



Ponce de Leon Inlet Lighthouse Preservation Association

President's Annual Report Fiscal Year 2021-2022

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, 2021 through September 30, 2022.

While this document provides an outline of scheduled and non-scheduled work completed by the Preservation Association during FY 2021-2022, 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.

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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.

Gift Shop Report for Fiscal Year 2021-2022

Gift Shop Operations Summary:

The Association's gift shop is responsible for generating and processing the majority of the association's annual revenue including admission and merchandise sales, annual membership dues, and private donations.

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 manager is assisted in these endeavors by the assistant manager and lead sales associate/2nd assistant manager.

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 educational programs offered on that 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.

Gift Shop Staffing:

The gift shop typically employs between nine to fifteen personnel at various times throughout the year depending on the season and the museum's posted hours of operation. The gift shop's annual staff roster generally consists of one regular full-time manager, one regular full-time assistant manager, one regular full-time lead sales associate/2nd assistant manager, and five to six regular part-time sales associates during nine months of the year (fall, winter, spring) and up to six additional seasonal part-time sales associates during the museum's busy summer months.

Lighthouse and Museum Days/Hours of Operation:

The Ponce de Leon Inlet Lighthouse and Museum is open daily to the public from 10:00 am to 9:00 pm from Memorial Day through Labor Day and from 10:00 am to 6:00 pm for the remainder of the year. The lighthouse and museum is closed on Thanksgiving and Christmas Day. Special hours of operation are scheduled on specific days throughout the year in accordance with local events, holidays, and unique onsite offerings that generate higher than normal visitation. Daily admissions are sold from 10:00 am until one hour prior to scheduled close.

Museum Admissions:

Museum admissions are sorted into five categories based on three factors: the type of admission (general, member, resident, promotional, or special event), and the age of the visitor (adult, child, or infant/toddler). These include:

Paid General Admissions (ADMADL, ADMKID): This category includes all paid 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.

Special Event Admissions (ADMSEA, ADMSES): This category includes all paid adult and child admissions to RSVP-only events and educational programs that are not open to the general public.

Free General Admissions (FREADL, FREKID): The museum provides free admission to all Volusia County public and private school groups and all active duty military personnel and veterans on Memorial and Veterans Day.

Member Admissions (FREAME, FRECME): This category includes all free adult and child admissions for active members of the Ponce de Leon Inlet Lighthouse Preservation Association.

Ponce Inlet Resident Admissions (ADMPIC, ADMPIC): The Ponce Inlet Lighthouse and Museum provides free admission for all Ponce Inlet residents during normal hours of operations with proof of residency.

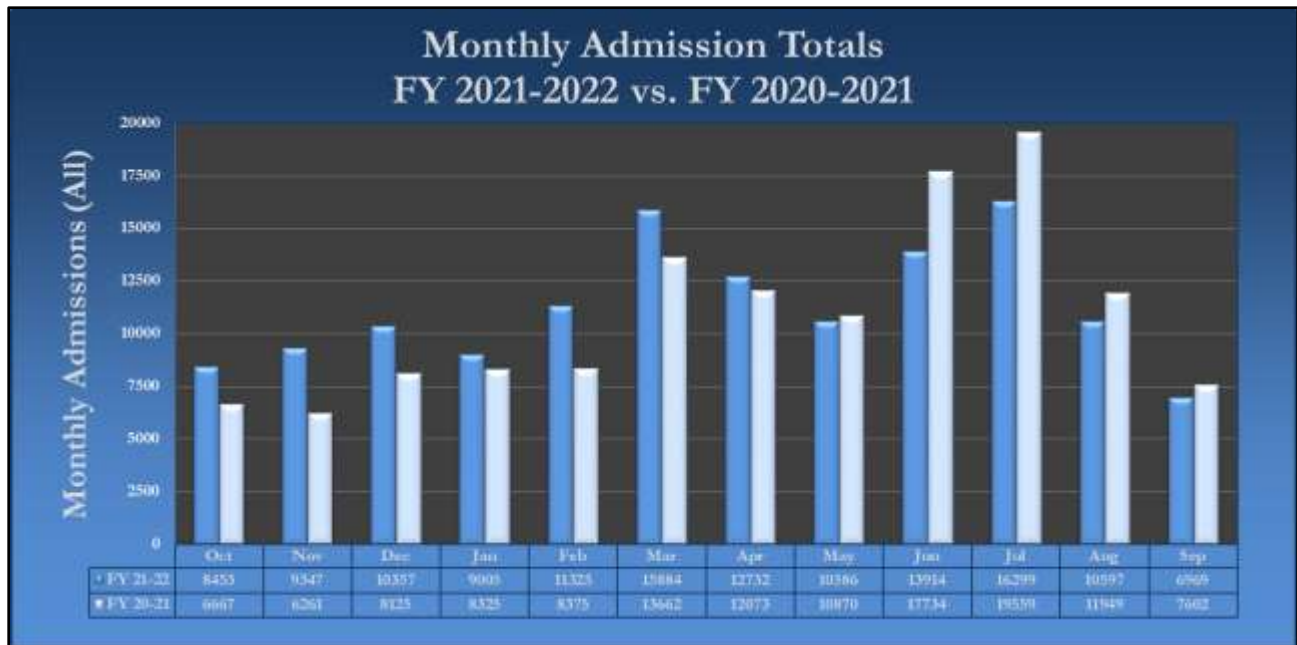
Annual Admissions Summary by Type: Fiscal Year 2021-2022

The Ponce de Leon Inlet Lighthouse and Museum processed a combined total of 135,468 free and paid admissions during FY 2021-2022.

Fiscal Year 2021-2022 Admissions (ADM) Data by Month and Type									
MONTH	ADMISSION TYPE								TOTAL ADMISSIONS
	ADMADL	ADMKID	ADMPIC	ADMPIC	FREADL	FREKID	FREAME	FRECME	
October	7,147	907	63	7	28	20	244	37	8,453
November	7,715	1,030	58	13	85	62	364	20	9,347
December	8,626	1,370	57	10	23	43	210	18	10,357
January	7,656	945	33	2	26	21	297	25	9,005
February	9,953	911	66	10	64	50	261	10	11,325
March	12,970	2,078	84	19	128	213	364	28	15,884
April	10,484	1,749	88	17	33	64	276	21	12,732
May	8,742	1,257	48	3	82	167	259	28	10,586
June	10,767	2,642	69	22	56	140	191	27	13,914
July	12,635	3,123	83	17	25	105	257	54	16,299
August	8,567	1,664	73	11	46	39	174	23	10,597
September	6,007	647	50	3	31	26	178	27	6,969
Total	111,269	18,323	772	134	627	950	3,075	318	135,468

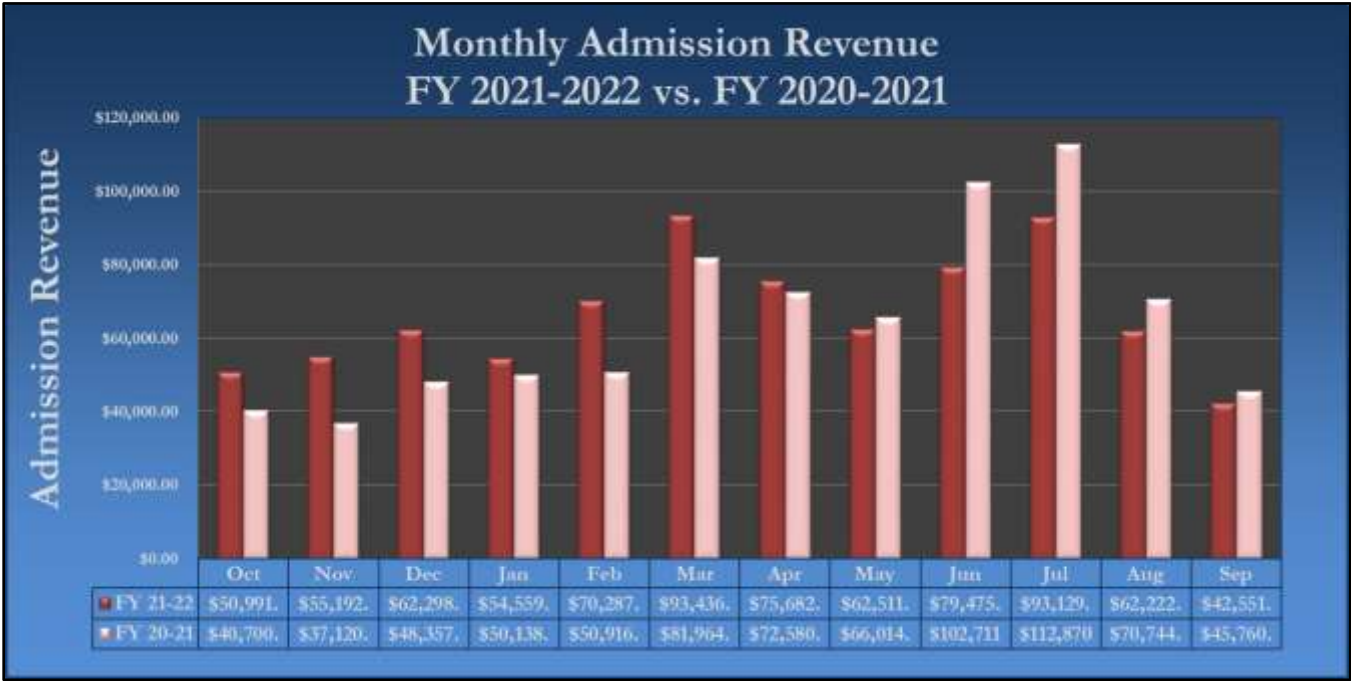
Annual Admissions Comparison: Fiscal Year 2020-2021 vs. Fiscal Year 2020-2021

The 135,468 free and paid annual admissions realized in FY 2021-2022 surpassed the 131,202 free and paid annual admissions realized in FY 2020-2021 by 4,266 guests (or 3.2%).



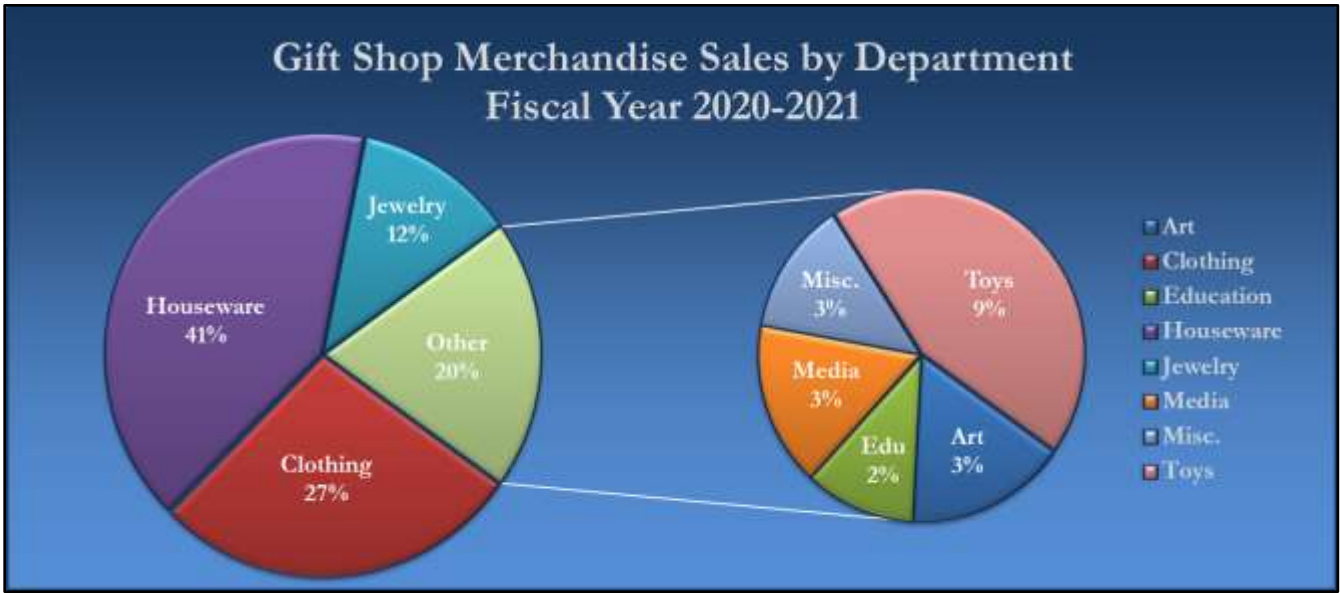
Annual Admission Revenue Comparison: Fiscal Year 2021-2022 vs. Fiscal Year 2020-2021

The museum was projected to generate \$738,200 in admissions revenue during FY 2021-2022. Actual admission revenue exceeded this goal by \$64,133 (or 8.7%), equaling \$802,333. This amount exceeded the \$779,865 generated during fiscal year 2020-2021 by \$22,468 (or 2.8%).



Annual Gift Shop Merchandise Sales Summary by Department: Fiscal Year 2021-2022

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 FY 2021-2022 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 2021-2022 vs. Fiscal Year 2020-2021

The gift shop was projected to earn \$841,400 in sales revenue during FY 2021-2022. By year's end, the gift shop had surpassed this projection by \$308,789 (or 36.7%) earning \$1,150,189 in total annual sales by year's end. This amount exceeded the \$1,018,562 in gift shop merchandise sales generated during FY 2020-2021 by \$131,627 (or 12.9%).



Annual Membership Summary by Type: Fiscal Year 2021-2022

Current Ponce De Leon Inlet Lighthouse Preservation Association annual 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 1,968 memberships during FY 2020-2021. The Preservation Association currently consists of 2,805 individual members overall.

Membership Level	Total Memberships	Total Members
Corporate (\$500)	7	13
Principal Keeper (\$500)	30	47
First Assistant Keeper (\$200)	57	96
Second Assistant Keeper (\$100)	94	157
Family (\$40)	268	980
General (\$20)	256	256
Senior (\$10)	1,145	1,145
Student (\$10)	62	62
Volunteer (Free)	38	38
Lifetime (Variable)	10	10
Gift (Free-Promotional)	1	1

Annual Membership Income: Fiscal Year 2021-2022 vs. Fiscal Year 2020-2021

Annual Memberships were projected to generate an income of \$48,000 during FY 2020-2021 but exceeded this goal by \$15,740 (or 32.8%), equaling \$63,740 overall. This figure exceeds the \$52,615 in annual membership income realized during FY 2020-2021 by \$11,125 (or 21.1%).



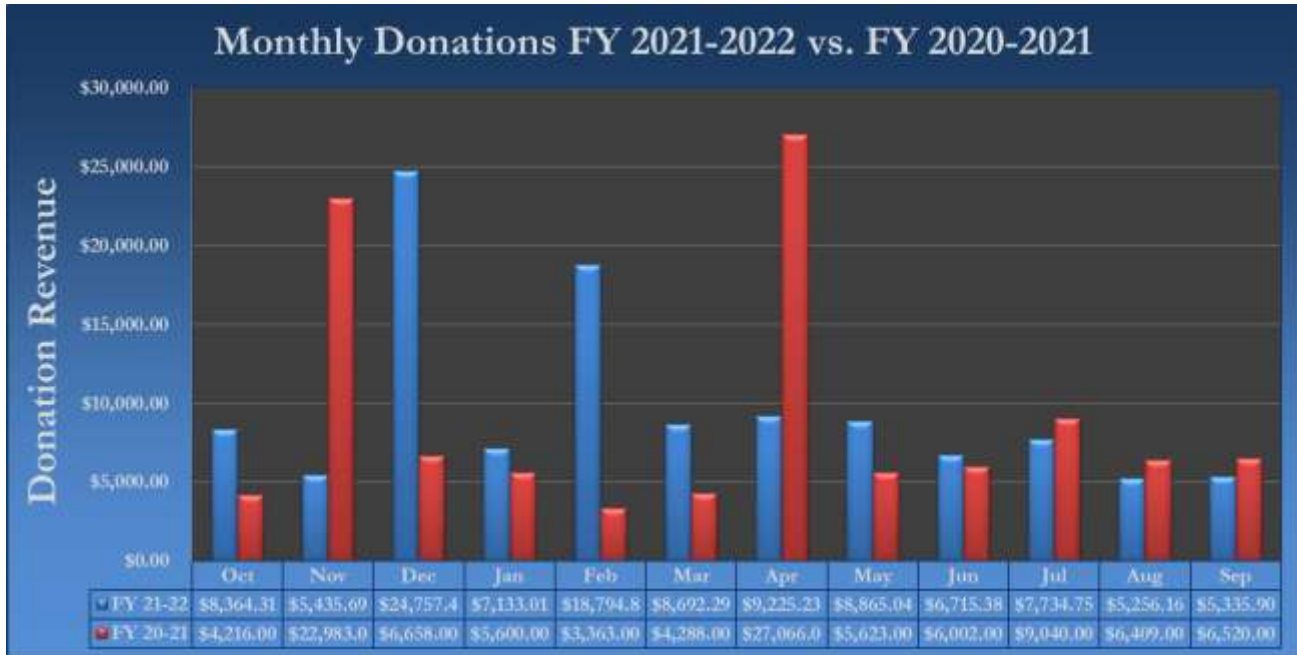
Annual Support Summary: Fiscal Year 2021-2022

Support is a significant source of annual revenue for the Preservation Association. Annual support income is derived from three sources including grant funding, private donations, and precedes from memorial brick sales. The Association successfully generated a combined total of \$195,372 in total support income during FY 2021-2022. This exceeds the projected annual support income of \$70,800 by \$124,572 (or 176%). Grant funding is not included in the Association's annual support projections due to uncertainty regarding grant availability in any specific year.

FY 2021-2022 Support Revenue by Month				
MONTH	SUPPORT TYPE			Monthly Total
	Grants	Donations	Bricks	
October	\$0.00	\$8,364.31	\$1,840.00	\$10,204.31
November	\$0.00	\$5,435.69	\$1,965.00	\$7,400.69
December	\$0.00	\$24,757.46	\$2,110.00	\$26,867.46
January	\$0.00	\$7,133.01	\$1,605.00	\$8,738.01
February	\$0.00	\$18,794.87	\$1,340.00	\$20,134.87
March	\$0.00	\$8,692.29	\$865.00	\$9,557.29
April	\$0.00	\$9,225.23	\$680.00	\$9,905.23
May	\$60,025.00	\$8,865.04	\$1,460.00	\$70,350.04
June	\$0.00	\$6,715.38	\$1,475.00	\$8,190.38
July	\$0.00	\$7,734.75	\$1,997.00	\$9,731.75
August	\$0.00	\$5,256.16	\$1,375.00	\$6,631.16
September	\$0.00	\$5,335.90	\$2,325.00	\$7,660.90
Total Annual	\$60,025.00	\$116,310.09	\$19,037.00	\$195,372.09

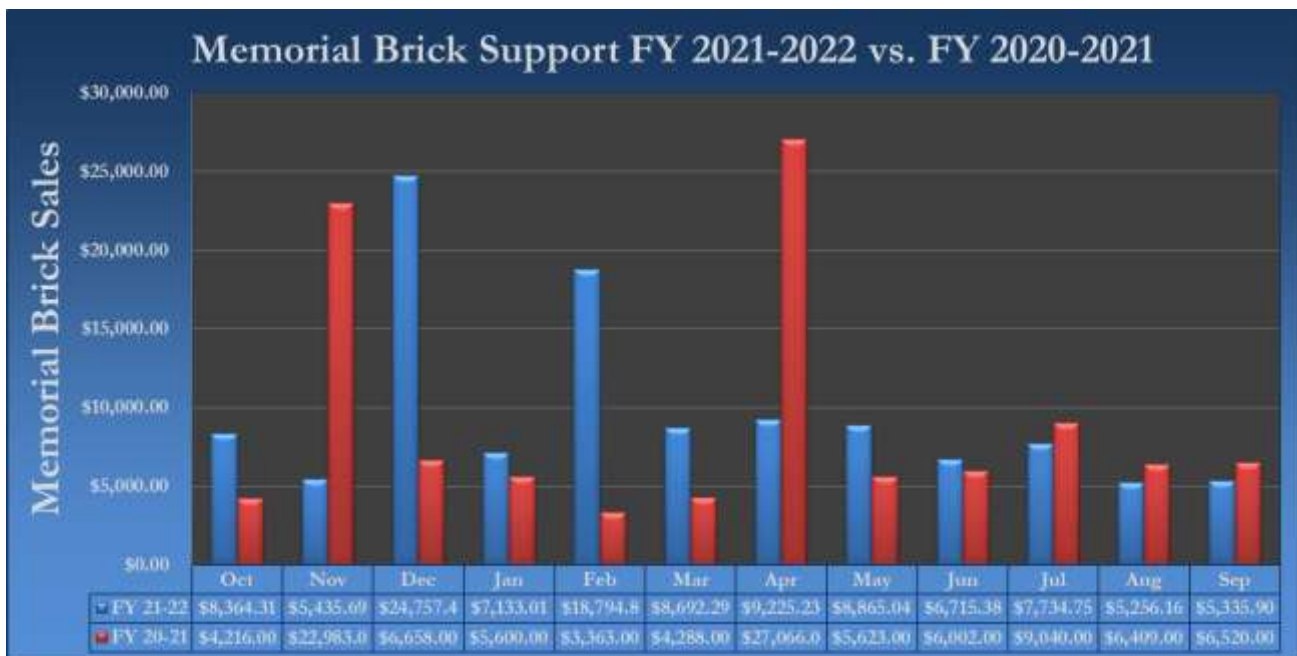
Annual Donation Support Comparison: Fiscal Year 2021-2022 vs. Fiscal Year 2020-2021

The Preservation Association was projected to generate \$60,000 in private donation support during FY 2021-2022. The Association exceeded this amount by \$56,310 (or 93.9%), generating \$116,310 in total annual donation support overall. This figure surpassed the \$107,770 in donations received during FY 2020-2021 by \$8,540 (or 7.9%).



Annual Memorial Brick Sale Comparison: Fiscal Year 2021-2022 vs. Fiscal Year 2020-2021

The Preservation Association was projected to generate \$10,800 in memorial brick sales during FY 2021-2022. The Association exceeded this amount by \$8,237 (or 76.3%), generating \$19,037 in total brick sales overall for the year. This figure surpassed the \$16,325 in brick sales generated in FY 2020-2021 by \$2,712 (or 16.6%).



Additional Sources of Support Income: Fiscal Year 2021-2022

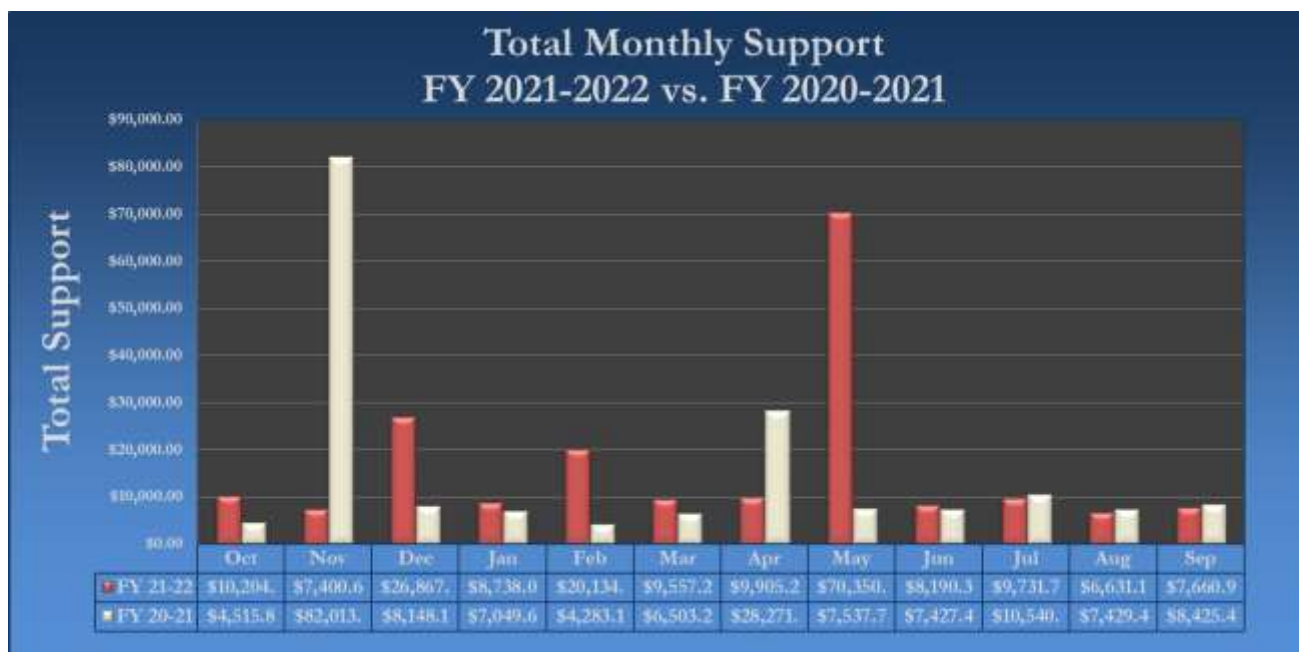
Grants: Grants provide a third source of support income for the Ponce de Leon Inlet Lighthouse Preservation Association. Grant funding is pursued when appropriate.

Florida Lighthouse Association Gene Oakes Lighthouse Preservation Grant: The Association was awarded a \$60,025 Florida Lighthouse Association (FLA) Gene Oakes Lighthouse Preservation Grant in May 2022. This generous grant was used to fund a planned tower ironwork preventative maintenance and restoration project which began in mid-September of FY 2021-2022 and is scheduled for completion in mid-October, 2022.

Paul B. Hunter and Constance D. Hunter Charitable Foundation (the “Foundation”) Grant: The Association received a total of \$610,854.93 in grant funding from the Paul B. Hunter and Constance D. Hunter Charitable Foundation in FY 2021-2022. These grant funds were awarded in accordance to a grant agreement entered into between the Foundation and the Association in November 2019. Per this agreement, the Association has provided the Foundation with naming rights to the Historic Pacetti Hotel Museum in honor of Constance D. Hunter in exchange for a 1.5 million dollar grant to be disbursed in three equal installments of and a pledge to match all private donations made in support of the Pacetti Hotel Museum up to combined value of \$250,000. The Association received the second \$500,000 grant installment in November, 2021 as well as four matching donation contributions with a combined value of \$110,854.93. The four matching contributions included \$25,854.93 in October 2021, \$30,000 in January 2022, \$29,000 in April 2022, and \$26,000 in September 2022. Per the agreement, all funds provided by the Foundation must be applied exclusively to the Pacetti Hotel Project and may not be used for any other purposes. Foundation funds are therefore not included in the Association’s annual support report.

Total Monthly Support: Fiscal Year 2021-2022 vs. Fiscal Year 2020-2021

The Preservation Association generated \$195,372 in total support income (including the \$60,025 FLA grant) during FY 2021-2022. This figure surpassed the \$182,951 in total support realized in FY 2020-2021 by \$12,421 (or 6.8%). As mentioned earlier, all grant funds received from the Paul B. Hunter and Constance D. Hunter Charitable Foundation in support of the Pacetti Hotel Museum Project are excluded due to the restricted nature of their use.



Total Annual Income: Fiscal Year 2021-2022

Total annual income consists of all revenue generated by the Preservation Association during the fiscal year. The Preservation Association was projected to earn \$1,705,960 in total income during FY 2021-2022 but exceeded its original goal by \$513,657 (or 30.1%) with a total realized annual income of \$2,219,617.

Annual Income by Source: Fiscal Year 2021-2022

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 \$2,219,617 during FY 2021-2022.

FY 2021-2022 Total Income by Month (Revenue + Support)									
MONTH	INCOME TYPE								INCOME TOTAL
	Admissions	GS Sales	Inv. Income	Member	Tax-Coll	Grants	Brick Sales	Donations	
October	\$50,991.34	\$74,346.30	\$218.12	\$5,260.00	\$30.00	\$0.00	\$1,840.00	\$8,364.31	\$141,050.07
November	\$55,191.65	\$79,996.48	\$1,054.96	\$5,630.00	\$30.00	\$0.00	\$1,965.00	\$5,435.69	\$149,303.78
December	\$62,298.17	\$84,206.19	\$1,094.60	\$6,830.00	\$30.00	\$0.00	\$2,110.00	\$24,757.46	\$181,326.42
January	\$54,559.35	\$74,372.87	\$648.51	\$7,090.00	\$30.00	\$0.00	\$1,605.00	\$7,133.01	\$145,438.74
February	\$70,286.86	\$99,846.08	\$170.82	\$4,840.00	\$30.00	\$0.00	\$1,340.00	\$18,794.87	\$195,308.63
March	\$93,435.83	\$120,153.49	\$339.57	\$4,440.00	\$30.00	\$0.00	\$865.00	\$8,692.29	\$227,956.18
April	\$75,681.85	\$108,064.76	\$349.96	\$5,750.00	\$30.00	\$0.00	\$680.00	\$9,225.23	\$199,781.80
May	\$62,510.90	\$98,377.65	\$1,050.87	\$5,070.00	\$30.00	\$60,025.00	\$1,460.00	\$8,865.04	\$237,389.46
June	\$79,475.32	\$118,038.90	\$1,210.84	\$5,600.00	\$30.00	\$0.00	\$1,475.00	\$6,715.38	\$212,545.44
July	\$93,129.18	\$141,546.13	\$811.00	\$5,880.00	\$30.00	\$0.00	\$1,997.00	\$7,734.75	\$251,128.06
August	\$62,221.52	\$89,268.77	\$663.17	\$4,610.00	\$30.00	\$0.00	\$1,375.00	\$5,256.16	\$163,424.62
September	\$42,551.21	\$61,971.86	\$9.36	\$2,740.00	\$30.00	\$0.00	\$2,325.00	\$5,335.90	\$114,963.33
Annual Total	\$802,333.18	\$1,150,189.48	\$7,621.78	\$63,740.00	\$360.00	\$60,025.00	\$19,037.00	\$116,310.09	\$2,219,616.53

Annual Income Comparison: FY 2021-2022 vs. FY 2020-2021

The \$2,219,616.53 in total income generated by the Association in FY 2021-2022 surpassed the \$2,040,453.30 in total income generated during FY 2020-2021 by \$179,163.23 (or 8.7%).



Maintenance Department Report for FY 2021-2022

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 3 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
8. Weekly elevator maintenance and operational checks

Monthly Routine Maintenance Duties

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

Quarterly Routine Maintenance Duties

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

Specific Maintenance Work Completed: Fiscal Year 2021-2022

Bldg. 1 - Gift Shop

1. Cleaned, repaired, and repainted front porch
2. Cleaned, repaired, and repainted second story back porch staircase and railing
3. Cleaned, repaired, and repainted south porch
4. Repaired exterior flood light
5. Replaced faulty door closer at main entrance
6. Repaired and painted main entrance handicap ramp
7. Repaired main entrance ornamental fence
8. Repaired and repainted back porch deck, railings, and posts
9. Repaired and repainted second story back porch stairs, deck, railings, and posts
10. Replaced overhead lights on main sales floor with LED fixtures
11. Repaired faulty toilets and urinals in public restrooms
12. Repaired faulty air conditioning system
13. Repaired gift shop sales floor front and rear public entry doors

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

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. Restored/preserved Cuban rafts

Bldg. 4 - 2nd Assistant Keeper's Dwelling

1. Repaired front porch steps and railing system
2. Repaired and repainted handicap ramp deck and railing system
3. Cleaned and repainted exterior doors and windows
4. Replaced deteriorated glazing in historic windows as needed
5. Repaired faulty air conditioning system
6. Repaired and repainted lattice work
7. Repointed deteriorated mortar in exterior walls and support pilings
8. Repaired front porch steps
9. Cleaned, treated, and repainted interior plaster walls as needed

Bldg. 5 - Principal Keeper's Dwelling

1. Cleaned and repainted exterior doors and windows
2. Refinished interior floors and door thresholds
3. Cleaned, treated, and repainted interior plaster walls as needed
4. Repaired stains on ceiling of restoration room exhibit space resulting from leaking A/C air handler
5. Repaired breezeway door east and west glass partitions
6. Restored front and side porch deck and railing system where needed
7. Repaired, cleaned, and repainted front and side porch steps and railing
8. Repainted exterior siding on keeper's office
9. Repaired and repainted lattice work
10. 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 resulting from lightning damage
4. Cleaned, treated, and repainted interior masonry walls as needed
5. Refinished historic cabinets in Service Room and Watch Room
6. Repaired/replaced stainless steel cable and fittings in gallery deck safety enclosure as needed
7. Initiated planned interior and exterior ironwork preventative maintenance repainting and corrosion mitigation project. Project was initiated in mid-September but delayed due to Hurricane Ian. Project work scheduled for completion in October, 2022.

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
9. Repointed deteriorated mortar in exterior walls and support pilings. Stabilized crack in exterior masonry wall at front porch over small bedroom window using stainless steel bars.

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

1. Cleaned and repainted interior wood trim, doors, and window frames as needed
2. Cleaned and repainted exterior windows
3. Cleaned and treated sections of interior mortar walls effected by salt migration

Bldg. 10 – Ayres Davies Lens Exhibit Building

1. Adjusted main entrance doors for proper operation as needed
2. 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 urinal in men's restroom
3. Repaired faulty floor drain in men's restroom
4. Repaired broken stall partition wall in men's restroom
5. Repaired faulty Sloan valves in bathroom urinals and toilets
6. Repaired and repainted front porch railings and posts

Administration Building

1. Assisted curatorial department with relocation of artifacts
2. Pressure washed exterior 2nd floor porch deck and stairway
3. Repaired faulty air conditioning systems
4. Replaced faulty emergency lights as needed

5. Initiated replacement of rusted garage door. Project delayed by Hurricane Ian but completed in October 2022.

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
9. Repaired damaged chain link fencing along south side of property
10. Initiated repairs to south picket fence gate damaged by Hurricane Ian
11. Initiated repairs to sections of perimeter picket fence that were damaged/destroyed by Hurricane Ian
12. Cut back overgrowth along paths in nature trail area. Repaired timber bench seating in Theater in the Woods area

Museum Exhibits & Educational Programs

1. Assisted programs manager with onsite events as needed

Pacetti Hotel Property

1. Installed crushed shell around perimeter of garage
2. Continued grounds cleanup and debris removal
3. Cleared property of dead limbs and other plant debris lying on ground throughout Pacetti property resulting from Hurricane Ian
4. Repaired lattice work as needed

Curatorial Department Report for Fiscal Year 2021-2022

Curator/Registrar Summary: Fiscal Year 2021-2022

The curator, in conjunction with the registrar or as 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 de-accession 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 Fiscal Year 2021-2022:

Approximately 75 object acquisitions were recorded during the year as well as 25 photographic records, 13 documents in archives, and 6 library items.

Material Objects: There are currently 4,150 items in the objects catalog. 5 objects were added to the objects collection in FY 2021-2022, including:

1. 2021-31-3 & -4: painted portraits of Mr. and Mrs. Hunter of the Hunter Foundation
2. 2021-32-7: Pack of Coca Cola playing cards that were found in the Pacetti Hotel
3. 2021-32-10 & -11: clothes irons that were found in the Pacetti Hotel
4. 2021-34-1: Large leather-bound Bible that once belonged to Ellen Mary Meyer
5. 2022-3-1: USLHS Drawknife from the early 20th century (below left)
6. 2022-7-1: Bronze Plaque commemorating placement of the Pacetti Hotel on the National Register of Historic Places
7. 2022-9-1 through -14: various vintage artifacts donated by Marcia Nielson, including 6 pieces of vintage luggage, a record player, a wooden washstand, a chamber pot with lid, and a ceramic hot water bottle. 2022-10-1: coin purse belonging to keeper's wife Ellen Mary Meyer (below center)
8. 2022-13-1: 1930s barometer
9. 2022-13-2: decorative vintage table lamp
10. 2022-13-3: wooden wicker chair
11. 2022-14 & 2022-15: concrete planters
12. 2022-18-1: USLHS journal, circa 1900 (below right)

13. 2022-19: three small reproduction Fresnel lenses for the Education collection
14. 2022-20: pieces of household goods like plates, silverware, and candle holders that came from the Pacetti Hotel
15. 2022-21-1: large steamer trunk



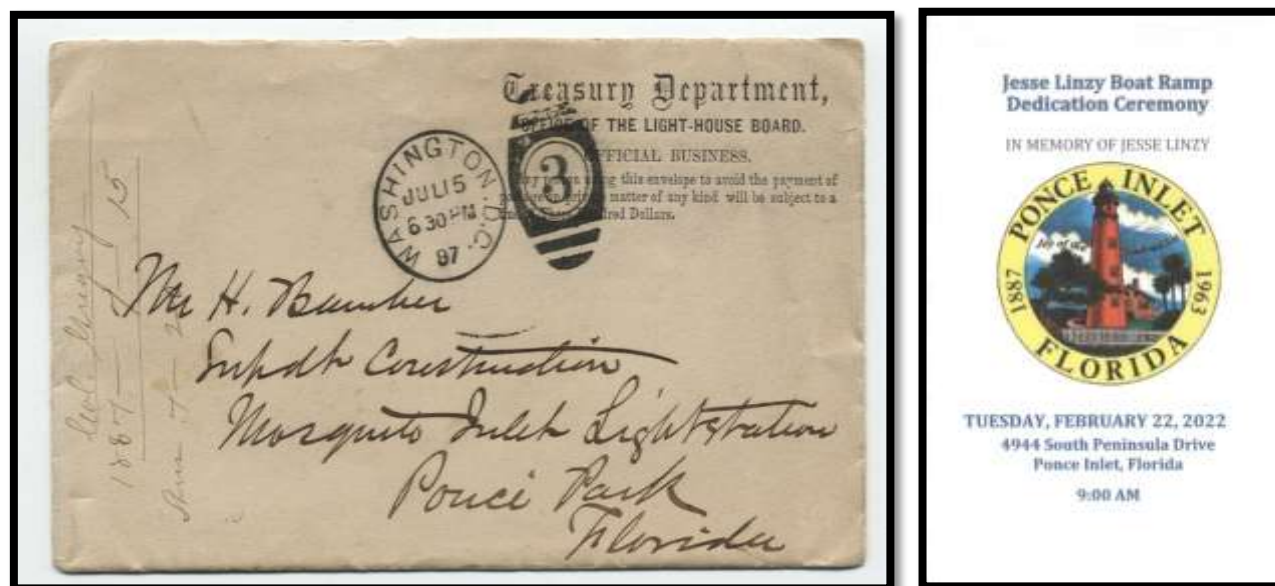
Photographs: There are currently 5,316 items in the photographs catalog. 5 images were added to the photograph collection in FY 2021-2022, including:

1. 2021-27-1 & -2: historic postcards of the Troy House and the Morgan Hotel, both owned at some point by relatives of the owners of the Pacetti Hotel (Mary Troy was the sister of Martha Pacetti and Marguerite Morgan was the mother of Fred Phares)
2. 2021-28-1: photograph of a lighthouse keeper on a visitor's motorcycle at Canaveral Light Station c1915 (below right)
3. 2021-29-1: previously unseen photograph of our light station, taken by some visitors circa 1907 to 1914
4. 2021-31-1 & -2: portraits of Constance Hunter of the Hunter Foundation
5. 2021-36-2: 1934 photograph of Bertha Rowinski Pacetti
6. 2022-1-1 & -2: two photographs of Jesse Linzy were accessioned (below left)
7. 2022-12: two post cards of the PILH
8. Reaccessioning of historic deaccessioned photos



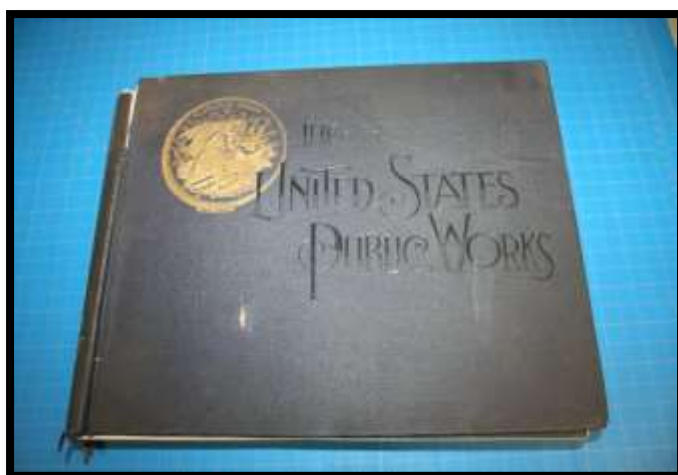
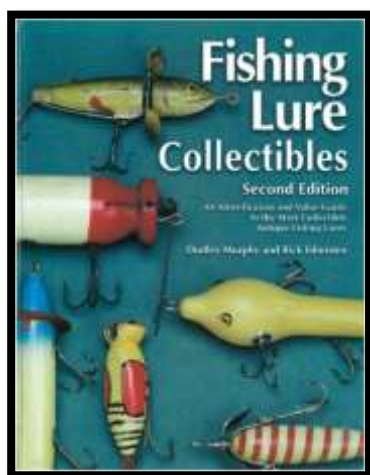
Archival Objects: There are currently 1,181 items in the archives catalog. 13 archival items were added to the archives collection in FY 2021-2022 including:

1. 2021-35-1: Oral history interview with Kay Parda
2. 2022-2-1: Brochure for the dedication ceremony of the Jesse Linzy Boat Ramp (below right)
3. 2022-4: post cards of three different historic hotels in Volusia County
4. 2022-5: various drawings, blueprints, manuals, and other historic documents relating to the construction of the Administration and its fire-suppression and elevator systems
5. 2022-6-1: 1833 letter written by Stephen Pleasonton, the fifth auditor and acting commissioner of the Revenue Service within the Treasury Department
6. 2022-16-1: 1887 letter to engineer Herbert Bamber while he worked on the Mosquito Inlet Lighthouse (below left)
7. 2022-17-1: grant agreement between the Hunter Foundation and the PILHPA over their donations to the Pacetti Hotel



Library Objects: There are currently 1,312 items in the library catalog. 6 books were added to the library collection in FY 2021-2022 including:

1. 2022-8: books relating to the history of baseball, the Reds, and Sparky Anderson (below left and center)
2. 2022-11-1: *Fishing Lure Collectibles Second Edition*:
3. 2022-22-1: 1895 United States Public Works book, featuring construction diagrams of public buildings like lighthouses and harbors (below right)



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 2021-2022:

Museum records indicate that a total of 11,959 accessioned items were held by the Preservation Association at the close of FY 2021-2022. 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	4,150
Photographs & Transparencies	5,316
Archival Materials	1,181
Reference Library Resources	1,312
Total Collections	11,959

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 FY 10-11. Due to the ever-changing nature of the world's lighthouses (including operational status, day mark, and beacon characteristic) this program will never be officially complete. With the exception of occasional updates, the program as originally envisioned is completed.

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

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

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 or the 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 FY 2021-2022 include:

1. Completion of Cuban refugee rafts conservation project
2. Donated items of furniture including 2 antique chairs, 1 antique sofa, vintage luggage, a wardrobe trunk dating to the early 1900s
3. Collection of pewter, silver, and silver plate items from the Pacetti Hotel
4. Treatment of the Meyer family Bible by Alexandra Von Hawk
5. *The United States Public Works*, 1895, to Alexandra Von Hawk for examination and conservation proposal
6. Various other small artifacts that have come into the collection have been cleaned and restored as needed.
7. Larger artifacts, such as historic furniture, has also undergone a massive restoration, cleaning, and moving project. (More info below in the Special Projects section)

Preservation/Stabilization/Rehabilitation of Historic Buildings:

The Ponce de Leon Inlet Lighthouse Preservation Association completes the vast majority of all building preservation and restoration with its own maintenance staff. All maintenance employees receive individualized and specialized training as needed and as part of the Association's ongoing training program. Outside consultants and specialists are utilized as needed. Treatment plans for major work on historic structures are written by the curator in committee with the executive director, director of operations, and the maintenance department. Historic structure preservation and restoration work completed during FY 2021-2022 includes:

1. Updated all general treatment plans and building histories
2. Documentation of ongoing work at Pacetti Hotel Museum
3. Treatment plans for all work on historic buildings
4. Restoration of ironwork in the historic lighthouse tower by HIS
5. Mortar restoration work and staff training carried out by Federal Masonry and Vintage Masonry Restoration on buildings 4 and 8
6. Additional mortar restoration work on various areas of all historic buildings
7. Restoration of gutters and downspouts on Woodshed Theater

8. Education Building exterior siding repairs
9. Repairs to front porch deck and north end railing, building 5
10. Ceiling stain repair, living room of Building 5

Exhibits

Preservation Association staff develop all exhibits and displays in-house. Exhibit related work completed by museum staff during FY 2021-2022 includes:

1. Discontinuation of exterior garden exhibit at the lighthouse
2. Exhibit plan for the Pacetti Hotel Museum
3. 12 interior and 3 exterior informative text panels and signage for the Pacetti Hotel
4. Preliminary selection of objects and layout for the Pacetti Hotel exhibits
5. Acquisition of various artifacts for display at the Pacetti Hotel.
6. Updated small bedroom and kitchen of Bldg. 8 to include artifacts donated by Julie Davis relating to her mother and grandmother (doll, plates, framed photograph, etc.)

Outreach Exhibits:

1. *Filibustering to Cuba* continues to be available
2. Educational virtual tour of the light station available to the public on our website
3. Various offsite presentations focusing on the Timucua of Northeast Florida and general PILH history

Newsletter Articles, Publications, and Presentations:

The curator and registrar researched and submitted the following items for publication during FY 2021-2022:

Quarterly Newsletter Illuminations:

1. "Women at the Lighthouse"
2. "The Timucua of Northeast Florida"
3. "Pacetti Hotel Update" (for all issues)
4. "The Unfortunate Narragansett"
5. "Volunteers Take on Cuban Rafts"
6. "Sharks!"
7. "PILH Celebrates Two Historic Milestones"
8. "Visiting Dignitary- Ron Gast"
9. "Plantation History and the Second Seminole War in Volusia County"

Presentations:

1. The Timucua of Northeast Florida
2. Florida's Cracker Architecture and the Historic Pacetti Hotel
3. General history of the Ponce Inlet Light Station
4. Treacherous Waters of the Ponce De Leon Inlet
5. Individual presentations/tours of buildings like the tower, keeper dwellings, oil storage house,

Website Contributions:

1. Maintenance and update of Virtual Tour of buildings and grounds
2. General corrections

Historical Research:

The curatorial department completed research on the following topics during FY 2021-2022:

1. General PILH history
2. Research of individual buildings at the Ponce Inlet Light Station
3. Meyer family history
4. Pacetti family history
5. Troy family history
6. Pacetti Hotel history
7. Pacetti Hotel architecture
8. Digitized newspaper clippings related to Pacetti Hotel and PILH
9. Digitization of materials held by the Halifax Historical Society and related to the Pacetti family and PILH history
10. Research into window coverings
11. History of the Cincinnati Reds including team members and management
12. Indigenous History of the County and local areas
13. Shipwreck history of the area

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 includes:

1. Weekly security check of all exhibits and historic buildings
2. Quarterly spot checks and annual inventory of museum collection items valued at \$1,000 and greater.
3. Annual inventory of Education Department collection
4. Training for 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 Curator/Registrar Projects:

In addition to the duties and responsibilities outlined above, the curator and registrar worked closely with administrative staff and each department throughout FY 2021-2022 to update the Preservation Association's Long-Range Plan, Collections Management Policy, and the Emergency Preparedness Plan.

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 Port Orange Florida East Coast Railway Freight Depot Museum; Hunting Island Lighthouse and out shared lighthouse keepers; Annie Potts and the Elbow Reef Lighthouse; Craig Bennett of Bennett Preservation, PE; Jack Graham and research on lighthouse staircase design; New Smyrna Museum of History for collections matters; Bahia de Guayaquil Lighthouse in Ecuador for lens restoration; Friends of Swan's Island Lighthouse (Maine) for Fresnel lens cleaning and Coast Guard reporting;

The annual report to the Coast Guard was submitted.

Movement of objects between onsite locations and offsite storage. By September of 2022, the number of large artifacts (mainly furniture) being stored on site at the PILH and at the Pacetti Hotel Garage had grown substantially. At that time, it was determined that an offsite storage unit would facilitate the duties of staff members in preparing and planning for Pacetti Hotel exhibits, so one was purchased. The curatorial staff, with the help of some of our lead volunteers, as well as the Programs Manager, has undertaken a massive project to clean, process, restore (when necessary), and ultimately move these large pieces of furniture into this offsite storage unit. They will sit there over the coming year in preparation for display at the Pacetti Hotel.

Oral Histories:

1. Kay Parda, Cincinnati Reds
2. Julie Davis, Pacetti Hotel

Programs Department Report for Fiscal Year 2021-2022

Programs Department Summary: Fiscal Year 2021-2022:

Committed to the ongoing preservation and dissemination of the Ponce de Leon Inlet Light Station's maritime and social history, the Preservation Association provides lighthouse visitors, schools, and community groups with the highest quality educational programming possible. Developed by former teachers and school administrators, Lighthouse programs are highly regarded throughout the educational community and are available to all public and private Volusia County schools free of charge. Current educational programs offered by the Ponce de Leon Inlet Lighthouse Preservation Association include:

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

Onsite Student/Youth Educational Tour Summary: Fiscal Year 2021-2022:

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 1 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 their tour may choose any of the additional tour activities listed below, time and volunteer docent availability permitting.

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

In all, lighthouse staff and volunteers served 1,664 students while leading 50 school/youth group tours of the light station and museum during FY 2021-2022. This figure represents a 583.9% increase over the 285 students who benefitted from guided tours of the light station and museum as well as other onsite educational offerings during FY 2020-2021.

Student/Youth Educational Outreach Summary: Fiscal Year 2021-2022:

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

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

Formal Educational Outreach Programs: Formal educational outreach programs currently offered by the Preservation Association to local public and private schools include the *Filibustering to Cuba/Stephen Crane Traveling Exhibit*, and the lighthouse's three award winning outreach programs: *The USLHE Traveling Library Box*, *Keeper in the Classroom*, and *The Science of Light and Lighthouse Illumination*.

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 al-la-cart, grouped together as part of a themed focus unit or as a follow up activity to one the association's formal programs. Themed focus unit include: *Living at the Light Station*, *Lighthouse Inventions and Innovations*, *Immigration: Building a Light Station*, and *WWII at The Lighthouse and In Volusia County*. Workshop selection is determined by the needs of each individual teacher/classroom.

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. *What is a Light Station* is one such program. Developed by docent Jackie Mann in FY 21-22, *What is a Light Station* helps students understand the importance of an entire light station. This program is adaptable to the timing and needs of each classroom, but always features a hands-on component to explain the importance of lighthouses to mariners. The association continues to work with local educators to develop new educational outreach offerings as new needs and challenges arise.

Educational Outreach Participation Summary: FY 2021-2022 vs. FY 2020-2021

The programs department delivered 23 educational outreach programs to local schools in FY 2021-2022, reaching 1,019 students overall through its educational outreach endeavors. This figure represents a 629% increase in the number of local students served through the museum educational outreach program when compared to the 162 served during FY 2020-2021. These numbers continue to climb due to the reinstated access to the schools following COVID-19.

The programs department continues to develop virtual programming to reach more students within Volusia County and across the country. Three virtual programs were conducted during the FY 2021-2022, reaching 30 adults and children overall. The purchase of a ClearTouch panel which was installed in the Education Workshop Building in mid-2022, will allow the continued growth of Program Department's portfolio of available onsite and virtual educational offerings in the years to come.

The newly redesigned educational brochure *STEAMING through Lighthouse Illumination* was designed to improve teacher awareness of the many on and off-site educational programs that are provided free of charge by the Preservation Association. The Association anticipates that this newly published brochure, coupled with the organization's redesigned website at www.ponceinlet.org, will have a significant impact on overall student participation in the museum's available educational outreach offerings in the coming year.

Onsite Adult & Small Group Tour Summary:

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 14 onsite adult group tours, seven Climb with the Keeper Tours, and 12 Climb to the Moon tours in FY 2021-2022, with 584 adults participating overall.

Community Outreach Summary:

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

The Preservation Association participated in 25 community events in FY 2021-2022 including five public events and 20 collaborative museum/historic site events. In all, the Preservation Association reached an estimated 40,000 children and adults through its community outreach endeavors. The lighthouse did not participate in either the Ponce Inlet Christmas Parade or the Port Orange Christmas Parade in 2021 due to the COVID-19 pandemic.

Onsite Events Summary: Fiscal Year 2021-2022:

The Ponce de Leon Inlet Lighthouse and Museum hosts a variety of onsite educational events throughout the year. Enjoyed by an estimated 5,483 adults and children during FY 2021-2022, onsite educational events are typically scheduled on national holidays and important historic dates. The lighthouse's current list of scheduled on-site events includes:

Home School Days: Held twice a year, this event is a day of fun educational workshops designed especially for homeschool students ranging from five to 15 years of age. Developed by certified and/or experienced educators, workshops are facilitated by the Association's dedicated corps of volunteers. Homeschool days have become very popular within the Homeschool community. These events typically sell out within days of becoming available online and are consistently described by parents as the "best home school event they have ever attended". New workshops are developed annually to keep the program fresh and unique for the Association's many returning students.

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 work towards earning several Lighthouse themed badges at the Brownie, Junior, and Senior levels.

National Holiday Programs: Designed to give visitors something extra during their visit to the Lighthouse, national holiday events at the Lighthouse include Thanksgiving, Christmas, Memorial Day, Flag Day, Columbus Day, and Independence Day.

Florida Heritage Day: Developed in celebration of Florida's 500 years of history, visitors toured the Ponce Inlet Lighthouse and enjoyed numerous offerings including guided tours the Light Station and family-oriented workshops and activities. Held as a major cultural event for the first time in 2022, the Ponce Inlet Lighthouse hosted other museums and historical institutions from across the state to celebrate Florida Heritage Day. Altogether, 8 museums and 3 historical presenters took part in the event, giving more recognition to the Ponce Inlet Lighthouse and Museum as the center of culture in Volusia County.

National Lighthouse Day: Celebrating the anniversary of the founding of the United States Light-House Establishment on August 7, 1789, the Ponce de Leon Inlet Light Station offered a variety of educational workshops and family-oriented activities to its visitors.

Florida Lighthouse Day: Held in celebration of Florida's rich maritime history and 29 remaining Lighthouses, Florida Lighthouse Day is an annual event that provides visitors with the opportunity to educate the public about

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

Biketoberfest: Held each October during Daytona's Biketoberfest, this multi-day program provides visitors with the opportunity to participate in several special offerings at the Lighthouse including the artifact table, the opportunity to talk with the Old Lighthouse Keeper in his office in the principal keeper's dwelling, and learning about old-time Crystal Radios at the top of the tower.

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*.

Echo Ranger Program: Developed in cooperation with the Volusia County Echo Program Echo Ranger is offered at the Ponce Inlet Lighthouse once a year. This special program is 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. In previous years, onsite ECHO Ranger programming has been limited to a single small-group presentation scheduled at a specific time on the first Sunday of each new quarter. This past fiscal year witnessed a break from this traditional delivery method with the development of a formal ECHO Ranger Day event that will be scheduled once a year in coordination with the Volusia County ECHO Ranger Program manager. ECHO Ranger Day will feature a multitude of thematic onsite family-oriented activities and offerings for participants to enjoy between the hours of 10:30 AM and 2:30 PM.

Climb to the Moon: Offered monthly on the evenings of the full moon, *Climb to the Moon* is a special fund-raising event. Activities include a guided tour of the historic keeper's dwellings, lens exhibit building, and grounds. Participants accompany the *Old Lighthouse Keeper* on a guided tour of the tower, lantern room, service room, and watch room before watching the setting sun and rising full moon from the gallery deck while enjoying hors d'oeuvres and sparkling cider.

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. A specialized program was developed by Lead Docent John Mann entitled *The Spirit of the Greatest Generation* to commemorate the day. This program was well received and has been delivered to various adult groups following the event.

Indigenous Peoples Heritage Day: Developed due to a lack of representation for the local history on the Native American population during the FY 2021-2022, Indigenous Peoples Heritage Day has become one of the most popular and culturally important events on the calendar. First held in February 2022, and eventually to be moved to November in conjunction with the national Native American Heritage Month, Indigenous Peoples Heritage Day is a major cultural event that attracts museums and historical institutions from across the state. The first of its kind in Florida, 6 museums and 5 historical presentations were available to visitors as part of their general admission to the lighthouse on that day. The success of the first Indigenous Peoples Heritage Day has generated such interest in the community leading to another event, dozens of community outreach presentations, additional children's programs, and a speaking engagement at the Florida Association of Museums Conference in September 2022.

Educational Program Summary: Fiscal Year 2021-2022:

The Ponce de Leon Inlet Lighthouse Preservation Association hosted or participated in a total of 171 onsite tours, events, educational outreach programs, and community outreach events throughout FY 2021-2022. Approximately 10,544 children and adults benefitted from these offerings and activities during the past fiscal year.

Event Type/Title	# of Events Held in FY 21-22	# of Events Held in FY 20-21	Total Participation FY 21-22	Total Participation FY 20-21
Onsite Youth Group/School Tours	50	19	1664	285
General Onsite Educational Events	10	9	5154	4118
Onsite Adult Tours	14	6	193	105
VIP & Climb with the Keeper Tours	7	2	17	4
Climb to the Moon Event	12	12	313	215
Educational Outreach Presentations	19	3	1030	162
Read Across America	0	0	0	0
Community Outreach Events	9	2	930	95
Collaborative Historical Presentations	43	5	1016	2215
VSCB Teacher Events	2	0	45	0
Weddings/Memorial Services	5	0	182	0
Onsite College Tours	0	0	0	0
Total	171	58	10544	7199

Teacher Education Summary: Fiscal Year 2021-2022:

Lighthouse staff and docents promote the association's many educational offerings within the local school system by attending teacher training workshops, volunteering to serve as judges at the Volusia County Social Studies Fair, providing free teacher admission on select days of the year, and by offering to host teacher continuing education workshops in the gift shop conference room. The lighthouse was able to network with an estimated 400 education professionals in FY 2021-2022 through these means.

Volunteer Program Summary: Fiscal Year 2021-2022:

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

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

The museum's 34 volunteers collectively donated 3,755 hours to the Association during Fiscal Year 2021-2022. The overall dollar value of these donated hours is estimated to equal \$110,773 based on the 2022 hourly volunteer rate of \$29.95/hour as established by the Independent Sector in collaboration with the Do Good Institute.

Program Department Training, Meetings, and Seminars: Fiscal Year 2021-2022:

Effective communication is essential to the development and maintenance of professional and collaborative relationships with K-12 educators, museum professions, and historic/cultural groups and institutions located within the local community and throughout the Central Florida region. Communication is also a key to the successful development and maintenance of the museum's volunteer program. The following list provides a summary of Program Department's communication efforts during FY 2021-2022.

1. Facilitated partnerships with US Coast Guard Station in New Smyrna Beach, FL

2. Attended Boy Scouts regional kickoff event
3. Attended the Volusia County Schools social studies fair
4. Conducted 9 volunteer training workshops onsite
5. Conducted 11 monthly volunteer meetings
6. Established working relationships with Homeschool Groups throughout Florida
7. Developed onsite ECHO Ranger Day in collaboration with the Volusia County ECHO Ranger Dept.
8. Attended Volusia County Schools Parent Liaison annual meeting
9. Developed historic lecture presentations in collaboration with local Volusia County library representatives
10. Developed and coordinated several onsite collaborative events attended by representatives of historic/cultural sites and organizations located throughout Central Florida. These events included Indigenous Peoples Heritage Day and Florida Heritage Day.

Administrative Department Report for Fiscal Year 2021-2022

Administrative Department Summary: Fiscal Year 2021-2022

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 2021-2022

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 FY 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

Integrated Technology (IT) Management Summary: Fiscal Year 2021-2022

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 FY 2021-2022 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 new staff computers and repaired two POS register station computers
5. Assessed malfunctions on POS network and assisted with repairs as needed
6. Worked with Daytona IT to ensure work network and retail POS systems 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 and internet service systems as needed
11. Coordinated repairs and service to office copiers, printers, and fax machines as needed

Human Resource Management Summary: Fiscal Year 2021-2022

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 FY 2021-2022 included one full-time maintenance employee, one full-time restoration technician, two part-time maintenance employees, one part-time security/visitor monitor, one full-time assistant gift shop manager, and six part-time sales associates.
2. Trained new 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 2021-2022

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 the economic downturn and rising inflation on museum operations
16. Analyzed monthly budget reports for purposes of forecasting cash flow

Membership Program Summary: Fiscal Year 2021-2022

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 2021-2022

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 2021-2022

The administrative department is responsible for the development and implementation of the Association's annual advertising strategy which utilizes print, digital, and social media to promote the Ponce de Leon Inlet Lighthouse

and Museum and encourage visitation. Advertising and public relations activities completed by administrative personnel in FY 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 2021-2022

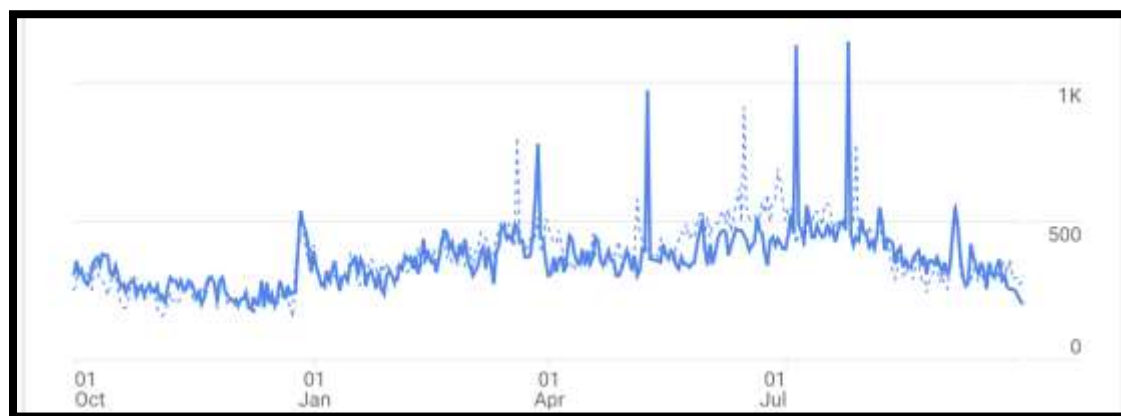
Annual Digital Marketing Goals: Fiscal Year 2021-2022

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 2021-2022

This year's website marketing efforts focused on creating a clear customer journey and continued blogs with a focus on search engine optimization to reach target audience. Website performance metrics for FY 2021-2022 included:

1. *Unique Visitors Decreased by 3 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 decreased by 3% (represented by the solid line in graph below) during FY 2021-2022 compared to FY 2020-2021 (represented by dotted line).

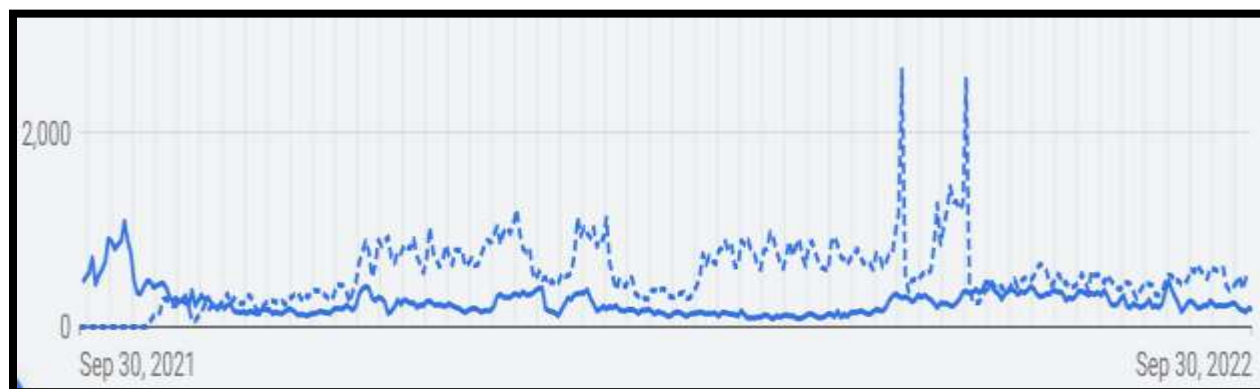


2. *Website Sessions Decreased by 1 Percent:* Explanation- A website session is a description of how a user interacts with your website over a specific time frame (i.e. how many pages the user visits, how the user navigates through your website, how long a user remains on a specific page, length of time spent on your website, etc.) A single session can contain multiple page views. Website sessions decreased on the Association's website by 1% year during FY 2021-2022 compared to the previous year.
3. *Website Bounce Rate Decreased by 2.2 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 2.2% during FY 2021-2022 compared to FY 2020-2021, meaning that users interacted with the Ponce Inlet Lighthouse website for longer periods than in previous years.
4. *Targeted Conversions Indicators:* 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 2.5% during FY 2021-2022 compared to the number of coupon page visits in FY 2020-2021.
 - b. Completion of the "Customer Journey" indicates a user may be planning a physical visit to the lighthouse. Consumer Journeys decreased by 8% in FY 2021-2022 compared to FY 2020-2021.
5. *Targeted Demographic Use:* Explanation- Three specific ad campaigns were maintained in FY 2021-2022 that targeted a) Millennials, b) Orlando, and c) Daytona. The ad campaigns proved highly effective and resulted following changes in digital marketing performance during FY 2021-2022 compared to the previous fiscal year:
 - a. Website users from Orlando decreased by 15%
 - b. Website users from Daytona Beach increased by 2%
 - c. Website users in the millennial generation (ages 25-34) decreased by 12%

Google Ad Campaign Performance: Fiscal Year 2021-2022

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 FY 2021-2022 included:

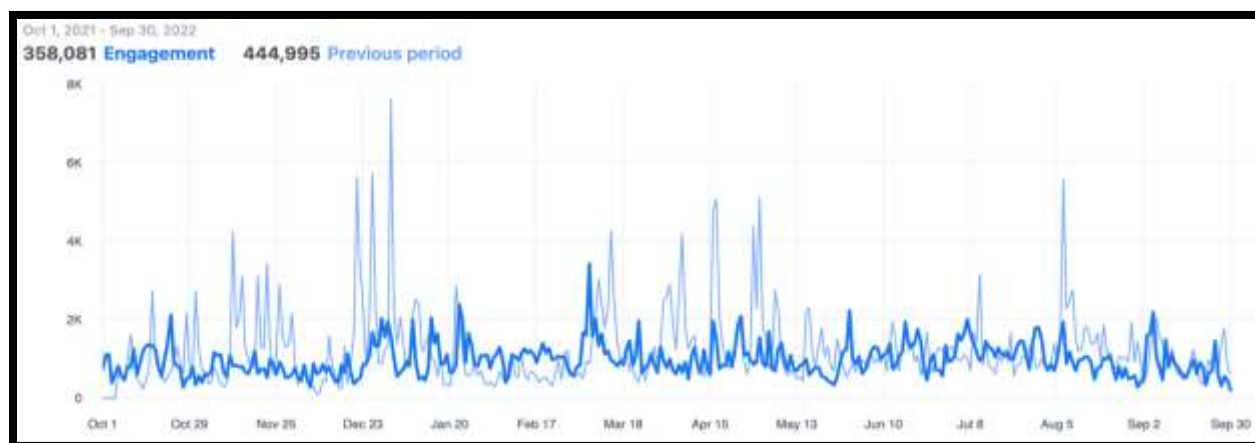
1. *Ad Clicks Increased by 125 Percent:* Explanation- An ad click is a digital marketing metric that counts the number of times users have clicked on a digital advertisement to reach a specific website. Ad clicks increased by 125% during FY 2021-2022 compared to the previous year.
2. *Ad Spending Increased by 254 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 254% during FY 2021-2022 compared to Google ad spending during the previous fiscal year.
3. *Ad Impressions Increased by 112 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 112% during FY 2021-2022 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 FY 2021-2022 (dotted line) compared with ad performance in FY 2020-2021 (solid line).



Social Media Platform Performance: Fiscal Year 2021-2022

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 featuring weekly historic photos in relation to the hotel to increase public interest and encourage donations in support of the project was also maintained throughout the year. Social media platform performance metrics for FY 2021-2022 included:

1. People reached decreased by 26% during FY 2021-2022 compared to FY 2020-2021.
2. Page followers increased by 1,700 during FY 2021-2022 compared to FY 2020-2021.
3. Post engagement decreased by 20% during FY 2021-2022 (solid line) from 429,810 in FY 2020-2021 (dotted line) to 358,081 engagements in FY 2021-2022. See graph below for monthly engagement comparison.



Board of Trustees Summary: Fiscal Year 2021-2022

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:

7. 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
8. Redesigned visitor self-guided tour map brochure
9. Completed graphic design and development of Constance D. Hunter Historic Pacetti Hotel Museum official logo and letterhead
10. Developed new 50th Anniversary Lighthouse and Museum logo
11. Developed Phase II Memorial Walkway program that was initiated in July, 2022
12. Designed and developed advertisements for print and digital media including content and graphic design
13. Coordinated edits to main website at www.ponceinlet.org and developed new website content
14. Coordinated digital marketing campaign with Solstice Digital Marketing
15. Planned and coordinated Lighthouse Ironwork Preventative Maintenance and Rust Mitigation Project with H.I.S. Painting, Inc.
16. Coordinated repairs to existing climate control systems in all buildings as needed
17. Developed gift shop annual inventory procedures and supervised execution of annual inventory
18. Developed the President's Annual Report for FY 2021-2022
19. Coordinated and supervised all aspects of Pacetti Hotel Museum Development Project including ongoing inspections, maintenance, and Town of Ponce Inlet departmental and committee review, revision, and final document acceptance process