

2015 ANNUAL REPORT



Powel 1765



Grumblethorpe 1744



Physick 1786



Historic Waynesborough 1724

Philadelphia Society for the Preservation of Landmarks

85

1931-2016

PhilaLandmarks.org

Historic House Museums
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In April, several members of our board traveled to Mount Vernon for a special behind the scenes tour with curators Susan Schoelwar and Adam Erby. The tour included a peek at correspondence between President Washington and Elizabeth Powel and even a trip up into the cupola!



Message from the Chair



This year we were reminded that strength comes through adaptability. In our earliest years—85 years ago—PhilaLandmarks was an organization focused primarily on preservation and advocacy. As other organizations took up this mantle, we shifted our focus to administering our four distinct and exceptional house museums. And now we find we are in yet another transition period, as the very nature of house museums continues to evolve. According to a 30-year study by the American Academy of Arts & Science, only 24% of Americans 18-years or older had visited a historic site in 2012. This was 13 points lower than 1982, with the bulk of the decline occurring from 2002 to 2012. This same study indicated that the younger a generation is, the least likely they were to visit a historic site. And likewise, as people age, they were also less likely to visit. So where does that leave us?

As trustees of four of Philadelphia's premiere historical sites, it is our mission to not just preserve our sites, but to keep the histories of these houses alive and relevant. We have learned from our award winning Grumblethorpe Youth Volunteers (GYVs) that offering community-focused programming is a key to building stability. Yet what works in Germantown doesn't necessarily translate to our downtown locations. Declining visitation and changing demographics have required us to open up our houses in new ways. We did some experimenting this past year: hosting a series of John Adams-inspired Sinful Feasts, trying out a Murder Mystery Night, participating in the Philadelphia Fringe Arts Festival with the popular Philadelphia Artists Collective theatre company, and inviting The Head & The Hand Press inside Physick House to host weekly writer's workshops, among other collaborations. We are most proud of our new partnership with the Center for Public History at Temple University which used the Powel House as a learning-lab during the academic year.

Allowing and encouraging new ways to engage with history brings up many questions. The leadership of PhilaLandmarks has been working through how these new uses change our staffing and resource needs. We are also thinking about how we maintain curatorial integrity while creating flexible spaces. It is a process. But we can already see the effects of inviting these new less-traditional audiences into our houses. Not only have our overall visitation numbers increased by 18%, but we have created more opportunities for community interaction. We look forward to building on this momentum.

A handwritten signature in blue ink that reads "Charles P. Keates".

Charles P. Keates, Esq.
Chairman



Message from the Executive Director



We have always known that our houses are very special places. Traditionally, each of our sites represents unique insight into our nation’s “founding” history narrative. And of course, that remains an important focus. Yet we also see that our historic houses represent the history of Philadelphia through time—especially as a microcosm of our national history. When you think about a house museum through the lens of 200 or more years, the stories that emerge are astounding and inspiring. There are so many interesting characters attached to our properties that we were overwhelmed by the thought of expanding our narratives. What should we add to our tours? How might we curate these stories into our houses? We are also being challenged by the major foundations to think about moving beyond the “roped off rooms” and static interpretations. What to do?

So we changed the question. We shifted the focus away from “what should we do?” ...and started asking the question **“What inspires YOU?”**

We opened the doors of our houses and invited in new audiences. Through strategic partnerships we developed some unexpected programming which attracted a decidedly “non-history” crowd. And in the process we—the staff and site managers of PhilaLandmarks—became inspired by the experience of these visitors. Our favorite moment is when someone says “I’ve walked by this house a hundred times and never came in...” Whether it was a Sinful Feast dinner, a theatre production, a farm stand purchase, or a writer’s workshop, these individuals engaged with our histories anew and took away a new appreciation and understanding of the city in which they live. What is more inspirational than that?

We are learning to expand our viewpoint on how our visitors *should* interact with history. Throughout this annual report you will hear from a myriad of voices about what inspires *them* to engage with our historic houses. This feedback is crucial as we work through broadening our outreach and determining new ways to engage the public—both with our current audiences and those we have yet to address. We hope you too will be inspired by the many ways we’ve been able to expand our mission this past year.

A blue ink signature of Jonathan Burton.

Jonathan Burton
Executive Director



Our Mission:

For almost 85 years, the Philadelphia Society for the Preservation of Landmarks (PhilaLandmarks) has played a significant role in both the historic preservation movement and heritage tourism in Philadelphia by restoring, furnishing, and presenting to the public its distinguished house museums—Powel House, Grumblethorpe, Physick House, and Historic Waynesborough. *The mission of Landmarks is to inspire people to engage with history by protecting these four unique sites and by providing related historical, educational, and cultural programming.* Each property presents a distinctive perspective and plays a significant role in their respective communities.

As an organization PhilaLandmarks believes that it is only through understanding and engaging in our histories (architectural, social, political etc.) that we can make decisions about what is important to us today and what we choose to support in the future. This year we made a concerted effort to expand the ways in which our visitors engage with the history. We love an informative tour guide who can bring history to life by channeling grand entertaining through a beautiful piece of porcelain, but we are discovering new ways of sharing. For a writer or an artist, they want to dig deeper, they want to sit down in a room and perhaps spend time writing or sketching. Someone passionate about food wants to enjoy an elaborate meal in a period ballroom. And while some enjoy spending time in our houses watching a play or listening to live music, others are happiest working in the garden. And let's not forget the ghost hunting, s'more making, murder solving, cookie baking, and holiday decorating!



Our Core Values:

- We believe that historic preservation illustrates the value of what endures in our society, and that this inspires people to learn about history and engage with their community.
- We are committed to maintaining our properties and their collections for the long-term, so that they will remain public resources in the future.
- We want our properties to be open and well-used by many different audiences in many different ways.
- We respect the uniqueness of each of our properties, and believe that their different programs, priorities, and places in their communities create great value for PhilaLandmarks and its visitors.
- We are thoughtful and foresighted stewards of the organization's resources and always encourage others to join us.

Historic House Museums:

All four of our houses were especially busy during the 2014/2015 fiscal year. Our intrepid site managers balanced museum hours and tours with special event rentals and many new programming initiatives. We are grateful for the support of our long-standing volunteer guides as well as the help of our dedicated house committee members who took on many important projects this year. These same committee members worked diligently to produce several successful fundraising events at all four of our properties. Here are a few highlights of our very productive year:



From snowplowing to VIP tours, our Site Managers are ready to handle whatever the day brings!



A special thanks to Betsy Mosimann and the Philadelphia Society for Promoting Agriculture who both conserved and donated a portrait of Samuel Powel—their first president—which has been on long-term loan at the Powel House. Here, Jonathan Burton and Vice Chair Greg Montanaro receive the portrait on behalf of PhilaLandmarks at a ceremony held at the Union League.



About ten years ago, Cindy McGroarty was hard at work writing a novel set in 1777 Chester County when she noticed a particular historical marker in Paoli, the town she had recently relocated to. Familiar with the Revolutionary time period she had certainly come across “Mad Anthony” in her research and was delighted to learn he had been born and raised in her new hometown. She noticed a sign for Historic Waynesborough that led her down Waynesborough Road. “What’s this?” she thought. Finally her writer’s curiosity got the best of her and she stopped

in for a visit. She remembers her first visit well:

“On that first visit, I was impressed by the lovely details of the house—old houses stir my imagination—and the well-rendered narrative of the tour guide. The fine period furniture (some of it Wayne’s own), the well-worn kitchen with its sooty fireplace and 18th-century accoutrements, the oil portraits, the General’s blue coat, so well preserved it looked as if he might have worn it yesterday. All of these, along with the facts of Wayne’s extraordinary life, made for a tantalizing tour.”

It was on Cindy’s second visit, a number of years later, that she realized she too wanted to become a tour guide at the house. She is now fully committed to HW, as a member of the house committee and an avid kitchen-garden volunteer.

“I’ve been an eager gardener for years, so when I got the chance to assist Polly [Garnet], I jumped. I’m so glad I did. I’ve learned much from her as we’ve cleaned out the winter debris, turned over the soil and raked in compost, planted tomatoes, herbs, carrots and beets, and then picked the fruits of our labors. Yum!”

She believes such rich and wonderfully preserved history deserves to live on for future generations and she’s committed to helping make that happen.



Partnerships at Work:

Historic Waynesborough is an interesting partnership consisting of multiple parties. Like our other three sites, PhilaLandmarks administers the property with site managers and a dedicated house committee. Unlike our other sites, HW is not owned by us, but by Easttown Township. Each year the township takes on the work of maintaining the grounds. This year they also put in a new driveway. There are two other important components to this partnership, the Anthony

Wayne Foundation, which owns most

of the collections in the house, and the Friends of Historic Waynesborough. The purpose of “the Friends” is to provide funds for urgent projects beyond the capacity of PhilaLandmarks. Established by Anson Taylor in 2005, its members are past chairs of the HW house committee and other long-term volunteers. This year the Friends raised \$36K for exterior painting and much-needed shutter work.



*The Friends of Historic Waynesborough:
Back row, (L.to R.) Shirley Hill, Lynne Anderson, May Holgren, Linda Hawley
Seated: Ann Dennen, Janet Pennell, Betsy Gilpin.
Absent from photo: Pat McOsker, Kathy Schwartz, Mary McElroy, Grace Renner.*

Chris Rother: A Story of Community

A long-time resident of Society Hill, Chris Rother has been a member of the Physick House Preservation Committee since 1995. Like many of her neighbors she appreciates the architectural beauty of the building. But as she sees it, it is much more than a museum; it is a critical neighborhood asset... “a wonderful gathering place where friends old and new can mingle.” Her passion is the garden. “I am reminded how lucky we are to have this oasis in our very urban neighborhood.” This year, when the Penn Museum decided it was time to remove three on-loan statues for conservation work—Dancing Girl and Topsy Faun at Physick and Running Man at Powel—Chris moved right into action. With help from fellow committee member, Donna Thomas, a beautiful cast iron urn planter was located that would fit perfectly where the Dancing Girl once stood. Chris donated this urn to PhilaLandmarks in memory of her late husband W. Klaus H. Rother, who loved the Physick garden as much as his wife.



House Committee Fundraisers

A busy season of fundraising activities started with Oktoberfest at Grumblethorpe. Held annually on the same day as the reenactment of the Battle of Germantown, this year's event attracted over 400 attendees. The Physick House Preservation Committee had a successful FundRaise the Roof wine-tasting party to kick-off their campaign to restore the roof at Physick. The perennial favorite Powel House Holiday party started off a busy December, followed by the Historic Waynesborough Greens Sale & Open House and the Grumblethorpe Holiday Open House hosted by the Youth Volunteers. The Physick House Preservation Committee always starts the New Year with its 12th Night Celebration, followed by their "Annuals Event" plant sale in the spring. The Powel House committee kicked off the 2015 celebration of 250 years of the Powel House with their annual spring Garden Party. This year the celebration was extra special with Mayor Nutter declaring Friday, May 15, 2015, Powel House Day, in the city of Philadelphia. First District Councilman Mark Squilla joined us at the party to share a special citation from the City Council of the City of Philadelphia, which also honored the 250th anniversary of the Powel House. Combined, these fundraising events raised \$33,213.00 for the ongoing operations of PhilaLandmarks and our four historic sites.

Oktoberfest at Grumblethorpe



Physick House Plant Sale



**“Powel House Day” in Philadelphia – Celebrating 250 Years
(Kick-off) at the Powel Garden Party**



Members of the Physick House Preservation Committee continue their multi-year “FundRaise The Roof” campaign



Historic Waynesborough Annual Greens Sale—Anthony Wayne Chapter of the Children of the American Revolution help gather and bundle greens.

Powel House Annual Holiday Party featuring the Orpheus Club singers



Programming and Education

Bringing History to Life, Making it Relevant

We can't think of another year in our almost 85-year history where we have offered as many or as diverse of programming and educational opportunities inside our house museums. Historic Waynesborough featured an intriguing series of author talk-backs with their "People Who Shaped America" program. We continued with Botanical Art classes at Powel along with a variety of theatre performances at both our downtown houses, including Philadelphia Baroque Orchestra's Tempesta di Mare. We joined in the Philadelphia Science Festival by offering an Astronomy Night at Grumblethorpe (which attracted 50 visitors) and through a partnership with the Historical Society of PA developed a science program featuring the Yellow Fever Epidemic of 1793 at the Physick House (leeches included!) There really isn't room to talk about everything that happened this year, so we thought we'd simply share a few inspirational highlights. We all worked hard...and had a LOT of fun along the way!



We welcomed author & historian Francois Furtenburg to our Annual Meeting where he spoke about "When the United States Spoke French" (here pictured with board chair Charles Keates.)

Kathryn Pannepacker: Bamboo Bird Song



Beyond her duties as Grumblethorpe site manager—a job she shares with her wife Diane Dunning—Kathryn Pannepacker is a textile and visual artist. She has painted a number of murals in Philadelphia and has created "shags" on fences around the city. In conjunction with organizations such as The Mural Arts Program, Kathryn has a passion for working with individuals who are in transition; those who are working through addiction, recovery, and re-entry programs. Living and working in Grumblethorpe's bustling Germantown neighborhood—an often intense urban environment—can be quite challenging. But just behind the museum and tenant house is an amazing oasis of peacefulness full of majestic trees, birds, flowers, and all manner of natural escape. This is where Kathryn finds her inspiration.

"Last year I decided to bring one of my simple pipe looms out back here (from my third floor studio), and do a series of work, "Bamboo Bird Song", inspired by the environment. Every dawn and dusk hundreds of birds hiding in the bamboo would chirp an incredible song! I collected leaves from the bamboo, catalpa branches and pods, and all sorts of other materials from the grounds. I mixed these materials with yarns. I love thinking of John Wister, who was a kind and generous people-person; and of Charles Wister Junior, who was a painter and musician. I'm fascinated by the history here."

Bamboo Bird Song was exhibited at the Settlement Music School. Kathryn and Diane welcomed opening night attendees—mostly newcomers—back to Grumblethorpe for a barbeque, sponsored by PhilaLandmarks. Kathryn also participated in Philadelphia Open Studio Tours which attracted even more art-loving individuals to the beautiful grounds of Grumblethorpe. This work has inspired her to start offering field trips and weaving workshops for adults with and without special needs "because of both how soothing and rejuvenating nature is, and how transformative and calming art-making is."



"Working with the PhilaLandmarks sites to recreate our modern day "Sinful Feasts" was an incredible experience. Being able to cook for groups, surrounded by that much history was a moving experience. We are really looking forward to bringing this series back in 2016 for more intimate feasts at the Physick and Powel houses." —**Chef Alex, AG Catering by Alex Garfinkel**



Becoming Elizabeth Powel: Jennifer Summerfield's Journey

“There comes a point in every rehearsal process where you reach a plateau. You’ve done all the background research you can do on your own, you’ve committed lines and motivation to memory, worked out blocking and the arc of the play with your director and fellow actors, and tried to figure out how your character carries herself by wearing shoes and rehearsal clothing you hope will mirror what the costumer gives you later. However, despite all the work you’ve done, you’re still attempting to conjure up the world you inhabit through your imagination. You’re standing in a rehearsal room, with modern appliances and fluorescent lighting, and you’re pretending to see Corinthian columns and crystal chandeliers. You may be sitting on a folding chair, but you have to give the impression you’re perched on a fragile Chippendale. With the right designers, everything comes together when the set is finally completed, usually a few days before opening night. I have a tradition of walking around the set 30 minutes before the curtain rises every evening, just to remind myself that this is where I live during the two hours of the play. I always wish this process could be sped along by having a complete set the first day of rehearsal. It’s always seemed to me that rehearsals and character development would evolve more organically if you knew the world of the production before you made a single decision. Often, blocking and style change once you move from rehearsal room to the stage and set, and this can create a great deal of stress as you near the hour when an audience will be in the room with you.

So, when I was asked to research and develop Elizabeth Powel for American Historical Theatre, the first thing I did, before opening a book or reading a letter, was to go to the Powel House on South 3rd Street and walk those original floorboards and stand in the natural light of the second floor ballroom, look at my reflection in the 18th century beveled glass, glide up and down the grand staircase, my hand lightly touching the banister George Washington, John Adams, Benjamin Franklin, and so many others touched, and sit in the Withdrawing Room, awaiting visitors. You can’t help but feel the electricity of those great minds when you stand where they stood, discussing the events of the day. There is a great deal of mystery surrounding Eliza Powel that her letters in no way dispel, for she was a woman of great social stature who knew her words were likely to be read by people other than the intended recipient. These gaps in her character seem to be filled by the home she helped create with her husband. As I conducted research at the nearby Historical Society, sifting through letters and account books, and read published biographies of the figures surrounding Elizabeth Powel until my eyes were blurry, I knew I could visit her home when my brain reached its daily saturation point, and sit in the silence of those rooms letting all those words and images percolate.

These regular visits to the Powel House, along with a weekend spent at Mount Vernon, were instrumental in informing my characterization of Mrs. Powel, for these houses are perfectly preserved portals to the past, making my job as an actor wonderfully simple.” —**Jennifer Summerfield, actress**



Partnering with the Center for Public History at Temple

“In the fall my graduate course, Managing History, which explores the practical considerations and theoretical issues about the interpretation, preservation, and presentation of history for public consumption, partnered with PhilaLandmarks specifically to look at interpretation at the Powel House. This partnership followed up on the excellent thesis and work of Lyell Funk (Temple MA '15). Building on themes he identified with PhilaLandmarks, and taking into account staffing limitations, Jonathan Burton and I suggested a preliminary step toward expanding interpretation at the House: Self-Guided Tours.



So each of my ten students was assigned to research and develop a guide for visitors to use on their own as they made their way through the building or its surrounding neighborhood. Guides covered Elizabeth Willing Powel's life, investigated Samuel Powel's role as mayor, explored the Jewish Quarter, uncovered the site's preservation history, and connected the house to the history of its industrial neighborhood, which has largely been erased by urban renewal and the forces of gentrification. Students brought to the project all the best practices, theoretical issues, and historiography we study in class and matched the effort with their own primary source research and design skills. It was a challenging project, but one that exemplifies the kinds of work that professionals need to be able to do on the fly.

It was an incredible success. Students had a hands-on experience with a wonderful and vibrant history organization and really saw firsthand the kinds of limitations that such organizations face and the opportunities they find nonetheless. All the while, they had to deal with the very difficult task of creating a historical argument based on evidence for a general public. They had a chance to bring to bear the primary questions of our field on a specific place: Who manages history and memory? Who “owns” history? Who is empowered to tell stories and how did they gain that power? What role does the historian play in the formulation and preservation of public memory? Our partnership gave the students a place to test their own answers to these questions, and it allowed PhilaLandmarks to critically reflect on its work over the last 80+ years. I hope this is just the beginning of a long and productive partnership between PhilaLandmarks and Temple's Center for Public History.” **–Dr. Hilary Iris Lowe, Director, Center for Public History.**

Grumblethorpe Elementary Education Program (GEEP)

GEEP is a basic curriculum that follows and extends the standards of the public and parochial school systems. Classes vary by season and have a strong interaction with the Grumblethorpe garden: from “Think like a Tree” in Kindergarten, planting root vegetables and studying caterpillars for first and second grades, German art forms in the fourth grade, to geography of vegetables, architecture, and history in the fifth grade. We also offer classes in chemistry, astronomy, poetry, exercise and art.

This year, thanks to generous grants from the Connelly Foundation, the Widener Memorial Foundation, Henrietta Tower Wurts Memorial, The Rotary Club of Chestnut Hill, and individual contributions to our Indiegogo online campaign, we were once again able to partner with Prince Hall Elementary, John B. Kelly Elementary, John Wister Elementary, DePaul Catholic, Widener Memorial School, and HMS School for Children with Cerebral Palsy. During the 2014/2015 school year, we served 1,642 unduplicated students who come primarily from the underprivileged, largely African American Germantown neighborhood.





We welcomed Hear Again Radio Project to Physick House in December for a production of “It’s A Wonderful Life.” Perennial favorite Mechanical Theatre brought us three productions this year; “A Christmas Carol” Radio Show in December, “She Stoops to Conquer” in April, and “Much Ado About Nothing” in August. Our Society Hill neighbors greatly enjoyed bringing along their lawn chairs and blankets to the Powel Garden for a bit of summer Shakespeare. In the fall Physick House became the setting for Edouard Border’s *The Captive*, a production of The Philadelphia Artists’ Collective, as part of the Philadelphia Fringe Festival.

“Making theatre in non-traditional spaces can be tricky. But in rare instances like working in the Physick House, it can become an engrossing and immensely rewarding experience. There is a level of authenticity that being in an actual home lends to the theatrical experience that excites an acting company and challenges them to be as truthful as possible. Audience members were quick to tell me how easy it was to become engrossed in a show where you felt like you were spying on real lives - without the trappings of a typical theatrical space. The Physick [House] itself became a character in the play, and I’m really grateful we got the chance to inhabit there for a while.” –**Dan Hodge, Co-Founding Artistic Director of The Philadelphia Artists’ Collective**

Pictured left: Actress Alex Boyle brings the Physick House to life in the PAC production of The Captive.



Our newest programming partner, **The Head & The Hand Press**, utilizes space inside The Physick House offering 8 events per month: a weekly Monday Night Writer’s Group, a bi-weekly Wednesday Night Writer’s Group and other additional events and workshops that currently serve about 20 writers.

“When The Head & The Hand first learned that we needed to move out of our location in Fishtown where we had really built the identity and ethic of our organization, it seemed daunting. But that quickly changed when we partnered with PhilaLandmarks to use office space and the Cincinnati Room in the Physick House for our Workshops. Not only do we feel at home in such a landmark that can inspire so many stories, but the history of the house and the legacy of Dr. Physick really roots our editors, writers and readers in the significance of the events and people who have shaped and who continue to shape the story of Philadelphia.” – **Nic Esposito, Workshop Project Director, Publisher and Founder.**

“A Republic, if you can keep it.” Area high school students were asked to imagine how Elizabeth Powel and the citizens of Philadelphia reacted to Ben Franklin’s advice that “you” the citizen is ultimately responsible for upholding the principles of the American government. Through the Founding Freedoms Essay and Playwriting Contest (funded by the John Templeton Foundation), the play *Com[promising] Future* was written by senior Angela Bey, and produced by the Philadelphia Young Playwrights and the National Constitution Center, with performances running throughout the month of July.

“Visiting the Powel House definitely helped me contextualize the lives of the characters I was writing about. It humanized the history, when you hear about these historical figures like Elizabeth and Samuel Powel, and their servants while you are standing in the rooms they inhabited. And seeing all that up close and personal made it feel down to earth and specific. Standing in the warming kitchen and

imagining the life of the house became a way in for me to make my play, *Com[promising] Future*, feel more real.” –**Angela Bey, Winning Student Playwright**

“Bringing our design team through the house for Angela’s play allowed us to share in a specific and accurate imaginative world as we

considered the design and aesthetic of the play. The knowledgeable and imaginative staff knew how to share their deep knowledge about the house and the period in a way that excited the imagination of our team.” –**David O’Connor, Resident Director, Philadelphia Young Playwrights**



The Grumblethorpe Youth Volunteers (GYVs)



The Grumblethorpe Youth Volunteers (GYVs) are a group of twenty students in grades sixth through twelfth who perform voluntary community service at Grumblethorpe and other historic sites throughout Historic Germantown. Started in 2006, the GYV program sought to find a place for middle and high school youth who had graduated from the GEEP program. Youth are taught baking skills, crafts and the history of Grumblethorpe so they can learn to give house tours. During the school year, GYVs meet monthly. They have an elected board consisting of a president, vice-president, secretary and treasurer and have developed a group charter. They help with Grumblethorpe and Historic Germantown events throughout the year. They sell homemade pies for Thanksgiving and can fruit for sale at the GYV-run Farm Stand. The GYV's remain our most dedicated volunteers working tirelessly in the garden during the week and at the weekly farm stand held on Saturdays during the growing season.



A BIG thank you to the Philadelphia Cultural Fund for sponsoring our farm stand this year. This funding combined with contributions from the Philadelphia Youth Network allowed us to hire one of the GYVs, Antonio, as a manager for the season. We handed over our Instagram account to the kids one Saturday, and this is what they chose to share with the world:

#MeetTheGYV



Russel is a 10th grade student at Hill Freedman World Academy. Dedicated to servicing his community, he has been a GYV for 3 years. He loves the plants and tends to them with the utmost care. However, he hates pics. Hence the [#BugsEyeView](#)



Jordan is 18 and he just graduated from Mastery Charter School. Humble, playful, and endearing he is the [#MASTERMIND](#) behind our Ice Cream we are branding as Das Eis. He has been a GYV for 6 years and a source of friendship for every child, adult, and neighbor visiting us. That smile you see in this picture is a familiarity to us all.



MyKyah is a 16 year old student at High School of Engineering and Science. A very calming person she is ALWAYS unmoved. Nothing surprises her or catches her off guard, hence why she is such a strong GYV.



Khyrel is a 7th grader at Mastery Pickett. He is the most humble and quiet of our GYV's. Always focused and attentive he is super productive and fits the little brother job like no other.



Stephen is a 19 year old volunteer. He has been a GYV for 4 years. An ultimate realist, this picture represents Stephen's personality. In his words "My name is Stephen. I love the garden, and working with plants. Im a strong person. BUT I DON'T do dishes." [#LoveYaSteve](#) [#ItsOkayWeCanDoThem](#) [#HoweverYaTurnComingSoon](#)



[#lookwhocametovisit](#) This is THE Kelly Alsop. A GYV original she was part of the first GYV group. She has been all over the world to London, Scotland, France, Spain, Jamaica, Sicily and Rome taking classes in travel abroad at Arcadia University. This following year she will be the FIRST GYV to graduate College! & Even after being all around the world, she STILL says we have the BEST ice cream. LOVE YOU KELLS !!!



The Fairmount Park Guides visited Historic Waynesborough in May.

Social Media Outreach

You might have noticed a funny message suddenly appearing on all our published materials this year—emails, eblasts, invitations, posters, postcards, and the like:

Find Us @PhilaLandmarks on Facebook, Instagram & Twitter



What does this mean? It means PhilaLandmarks is connecting to more individuals, in more places, beyond the walls of our houses, like never before. We are able to share our events, often using eye-catching photographs, and engage with larger audiences. We are also connecting to other non-profits (potential partners) and foundations (potential donors). We gain a much bigger picture of what's going on in our own communities and related communities across the country.

At the beginning of this fiscal year we started with a little-used Facebook page. Through regular posts and engagement, we grew from 264 “likes” to 790 “likes” in FY 2015. Organic reach for the time period was 43,290 individuals. Supplemented with a few paid posts, our grand total was 53,550 individuals reached through our Facebook page. But it's not just about volume of eyes, but reaching key players that can help us move forward with our mission. We have connected to several important organizations and individuals.

In October 2014 we added an Instagram account. We gained approximately 250 followers our first year. Our Twitter account was added in December 2014. We added approximately 200 followers, and with 290 “tweets” sent out we reached 27,846 impressions. This means our tweets reached the Twitter stream of more than 27 K individuals.



Now's the time to stop by the Physick House garden to see the Magnolia Blossoms!
#philalandmarks #physickhouse #magnoliablossoms



The Powel House was full of spirits tonight. Thanks to Chip Coffey for a fabulous event and all the folks he brought out to the house. We loved sharing our history with you all!
#chipcoffey #PhilaLandmarks #powelhouse #spiritsofpowel



Which one of our GYVs will end up in the
#WhiteHouse #GYV #Grumblethorpe #PhilaLandmarks #DC

PhilaLandmarks Road Scholar



In conjunction with Road Scholar (Elderhostel) the not-for-profit world leader in lifelong learning, PhilaLandmarks has been creating and hosting educational adventures throughout Philadelphia and the countryside since 1992. Offering approximately sixty programs over a ten-month period, PhilaLandmarks Road Scholar is one of the largest contributors to our city's cultural institutions, which includes patronage of four- and five-star hotels, and upscale restaurants. Popular programs range from signature city tours featuring our national historic treasures, to art and garden focused tours, all featuring exclusive access and insight from experts in their fields. We also offer international programs to London and Paris focusing on history and art aboard the Queen Mary 2.

Our popular "National Treasures of History and Heritage" program remained strong this year, as did the "World of Art" program which focuses on the Barnes Foundation, The Pennsylvania Academy of Fine Arts, The Philadelphia Museum of Art and Indoor Sculptures at The Rodin Museum and Outdoor Sculptures around the City. This program includes our Barnes Foundation seminar which is exclusive to Road Scholar participants. We were excited to add an overnight stay at the Philadelphia Zoo to our Intergenerational program which involved our executive director, Jonathan Burton, and Road Scholar director, Pixie Biddle, acting as camp counselors for the night! We also participated in the Powel 250 celebrations with a special lecture and tour given by Amy Henderson Ph.D., a scholar on the material culture and social history of the Colonial and Revolutionary Periods. The Philadelphia Flower Show programs were strong despite a bit of March madness (aka snow and ice storms) to start the week. Our newest horticulture delights program proved hugely popular as we viewed outstanding gardens in three states.

PhilaLandmarks Road Scholar brought 922 visitors to our region in 2015, contributing \$844,000 to the local tourist economy, while also adding \$32,000 to PhilaLandmarks (net) earned income revenue.

Testimonials from PhilaLandmarks Road Scholar Attendees:

"The Barnes Foundation is certainly not an institution that can be visited in a casual way. The art is wonderful. A visit can be very problematic and overwhelming due to the way the art is presented. This road scholar program does a wonderful job of helping unlock the mysteries of Albert Barnes' thinking as to how he displayed his art and other objects. It is truly a treat to see so much wonderful art in one place. The Durand Ruel exhibition at the Philadelphia Art Museum was certainly an added bonus for this program. It served as magnificent finale to the 3 days at the Barnes."

—David from Johnstown, NY (Barnes Seminar Program, July 2015)

"This was a wonderful few days with visits to the major museums...with good docent tours & special Impressionists/Paul Durand-Ruel exhibit. It was good to have 2 separate times at the Barnes. Especially good was the coach tour of urban sculpture & Rodin with John Giannotti."

—Donald from Gainesville, FL (World of Art Program, Sept 2015)

"Philadelphia has been way too modest in claiming its huge role in establishing intellectual freedom in the U.S. I was amazed to learn about all the "firsts" they established—way beyond the post office and fire department we learned about in grade school. What a beautiful restoration of the historic places—where our nation truly began. Really a fine program."

—Iris from Andover, MN (Signature City: National Treasures, Sept 2015)



Special Event Rentals

Historic Waynesborough had 33 events and continues to grow rental revenue thanks to its unparalleled dedicated-event spaces in Paoli, while the Powel and Physick Houses offer the only private event space with beautiful gardens in Philadelphia's historic district. Physick hosted 17 events, while Powel hosted 30 events plus several special fundraising events including EgoPo Theatre Company, St. Peter's School, Samuel Powel Elementary, and Young Friends of Independence National Historic Park. Through expanded social media outreach and the introduction of new catering partners, our special event rentals remain a strong revenue stream for PhilaLandmarks. Grumblethorpe hosted a special wedding party that brilliantly illustrates just how meaningful weddings and special events at our historic sites can be for attendees:

"Both Nick and I are social workers, nature-lovers, and history buffs. It was important to us to be married in Philadelphia, where we met. We also were committed to choosing a venue where we knew our money would be going toward something other than corporate salaries. The fact that Grumblethorpe was deeply invested in the neighborhood and the city made us the most excited. As social workers, we understand the importance of investing in a community through education and service. It might sound crazy, but when we realized that our deposit would be going toward PhilaLandmarks, in part to support programming at Grumblethorpe, we were happy to pay it! Getting married at GT let us become a part of living history as our wedding became one more chapter in the beautiful story of the house and grounds.

Afterward, our guests raved about the "secret garden" we had found and how delighted they were at being able to take a tour of the house during our reception. Many people who attended our wedding were lifetime residents of Philadelphia but had never even known that Grumblethorpe existed. It was a delight to share such a beautiful and meaningful space with all of our most important family members and friends. Thank you, Diane, Kathryn, Jonathan, and the PhilaLandmarks team for making our wedding day the most memorable day of our lives." **-Lillie Otte**



**STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
YEAR ENDED SEPTEMBER 30, 2015**

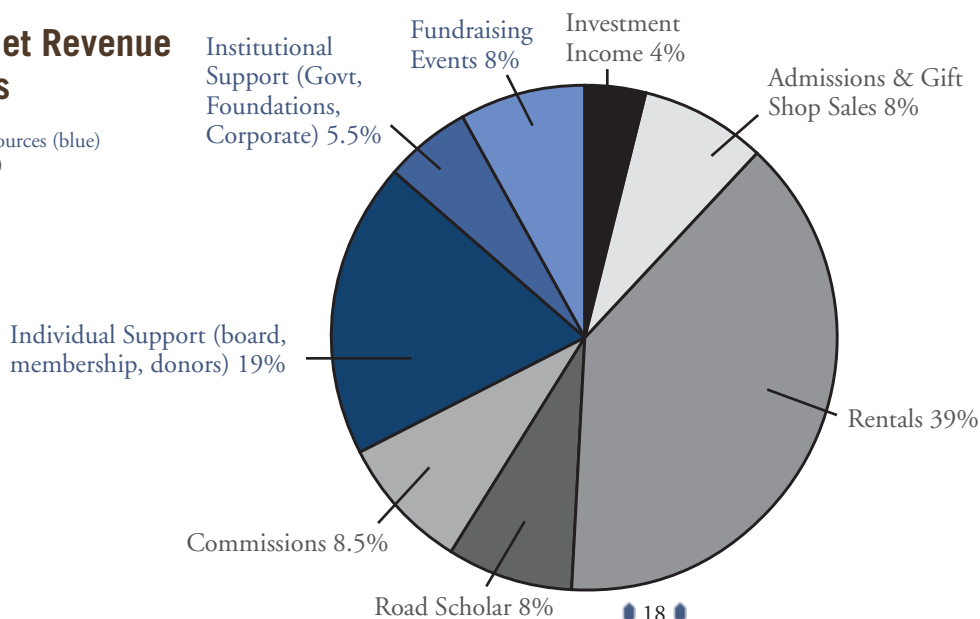
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue And Support				
Contributions and Grants: Unrestricted	\$ 85,071			\$ 85,071
Contributions and Grants: Restricted	8,270	\$149,723		157,993
Events Income (net of direct costs)	33,213			33,213
Road Scholar	895,962			895,962
Rental Income	159,315			159,315
Admissions	15,290			15,290
Commissions	35,073			35,073
Memberships	6,930			6,930
Museum	2,138			2,138
Program Activities	14,902			14,902
Interest and Dividends	4,453			4,453
Unrealized Gain (loss) on Investments	(9,290)			(9,290)
Realized Gain (loss) on Investments	23,013			23,013
Net Assets Released from Restrictions	<u>129,365</u>	<u>(129,365)</u>		
Total Revenue and Support	<u>1,403,705</u>	<u>20,358</u>		<u>1,424,063</u>
Expenses				
Program Services				
Road Scholar	863,963			863,963
Other programs	<u>364,722</u>			<u>364,722</u>
Total Program Services	<u>1,228,685</u>			<u>1,228,685</u>
Support Services				
Administrative and General	<u>219,316</u>			<u>219,316</u>
Total Expenses	<u>1,448,001</u>			<u>1,448,001</u>
Changes in Net Assets	(44,296)	20,358		(23,928)
Net Assets, beginning of year	2,023,846	90,233	379,197	2,493,276
Net Assets, end of year	<u>\$1,979,550</u>	<u>\$110,591</u>	<u>\$379,197</u>	<u>\$2,469,338</u>



Our financial performance this year is consistent with the theme of this report. As our organization matures, we maintain relevancy by engaging our communities in fresh and non-traditional ways. While we continually address the issues of maintaining very old buildings, we are simultaneously investing in the future. We made important investments in staff, which allowed us to reach out through innovative programming, yet we were still able to approach a break-even point and maintain our balance sheet strength. Continued efforts to grow our membership and donor bases will allow us to continue to make history, not become history.

2015 Net Revenue Sources

contributed sources (blue)
earned (black)



PhilaLandmarks Donors October 1, 2014 to September 30, 2015

The names listed here reflect total gifts, grants, contributions, memberships, restricted gifts, and fundraising events during our Fiscal Year 2015:

Grants

General Operating

Commonwealth of PA, Pennsylvania Historical & Museum Commission
The Philadelphia Foundation,
The Grumblethorpe Fund

Project and Program

Philadelphia Cultural Fund –
Grumblethorpe Farmstand

Landmarks Education Programs

Connelly Foundation
The Rotary Club of Chestnut Hill
Widener Memorial Foundation
Henrietta Tower Wurts Memorial

Gifts to Restricted Accounts

Powel Endowment Fund

Mr. and Mrs. Murat Aslansan
William and Sherrin Baky-Nessler
Jonathan Burton and Christina Simeone
Geoffrey and Lee Dennis
Mr. and Mrs. Peter A. Dunn
Econsult Solutions
KPMG LLP
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MGA Partners
Steven Schatz
Mark Wade
Linda Witt

Powel Collections Fund

Geoffrey and Lee Dennis

Powel Garden Fund

Linda Witt

Powel Repairs & Maintenance Fund

Geoffrey and Lee Dennis
Howard J. Sedran and Martha Levine
Sarah Jackson

Grumblethorpe Garden Fund

Green Street Monthly Meeting
William Hengst

Grumblethorpe Horticulturist

Thomas Rosato Foundation
Mrs. Malcolm L. Wister

Grumblethorpe Repairs & Maintenance Fund

Loretta Witt

Physick House Roof Fund

Friends of Physick House
Friends of Three Bears Park
Bartlett Tree Experts
Dr. Physick Soda Co.
East River Bank
Howard J. Sedran and Martha Levine
Neff & Associates
Society Hill Civic Association
Pamela Rosser Thistle
Barrie Trimmingham



Special Thanks



Chef's Table Catering
Day By Day Catering
DiBruno Brothers Catering
Diverse Catering
Jose Garces Catering
Ghost Tour of Philadelphia
Jeffrey Miller Catering
Ocean Tents
AG Catering
Petals Lane
American Historical Theater
Historical Society of Pennsylvania
Pennsylvania Hospital Education Program
Philadelphia Baroque Orchestra,
Tempesta di Mare
Mechanical Theatre
Friends of Independence National
Historic Park

Visit Philly

National Constitution Center
Museum Council of Greater Philadelphia
Philadelphia History Museum
Independence Visitors Center
The Center for Public History,
Temple University
Philadelphia Young Playwrights
The Head and The Hand Press

Government

Pennsylvania Historical & Museum
Commission
Philadelphia Cultural Fund

Foundations

Avery Foundation
Connelly Foundation
The Hamilton Family Foundation
Howard J. Sedran Family Foundation
The Philadelphia Foundation
The Thomas Rosato Foundation
Sam and Kate Sidewater Foundation
Widener Memorial Foundation
Henrietta Tower Wurts Memorial

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Econsult Solutions
Friends of the Physick House Museum
Friends of Three Bears Park
Green Street Monthly Meeting
Jeffrey Miller Catering
Johnson & Johnson Matching Gift Program
KPMG LLP
Neff & Associates, Inc.
Society Hill Civic Association
Tompkins Insurance Agencies

\$10,000+

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\$5000+

Tim and Pam Alles
Mrs. Malcolm L. Wister

\$1000+

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Dr. and Mrs. Fraser H. Brown
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For year ending September 30, 2015

Thanks to our dedicated volunteer committees for the roles they play in carrying out our mission.

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Sarah Maxwell
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Site Manager

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Cheryl Snyder
Sally Spargo
Karen Steenhoff
Judy Thurman
Ellie Wilson



Site Managers

Lynn and Paul Gluck

* Term completed

In Memoriam



Jane Eiman



Carla Weinberg



Jarvis Whitaker

Those of you familiar with our founding story, how Frances Anne Wister and her cohorts purchased the Powel House to save it from impending demolition, know the legacy of the (mostly) women who—during the depths of the Great Depression—twisted arms, raised awareness, and ensured the survival of one of Philadelphia's great houses. They formed the Bridge & Tea Committee along with the Needlework & Exhibition Committee, to raise the funds needed to not just preserve Powel House, but to turn it into a house museum open to the public. Through time, this group of dedicated women would be called the “Ladies Committee” and still later just “The Powel House Committee” when they expanded in recent years to include several men in their ranks. While getting ready to celebrate the 85th anniversary of PhilaLandmarks in 2016, we have been going through our archives and have been reminded just how extraordinary these Powel House women really were.

This year we were deeply saddened by the passing of three of our long-time Powel House committee members, Jane Eiman, Carla Weinberg, and Jarvis Whitaker. All three of these women exemplify the legacy of what it means to be a “Powel House woman”...enthusiastic, resolute, and indefatigable. We estimate that between these three ladies they have volunteered almost 80 years of time, with Jane Eiman being one of the longest-serving committee members (of any house) having joined the Powel committee as a young woman in the 1960s. Imagine how many holiday and garden party fundraisers these three helped organize through the years? Jane also enjoyed giving tours of Powel House and in her later years she could be found most Thursday afternoons at the house, ready to share her passion with tour-goers.

All of our houses have a dedicated core of long-time docents. We lost two veterans this year, Ralph Gladstone, who was known to give the Powel tour in any of five different languages and Chuck Vogan who had a passion for all things Anthony Wayne out at Historic Waynesborough.

If our house museums are special places, they were made so by dedicated individuals such as Jane, Carla, Jarvis, Ralph, and Chuck. We will miss you all.

PhilaLandmarks Staff

Jonathan Burton, Executive Director

jburton@philalandmarks.org

Mickey Herr, Communications & Development Director

mherr@philalandmarks.org

Margaret 'Pixie' Biddle, Road Scholar Director

mbiddle@philalandmarks.org

Jorja Fullerton, Administrator

Donna Baldino, Powel/Physick Education Coordinator

Diana Thompson, Grumblethorpe Education Coordinator

Andy Jickling, Grumblethorpe Horticulturalist

Jennifer and Alvin Davidson, Powel House Site Managers

Diane Dunning and Kathryn Pannepacker, Grumblethorpe Site Managers

J. Del Conner, Outgoing Physick House Site Manager

Suzanne Seesman and Ben Stout, Incoming Physick House Site Managers

Lynn and Paul Gluck, Historic Waynesborough Site Managers

Interns: Lyell Funk, Sarah Fife, Sara Hawken

Powel House, 244 South Third Street, Philadelphia 19106

Grumblethorpe, 5267 Germantown Avenue, Germantown 19144

Physick House, 321 South Fourth Street, Philadelphia 19106

Historic Waynesborough, 2049 Waynesborough Road, Paoli 19301

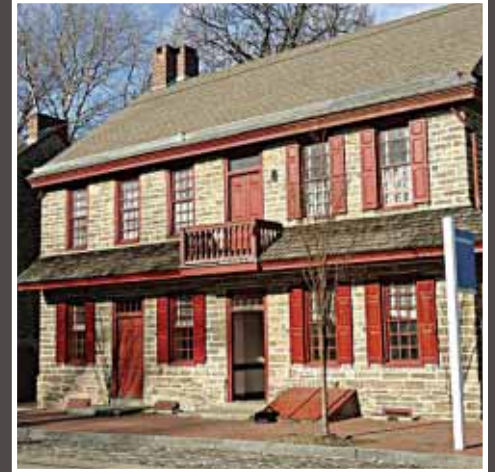


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Kyle Cassidy/ kylecassidy.com: (all those beautiful photos of Jennifer Summerfield aka Eliza Powel and her friends, Washington & Lafayette.)

Sam Quinn/ samquinnphoto.com (Powel House Garden Party)

Cynee Photographers/ cyneephoto.com (Nick & Lillie Otte Wedding)

Wide Eyed Studios/ wideeyestudios.com (Actress Alex Boyle/PAC)

Tim & Joyce Ratner/ orpheusclub.org (Powel House Holiday party)

Bob Murphy (GEEP photos)

Staff/volunteer contributions: Mickey Herr, Diana Thompson, Kathryn Pannepacker, Jennifer Schultz, Jonathan Burton, Allison Ostertag, Linda Hawley, and Pixie Biddle

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