



Organization Name: Davis Kettering Birthplace Museum

Director: Karl Mack

Address: 200 Bridge St.
Old Bridge, NY 12755

Phone: 716-215-3030

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Email: director@friendsofdavis.org

Institution's Website Address: <http://friendsofdavis.org>

Contact Person: Bob Wagner

Phone: 716-215-3030

Title: Volunteer Curator

Fax: 716-215-3031

Email: info@friendsofdavis.org

INSTRUCTIONS

Please send one copy of a completed application form to DHSPNY at the Conservation Center for Art & Historic Artifacts (CCAHA) and one copy of the following: commitment letter from Director or Board Chair; proof of tax exempt status; most recent annual financial statement; list of all board members and key staff; list of names and titles of staff and board members to be involved in the strategic planning process; and any other relevant background information such as brochures, rack cards, survey summaries, etc.

Application materials are always accepted. Application deadline to be announced.

The **application form** is divided into a narrative and a general information section. Responses to the narrative section should be provided on a separate sheet. In the general information section, check off all applicable answers to each question. If a question is not relevant to your organization, circle the question number. If you are a department, division, or section of a larger organization (ex: archives department in a larger museum, a university archive or library) please answer questions about staff and budget in regards to your department, division, or section rather than the institution as a whole.

The **commitment letter** should demonstrate the organizational and board support necessary for strategic planning. Depending on your organization, this letter should be signed by the Executive Director or Board Chair.

DHSPNY Staff is available to assist you in completing the application form. Please call Anastasia Matijkiw, DHSPNY Program Coordinator, for assistance or additional information at 215-545-0613 or amatijkiw@dhpsny.org.

Return completed form to: Documentary Heritage and Preservation Services for New York
Conservation Center for Art and Historic Artifacts
264 South 23rd Street
Philadelphia, PA 19103
info@dhpsny.org

Section I - Application Narrative

Please answer these questions on a separate sheet (five pages maximum).

1. Briefly describe the mission and history of your organization.
2. What is the historical significance or uniqueness of your collection, and how are your collections holdings related to the mission of your organization?
3. Briefly describe the types of materials in your collections and the approximate total size of your collection.
4. Briefly describe any past planning efforts at your institution. (Note: Previous strategic planning experience is not required for application.)
5. Describe your organization's finances over the past three years, referring to total expenses and revenues reported for each of the years. Provide an explanation for any trends or variations including sources of revenue, major expenditures, etc.
6. During the past three years, what have been the major sources of revenue for your organization? Has your organization received any grant funding?
7. Please describe any major accomplishments or events that have occurred within the past three years. Do you anticipate any significant transitions to occur during the coming year?
8. Explain why entering a program to develop a strategic plan is appropriate for your institution at this time.

Section II - General

1. County:

- | | | | | |
|-------------------------------------|---|-------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> Albany | <input type="checkbox"/> Alleghany | <input type="checkbox"/> Bronx | <input type="checkbox"/> Broome | <input type="checkbox"/> Cattaraugus |
| <input type="checkbox"/> Cayuga | <input type="checkbox"/> Chautauqua | <input type="checkbox"/> Chemung | <input type="checkbox"/> Chenango | <input type="checkbox"/> Clinton |
| <input type="checkbox"/> Columbia | <input type="checkbox"/> Cortland | <input type="checkbox"/> Delaware | <input type="checkbox"/> Dutchess | <input type="checkbox"/> Erie |
| <input type="checkbox"/> Essex | <input type="checkbox"/> Franklin | <input type="checkbox"/> Fulton | <input type="checkbox"/> Genesee | <input type="checkbox"/> Greene |
| <input type="checkbox"/> Hamilton | <input type="checkbox"/> Herkimer | <input type="checkbox"/> Jefferson | <input type="checkbox"/> Kings | <input type="checkbox"/> Lewis |
| <input type="checkbox"/> Livingston | <input type="checkbox"/> Madison | <input type="checkbox"/> Monroe | <input type="checkbox"/> Montgomery | <input type="checkbox"/> Nassau |
| <input type="checkbox"/> New York | <input checked="" type="checkbox"/> Niagara | <input type="checkbox"/> Oneida | <input type="checkbox"/> Onondaga | <input type="checkbox"/> Ontario |
| <input type="checkbox"/> Orange | <input type="checkbox"/> Orleans | <input type="checkbox"/> Oswego | <input type="checkbox"/> Otsego | <input type="checkbox"/> Putnam |
| <input type="checkbox"/> Queens | <input type="checkbox"/> Rensselaer | <input type="checkbox"/> Richmond | <input type="checkbox"/> Rockland | <input type="checkbox"/> Saint Lawrence |
| <input type="checkbox"/> Saratoga | <input type="checkbox"/> Schenectady | <input type="checkbox"/> Schoharie | <input type="checkbox"/> Schuyler | <input type="checkbox"/> Seneca |
| <input type="checkbox"/> Steuben | <input type="checkbox"/> Suffolk | <input type="checkbox"/> Sullivan | <input type="checkbox"/> Tioga | <input type="checkbox"/> Tompkins |
| <input type="checkbox"/> Ulster | <input type="checkbox"/> Warren | <input type="checkbox"/> Washington | <input type="checkbox"/> Wayne | <input type="checkbox"/> Westchester |
| <input type="checkbox"/> Wyoming | <input type="checkbox"/> Yates | | | |

2. Type of Organization

- | | | |
|---|---|--|
| <input type="checkbox"/> Academic archive | <input type="checkbox"/> Independent non-profit archive | |
| <input type="checkbox"/> Academic library | <input type="checkbox"/> Public library | <input type="checkbox"/> Special library |
| <input type="checkbox"/> Historical Society | <input type="checkbox"/> Historic house/site | |
| <input checked="" type="checkbox"/> Museum | <input type="checkbox"/> Non-profit with library and archival collections | |
| <input type="checkbox"/> Other _____ | | |

3. Staff size:

Full Time: 0 Part Time: 1
Volunteer: 12 Students/Interns: 0

4. Is your organization open to the public? Y N

Note hours open.
Weekdays 11 AM – 6 PM
Saturday 11AM – 3 PM

5. Number of visitors per year: 720 (average of previous 3 years)

6. How do you make your archival materials available to the public and researchers?
Archival materials are available to researchers by appointment during regular business hours. We also make reproductions available by request, when possible.

7. Number of researchers per year: approximately 50

This application was completed by: Bob Wagner 5/23/17
Name/Title Date

Volunteer Curator

Authorization Signatures: Karl Mack 5/23/17
Senior Staff Position Date

Lloyd Padgett 5/23/17
Senior Board Position Date

CHECKLIST FOR ENCLOSURES

Please include **one (1) copy** of the following:

- Completed application form with responses to the narrative section
- Copy of commitment letter from Director or Board Chair
- Proof of tax exempt status
- Most recent annual financial statement (or Form 990, if audit is not available)
- List of all board members and key staff
- List of names and titles of staff and board members to be involved in the strategic planning
- Other relevant information, such as brochures, rack card, survey summaries, etc.

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ALL APPLICATION MATERIALS MUST BE POSTMARKED OR RECEIVED VIA EMAIL BY MARCH 1, 2017

Return completed form to:

Documentary Heritage and Preservation Services for New York
Conservation Center for Art and Historic Artifacts (CCAHA)
264 South 23rd Street
Philadelphia, PA 19103
info@dhpsny.org

For further information, contact CCAHA:

Tel: (215) 545-0613

Fax: (215) 735-9313

Email: amatijkiw@dhpsny.org

Web site: www.dhpsny.org

1. Briefly describe the mission and history of your organization.

The Museum's mission is to preserve the legacy of local industrialist and inventor Davis Kettering through the maintenance of his birthplace and a personal archive and museum housed in a newer facility on the original grounds. Kettering's birthplace was built in 1840, placed on the State Register of Historic Places in 1990, and an addition housing archival collections was completed in 1997—this year marks our 20th anniversary. We aim to engage and educate the local community about Kettering while presenting his work in context of the history of the entire region.

2. What is the historical significance or uniqueness of your collection, and how are your collections holdings related to the mission of your organization?

The Museum's collections constitute the largest, most comprehensive single record of the life and work of Davis Kettering. Museums and archives throughout the country feature select items within larger collections related to American inventors and entrepreneurs, but ours is the most comprehensive collection focused solely on Kettering, representing the entire arc of his life and career.

We fulfill our mission to educate the public about Kettering, and by extension the industrial history of the entire region, through ongoing public exhibitions in three main exhibit spaces and group tours of the Kettering House. Through an education outreach program, school groups from around the state are bussed in for tours, and we hold an annual Fall Festival that serves as our biggest fundraiser and is attended by nearly 500 people each year.

3. Briefly describe the types of materials in your collections and the approximate total size of your collection.

Our entire collection includes approximately 2,000 items ranging from documents, such as manuscripts, letters, correspondence, patents, and a 500-volume personal library, to objects like clothing, tools, games, and jewelry.

4. Briefly describe any past planning efforts at your institution.

In 2007, the Kettering Museum's Board of Trustees took advantage of a free planning consultation sponsored by the New York Museum Consortium. The program's coordinator, Russell McDaniel, met with members of the board and the museum director in a daylong session to assess the organization and outline recommendations. Mr. McDaniel noted expenses from facility upgrades but stated that our financial picture was healthy and expenses had been carefully measured. Board involvement was active, and a clear development plan was in place. Board and staff were both committed to the continued growth and expansion of the organization. One recommendation that came from the 2007 consultation was the implementation of a planning committee to develop long-range strategies for outreach and marketing, staffing and volunteer recruitment, and facility issues.

More recently, in 2013, the Museum applied for and received a grant from the New York Preservation Association to conduct a preservation survey and facility condition assessment. With the assistance of a local contractor, the assessments identified approximately \$20,000 in recommended environmental improvements, most of which we were able to implement through fundraising efforts over the next two years.

5. Describe your organization's finances over the past three years, referring to total expenses and revenues reported for each of the years. Provide an explanation for any trends or variations including sources of revenue, major expenditures, etc.

Our total operating income for the past three years was within a range that's been basically consistent for the past decade. The amounts were \$112,589 (2014), \$130,645 (2015), and \$115,798 (2016).

Operating expenses for those years were \$115,781 (2014), \$120,645 (2015), and \$116,918 (2016). Across a 20 year timeframe, we had major expenditures in 1997 due to the construction of our current facility, but development efforts improved on the strength of our new museum space and increased programming.

In the past ten years, grant funding has made up an average of about 40% of our annual budget, while individual donations and other fundraising made up the balance. The only unusual recent development activity has been a 2009 bequest of \$10,000 that we received through the estate of local philanthropist Dot Wiggin.

6. During the past three years, what have been the major sources of revenue for your organization?

Our major revenue sources are membership, Fall Festival and Kettering Days sponsorships, museum admissions, individual donations, and gift shop sales. Our development committee has also made a priority of targeting local businesses and locally-based corporations for support. As a result, in the past two years, foundation and corporate support has greatly increased and now makes up 11% of our total budget.

Traditionally, the Fall Festival (usually held in the first weekend of October) is our biggest revenue generator of the year. The income for last year's event, for example, was approximately \$20,000, earned over a three-day weekend of events, including a pancake breakfast, charity run, and concert event.

Other revenue sources that are harder to predict include donations of stock, matching funds, memorials, and responses to special appeals. Those amounts ranged from about \$2,000-11,000 during the past three years.

7. Has your organization received any grant funding?

In the past three years, the Museum has received grants from the Glen Matlock Foundation; D. Wiggin Family Fund; Edgerton-Hatch Memorial Association; New York Museum League; Friends of Ike Dunbar Corp.; Preservation Society of the Atlantic Coast; and the Old Bridge Community Fund.

8. Please describe any major accomplishments or events that have occurred within the past three years. Do you anticipate any significant transitions to occur during the coming year?

One major accomplishment for the Museum has been a complete recreation through photographs of the original décor and layout of the Kettering House, which had been completely stripped and in a state of deterioration when we acquired the building. This involved structural renovations, as well as locating and purchasing some period items that were not in our collection.

For the past three years, attendance and revenue for our annual Fall Festival fundraiser have steadily increased, and there are plans to develop a similar event in the spring. In 2016, we used a portion of this added revenue to replace some exterior components of the HVAC system that had been badly damaged by storms the previous year.

We do not anticipate any significant changes or transitions in the foreseeable future.

9. Explain why entering a program to develop a strategic plan is appropriate for your institution at this time.

The Kettering Museum has experienced modest growth in recent years, and is in a fairly stable financial position at the moment, but we recognize the need for a clear and detailed long-term plan to ensure

continued growth. We would like to capitalize on the recent gains we've made in marketing and outreach and continue to expand our role in the local heritage community. We also know firsthand the value of strategic planning from the planning assistance that we received at points in the last ten years. As an organization, we are ready to revisit our mission and current policies and establish a new set of goals and objectives to advance our mission.