



ARTHURDALE HERITAGE, Inc.



# 2022 ANNUAL REPORT

Arthur Dale Heritage, Inc. | Oct 1, 2021 - Sept 30, 2022

# 2021-22 VICTORIES

Restoring and Preserving the Cultural Heritage of  
the Nation's First New Deal Homestead Community

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- **\$361,722 awarded in grants** from 11 different funding sources
- **Restored the rear of historic Center Hall** including new siding and windows
- **Refreshed the interior of Center Hall**, AHI office, and Craft Shop including new paint, acoustic panels, and new floors
- **Expanded our staff** to include a Curator/Director of Education and Craft Shop/Arts Program Director
- **Created 3,200 sq. ft. of outdoor event space** from the ruins of the furniture factory behind Center Hall
- **Record turnout for the New Deal Festival**, with more than 1,300 people in attendance
- **Increased heritage programming** options for children and families, with 3,089 participants in 2022
- **Record-breaking tour numbers**, with 1,027 visitors this year
- **Hosted the Smithsonian's Crossroads exhibit** in December 2021 - January 2022




# OUR STAFF & BOARD OF DIRECTORS



**Executive Director**  
Darlene Bolyard



 **AmeriCorps**  
Kendyl Bostic



 **AmeriCorps**  
Katie Thompson



**Curator & Director of Education**  
Elizabeth Satterfield



**Craft Shop & Arts Program Director**  
Rachel Harper



**Program Assistant**  
Claire Tryon

## BOARD OF DIRECTORS

**President:** Mary Carlson West

**Vice President:** Ed Turnley

**Secretary:** Anne Sroka

Eddie Adams

Gary Toothman

Drew Brubaker

Randy Vealey

Ronda Dalton

Randy Weaver

Taryn Moser

### Advisory Members

Steve Antoline

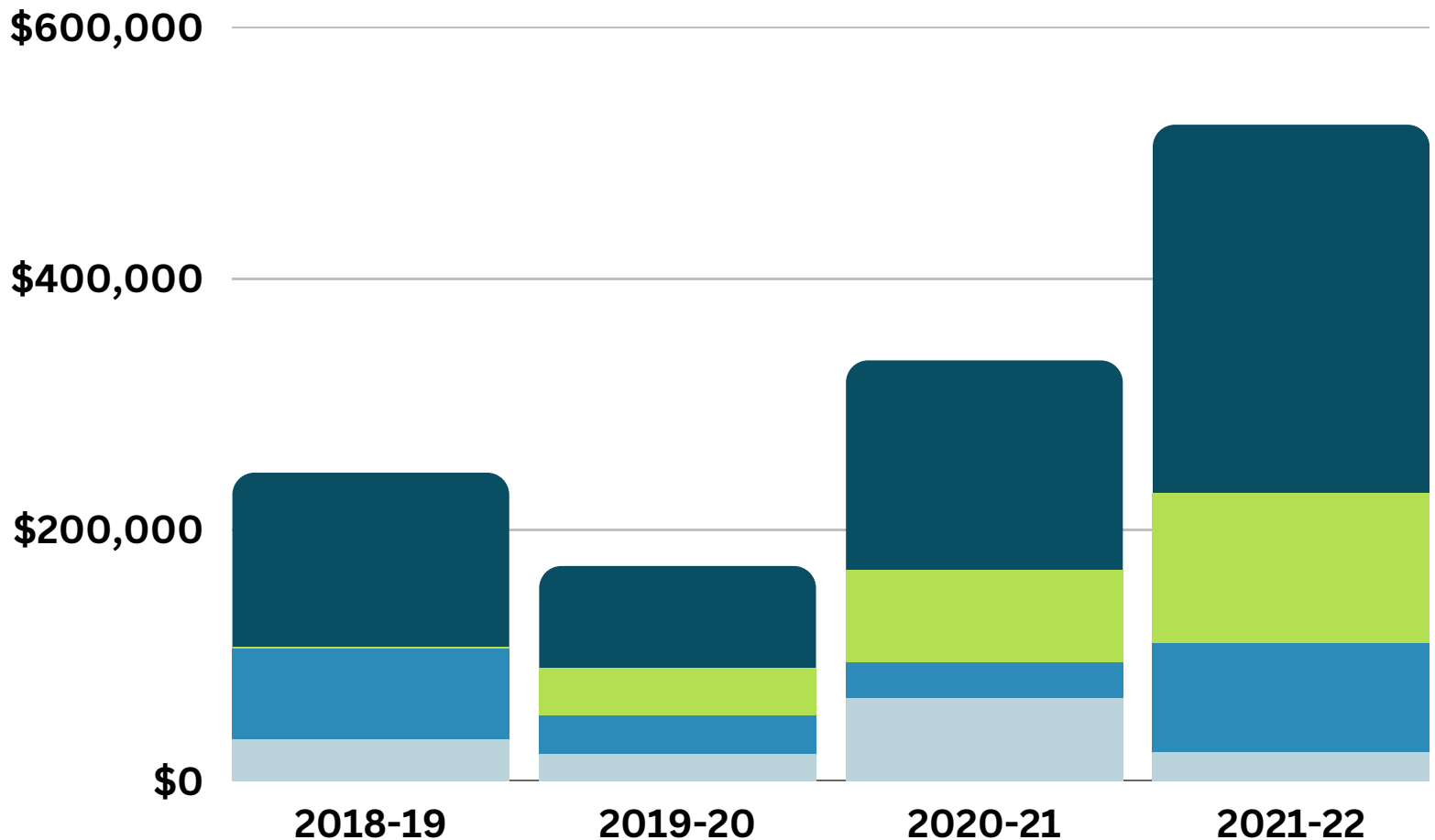
Sue Day-Perroots

# FINANCIAL SUMMARY

Fiscal Year 2021-22

## TOTAL INCOME - 4 YEAR COMPARISON

Other Craft Shop & Event Grants  
Private Donations



## FY21-22 INCOME

PRIVATE DONATIONS:	\$293,101
GRANTS:	\$119,709
CRAFT SHOP & EVENTS:	\$86,579
OTHER:	\$22,900



# PROGRAMMING HIGHLIGHTS

4,389

ATTENDEES AT  
PROGRAMS &  
EVENTS IN 2022

**From hosting the Crossroads exhibit to Baby Goat Yoga and the New Deal Festival, we had great success with our programs this year!**



## Major 2022 Programming

- 25th New Deal Festival
- Crossroads Exhibit
- Fall & Spring Craft Shows
- Goat Gallop 5k
- Baby Goat Yoga
- Bimonthly Square Dances
- Heritage Art Classes for youth and adults



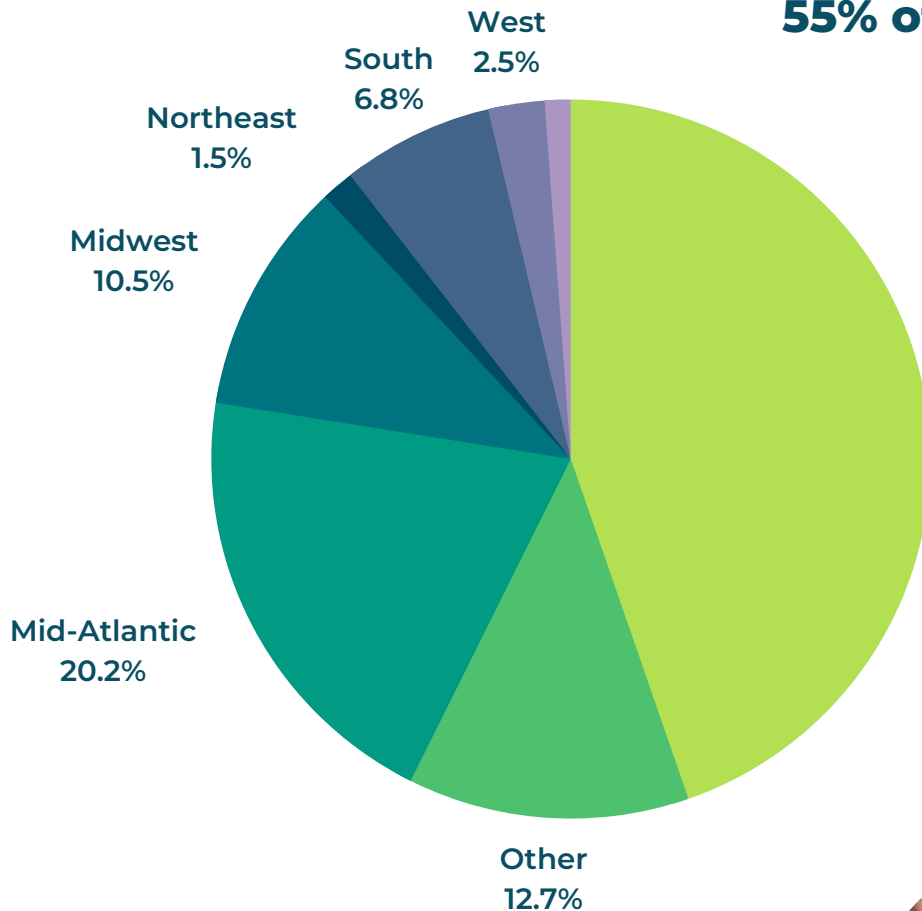
**We have also expanded our educational programs and welcomed several field trips in addition to visiting schools and other groups to present Arthurdale's unique history.**

**Thank you to everyone who made our programs this year possible!**



# TOUR & VISITOR NUMBERS

**1,027**  
TOURISTS  
IN 2022



**55% of visitors came from other states or countries.**

**45% tourists are from West Virginia.**

West Virginia  
44.7%



**Over the past year, we have hosted a record number of tourists!**

- We had 8 group tours, bringing in a total of 189 visitors
- According to our surveys, 86% of visitors come to Preston County with the sole purpose of seeing Arthurdale
- Visitors reported that they feel we "bring alive" the New Deal experience, and that they enjoy learning more about West Virginia and Mrs. Roosevelt





# GRANTS & PROJECTS

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**\$361,722**  
AWARDED IN  
GRANTS

## Before



Arthurdale Heritage received 15 grants during FY21-22, totaling \$361,722 from 11 different local, state, and federal sources. Grants have helped fund the following projects:

- Restoration of the rear of Center Hall
- Creation of new Outdoor Event Space from factory ruins
- Hiring new staff members to expand programs & exhibits
- New programs & interactive StoryWalk for children & families
- Renovation of Center Hall basement for classroom space

## After



# LEAVING A LEGACY

**93**  
VOLUNTEERS  
SERVED  
**1,170**  
HOURS

Original homestead families and their descendants, Arthurdale residents, and friends of Arthurdale are crucial to supporting the preservation of Arthurdale. To start a family legacy listing, a gift of \$100 or more is needed.

**In total, 51 family legacies have contributed \$557,874 to the organization since 1985.**

**In 2022, 93 volunteers collectively served 1,170 hours. At the national rate of \$29.95/hour, their contributions are valued at \$35,041!**

## Volunteers serve in the following ways:

- Community Clean-up
- Special Events
- Maintenance & Preservation
- Administrative Tasks
- Museum Docents & Craft Shop Workers