



**HISTORY
CENTER**
OF OL MSTED COUNTY

ANNUAL REPORT

2024



Presented
May 20, 2025

OUR VISION

To become a gathering place for the broader community that inspires and encourages the exploration of history.

OUR MISSION

Give people of all ages and backgrounds access and opportunity to learn about the past through interpretive programs and exhibits, research, publications and events.

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3,920.5

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LEADERSHIP'S MESSAGE



By Mark Warner

The past year has been peppered with challenges but accompanied by tremendous opportunities as we look forward to growing the value of the History Center of Olmsted County for our members, county residents, and visitors. The transition of former Executive Director, Wayne Gannaway, to the remarkable, enthusiastic Valerie Wassmer, accompanied by highly capable new staff members, allows us to plan and implement major expansions in our educational programs and added growth to our membership. For example, the 2025-6 academic year will see all Rochester Public School third-grade students resume field trips to our campus. All county sixth-grader students will have the opportunity to have free one-year family memberships at the History Center. Importantly, this past year has continued a turn towards stronger operational financial performance, a direction that will lead to sustained financial stability.

We now announce our new Master Plan and Phase 1 of its implementation, the complete restoration and historic activation of the Stoppel Farmstead and its three buildings on the National Registry of Historic Places. We have spent the first \$1.1 million of Phase 1 on restoring the farmstead's smokehouse and stabilizing the barn. By 2026, the barn restoration will be completed, followed in 2027 by the opening of the revitalized stone house and beautification of the farmstead with historically accurate landscaping. Our new capital campaign will support Phase 1 and open the doors to Phase 2, the expansion and rejuvenation of the History Center building and surrounding campus. Over a period of approximately seven years, the entire campus will be revitalized and designed with the flexibility that will be needed to meet the historical, archival, and educational needs of our county and its more than 3 million annual visitors for years to come.

Thank you for your dedication to the History Center of Olmsted County. It is an exciting time for all of us in the organization.



By Valerie Wassmer

I was lucky enough to join the staff of the History Center of Olmsted County in June of 2024. Since that time, I have gained additional insight and knowledge about Olmsted County, met amazing volunteers and individuals associated with the History Center, worked with a dedicated board of directors, and have had the privilege of working with some extremely talented staff members!

The future of the History Center of Olmsted County is bright, we have increased our memberships, brought new people to our facilities, strengthened our relationship with affiliated groups like the Mechanical History Roundtable, the Daughters of the American Revolution, and the Rochester Roosters. I look forward to the future and our continued growth as a valuable resource for the people of Rochester and Olmsted County.

PROGRAMS & EVENTS

With a new Education Director starting in June, the education department had several goals this year, including providing more family programming for our community, increasing our involvement with the Rochester Public Schools, and expanding our lecture series. In the remaining six months of 2024, from June to December 31st, the History Center provided 14 events for families, hosted three school groups, held six planning meetings with RPS, and arranged nine speakers for our lecture series. While we are incredibly proud of what was accomplished in six months, there is much still to do.

COLLECTIONS

While the collections departments took in fewer donations than in 2023 per a revised Collections Management Policy, they still managed to catalog about the same amount of items. A lot of attention in 2024 turned toward the deaccession or removal of materials from the collection that did not meet HCOC's collecting criteria. This included a lot of broken, incomplete, or duplicate artifacts stored in the Stoppel barn, which needed to be cleared out for rehabilitation work to be conducted. This work will continue into 2025 as the collections departments strive for a stronger, more usable collection.

MAYOWOOD

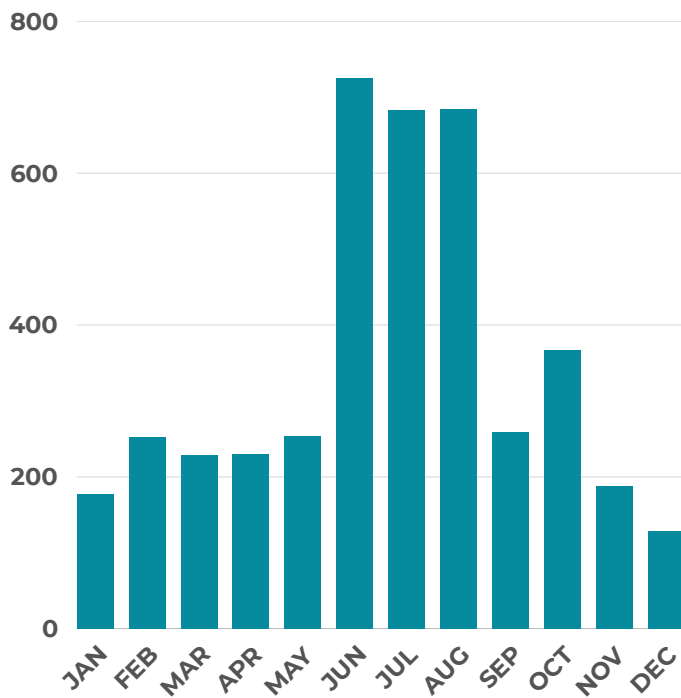
The 2024 season at Historic Mayowood was a year of growth. There was an increase in visitors from the 2023 season in both regular season ticket sales and Christmas season sales. The Mayowood guides spent the year refining their tours through the use of interpretation techniques and immersing themselves in an updated script. The *Women of Mayowood: Mothers, Daughters and Staff* specialty tour and exhibit that was held on July 13th and July 14th offered visitors a more inclusive look at Mayowood by interpreting the stories of the three generations of Mayo women and their staff who resided at the historic estate. These educational tours, along with never-before-seen artifacts, enabled guests to learn about the women's triumphs and tragedies, how they influenced society, stories that were hidden by time, and the women's personal success. Guests who visited during the holiday season were able to step into a world of wonder and delight as they journeyed through diverse cultures and traditions, all centered on the joyous spirit of Christmas. Passport included!



2024 STATISTICS

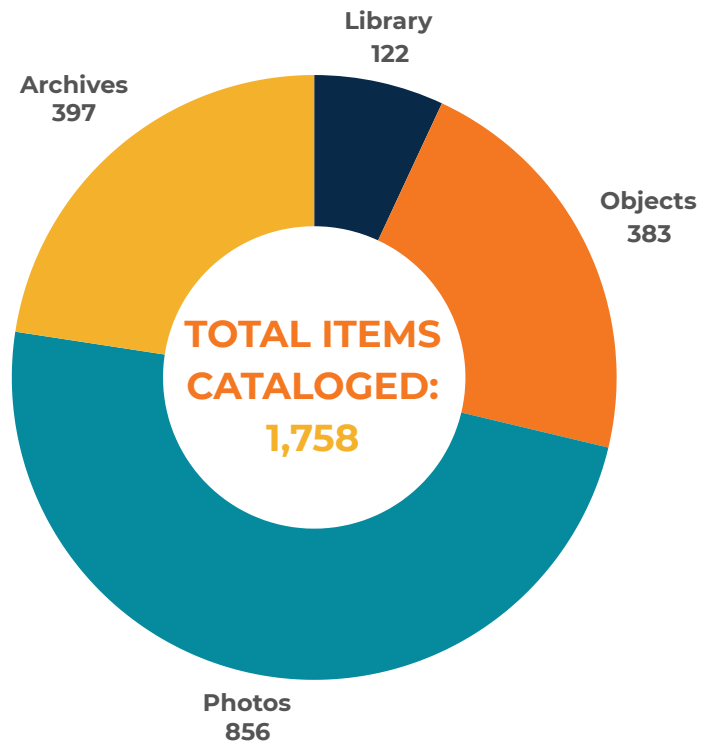
MUSEUM ATTENDANCE

4,175 total attendees



CATALOGED ITEMS

65 donations



593

Research Center
Visitors

73

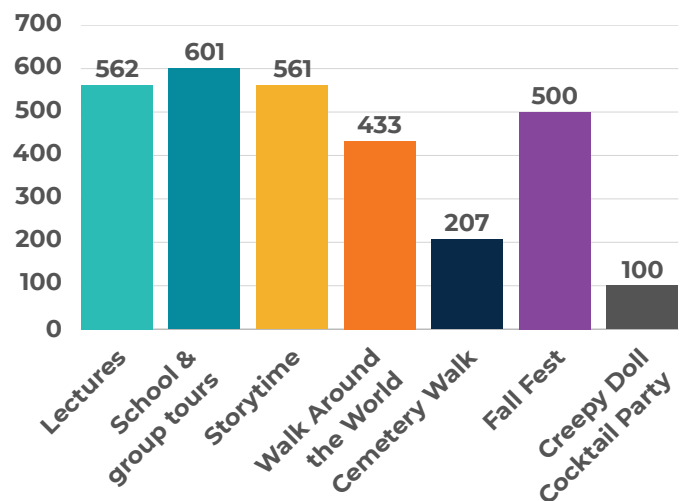
Research
Requests

SOCIAL MEDIA FOLLOWERS

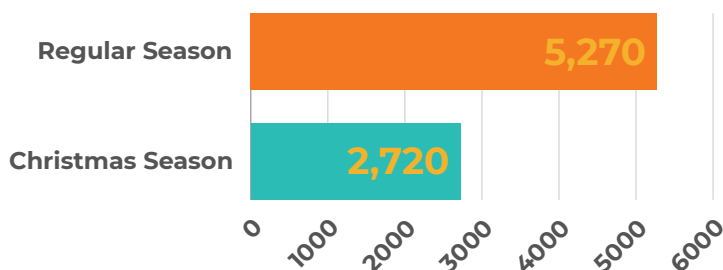


PROGRAMS & EVENTS

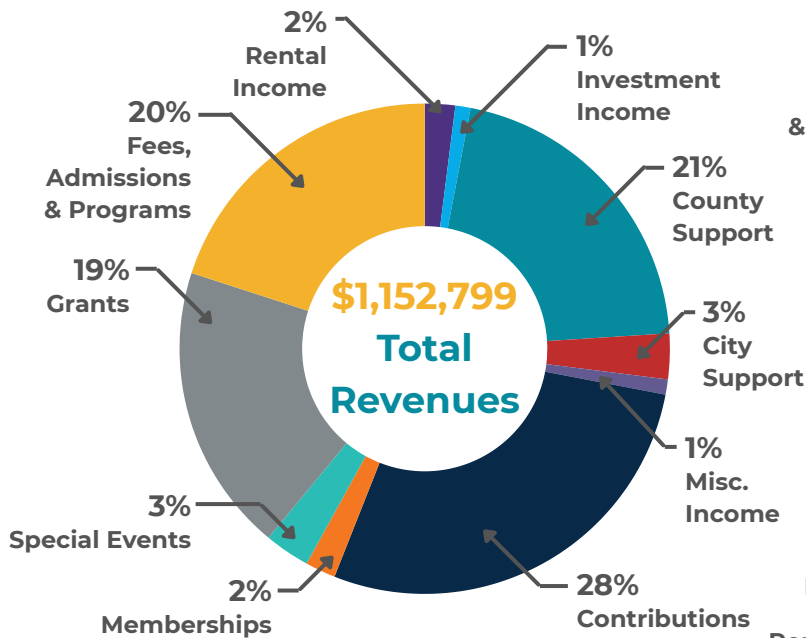
8,342 total attendees



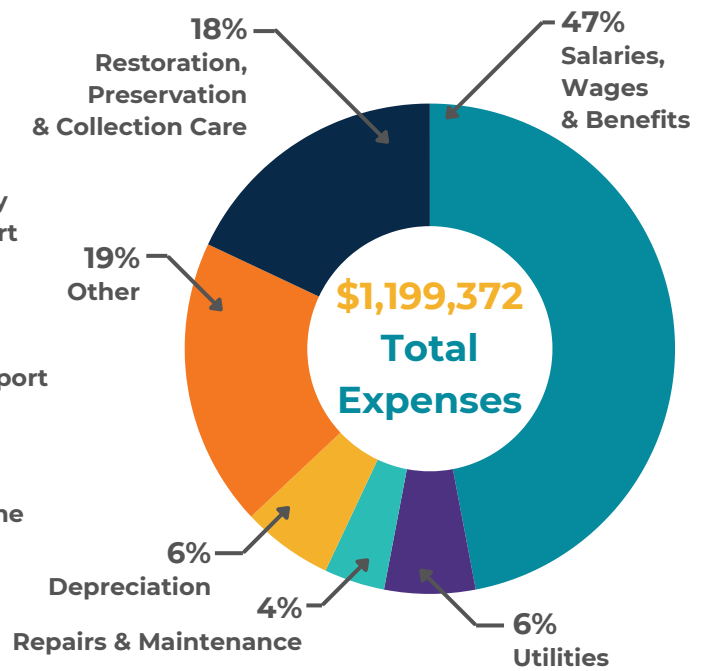
MAYOWOOD TOUR ATTENDANCE



SOURCES OF REVENUE



OPERATING EXPENSES



STATEMENT OF ACTIVITIES

Revenues

Olmsted County
City of Rochester
Contributions and grant income
Special events, net
Memberships
Fees, admissions, and programs, net
Rental income
Investment income
Miscellaneous income

2024

\$ 239,515
37,500
539,935
36,956
15,770
234,651
26,303
16,934
5,235

2023

\$ 239,515
28,080
247,381
13,059
12,975
194,614
25,536
13,980
1,417

Variance

\$ -
9,420
292,554
23,897
2,795
40,037
767
2,954
3,818

Total Revenues

1,152,799

776,557

376,242

Expenses

Salaries, wages, and benefits
Utilities, waste removal, and security monitoring
Repairs and maintenance
Supplies, postage, and printing
Collection care
Professional fees
Contracted services
Insurance
Advertising
Telephone, internet, computer software and supplies
Exhibits
Travel, dues, conferences, meals, and entertainment
Depreciation

568,978
69,521
42,610
40,491
23,188
37,375
243,844
23,474
45,412
30,944
3,363
952
69,220

498,119
63,016
23,977
28,455
4,826
40,950
187,920
18,317
36,397
31,160
2,148
6,546
64,872

(70,859)
(6,505)
(18,633)
(12,036)
(18,362)
3,575
(55,924)
(5,157)
(9,015)
216
(1,215)
5,594
(4,348)

Total Expenses

1,199,372

1,006,703

(192,669)

Increase (Decrease) in Net Assets

\$ (46,573)

\$ (230,146)

\$ 183,573



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