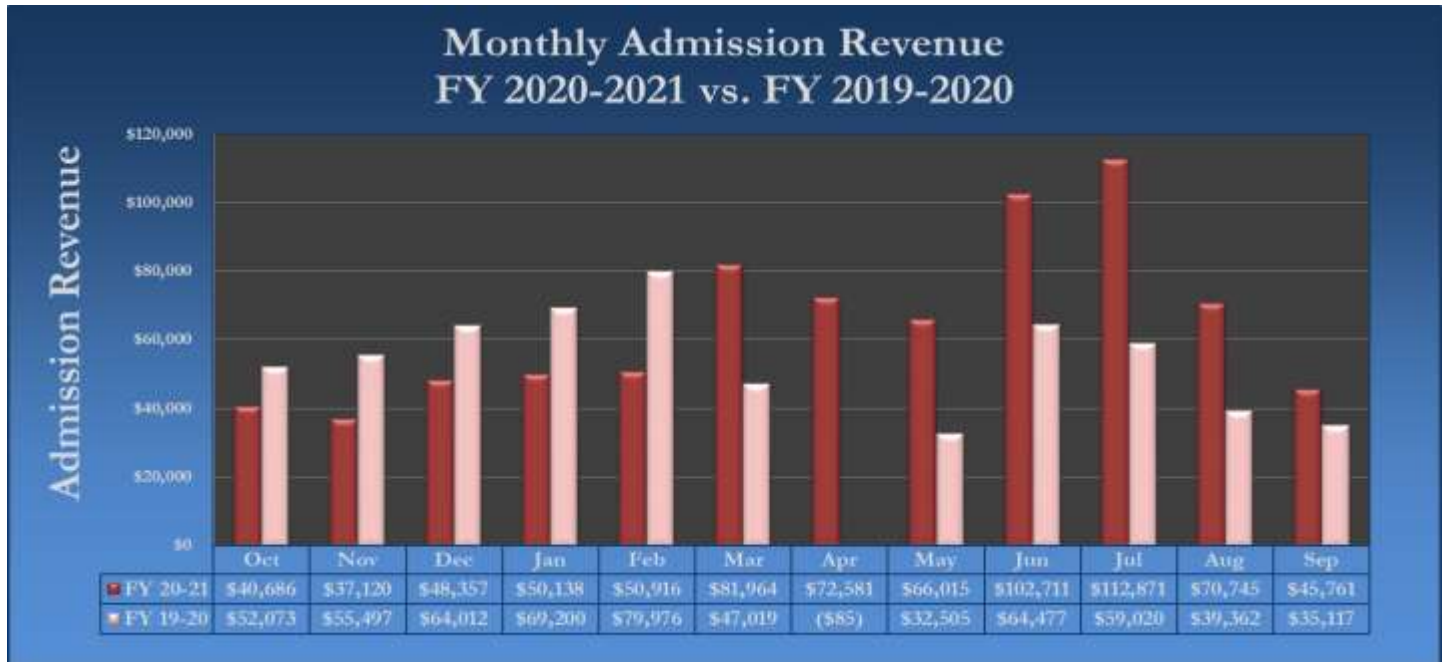
Annual Admissions Comparison: Fiscal Year 2020-2021 vs. Fiscal Year 2019-2020

The COVID-19 pandemic continued to have a negative impact on lighthouse admissions during fiscal year 2020-2021 with the first half of the year experiencing reduced visitation numbers compared to the same pre-COVID months during fiscal year 2019-2020. However, onsite admissions experienced significant improvement in the last six months of fiscal year 2020-2021 resulting in an annual total of 131,202 admissions (free & paid). This figure exceeded the 98,903 onsite admissions realized during fiscal year 2019-2020 by 32,299 guests (or 32.7%).



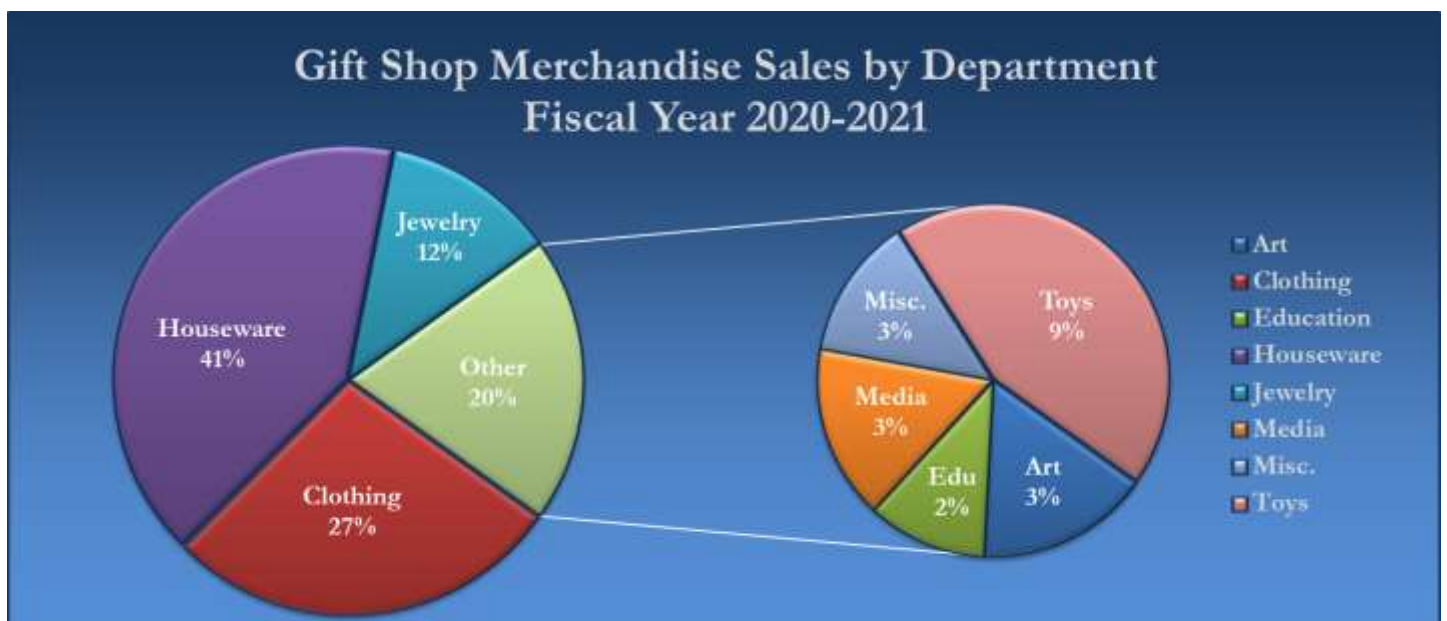
Annual Admission Revenue Comparison: Fiscal Year 2020-2021 vs. Fiscal Year 2019-2020

The museum was projected to generate \$671,100 in admissions revenue during fiscal year 2020-2021. Actual admission revenue exceeded this goal by \$108,756.26 (or 16.2%), equaling \$779,865.26. This amount exceeded the \$598,173 generated during fiscal year 2019-2020 by \$181,692 (or 30.4%).



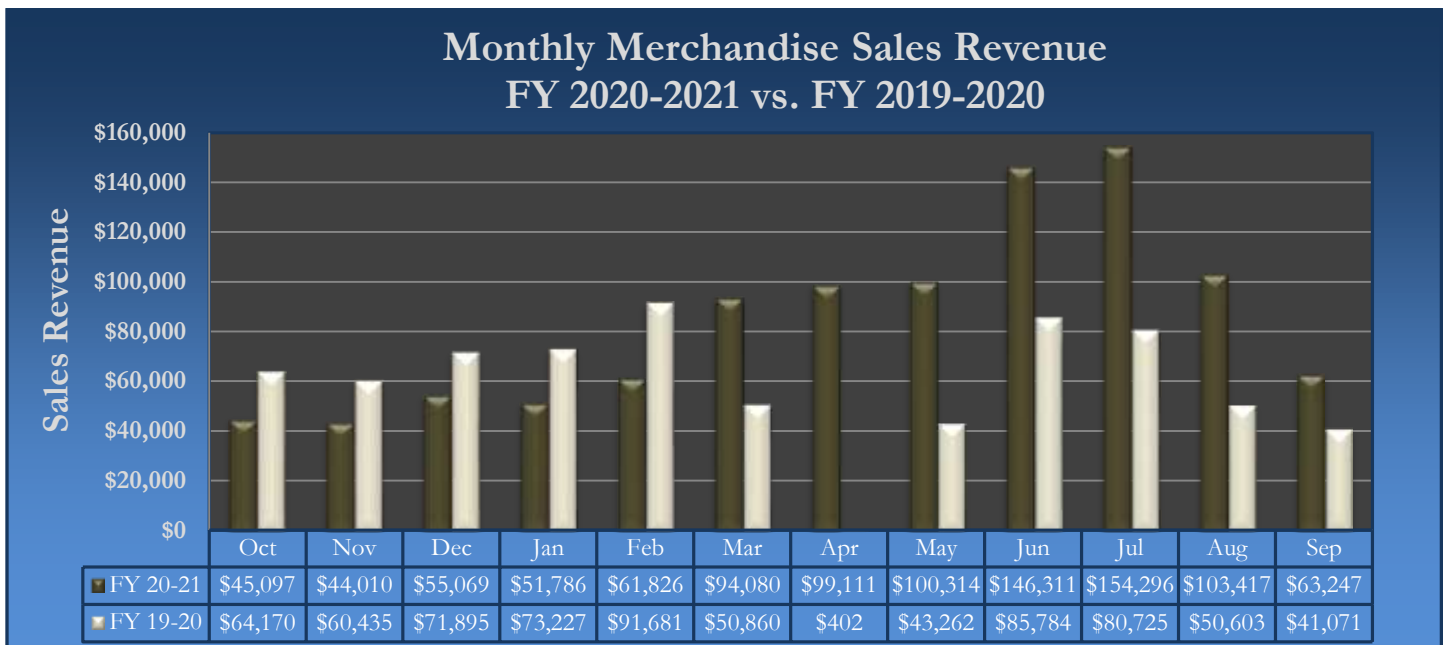
Annual Gift Shop Merchandise Sales Summary by Department: Fiscal Year 2020-2021

Current gift shop merchandise categories include: art, clothing, educational, housewares, jewelry, media/books, toys, and other miscellaneous. 80% of all merchandise sales revenue generated during fiscal year 2020-2021 was derived through the clothing, housewares, and jewelry departments with the remaining 20% split between media, art, toys, educational, and other/miscellaneous.



Annual Merchandise Revenue Comparison: Fiscal Year 2020-2021 vs. Fiscal Year 2019-2020

The gift shop was projected to earn \$765,000 in sales revenue during fiscal year 2020-2021. Although monthly merchandise sales initially lagged behind those of the previous fiscal year due to COVID-19, the gift shop experienced an increase in sales as visitation improved during the months of March-September, 2021. By year's end, the gift shop had surpassed its projected \$765,000 in annual sales by \$253,562.54 (or 33.1%), equaling \$1,018,562.54 overall. This amount exceeded the \$714,115 generated during fiscal year 2019-2020 by \$304,447 (or 42.6%).



Annual Membership Summary by Type: Fiscal Year 2020-2021

Current membership levels include Corporate, Principal, 1st Assistant Keeper, 2nd Assistant Keeper, Family, General, Senior, Student, Volunteer, Lifetime, and Gift. The gift shop processed a total of 1,467 memberships during fiscal year 2020-2021. The Preservation Association currently consists of 2,153 individual members overall.

Membership Level	Total Memberships	Total Members
Corporate (\$500)	8	15
Principal Keeper (\$500)	23	37
First Assistant Keeper (\$200)	50	108
Second Assistant Keeper (\$100)	80	148
Family (\$40)	203	742
General (\$20)	221	221
Senior (\$10)	799	799
Student (\$10)	40	40
Volunteer (Free)	31	31
Lifetime (Variable)	10	10
Gift (Free-Promotional)	2	2

Annual Membership Income: Fiscal Year 2020-2021 vs. Fiscal Year 2019-2020

Annual Memberships were projected to generate an income of \$30,000 during fiscal year 2020-2021 but exceeded this goal by \$22,615 (or 75.4%), equaling \$52,615 overall. This figure exceeds the \$42,170 in annual membership income realized during fiscal year 2019-2020 by \$10,445 (or 24.8%).



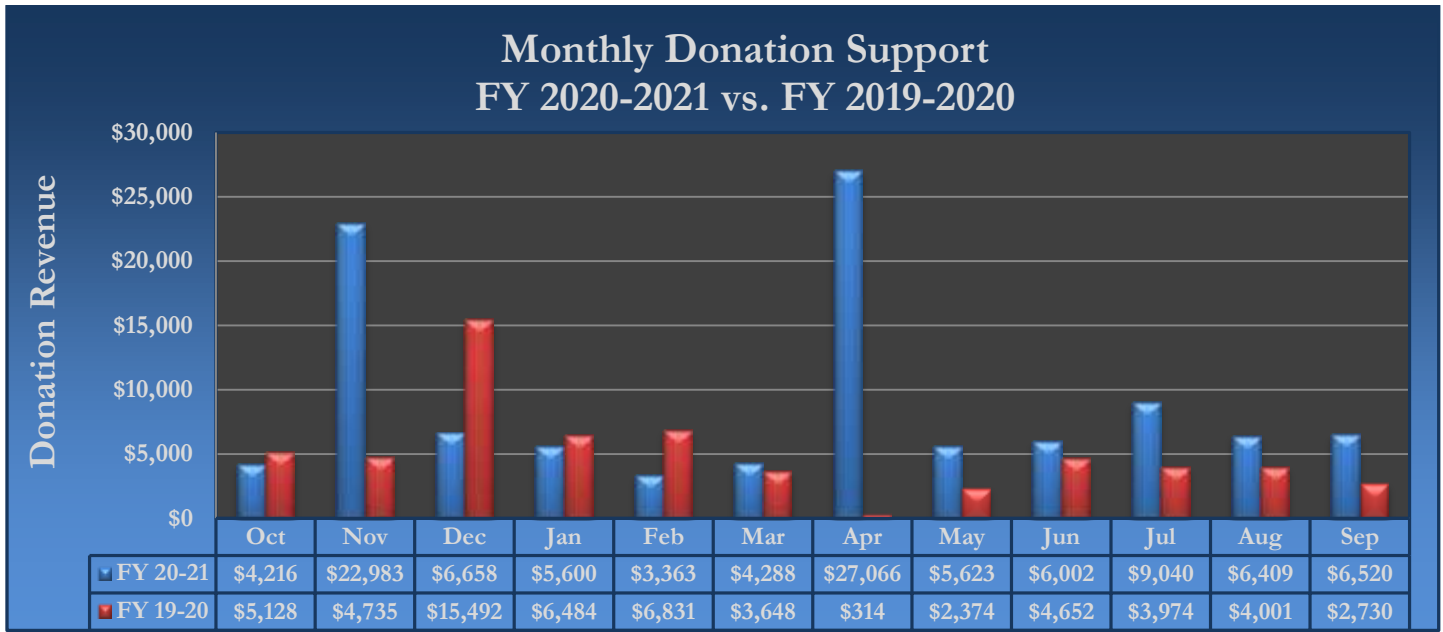
Annual Support Summary by Type: Fiscal Year 2020-2021

Support is a significant source of annual revenue for the Preservation Association. This source of income is derived from several sources/categories including grant funding, investment returns, memorial brick sales, and private donations. The Association successfully generated a combined total of \$182,951.51 in support income during fiscal year 2020-2021, not including Pacetti Hotel Grant funds provided by the Paul B. Hunter and Constance D. Hunter Charitable Foundation in support of the multi-year Constance D. Hunter Historic Pacetti Hotel Museum project which is currently in the early stages of development and execution. Funding derived through Hunter Foundation Grant may only be used for hotel-related expenses and are therefore not included as part of the lighthouse's regular annual income in this report. Please see page 9 for information regarding the Hunter Foundation Grant.

FY 2020-2021 Support Revenue by Month						
MONTH	SUPPORT TYPE					TOTAL SUPPORT
	Donations	LH Grants	PH Grant*	Mem. Brick	Stocks	
October	\$4,215.89	\$0.00	\$0.00	\$300.00	\$0.00	\$4,515.89
November	\$22,983.26	\$58,050.00	\$500,000.00	\$980.00	\$0.00	\$582,013.26
December	\$6,658.13	\$0.00	\$0.00	\$1,490.00	\$0.00	\$8,148.13
January	\$5,599.60	\$0.00	\$0.00	\$1,450.00	\$0.00	\$7,049.60
February	\$3,363.18	\$0.00	\$0.00	\$920.00	\$0.00	\$4,283.18
March	\$4,288.21	\$0.00	\$26,085.65	\$2,215.00	\$0.00	\$32,588.86
April	\$27,066.29	\$0.00	\$0.00	\$1,205.00	\$0.00	\$28,271.29
May	\$5,622.70	\$0.00	\$28,754.50	\$1,915.00	\$0.00	\$36,292.20
June	\$6,002.48	\$0.00	\$0.00	\$1,425.00	\$806.55	\$8,234.03
July	\$9,040.30	\$0.00	\$0.00	\$1,500.00	\$0.00	\$10,540.30
August	\$6,409.46	\$0.00	\$0.00	\$1,020.00	\$0.00	\$7,429.46
September	\$6,520.46	\$0.00	\$0.00	\$1,905.00	\$0.00	\$8,425.46
Annual Total	\$107,769.96	\$58,050.00	\$554,840.15	\$16,325.00	\$806.55	\$182,951.51

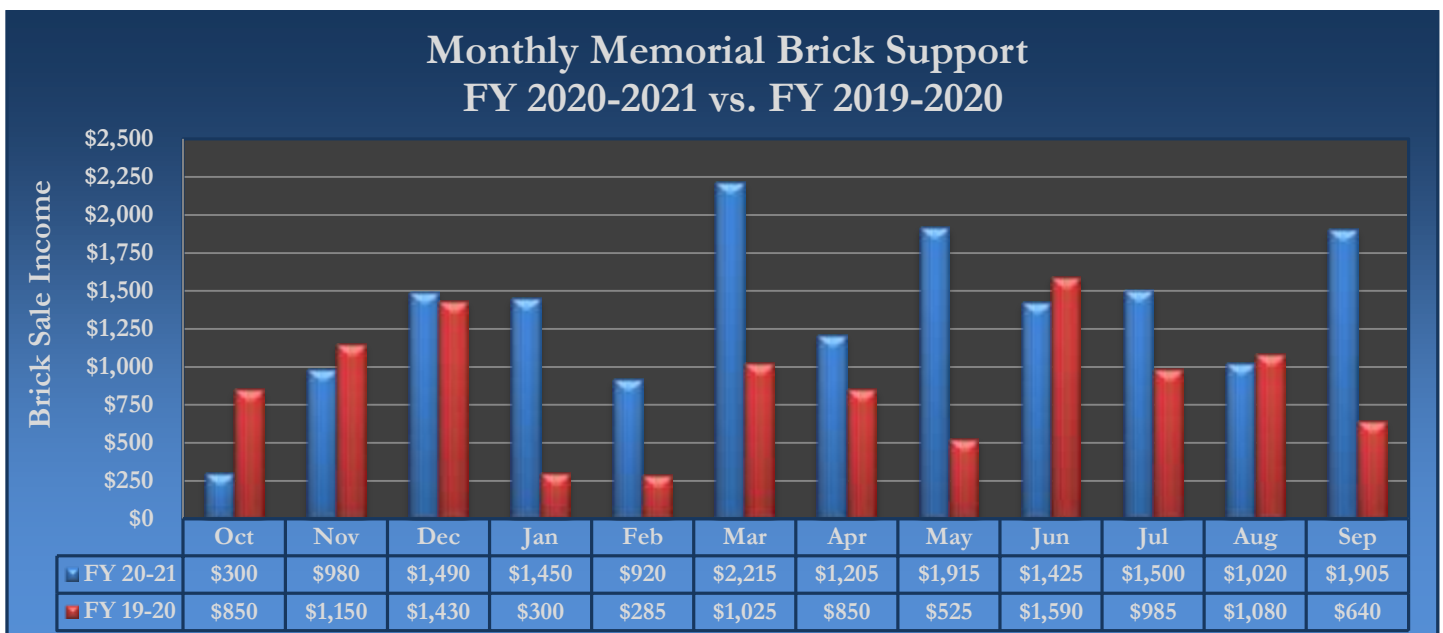
Annual Donation Support Comparison: Fiscal Year 2020-2021 vs. Fiscal Year 2019-2020

The Preservation Association was projected to generate \$50,400 in donation support during fiscal year 2020-2021. The Association exceeded this amount by \$57,369.96 (or 75.4%), generating \$107,769.96 in total annual donation support overall. This year-end figure surpassed the \$60,363 in donations received during fiscal year 2019-2020 by \$47,406.96 (or 78.5%).



Annual Memorial Brick Sale Comparison: Fiscal Year 2020-2021 vs. Fiscal Year 2019-2020

The Preservation Association was projected to generate \$7,200 in memorial brick sales during fiscal year 2020-2021. The Association exceeded this amount by \$9,125 (or 126.7%), generating \$16,325 in total brick sales overall for the year. This figure surpassed the \$10,710 in brick sales generated in fiscal year 2019-2020 by \$5,615 (or 52.4%).



Additional Sources of Support Income: Fiscal Year 2020-2021

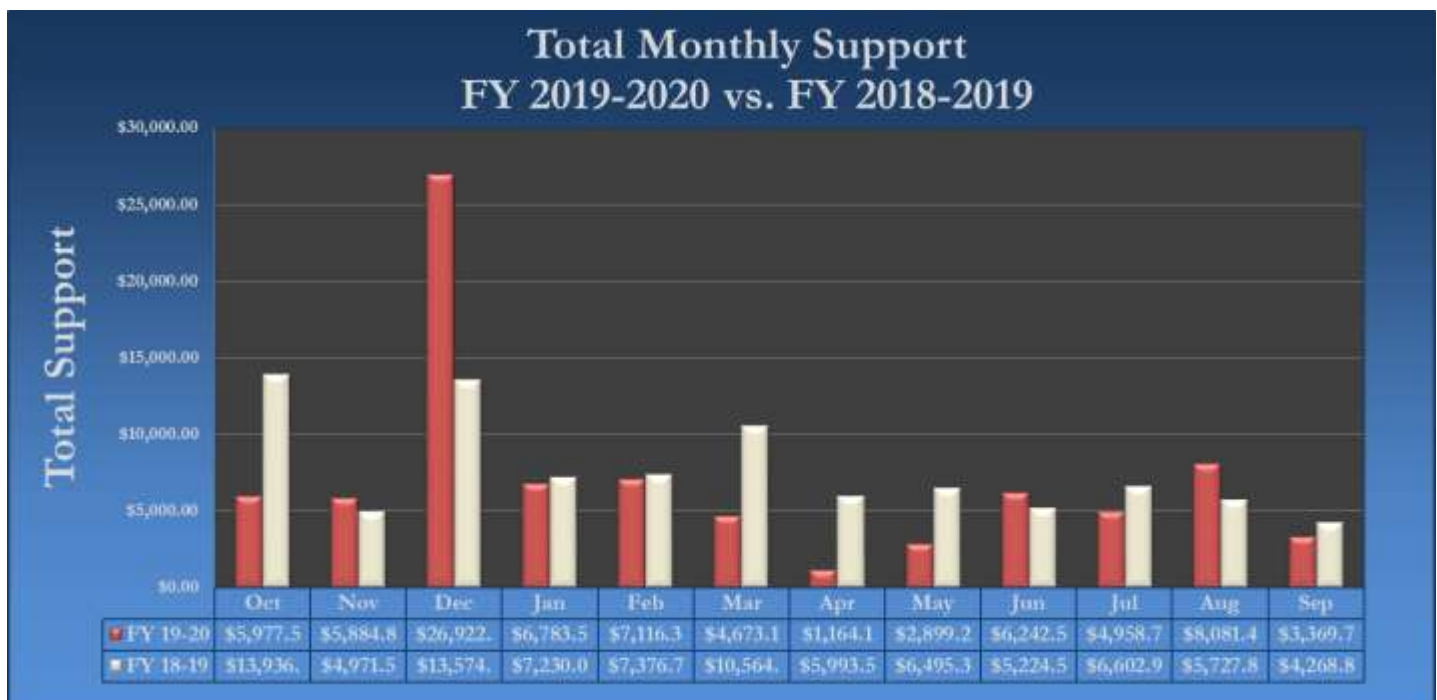
Grants: Grants provide a third source of support income for the Ponce de Leon Inlet Lighthouse Preservation Association. Grant funding is pursued when appropriate. Income projections are not applied to the grant support category due to uncertainty regarding grant availability in any specific year.

The Association was awarded a \$58,050.00 grant in November, 2020 from the Florida Lighthouse Association (FLA) to help fund planned restoration work on the principal keeper dwelling. The FLA grant was used by the Association to finance the replacement of the building's asphalt shingles with historically appropriate pressure-treated western red cedar shakes. This important project was completed in February, 2021. Additional grant funding received during fiscal year 2020-2021 included a \$500,000 grant provided by the Paul B. Hunter and Constance D. Hunter Charitable Foundation in November 2020, followed by two additional grant payments in the amounts of \$26,085.65 and \$28,754.50 which were received in months of May, 2021 and March, 2021 respectively. As mentioned earlier, Hunter Foundation Grant funds are provided exclusively in support of the multi-year Constance D. Hunter Historic Pacetti Hotel Museum project, and are therefore not included as part of the lighthouse museum's annual income report.

Investment Income: In addition to the three forms of support income listed above, the Preservation Association also collected \$806.55 in investment interest during fiscal year 2020-2021. Investment income is not projected for the fiscal year due to ongoing fluctuations in stock market values.

Total Monthly Support: Fiscal Year 2020-2021 vs. Fiscal Year 2019-2020

The Preservation Association was projected to generate \$57,600 in support during fiscal year 2020-2021. The Association exceeded this amount by \$125,351.51 (or 117.6%), generating \$182,951.51 in total annual support overall. This year-end figure surpassed the \$104,217.47 in support realized in fiscal year 2019-2020 by \$47,406.96 (or 78.5%).



Total Annual Income: Fiscal Year 2020-2021

Total annual income consists of all revenue and support generated by the Preservation Association during the year. The Preservation Association was projected to earn \$1,532,460 in fiscal year 2020-2021 but exceeded its original projections by \$507,993.30 (or 33.1%) with a total realized annual income of \$2,040,453.30.

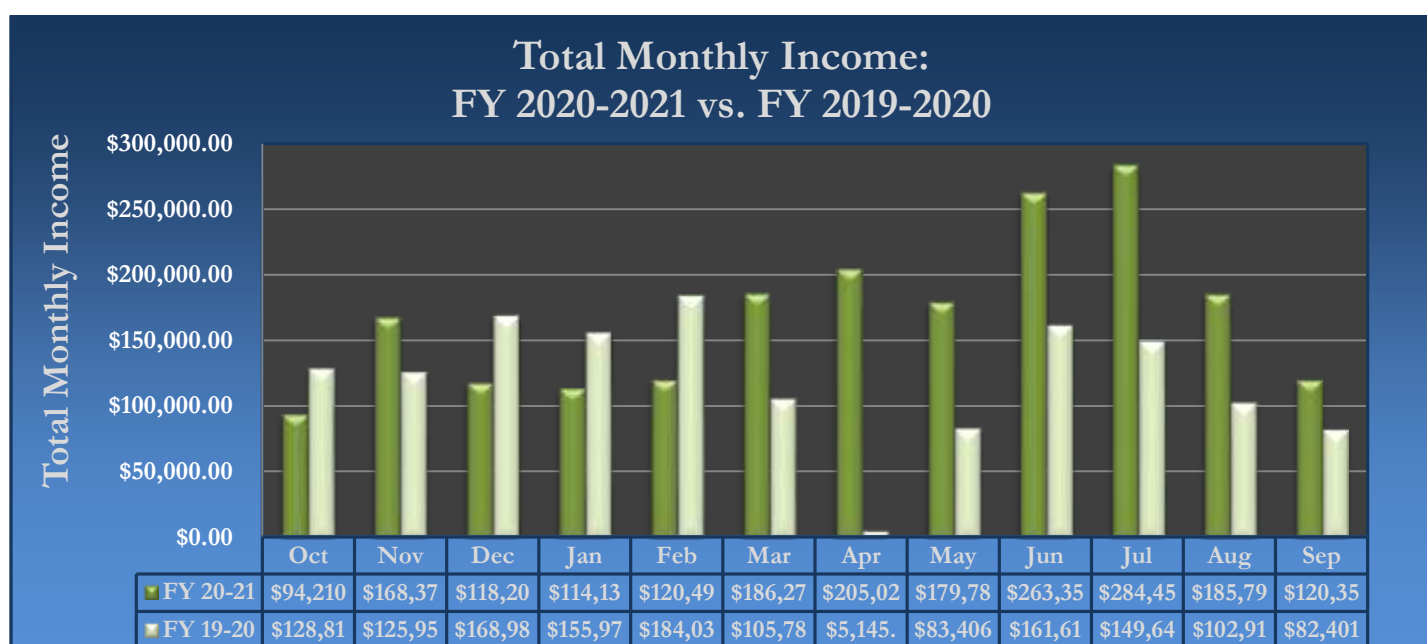
Annual Income by Source: Fiscal Year 2020-2021

As noted above, total annual income consists of all revenue and support generated during the year. These sources include admission sales, merchandise sales, investment income, membership dues, sales tax-collection allowance, grant funds, 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 \$2,040,453.30 during fiscal year 2020-2021.

FY 2020-2021 Total Income by Month (Revenue + Support)										
MONTH	INCOME TYPE									INCOME TOTAL
	Admissions	GS Sales	Inv. Income	Member	Tax-Coll	Donations	Brick Sales	Grants	Stock Income	
October	\$40,686.32	\$45,097.49	\$320.47	\$3,560.00	\$30.00	\$4,215.89	\$300.00	\$0.00	\$0.00	\$94,210.17
November	\$37,120.34	\$44,009.73	\$407.01	\$4,790.00	\$30.00	\$22,983.26	\$980.00	\$58,050.00	\$0.00	\$168,370.34
December	\$48,357.10	\$55,068.91	\$1,822.76	\$4,780.00	\$30.00	\$6,658.13	\$1,490.00	\$0.00	\$0.00	\$118,206.90
January	\$50,138.37	\$51,785.68	\$317.58	\$4,810.00	\$30.00	\$5,599.60	\$1,450.00	\$0.00	\$0.00	\$114,131.23
February	\$50,916.16	\$61,826.11	\$364.05	\$3,075.00	\$30.00	\$3,363.18	\$920.00	\$0.00	\$0.00	\$120,494.50
March	\$81,964.12	\$94,079.97	\$424.38	\$3,270.00	\$30.00	\$4,288.21	\$2,215.00	\$0.00	\$0.00	\$186,271.68
April	\$72,580.75	\$99,110.53	\$310.99	\$4,720.00	\$30.00	\$27,066.29	\$1,205.00	\$0.00	\$0.00	\$205,023.56
May	\$66,014.59	\$100,313.51	\$315.91	\$5,570.00	\$30.00	\$5,622.70	\$1,915.00	\$0.00	\$0.00	\$179,781.71
June	\$102,711.33	\$146,310.77	\$1,206.90	\$4,860.00	\$30.00	\$6,002.48	\$1,425.00	\$0.00	\$806.55	\$263,353.03
July	\$112,870.67	\$154,295.66	\$171.86	\$6,550.00	\$30.00	\$9,040.30	\$1,500.00	\$0.00	\$0.00	\$284,458.49
August	\$70,744.96	\$103,417.27	\$180.94	\$3,990.00	\$30.00	\$6,409.46	\$1,020.00	\$0.00	\$0.00	\$185,792.63
September	\$45,760.55	\$63,246.91	\$256.14	\$2,640.00	\$30.00	\$6,520.46	\$1,905.00	\$0.00	\$0.00	\$120,359.06
Annual Total	\$779,865.26	\$1,018,562.54	\$6,098.99	\$52,615.00	\$360.00	\$107,769.96	\$16,325.00	\$58,050.00	\$806.55	\$2,040,453.30

Annual Income Comparison: FY 2020-2021 vs. FY 2019-2020

The \$2,040,453.30 in total income generated by the Association in fiscal year 2020-2021 surpassed the \$1,454,672.92 in total income generated during fiscal year 2019-2020 by \$585,780.62 (or 40.2%).



Maintenance Department Report for FY 2020-2021

Maintenance Department Operations Summary

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. The maintenance department currently consists of 1 full-time maintenance manager, 1 full-time maintenance employee, 3 part-time maintenance employees, and 2 part-time visitor monitors.

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 and assistant curator/registrar. 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 thoroughly 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. Routine scheduled inspections, functional tests, and maintenance duties include:

Routine Scheduled Inspections and Tests

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 wheel chair lift inspection and function test

Monthly Inspections and Function Tests

1. Monthly AED inspection and automatic 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 1st order Fresnel lens function test (Canaveral Lens)

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 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

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 tower flood lights
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 3rd order lens cleaning
6. Weekly cleaning of all exhibit cases and interior historic spaces
7. Weekly nature trail area maintenance

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 Completed: Fiscal Year 2020-2021

Bldg. 1 - Gift Shop

1. Cleaned, repaired, and repainted front porch
2. Cleaned, repaired, and repainted second story back porch and staircase
3. Cleaned, repaired, and repainted south porch
4. Repaired exterior flood lights
5. Repaired and painted main entrance handicap ramp
6. Cleaned main entrance sign and repaired channel marker lights located on sign posts
7. Repaired and repainted back porch deck, railings, and posts
8. Repaired and repainted second story back porch stairs, deck, railings, and posts
9. Replaced overhead lights on main sales floor with LED fixtures
10. Repaired faulty toilets and urinals in public restrooms
11. Repaired faulty air conditioning system
12. Repaired faulty water fountain
13. Cleared clogged sewer pipes

Bldg. 2 - Wood Shed Theater/Privy

1. Cleaned and repainted main entrance door and frame
2. Repaired rainwater downspouts and gutters
3. Repaired main entrance railing
4. Repaired and painted roof fascia and soffit
5. Replaced air conditioning system

Bldg. 3 – Cuban Raft Enclosure

1. Repaired anchor chain enclosure and straightened pilings
2. Cleaned and painted Cuban raft enclosure and perimeter picket fence
3. Weeded and replaced bark ground cover as needed

Bldg. 4 - 2nd Assistant Keeper's Dwelling

1. Repaired front porch steps and railing system

2. Refinished exhibit display cases in kitchen and large bedroom
3. Repaired and repainted handicap ramp deck and railing system
4. Refinished interior floors and door thresholds
5. Cleaned and repainted exterior doors and windows
6. Replaced deteriorated glazing in historic windows as needed
7. Repaired faulty air conditioning system
8. Repaired and repainted lattice work
9. Repaired faulty air conditioning system

Bldg. 5 - Principal Keeper's Dwelling

1. Replaced old asphalt shingle roof with pressure-treated western red cedar shakes
2. Cleaned and repainted exterior doors and windows
3. Refinished interior floors and door thresholds
4. Cleaned, treated, and repainted interior plaster walls as needed
5. Repaired faulty air conditioning system
6. Repaired west breezeway door glass partition
7. Repainted front and side porch deck
8. Repaired, cleaned, and repainted front and side porch steps and railing
9. Repaired and repainted exterior siding on keeper's office
10. Repaired and repainted lattice work
11. Initiated repointing of exterior mortar joints

Bldg. 6 – Lighthouse/Tower

1. Replaced Plexiglas shields in lantern room
2. Conducted quarterly mechanical maintenance and weekly cleaning of third order lens
3. Repaired and replaced Carlisle and Finch lamp changer
4. Restored tower window
5. Replaced faulty interior lighting fixtures
6. Cleaned, treated, and repainted interior masonry walls as needed
7. Refinished historic cabinets in Service Room and Watch Room
8. Repaired/replaced stainless steel cable and fittings in gallery deck safety enclosure as needed
9. Removed clear plastic COVID-19 safety partitions on all landings
10. Reopened tower service room to public
11. Cleaned brick apron around perimeter of tower

Bldg. 7 - Pump House

1. Replaced faulty irrigation pump
2. Cleaned and repaired exterior siding
3. Replaced faulty door lock

Bldg. 8 - 1st Assistant Keeper's Dwelling

1. Repaired and repainted front and back porch decks
2. Cleaned and repainted front and back porch decks, railings, and posts

3. Cleaned and repainted front porch steps
4. Cleaned and repainted exterior doors and windows as needed
5. Replaced deteriorated glazing in historic windows
6. Repaired picket fence enclosing laundry area on south side of building
7. Repaired and repainted accessibility ramp
8. 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. Replaced deteriorated glazing in historic windows as needed
4. Cleaned and treated sections of interior mortar walls effected by salt migration
5. Repainted breezeway floor

Bldg. 10 – Ayres Davies Lens Exhibit Building

1. Assisted curator with installation and positioning of artifact display cases
2. Adjusted main entrance doors for proper operation as needed
3. Repaired faulty air conditioning system

Bldg. 12 - Oil Storage House

1. Repaired minor aids to navigation lamp changers as needed
2. Cleaned and repainted observation gate
3. Refinished main entrance door
4. Cleaned and preserved historic oil storage tanks

Education Building

1. Repaired deteriorated lap siding
2. Reorganized interior storage areas
3. Repaired side entrance steps
4. Repaired covered porch railing
5. Cleaned exterior of building as needed

Restroom/ Vending Building

1. Replaced faulty emergency lights
2. Repaired broken toilet in family restroom
3. Repaired faulty Sloan valves in bathroom urinals and toilets
4. Repaired and repainted front porch railings and posts
5. Leveled brick pavers in walkway leading to restroom building
6. Replaced faulty recessed lighting fixtures in porch ceiling

Administration Building

1. Assisted curatorial department with relocation of artifacts
2. Cleaned and repainted dormer siding, soffit, and fascia

3. Pressure washed exterior 2nd floor porch deck and stairway
4. Repaired & replaced faulty air conditioning systems
5. Replaced faulty emergency lights as needed
6. Facilitated repairs to electrical service with FPL

Historic/Non-Historic Grounds

1. Pressure washed perimeter picket fence and repaired sections as needed
2. Cut back encroaching vegetation from nature trails
3. Repaired perimeter chain link fence
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. Coordinated replacement of electrical transformer with FPL

Museum Exhibits & Educational Programs

1. Assisted programs manager with onsite events as needed
2. Constructed exhibit display panel frames and installed as directed

Pacetti Hotel Property

1. Completed repairs to garage exterior siding
2. Repaired entry doors to garage and historic sheds
3. Replaced broken windows in historic shed and garage
4. Removed dead trees as identified by arborist in accordance with tree removal permit
5. Cleared property of dead limbs and other plant debris lying on ground throughout Pacetti property
6. Repaired lattice work as needed
7. Coordinated inspection and certification of existing septic sewer system

Curatorial Department Report for FY 2020-2021

Curator/Registrar Summary

The curator, in conjunction with the assistant curator/registrar, 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 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 or registrar's weekly inspection of all buildings and exhibits. The curator and registrar research 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 curator and registrar research and write articles and lead articles for the museum's quarterly newsletter as needed. 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 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 or registrar 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 of all inventories of historic doors, windows, door hardware, historic 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, preparation of items for storage or display, recruiting and training volunteers who work in registration. The collections are monitored to insure 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 deaccessions from the collection. The registrar or curator/registrar maintains the museum software and data base 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 general public, as well as coordinating filming at the light station by travel writers and others.

Acquisitions during FY 2020-2021

Approximately 62 object acquisitions were recorded during the year as well as 374 photographic records, 23 documents in archives, and 12 library items.

Material Objects:

There are currently 4,075 material objects listed in the museum's catalog. Sixty-two objects were added to the museum's collection during fiscal year 2020-2021 including these significant items:

1. 2020-30-1 USLHS paintbrush
2. 2020-26-1 & 2 paintings from Pacetti Hotel
3. 2021-4-1 duffel bag belonging to Charner Smith during his time as keeper at PILH
4. 2021-8-1, 2 Rail spikes from original lighthouse construction tramway
5. 2021-9-1 Chance Brothers sun valve
6. 2021-13-6 Meyer family rocker
7. 2021-19-1 USCG World War II uniform
8. 2021-22-1 1930s metal table fan with micarta blades
9. 2021-26-1 Pendulum clock early 1900s
10. 2021-22-1 Antique porcelain and silver plates
11. 2021-26-2 1930s Emerson tube radio



Meyer family rocker



Chance Brothers sun valve

Photographs:

There are currently 5,291 photographs listed in the museum's catalog. A total of 374 images were added to the museum's photograph collection during fiscal year 2020-2021 including:

1. 2021-10-1 Framed photograph of Gertrude Meyer
2. 2021-11 Collection of photographs of the Pacetti Hotel and grounds once owned by Ann Caneer
3. 2021-12 Collection of photographs from the Ellwood family
4. 2021-20 Collection of photos mainly from Pacetti Hotel featuring PILH and the Pacetti Hotel



River view of the Ponce Inlet Lighthouse; Elwood Family Collection

Archival Objects:

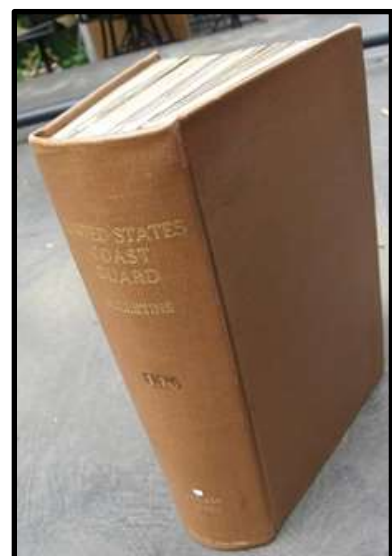
There are currently 1,168 archival objects in the museum's catalog. 23 archival items were added to the collection in fiscal year 2020-2021 including:

1. 2020-23-1 Christmas postcard sent from M. Pacetti
2. 2020-24-1 Warranty deed to the Pacetti Hotel
3. 2020-27-1 Letter of acceptance to National Register of Historic Places
4. 2021-3 US Coast Guard and US Revenue Cutter Service Annual Reports
5. 2021-16-1 Collection of early US Coast Guard Bulletins
6. 2021-20-16 Christmas postcard from visitors to Pacetti Hotel



2020-23-1

Christmas card from M. Pacetti



2021-16-1

Early Coast Guard Bulletins

Library Objects:

There are currently 1,306 items in museum's library. 12 books were added to the library during fiscal year 2020-2021 including:

1. 2021-2-1: scholarly article about nautical bells, bell buoys
2. 2021-15-1: *Up From Slavery*, the autobiography of Booker T. Washington depicting life in a post-slavery United States
3. 2021-21-9: *The Golden Age of the American Racing Car*
4. 2021-21-12: *Rookwood Pottery: The Glaze Lines*
5. 2021-21-14: *At the Water's Edge: Wading Birds of North America*
6. 2021-24-3: *Dictionary of Marks: Pottery and Porcelain*
7. 2021-24-4: *Bottle Price Guide*
8. 2021-24-5: *American Antiques*
9. 2021-25-1: *Wood: Identification & Use*

De-Accessioned Objects:

The library and the object 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.

Accessions Summary for Fiscal Year 2020-2021

Museum records indicate that a total of 11,840 accessioned items were held by the Preservation Association at the close of Fiscal Year 2020-2021. 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 became 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	4,075
Photographs & Transparencies	5,291
Archival Materials	1,168
Reference Library Resources	1,306
Total Collections	11,840

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.

A daily differential backup and a monthly full backup of the data, images and multimedia files related to the museum's three-dimensional artifacts, photographs and transparencies, archival materials, and other digital holdings are automatically run on the server. A full backup of this information is run monthly and stored on both the museum server and an external backup drive. The museum's registrar or curator/registrar performs a weekly database backup that is stored on both the museum server and on DVD which is kept off-site.

The museum endeavors to refine and update its PastPerfect archival database on a continuous basis. The registrar 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 fiscal year 2010-2011. 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.

Title, Author, and Subject Data for Library Collections

This information is recorded in the Library Catalog of PastPerfect.

Photography

Photo sessions are conducted by the registrar, gift shop manager, or director of operations to photograph gift shop merchandise to be sold online. 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.

Conservation of Objects

All objects taken into the collection undergo basic evaluation, cleaning, and stabilization. Objects treated more extensively in fiscal year 2020-2021 include:

1. Argentine third order lens 2019-53-1, all restoration work completed – 235.5 hours.
2. Westinghouse table fan, c. 1940, with micarta blades

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 Preservation and Restoration Work Completed During Fiscal Year 2020-2021

The curatorial department assisted maintenance department personnel in the completion of numerous preservation/restoration/rehabilitation projects including:

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. Completion of rehabilitation of two Pacetti Hotel Museum outbuildings – the fishing shed and the storage shed
5. Removal of dead trees and invasive plant species at Pacetti Hotel grounds
6. Septic tank inspection at the Pacetti Hotel
7. Painted all lattice on the Pacetti Hotel
8. Painted all lattice at PILH
9. Spot painted PILH Building 4 living room, Building 5 north and central bedrooms
10. Spot painted in the tower
11. Chlor-Rid treatments in the tower
12. Cleaned Oil Storage Building ceiling
13. Minor ceiling repairs in the Principal Keeper Dwelling's parlor room resulting from faulty air conditioning system drain line in attic
14. Principal Keeper Dwelling: front porch flooring and stairs, repairs and paint
15. Principal Keeper Dwelling: new cedar shake roof
16. Principal Keeper Dwelling: exterior mortar repairs, south side and southwest corner
17. New viewing door on the privy side of the Woodshed Theater
18. Exterior siding for the Education Building
19. Interior floors refinished at Pacetti Hotel

Completed 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. New design and text panel signage and framing completed for Principal Keeper north bedroom.
2. Exhibit plan for the Pacetti Hotel Museum
3. Interior paint matching for Pacetti Hotel Museum
4. New artifacts installed in First Assistant Keeper Dwelling including a rocking chair belonging to the Meyer family, a framed photo portrait of Gertrude Meyer, and new books in the library box
5. New artifact labels for: Chance sun valve, tramway spikes, bucket lamp

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. Planning for additional virtual lessons in language arts and science
4. Working with local schools and area educators to provide virtual and in-person educational outreach opportunities for K-12 public and private school groups

Newsletter Articles, Publications, and Presentations:

The curator and registrar researched and submitted the following items for publication during fiscal year 2020-2021:

Quarterly Newsletter Illuminations:

1. Featured Article: *Tenders at the Lighthouse, Part 1*
2. *Lost in History: The Pacetti Hotel*
3. Featured Article: *Tenders at the Lighthouse, Part II*
4. Featured Article: *Women at the Lighthouse*
5. Pacetti Hotel Updates

Website Contributions:

The curator and registrar collaborated with the director of operations and programs manager to develop new website content and assisted with periodic edits to existing content during fiscal year 2020-2021. Completed website-related work included:

1. Completion of a virtual tour of the museum and historic light station
2. Development of virtual field trips and online presentations
3. General corrections/edits to website content as needed

Historical Research:

The curator and registrar obtained listing of the Pacetti Hotel Museum on the National Register of Historic Places as of November 23, 2020. The curatorial department completed research on the following topics during Fiscal year 2020-2021:

1. Pacetti family history
2. Troy family history
3. Pacetti Hotel history
4. Pacetti Hotel architecture
5. Digitized newspaper clippings related to Pacetti Hotel and PILH
6. Digitized materials held by the Halifax Historical Society and related to the Pacetti family and PILH history
7. Research into historic lighting fixtures, ceiling fans, and window coverings

Security/Visitor Monitor Support:

The curator/registrar 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 included:

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. Annual inventory of Education Department collection
4. Trained new security guards and maintenance personnel on the cleaning procedures for the exhibit Plexiglas and viewing windows, artifacts, and COVID cleaning and safety procedures.

Special Projects:

In addition to the duties and responsibilities outlined above, the curator and/or registrar completed the following projects and tasks during fiscal year 2020-2021.

1. Curator and assistant curator/registrar worked closely with administrative staff and each department throughout fiscal year 2020-2021 to update the Preservation Association's Long-Range Plan, Collections Management Policy, and the Emergency Preparedness Plan.
2. Assisted with the development of COVID-19 cleaning procedures for staff and implementation of onsite mitigation strategies in accordance with CDC guidelines to help ensure the continued safety of museum visitors and staff.
3. Assisted with the cleaning and reorganization of education building.
4. Inspected, inventoried, and organized all artifacts and materials in the education collection
5. Assisted in the reorganization of the programs manager office
6. Updated and edited the docent handbook
7. Worked with the executive director and director of operations on treatment plans for the restoration of two Pacetti Hotel outbuildings.
8. Drafted a detailed exhibit plan for the hotel museum
9. Assisted the director of operations and executive director in the analysis of architectural site plans for Pacetti Hotel as submitted by Bert Bender and Associates
10. Reviewed and updated the organization's paint plan for the light station and Pacetti Hotel properties.
11. Conducted one oral history with the Board of Trustees of the Paul B. Hunter and Constance D. Hunter Charitable Foundation focusing on the life of Constance D. Hunter
12. Developed close captioning for museum exhibit video presentations
13. Submitted annual Coast Guard Report
14. The museum registrar assisted the director of operations with the ongoing development of a virtual online tour of the historic light station and museum. Completed work included 360-degree photographs all light station structures and interior exhibit spaces. Additional photos were also taken of the Pacetti Hotel grounds, buildings, and interior spaces for use in a future virtual tour of the Constance D. Hunter Historic Pacetti Hotel Museum. These 360-degree pictures are of a high quality (by current standards) and provide a historic record of immeasurable significance to current and future members of the Preservation Association's museums. Now that the Association owns a camera capable of such photographs, plans have been made to routinely take these panoramic shots in order to document the ongoing changes and preservation of the PILH and the Pacetti Hotel. Panoramic shots have already been taken of the following:
 - a. PILH grounds
 - b. PILH building interiors
 - c. PILH tower and lantern room
 - d. Pacetti Hotel grounds
 - e. Pacetti Hotel interior
 - f. Pacetti Hotel outbuildings

Professional Consultations

Museum staff seeks 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. Assistance was provided to the volunteers of the Cape Canaveral Lighthouse concerning cleaning of Fresnel lenses, to Mary Troy concerning the Pacetti family, to the town of Ponce Inlet concerning the creation of a Jesse Linzy boat ramp sign, and to the Halifax Historical Society concerning their collection of PILH and Pacetti Hotel documents.

Programs Department Report for FY 2020-2021

Programs Department Summary: Fiscal Year 2020-2021

It is not uncommon to see the museum's annual events calendar filled to near-capacity, with hundreds of tours and workshops scheduled each year. However, this was not the case during the first eight months of fiscal year 2020-2021 when health concerns related to the COVID-19 pandemic necessitated the temporary suspension of nearly all in-person educational programs offered by the Ponce Inlet Lighthouse. This decision, coupled with the CDC's recommendation for people to isolate at home, the cancellation of most community events, and the Volusia County School District's decision to ban all field trips and in-school educational outreach events for the safety of students and staff, greatly reduced the number of educational opportunities provided by the museum's programs department from October 1st through the end of May, 2021. Onsite programs were provided on a limited scale on specific dates during this period when established COVID-19 safety measures could be observed.

Museum staff addressed the lack of nearly all in-person program opportunities during the first eight months of the fiscal year by adapting several of its existing educational workshops for online delivery via Zoom and Microsoft Teams. Although limited in scope when compared to its' normal program portfolio, the museum successfully converted several existing programs for use in the virtual environment including the Science of Light, Lighthouse Holiday Crafts, Keeper in the Classroom, Women at the Light, Filibustering to Cuba, World War II on the Halifax, and Meet Captain Murphy. These virtual programs were provided to both K-12 school groups and the general public on numerous occasions throughout the year.

The programs department began offering educational workshops at 50% of its normal pre-COVID level at the beginning of June and returned to full-operational status in August, 2021. The programs manager position, which had been eliminated in September, 2020, was reinstated and filled in August, 2021.

Educational Programming Overview: Fiscal Year 2020-2021

The Ponce De Leon Inlet Lighthouse Preservation Association provides lighthouse visitors, schools, and community groups with the highest quality educational programming possible. All lighthouse programs are developed by former teachers and school administrators. The museum's unique educational offerings are specifically designed for both K-12 students and the general public and provided to all public and private Volusia County school groups free of charge. Current educational opportunities offered by museum's programs department include:

1. Onsite Youth Group/School Tours
2. Educational Outreach Programs
3. Virtual Educational Workshops
4. Onsite Adult/Family Tours
5. Onsite Educational Events for the General Public
6. Onsite Special Interest Student Events
7. Community Outreach Events
8. Climb with the Keeper Tours (Completed in coordination with Administration Department staff)
9. Climb to the Moon Tours (Completed in coordination with Administration Department staff)
10. Professional Teacher Continuing Education Events
11. Other Special Events and Celebrations

As mentioned earlier, the museum's programs department was significantly impacted by COVID-19 during fiscal year 2020-2021. In all, lighthouse staff and volunteers provided educational services to 1,137 children (ages 0-13) and 6,521 adults during the past fiscal year through 9 onsite events, 7 public outreach events, 2 K-12 educational outreach presentations, and 51 onsite tours of the lighthouse and museum.

Onsite Student/Youth Educational Tour Summary: Fiscal Year 2020-2021

Educational tours are available to all Volusia County Public School groups free of charge throughout the academic school year. General group rates apply to all non-Volusia County and private school groups. Infants (NB - 2) are admitted free of charge. Current tour rates are:

Group Type	# in Group	Admission Cost
Volusia County Public School Groups	TBD	Free
Private Volusia County School Group	TBD	Free
Non-Volusia Public & Private School Group	20+	Adults-\$6, Child-\$1.65
All Youth Groups	20+	Adults-\$6, Child-\$1.65
All Other Groups	20+	Adults-\$6, Child-\$1.65

Led by knowledgeable volunteer docents and staff, the content and length of each light station tour is tailored to the educational needs and time constraints of each group. These informative tours are provided to school groups grades 2 through 12 and generally run 1.5 to 2 hours in length. A typical educational school tour generally includes:

1. A climb to the top of Florida's tallest lighthouse
2. A visit to the world renowned Ayers Davies Lens Exhibit Building
3. A tour of the Ponce De Leon Inlet Light Station and museum including the keepers' dwellings, oil storage house, boat yard, and Nature Trail, time permitting

Teachers wishing to expand the educational value of their tour may choose add one or more educational workshops to further enhance their students' lighthouse experience, time and volunteer docent availability permitting. The museum's current portfolio of available educational workshops includes:

1. The Science of Light
2. Lighthouse Geography
3. The Artifact Touch Box
4. The Keeper's Duties
5. Filibustering to Cuba
6. Captain Murphy and the Sinking of SS Commodore
7. Stephen Crane's *The Open Boat*
8. Domestic Chores at the Lighthouse
9. Kids Play at the Lighthouse
10. Lighthouses by Night and Day
11. Florida's Beacons of Light
12. Keeper in the Classroom
13. Kids Play at the Lighthouse

14. Living at the Lighthouse
15. Early Navigation and Compass Reading
16. Immigrants Built the Lighthouse
17. Women Who Kept the Light
18. The Lighthouse Keeper's Wives
19. Building a Light Station
20. Lighthouse Archaeology
21. Lighthouse Holiday Crafts
22. World War II in Volusia County
23. Turn-of-the-Century School House
24. The Tool Lady
25. Lighthouse Keeper's Chores

The museum's programs department provided guided tours of the lighthouse and museum to 5 school groups, 2 Boy Scout groups, 13 summer camp groups, and six adult groups during the year; serving 285 children and 105 adults in the process.

Student/Youth Educational Outreach Summary: Fiscal Year 2020-2021

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 in person or plan to visit in the future. Developed by certified teachers and former educational professionals, these important programs provide students an interactive and meaningful way to learn about the Ponce Inlet Lighthouse without ever leaving their classroom. Educational outreach programs are provided to Volusia County public and private schools free of charge, both in-person and virtually over the internet.

Formal Educational Outreach Programs: Formal educational programs currently offered by the Preservation Association 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*.

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 either al-la-cart or grouped together as part of a themed focus unit.

Customized Educational Workshops: Customized educational programs are often developed by lighthouse staff by request. Working closely with local teachers, lighthouse staff and volunteers design these custom programs to fill a specific academic need. *Immigrants Built the Lighthouse* is one such program. The Association continues to work with local educators to develop new educational outreach offerings as new needs and challenges arise.

Read across America: Held annually in March in celebration of Dr. Seuss' birthday, *Read across America* is a nationwide event that promotes children's literacy. The Ponce Inlet Lighthouse participates in this event by sending volunteers to schools throughout Volusia County to *Nelly, the Lighthouse Cat* to public and private school students in the comfort of their own classroom or media center.

The Volusia County School Board's decision to bar volunteers and visitors from entering schools due to COVID-19 severely limited the museum's ability to provide educational outreach services to local schools. The lack of access resulted in the delivery of only 3 educational outreach programs during fiscal year 2020-2021, reaching 162 students in the process.

Onsite Adult & Small Group Tour Summary: Fiscal Year 2020-2021

Onsite adult and small group tours include private tours of the lighthouse museum and special by 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 general public.

Lighthouse staff and volunteers facilitated 6 onsite adult tours, 2 Climb with the Keeper tours, and 12 Climb to the Moon events during fiscal year 2020-2021, with 665 adults participating overall.

Community Outreach Summary: Fiscal Year 2020-2021

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. Often requested by members of local history organizations, historic preservation sites, and museums, these special interest outreach programs are highly sought after throughout the greater Volusia County area. Community outreach also includes large community events like holiday parades, festivals, and art shows.

The Preservation Association participated in 6 virtual community outreach events and one in-person outreach event during fiscal year 2020-2021, benefitting a combined total of 2,215 adults overall.

Onsite Events Summary: Fiscal Year 2020-2021

The Ponce de Leon Inlet Lighthouse and Museum traditionally schedules dozens of onsite events throughout the year. However, health concerns related to COVID-19 necessitated the temporary suspension of nearly all public onsite events from October 1, 2020 through May 30, 2021. As a result, the programs department hosted 8 onsite events during fiscal year 2020-2021, including Florida Lighthouse Day, Memorial Day, Flag Day, 4th of July, National Lighthouse Day, Spirit of 45' Day, Labor Day, and Boy Scout Day. These 8 events were enjoyed by an estimated 3,428 adults and 690 children overall. The museum plans to reinstate all normally scheduled onsite events in the coming year.

The museum's current list of regularly-scheduled on-site events includes:

Home School Day: Scheduled twice a year, Homeschool Day is an afternoon of fun educational workshops designed specifically for homeschool students ranging from five to 15 years of age. Homeschool Day activities are developed by certified teachers and/or former educational professions in accordance with Florida's learning standards. Both homeschool days were cancelled in fiscal year 2020-2021 due to COVID-19.

Girl Scout Day: Developed as a means to educate Girl Scouts about Florida lighthouse history and the restoration and preservation efforts needed to maintain them, Girl Scout Day continues to be one of the Association's most popular programs. Participants are given the opportunity to earn several lighthouse themed badges. Girl Scout Day was cancelled in fiscal year 2020-2021 due to COVID-19.

National Holiday Programs: The museum schedules free educational workshops and activities for the general public on specific holidays throughout the year including Veteran's Day, Thanksgiving, Christmas, New Year's Day,

Memorial Day, Flag Day, Independence Day, and Labor Day. The museum's Veteran's Day, Thanksgiving, Winter Holiday, and New Year's Day celebrations were cancelled in fiscal year 2020-2021 due to COVID-19. Memorial Day, Flag Day, Independence Day, and Labor Day events were held but at a reduced capacity.

Beach Racing Day: Scheduled annually during Race Week, the Preservation Association celebrates Ponce Inlet's unique racing heritage during Beach Racing Day. Lighthouse visitors can examine historic beach racing cars, get autographs, and talk with many of stock car's early drivers, mechanics, and owners. Beach Racing Day onsite activities were cancelled in fiscal year 2020-2021 due to COVID-19.

Florida Heritage Day: This annual onsite event was developed in celebration of Florida's rich cultural heritage and offers visitors the unique opportunity to participate in numerous workshops and activities focusing on Florida history. Florida Heritage Day onsite activities were cancelled in fiscal year 2020-2021 due to COVID-19.

National Lighthouse Day: This nationally recognized day was established in recognition of the founding of the United States Light-House Establishment on August 7, 1789. The Ponce de Leon Inlet Light Station honors this important event in our nation's history by offering visitors the opportunity to participate in family-oriented workshops and activities focusing on our nation's rich lighthouse and maritime history. National Lighthouse Day onsite activities were cancelled in fiscal year 2020-2021 due to COVID-19..

Florida Lighthouse Day: Florida Lighthouse Day is an annual event that provides visitors the opportunity to learn about the Florida's rich maritime history and the State's 30 surviving lighthouse through a variety of educational workshops, interpretive programs, and family-oriented activities. Florida Lighthouse Day onsite activities were cancelled in fiscal year 2020-2021 due to COVID-19.

Biketoberfest: Held each October during Daytona's Biketoberfest, this multi-day program provides visitors the opportunity to learn about the World's Most Famous Beach unique role in motorcycle development and racing. Biketoberfest onsite activities were cancelled in fiscal year 2020-2021 due to COVID-19.

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*. Bike Week onsite activities were cancelled in fiscal year 2020-2021 due to COVID-19.

International Museum Day: Scheduled in accordance with International Museum Day, this event provides visitors the opportunity to learn the vital role museums play as chronicles of world history. International Museum Day onsite activities were cancelled in fiscal year 2020-2021 due to COVID-19.

Armed Forces Day: In recognition of the sacrifices of our veterans, active duty and retired military personnel are admitted free of charge. Armed Forces Day activities were cancelled in fiscal year 2020-2021 due to COVID-19.

Museum at Night: Held twice a year after normal closing hours, Museum at Night provides visitors the unique opportunity to visit the lighthouse at night when its beacon is shining bright. Museum at Night was cancelled in fiscal year 2020-2021 due to COVID-19.

Echo Ranger: Developed in cooperation with Volusia County's Echo Program, Echo Ranger programs are offered free of charge to all Echo Ranger participants. Activities include a guided tour of the light station and museum along with family-oriented educational workshops. Echo Rangers programs were limited to self-guided tours and take home activities during fiscal year 2020-2021 due to COVID-19.

Climb to the Moon: Climb to the Moon is a special RSVP-only fund-raising event offered monthly on the eve of the full moon. Activities include a guided tour of the historic light station and museum including the keeper's dwellings, lens exhibit building, and tower. Participants accompany the *Old Lighthouse Keeper* to the top of the tower where spectacular views of the setting sun and rising full moon await. Monthly Climb to the Moon events are held on the eve of each full moon throughout fiscal year 2020-2021 with reduced attendance.

Spirit of '45 Day: Held in memory of the end of WWII, Spirit of '45 Day provides visitors the opportunity to learn about the contributions of Florida to the war effort with workshops and educational activities. Spirit of '45 Day was schedule at a reduced level in fiscal year 2020-2021 due to COVID-19.

International Lighthouse and Lightship Weekend: A weekend when thousands of amateur radio operators go on the air and contact as many Lighthouses around the world as possible. This offering was held as a virtual event in fiscal year 2020-2021 due to COVID-19.

Educational Program Summary: Fiscal Year 2020-2021

The Ponce de Leon Inlet Lighthouse Preservation Association hosted or attended a total of 56 onsite tours, events, educational outreach programs, and community outreach events during fiscal year 2020-2021. Approximately 1,137 children and 6,671 adults benefitted from these offerings during the past fiscal year.

Event Type/Title	# of Events Held in FY 20-21	# of Events Held in FY 19-20	Total Participation FY 20-21	Total Participation FY 19-20
Onsite Youth Group/School Tours	19	35	285	1644
General Onsite Educational Events	9	10	4118	4246
Onsite Adult Tours	6	27	105	444
VIP & Climb with the Keeper Tours	2	3	4	7
Climb to the Moon Event	12	11	215	250
K-12 Educational Outreach Presentations	3	11	162	818
Read Across America	0	5	0	540
Community Outreach Events	2	6	95	2517
Historical Presentations	5	2	2215	1700
Total	58	88	7199	8,215

Volunteerism at the Lighthouse: Fiscal Year 2020-2021

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 Guide
2. Educational Workshop Facilitator
3. Historic Re-enactor
4. Public Relations/ Lighthouse Ambassador
5. Special Event Host
6. Museum Department Assistant (Curatorial, Administration, Program, Maintenance)
7. Educational Program Developer

19 volunteers donated more than 1,973 hours to the Preservation Association during fiscal year 2020-2021. The value of this vital contribution of volunteer time is immeasurable to the Association.

Administrative Department Report for Fiscal Year 2020-2021

Programs Department Summary: Fiscal Year 2020-2021

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

The goal of the administration department is to keep all departments operating at maximum capacity through systematic support to avoid any interruption ongoing operations. The administrative department keeps effective lines of communication open, so everyone is informed of any new changes and how the changes may affect the organization.

Current administrative staff includes the Executive Director, Director of Operations, and the Financial and Museum Administrative Assistant.

Executive Director: The Executive Director is responsible to the Board of Trustees for the performance of the duties connected with the Association and shall be the administrative head responsible for all staff. In such capacity, the Executive Director will execute the policies and procedures adopted by the Board of Trustees and assume responsibility for the efficient operation of the Association.

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.

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 pursuance of departmental goals.

Information and Records Management Summary: Fiscal Year 2020-2021

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 maintains all financial records (i.e. receipts, invoices, tax documents, internal documents, personnel records, etc.) during fiscal year 2020-2021 in pursuance with legal requirements. Information and records management tasks completed by administrative department included:

1. Input and maintenance of accurate payroll records
2. Generation of annual w2 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. Submitted annual reports for Volusia County ECHO Grant and Hunter Foundation Grant
10. Submitted grant application to the Florida Lighthouse Association
11. Submitted grant application to Volusia County Council for non-profit assistance
12. Submitted support proposal to Paul B. Hunter and Constance D. Hunter Charitable Foundation
13. Applied for and managed required records for CARES Act Paycheck Protection Program
14. Coordinated with curatorial department on revisions to Long- Range Plan, Collections Management Policy, and the Emergency Preparedness Plan
15. Developed COVID-19 mitigation strategies and on-site visitor safety plan

Integrated Technology (IT) Management Summary: Fiscal Year 2020-2021

An information technology system (IT system) is generally 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 centralized computer system comprised of individual work stations linked to a central server through a computer network; a Point of Sale (POS) system that includes a main POS server linked to three register work stations; 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 fiscal year 2020-2021 included:

1. Coordinated server maintenance and trouble-shooting with Daytona IT
2. Replaced hardware and repaired network equipment as needed
3. Managed updates, edits, and changes to the Association's main website at www.ponceinlet.org and ecommerce platform at www.lighthouselocker.org
4. Ordered and installed 2 new staff computers and repaired existing computers as needed
5. Assessed malfunctions on Point of Sale work stations and assisted with repairs as needed
6. Worked with Daytona IT to ensure museum and Point of Sale networks met Payment Card Industry Data Security Standard (PCI DSS) compliance standards
7. Maintained and repaired video surveillance system cameras as needed
8. Repaired and/or replaced exhibit televisions and interactive kiosk touch screens as needed

9. Developed new content for website and revised/edited existing content as needed
10. Coordinated repairs and service to telephone system
11. Coordinated repairs to electrical service with Florida Power and Light
12. Coordinated repairs and service to office copiers, printers, and fax machines as needed
13. Developed virtual educational program for distance learning in response to COVID-19
14. Coordinated ongoing development of online virtual tour in response to COVID-19

Human Resource Management Summary: Fiscal Year 2020-2021

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. New hires during fiscal year 2020-2021 included programs manager, maintenance manager, lead sales associate, one part-time maintenance employee, one full-time maintenance employee, and seven part-time sales associates.
2. Trained new programs manager and maintenance manager
3. Completed intake paperwork for all newly hired employees
4. Counseled employees and addressed performance issues as needed
5. Performed 90-day probationary and annual performance reviews performance reviews
6. Maintained employee records
7. Administered employee-benefit program
8. Facilitated staff meetings and employee training sessions as needed
9. Approved and facilitated staff attendance at local, state, and national conferences as needed

Accounting and Financial Management Summary: Fiscal Year 2020-2021

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 financial management tasks completed by the administrative department included:

1. Processed daily accounts receivable and payable and reconciled daily gift shop receivables in QuickBooks accounting program
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 financial impact of COVID-19 on museum operations
16. Analyzed monthly budget reports for purposes of forecasting cash flow

Membership Program Summary: Fiscal Year 2020-2021

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

Interdepartmental Support and Coordination Summary: Fiscal Year 2020-2021

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 in regards to 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. Maintained the Association's master calendar
3. Monitored postage accounts and ordered postage and mail supplies as needed
4. Conducted periodic inventory of office consumables and reordered supplies as needed
5. Answered company telephones; responded to caller inquiries, and directed calls to appropriate departments
6. Collected, mailed, and distributed incoming and outgoing postal correspondence and packages
7. Monitored and maintained the customer survey database
8. Coordinated monthly Climb to the Moon events and scheduled weddings
9. Managed daily maintenance department activities
10. Generated maintenance work lists and conducted final inspection of completed assignments as needed
11. Developed building plans and material lists for scheduled maintenance department projects
12. Purchased maintenance supplies for ongoing facility operations and scheduled projects as needed
13. Coordinated maintenance related work performed by subcontractors and third-party service providers
14. Assisted gift shop management and staff with annual physical inventory
15. Maintained active membership status in professional organizations

Advertising and Public Relations Summary: Fiscal Year 2020-2021

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 fiscal year 2020-2021 included:

1. Composed and distributed press releases, public announcements, and printed materials related to scheduled museum events, Association news updates, onsite programs, and outreach offerings
2. Maintained database of important public relation contacts including reporters, editors, and contributing writers of regional publications, newspapers, and third party websites
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. Contracted with new digital advertising firm and coordinated digital marketing campaigns and advertising with marketing specialist throughout fiscal year. Please see annual digital marketing report below for details.

Digital Marketing Report: Fiscal Year 2020-2021

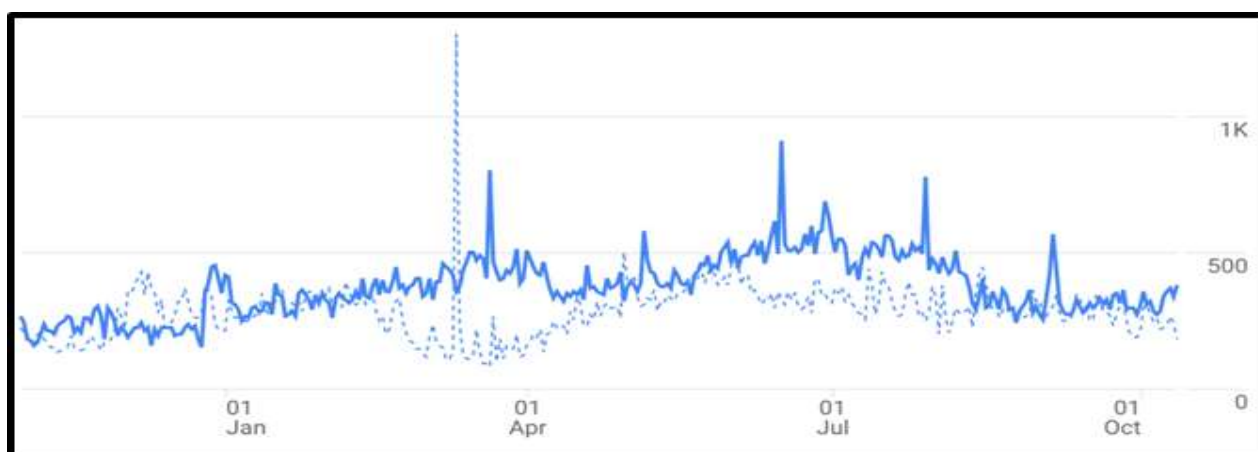
Annual Digital Marketing Goals: Fiscal Year 2020-2021

1. Highlight Ponce Inlet as a day-trip destination (increase visitors from Orlando and Daytona Beach areas)
2. Market the lighthouse to younger generations
3. Increase use of user-generated content to improve engagement
4. Increase Pacetti Hotel project interest & donations
5. Increase onsite visitors for special events & holidays

Website Performance: Fiscal Year 2020-2021

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 fiscal year 2020-2021 included:

1. *Unique Visitors Improved by 33 Percent:* 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 increased by 33% (represented by the solid line in graph below) during fiscal year 2020-2021 compared to 2019-2020 (represented by dotted line).



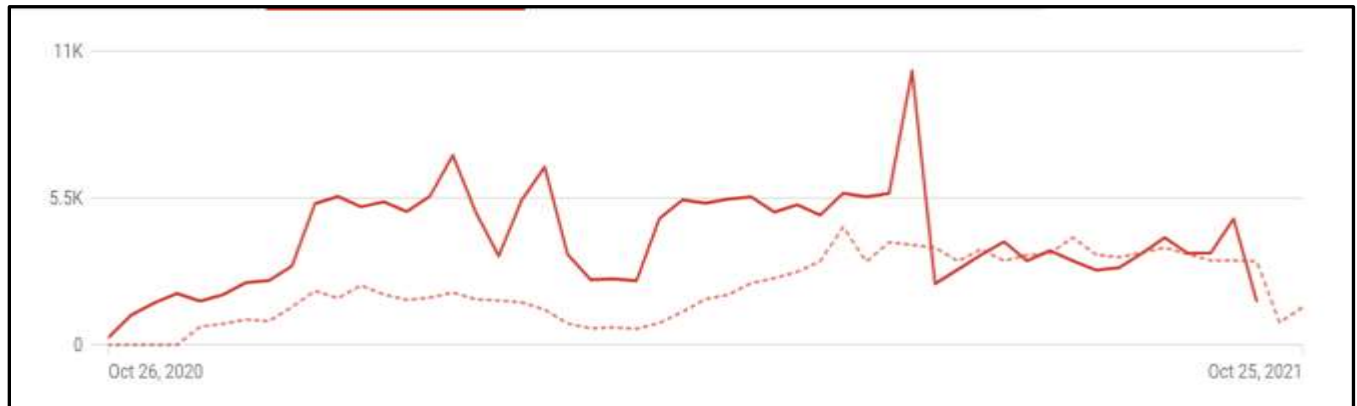
2. *Website Sessions Improved by 33 Percent:* Explanation- A website session is a description of how a user interacts with your website over a specific time frame (i.e. how many pages the user visits, how the user navigates through your website, how long a user remains on a specific page, length of time spent on your website, etc.) A single session can contain multiple page views. Website sessions increase on the Association's website by 33% year during fiscal year 2020-2021 compared to the previous year.
3. *Website Bounce Rate Decreased by 2.1 Percent:* 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 2% during fiscal year 2020-2021 compared to fiscal year 2019-2020, meaning that users interacted with the Ponce Inlet Lighthouse website for longer periods than in previous years.
4. *Targeted Conversions Indicators Increased:* Explanation- The conversion rate is the percentage of users who take a desired action. The two conversion indicators for this year were a) Site Visits and, b) Completion of Customer Journey:
 - a. Visits to the website's coupon page lasting more than 10 seconds increased by 1,972% during fiscal year 2020-2021 compared to the number of coupon page visits in fiscal year 2019-2020.
 - b. Completion of the "Customer Journey" indicates a user may be planning a physical visit to the lighthouse. Consumer Journeys increased by 1,717% in fiscal year 2020-2021 compared to fiscal year 2019-2020.
5. *Targeted Demographic Use Increased:* Explanation- Three specific ad campaigns were launched in fiscal year 2020-2021 that targeted a) Millennials, b) Orlando, and c) Daytona. The ad campaigns proved highly effective and resulted in the following digital marketing improvement during fiscal year 2020-2021 over the previous fiscal year:
 - a. Website users from Orlando increased by 55%
 - b. Website users from Daytona Beach increased by 38%
 - c. Website users in the millennial generation (ages 25-34) increased by 227%

Google Ad Campaign Performance: Fiscal Year 2020-2021

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. Seasonal campaigns were implemented throughout the year to reach users interested in attending special events. A Pacetti Hotel donation campaign was also created to increase support for the project. Google Ad performance metrics for fiscal year 2020-2021 included:

1. *Ad Clicks Increased by 44 Percent:* 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 44% during fiscal year 2020-2021 compared to the previous year.
2. *Ad Spending Increased by 54 Percent:* Explanation- Google doesn't set a cost for each ad. Rather, it uses an auction model where companies bid on each keyword. That means millions of auctions are happening on Google every minute. It also means pricing is fluid based on how much competition you have and how much those competitors are willing to pay. 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. Ad spending utilizing the Google Ad Grant increased by 54% during fiscal year 2020-2021 compared to Google ad spending during the previous fiscal year.
3. *Ad Impressions Increased by 83 Percent:* 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 83% during fiscal year 2020-2021 compared to previous fiscal year. An impression is counted each time the ad is shown. The

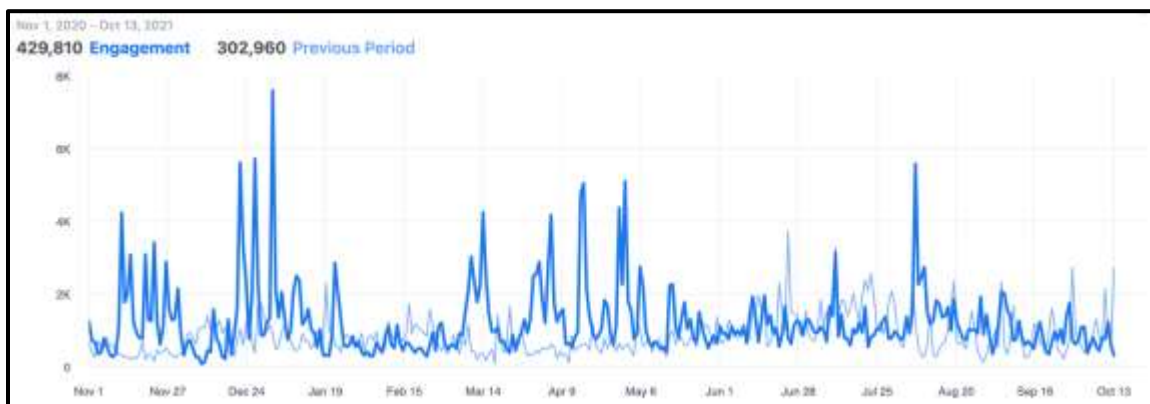
following graph illustrates the performance of the Association's Google ad performance for fiscal year 2020-2021 (solid line) compared with ad performance in fiscal year 2019-2020 (dotted line).



Social Media Platform Performance: Fiscal Year 2020-2021

The overall goal for the Ponce Inlet Lighthouse social media campaign (including Facebook, Instagram & 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, a Pacetti Hotel social media campaign was also launched in August 2021 featuring weekly historic photos in relation to the hotel to increase interest in donating to the project. Social media platform performance metrics for fiscal year 2020-2021 included:

1. People reached increased by 18% during fiscal year 2020-2021 compared to fiscal year 2019-2020.
2. Page followers increased by 2,580 during fiscal year 2020-2021 compared to fiscal year 2019-2020.
3. Post engagement increased by 42% during fiscal year 2020-2021 (solid line) to 429,810 compared to fiscal year 2019-2020 (dotted line) which ended with 302,960 engagements. See graph below for monthly engagement comparison.



Board of Trustees Summary: Fiscal Year 2020-2021

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> Bob Riggio <i>(Vice President)</i> Dave Sweat <i>(2nd Vice President)</i> Judy Huggins <i>(Treasurer)</i> Cheryl Cunningham <i>(Secretary)</i> Edson Graham Ellen Pagliarulo Ed Davis Tony Goudie Brad Blais Greg Gantt Robyn Hurd <i>(Trustee Emerita)</i> Tami Lewis <i>(Trustee Emerita)</i>	Cyndi Ritchey Mary Lou Fillingame Julie Davis

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, year-to-date 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

Special Projects Summary: Fiscal Year 2020-2021

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. Oversaw and directed all program department activities and responsibilities in program manager's absence

4. Wrote, submitted, and managed Florida Lighthouse Association grant
5. Managed Paul B. Hunter and Constance D. Hunter Charitable Foundation grant
6. Developed, designed, and laid out four issues of *Illuminations* for publication
7. Composed articles for each quarterly newsletter and coordinated completion, submission, and editing of all newsletter content
8. 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
9. Designed and developed advertisements for print and digital media including content and graphic design
10. Coordinated edits to main website at www.ponceinlet.org and developed new website content
11. Coordinated digital marketing campaign with Solstice Digital Marketing
12. Coordinated installation of new shake roof on principal keeper dwelling
13. Coordinated repairs to existing climate control systems in all buildings as needed
14. Developed gift shop annual inventory procedures and supervised execution of annual inventory
15. Developed the President's Annual Report for fiscal year 2020-2021