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Chief Executive Officer

Meika Downey  
Education Manager

Will Glasco  
Director of Development

Cheryl Greenaday  
Chief Financial Officer

Marny Hackley  
Annual Fund Manager

Sonja Ingram  
Associate Director for Preservation Field Services

Eric Litchford  
Preservation Specialist/Project Manager

Elyse Werling  
Curator of Collections

Dr. Lisa Winn Bryan  
Community Outreach Manager

Preservation Virginia
204 West Franklin Street
Richmond, VA 23220
804-648-1889
www.preservationvirginia.org
“It has been said that, at its best, preservation engages the past in a conversation with the present over a mutual concern for the future.”

-William Murtaugh, first Keeper of Records for the National Register of Historic Places

This year’s annual report offers a look back to celebrate the impact of the programs and initiatives that were made possible through your generous support. From expanding educational programming at our historic sites to engaging communities in discussions about how historic places reflect shared history, Preservation Virginia’s work is making a difference.

In 2016, Preservation Virginia announced a comprehensive campaign goal of raising $12 million to address needs across the organization. Funding priorities ranged from preservation maintenance projects, expanded programs and new staff positions to investments in cash reserves and endowments. It was an ambitious venture and one that ran straight into the headwinds of a global pandemic and all of its uncertainty. Undeterred, board leadership and staff continued to pursue our goals and to ensure that our programs and activities were relevant and sustained the organization.

The result? Preservation Virginia exceeded our goal and raised $16 million in funds that are invested in our six historic sites, statewide education programs, community engagement and advocacy efforts. Most importantly, a generous supporter stepped forward with a planned gift that will build a remarkable endowed fund to support our historic properties into the future.

Thank you for your unwavering support of Preservation Virginia and its 134 years of initiatives to save, preserve and adapt Virginia’s historic places.

Sincerely,

Elizabeth S. Kostelny
Chief Executive Officer

Ronald L. Hurst
Chair, Board of Trustees
100 Miles of History:
An Update from Preservation Virginia’s Six Historic Sites Open to the Public

1. Scotchtown
2. John Marshall House
3. Historic Jamestowne
4. Smith’s Fort
5. Bacon’s Castle
6. Cape Henry Lighthouse
Emerging from the pandemic, Scotchtown was poised to launch two massive undertakings: replacing the roof of the main house structure, and hosting a record number of school students. Coordinated by Eric Litchford, preservation specialist/project manager, the roof replacement project saw 35,000 handcrafted, cement shingles installed to protect the house and the collection inside. The new shingles were based on original pieces found in the attic prior to the preservation project. We also addressed masonry repairs to the two chimney stacks and painted the building, at a total cost of $357,000. We appreciate our friends and supporters for funding this critical project!

At the same time, Meika Downey, education manager, and Patrick Laird, site coordinator, worked diligently to connect with local school systems and home school groups. As a result of their efforts, a record number of school children were booked for field trips beginning last year and into 2023. Many of these field trips are provided free of charge through grant funding and the support of friends like you. Window restoration was a top priority in 2022, with windows being carefully removed, restored and reinstalled as part of an overall exterior preservation project. More painting and repair work are planned for 2023.

Owning and operating six historic locations puts Preservation Virginia in a unique position: we serve as both the statewide voice for historic places while demonstrating preservation best practices at our own sites. Put together, we advocate for sites not in our portfolio while administering ones that are. The following are highlights of the important education and preservation work happening at our historic sites, beginning with the first stop on our 100 Miles of History trail, Scotchtown:

**Patrick Henry's Scotchtown**—Built c. 1719, stewarded by Preservation Virginia since 1955.

- Emerging from the pandemic, Scotchtown was poised to launch two massive undertakings: replacing the roof of the main house structure, and hosting a record number of school students. Coordinated by Eric Litchford, preservation specialist/project manager, the roof replacement project saw 35,000 handcrafted, cement shingles installed to protect the house and the collection inside. The new shingles were based on original pieces found in the attic prior to the preservation project. We also addressed masonry repairs to the two chimney stacks and painted the building, at a total cost of $357,000. We appreciate our friends and supporters for funding this critical project!

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The John Marshall House—Built in 1790, stewarded by Preservation Virginia since 1911.

The energetic team at the John Marshall House dove into research opportunities with the goal of expanding our knowledge of the house, its inhabitants and the surrounding community. They carried out dozens of virtual programs online while continuing to open the house to the public for tours and special events.

Notably, the John Marshall House staff compiled records about individuals once enslaved there between 1790 and 1835, providing their research to an online database called Enslaved.org. Through record types such as estate inventories, account books, correspondence, newspaper articles, wills and more, the team identified more than 60 named enslaved individuals. This research not only aids our interpretation at the site, but is available to the public online.

Much of 2022 was spent expanding the development of virtual educational programs for students and adults. New programs include presentations on the fundamentals of the Supreme Court, ratification of the U.S. Constitution, individual experiences in urban slavery, the women who made an impact at the John Marshall House and more. Window restoration was a top priority in 2022, with more exterior preservation projects planned in 2023.
Historic Jamestowne—Site of 1607 fort, stewarded by Preservation Virginia since 1893.

Historic Jamestowne is arguably one of the most important historic sites in the United States, if not the world. But a site of this significance is not immune to issues of flooding and weather events, which are increasingly getting worse on Jamestown Island.

To raise awareness of these issues and the need to Save Jamestown, the site was included on the prestigious America’s 11 Most Endangered Historic Places list in 2022. The listing caught the attention of CBS News, who visited Historic Jamestowne to interview staff and elevate the story. Engineering studies are providing options for addressing recurrent flooding at Jamestown, but the cost could be in the tens of millions. Solving this issue is a top priority for Preservation Virginia in the coming years, as it is imperative we preserve this critical research site and keep it accessible for future generations. Stay tuned for more information as we work together to Save Jamestown.
Smith’s Fort—Manor house built c. 1761, stowed by Preservation Virginia since 1933

With a connection to Chief Wahunsenacawh (Powhatan), Matoaka (Pocahontas) and John Rolfe, Smith’s Fort has amazing stories to share. Put together, the 1700s manor house and the archaeological remains of John Smith’s proposed “new fort” from the early 1600s make for a unique and enlightening visitor experience.

2022 saw commemorations of the 1622 uprising and connections to Surry County. The site continues to host school students, adult education groups and specialty tours on Tidewater architecture and Revolutionary War history. Capital improvements at the site included updated water supply and electric lines, and to accomplish this, archaeologists from Historic Jamestowne assisted. The team used ground penetrating radar to search the area prior to new lines being dug. They located several areas of interest for future archaeological investigations, including possible trash pits and potentially a brick-lined well. In the coming years, we plan to perform significant archaeological surveys at the site, and are seeking funding to help underwrite these efforts.
A brand new exhibit opened at Bacon’s Castle in 2022. Called *They Left Their Mark: The Many Lives of Bacon’s Castle*, the exhibit was produced in consultation with local descendants of enslaved individuals, tenant farmers and Virginia Indian Tribal Members. Collection items never before or rarely on display are featured in the exhibit, including a cauldron uncovered during an archaeological survey and a 17th-century coin located in the cellar during preservation work. The new exhibit welcomes visitors in the 1854 wing of the house before they begin their tour. Bacon’s Castle had volunteers give 308 hours of their time to assist with Haunted History tours, the Frost Fair, holiday events, special tours and the Village Faire.

2022 set up Bacon’s Castle to have an even bigger 2023. Last year, we were approved for a Save America’s Treasures grant through the National Park Service, Department of the Interior. The $400,000 challenge grant will address critical preservation work at the site, shoring up the iconic triple-stacked chimneys, addressing moisture issues in the cellar, replacing the roof of the 1854 wing, updating our fire suppression system and more. Your contributions make this work possible, as we need to match the challenge grant in full. So far, we’ve raised $265,000 towards the challenge, and you can help us reach the goal!
Old Cape Henry Lighthouse isn’t just a must-see destination for beach tourists (though we’re excited to host thousands of guests from all over the world each year!). It’s a valued part of the Virginia Beach community, and our team hosted dozens of events and programs for students, locals and out of town visitors alike in 2022. Last year, we created a Junior Lighthouse Keeper activity packet, performed more research on Willis Augustus Hodges - the first African American lighthouse keeper at Cape Henry - held trivia nights at local breweries, hosted local fire departments for a Memorial Climb on 9/11, forwarded holiday cards and cookies to military personnel overseas and held volunteer days with Girl Scout troops, the 1st Class Petty Officer Association and Plaza Middle School.

Similar to Bacon’s Castle, Old Cape Henry was approved for a challenge grant to fund preservation work at the site. Four years after our Dune Restoration Project, the Transportation Alternatives Program awarded an additional $1.5 million grant to preserve the lighthouse tower. Sandstone blocks in the tower itself need repair or replacement, and we have the opportunity to use sandstone left on-site from the lighthouse’s original construction in the 1700s! Unused sandstone was placed in the surrounding sand dune in the 18th century, and we’re studying ways to carefully extract this original stone and use it in the upcoming restoration work. Like at Bacon’s Castle, we need your help to match $400,000 towards this grant.

You can experience 100 Miles of History by visiting Preservation Virginia’s six historic sites. Your membership allows free or discounted admission to each location, and we’d love to see you!
On Call And In The Field

Community Engagement and Providing Preservation Resources to the Public

The Preservation Initiatives and Engagement Department grew last year with the wonderful addition of Dr. Lisa Winn Bryan. Leading the African American Fellows and Voices Remembered programs at Preservation Virginia, Dr. Winn Bryan brings expertise in nonprofit leadership, community engagement and fundraising. She’s off to a fast and impactful start, representing Preservation Virginia in consultation meetings throughout the Commonwealth and participating in television programs like *Hidden History with Brian Bullock*. At the same time, the response to the African American Fellows program was larger than we could have predicted this first year. We received 40 applications from throughout Virginia and the nation, and Dr. Winn Bryan coordinated the Working Group advisory committee to select three for the first class. The Fellows include Sonja Branch-Wilson, Cumberland; Randall Hazard, Gloucester; and LaToya Gray Sparks, Richmond.

When folks need help with history, they often turn to us. Sonja Ingram, Associate Director for Preservation Field Services, is always on the road helping with preservation issues throughout the Commonwealth. In addition to offering suggestions and guidance on preservation projects, Sonja helped five local preservation groups secure $375,000 in grant funding for their work from sources like the Historic Preservation Fund through the National Park Service. She offered direct assistance to 51 individuals and organizations with preservation questions, and responded to 250 inquiries. Sonja also administered the Virginia’s Most Endangered Historic Places program, and last year nine locations were listed. We’re happy to report that several former Most Endangered locations saw positive outcomes in 2022, including the Warm Springs Bathhouses in Bath County and Rassawek, historic capital of the Monacan Indian Nation in Fluvanna County.
Each year, we’re the eyes and ears for historic preservation in Virginia’s General Assembly. In 2022, we worked diligently to educate lawmakers about the benefits of programs like historic tax credits and the Main Street program, while encouraging new and growing sources of funding for preservation projects and the Department of Historic Resources. As a result of initiatives in Gov. Northam’s outgoing budget, the new BIPOC fund was established at $5 million to help preserve historic sites related to Black, Indigenous and People of Color history. The Virginia Department of Historic Resources will administer this new program. We were also included in the Commonwealth’s budget to support exterior preservation work at the John Marshall House and an updated fire suppression system at Historic Jamestowne. In 2023, we’re working with public and private partners to update a study on the economic impacts of the Historic Rehabilitation Tax Credit program to educate lawmakers.

On the federal level, we organized meetings with the Virginia delegation to discuss and gain their support of maturing the historic tax credit program to improve its effectiveness with the pressures of inflation and higher interest rates. We shared with decision makers the impacts of the federal Historic Preservation Fund that supports the state and tribal historic preservation offices and granting programs through the National Park Service.
Ron Hurst’s career comes full-circle, as one of his first positions after college was curator of collections for Preservation Virginia. He was educated at Virginia Tech, George Mason University and the College of William and Mary. He holds degrees in history and American studies and is a graduate of the Museum of Early Southern Decorative Arts Summer Institute and the United Kingdom’s Attingham Summer School. Hurst has held internships and staff posts at Gunston Hall, Preservation Virginia, England’s Lady Lever Gallery, and other institutions. He joined the Colonial Williamsburg Foundation’s staff as curator of furniture in 1983, and was named Vice President for Museums, Preservation and Historic Resources and the Carlisle H. Humelsine Chief Curator in 1998. In those roles, he was responsible for curatorial operations, conservation, archaeological research, architectural preservation, architectural research, art museum operations and the institution’s vast collections. In 2022 Hurst became the Foundation’s Chief Mission Officer and Senior Vice President for Education and Historic Resources. Retaining his previous responsibilities, he now also provides oversight for historic site operations, research, program design, teacher institutes and virtual educational programming.

Hurst has published widely and curated multiple museum exhibitions. His book, Southern Furniture, 1680-1830: The Colonial Williamsburg Collection (co-authored with Jonathan Prown), received the Charles Montgomery Prize as the best American material culture publication of 1998. Furniture of the American South, a Colonial Williamsburg exhibition for which he served as lead curator, debuted at the DeWitt Wallace Museum in 1997 and traveled to museums across the nation. A Rich and Varied Culture: The Material World of the Early South (co-curated with Margaret Beck Pritchard) is on view at the Wallace Museum through 2024.

Ron is helping lead Preservation Virginia through our new strategic plan, and guide our museums in the lead up to the 250th anniversary of the signing of the Declaration of Independence and American Revolution. Welcome back, Ron!
When she came on as board chair in 2020, Gennie Keller couldn’t have predicted that she would lead the organization through a global pandemic. Her expertise in historic preservation, cultural landscapes and community engagement made her nomination as board chair an important next step in the organization’s evolution. Just two months into her first year, the world changed forever.

When we pivoted to working from home, updating our technology resources and delivering programs online, Gennie encouraged the staff. She supported new ways of doing business and identified funding opportunities to retain staff and expand programming. Through her leadership, we were able to complete our first ever comprehensive fundraising campaign in 2022, surpassing our $12 million goal and reaching $16 million. And with her guidance, we successfully engaged staff, trustees, stakeholders, allies and partners in structuring a new strategic vision.

We’re grateful to Gennie for leading us through the uncertainties of the pandemic in ways that strengthened our work and our connections to the larger community. Because of her vision and leadership, Preservation Virginia is thriving, engaging new participants and starting new projects and programs.

Many, many thanks to Gennie for her time, talent and treasure!
Two New Trustees Join the Board

Timothy J. Bentley III

A graduate of Woodberry Forest School, the College of William & Mary and the University of Richmond School of Law, Tim Bentley joined Norfolk Southern as an attorney in the Law Department in 2005. After a brief stint working for the Shaw Group, a Fortune 400 energy and construction company in Baton Rouge, Louisiana, Tim returned to Norfolk Southern. In 2016 he was named Resident Vice President – Government Relations, covering Virginia, and in 2020 he was named Regional Vice President – Government Relations, covering Virginia and North Carolina.

Tim serves on the Board of Directors of the Virginia Chamber of Commerce and is a member of the Regional Council of GO Virginia for Region 5. He is also a member of the Freight Advisory Committee for the North Carolina Department of Transportation and a member of the North Carolina Chamber Transportation and Infrastructure Committee. From his childhood days as a member of the Thomas Jefferson Branch of the APVA with his family, Tim has been keenly interested in historic preservation. “Historic preservation helps communities and individuals understand the past while sharing their collective stories with future generations. Our built environment brings us together, and preserving it provides both tangible benefits for business and housing while bridging our differences through common interest.”

Kevin Krigsvold

Kevin is the President and CEO of Pamunkey Indian Enterprises, and CEO of the Pamunkey Gaming Authority. He is also a 7-time Emmy award winning television producer, a proud citizen of the Pamunkey Indian Tribe and has more than 25 years of experience in the federal/government contracting world.

Kevin attended Old Dominion University, where he majored in Communication. After a few years in TV news, he decided to go back to graduate school and accepted a NASA funded graduate school scholarship to Hampton University (HU). In addition to graduate school, he also accepted a job at NASA Langley Research Center as an associate producer for NASA Langley’s budding television production team. Kevin was promoted to Senior Producer and Program Manager where he eventually managed and created numerous television and radio programs, including NASA’s Destination Tomorrow, NASA 360, The Discovery Now Radio Program and NASA X. For his efforts, Kevin has been awarded more than 60 professional peer reviewed awards, including seven (7) Emmy awards.

After much success in the federal world, Kevin was asked by the Chief and Council of his Tribe, The Pamunkey Indian Tribe, to take over a leadership position to build a tribally-owned business focusing on obtaining federal contracts. As the CEO for Pamunkey Indian Enterprises, and its affiliate companies, Pamunkey Indian Enterprises-Professional Services (PIE-PS) and FedTribe LLC, Kevin is now leading the effort to build PIE into a job and revenue generator for the Pamunkey Tribe and for its partners.
• 144 special tours, online programs and events last year attended by 2,596 participants, showing an increase of 174% over previous year.

• 531 students participated in virtual, online and in-person events with an increase of 218% over last year.

• 523 Preservation Virginia members visited our historic site museums which was an increase of 112% over last year.

• June Day of Giving 2022: 60 donors gave $11,671

• Giving Tuesday 2022: 123 donors gave $29,132.

• Our generous online donors picked up the fees for processing credit cards and saved Preservation Virginia $1,273! Thank you so much!
How did you become interested in museum work and what made you decide to be a curator?

Books were probably my first venture into the past, but I have always loved history - my mom does too and she often planned family vacations to places like Colonial Williamsburg. Growing up in Indiana and helping my dad work on our 1850s farmhouse and barns hugely contributed to my love of historic buildings. Some of my favorite childhood memories involve visiting Conner Prairie Museum, The Children’s Museum of Indianapolis and the Indiana State Museum - you can definitely say I was a museum nerd from an early age.

What are your goals for Preservation Virginia in this position?

There are so many - but I think the underlying theme in most of them is to tell inclusive stories with objects that will help build an atmosphere of relevance and understanding. I think Preservation Virginia does an amazing job at using our objects and historic spaces to build a story, and I am looking forward to doing that at each of our sites. I also want to give our spaces “life” - to make them feel lived in, which will help our visitors see a direct connection from past to present.
Passing Along Historic Trades Skills to the Next Generation

Preservation Virginia’s restoration team is expanding, with two new apprentices joining the team and doubling the size of the department. Lead restoration craftsperson Mike Adams has been with Preservation Virginia for forty years, and the expanded goal of our restoration department is to train new apprentices in Mike’s incredible knowledge of woodwork, masonry repair, plaster repair and so much more.

In addition to working on the historic sites we operate, the restoration team takes on fee-for-service projects throughout the state. They provide advice on preservation issues, logging 16 site visits last year to offer architectural and preservation consultations.
They also responded to 25 construction, tax credit, paint analysis, locksmith, brickwork, window sash and all manner of preservation questions and inquiries.
To our friends and supporters,

The financial health of Preservation Virginia depends on many factors: membership and the annual fund, earned revenue through admissions and museum store sales, our restoration team’s fee for service work, and our long-term investments. We’re pleased to report that put together, these sources of funding resulted in a balanced budget for Preservation Virginia in 2022.

Giving was strong as we closed out our first comprehensive fundraising campaign in June of last year. Unrestricted contributions exceeded goal, and estate pledges toward our endowment are ensuring the long-term financial health of our organization. Restricted contributions saw projects like the Scotchtown roof replacement and Cole Digges House cellar masonry repair completed, and grant funding supported new staff positions such as the community outreach manager and restoration apprentices.

We continue to work towards increasing admissions at our historic sites to pre-pandemic levels. While ticket sales have certainly bounced back since 2020, we’re launching targeted marketing campaigns and hosting large-scale, outdoor events to increase awareness and attendance. At the same time, focus is being placed on our planned giving program to help supplement long-term cash reserves and the endowment. Legacy gifts have been absolutely critical to that program.

We’ve navigated the uncertainty of the last three years and are providing more services and programs to the public than ever before. However, we must continue to manage our expenses while keeping up the momentum of unrestricted giving. Your support is going a long, long way to attaining that goal, and we appreciate your investment in Preservation Virginia.

We had a very successful 2022, but preservation is a cycle, not a goal. Thank you for your steadfast support and making this ongoing work possible.

Sincerely,

Helen D. Dow
Treasurer
Statement of Financial Position
JUNE 30, 2022

**ASSETS**
Current Assets.......................... $6,079,433
Investments.............................. $13,188,398
Property and Equipment........... $11,514,370
**Total Assets**......................... $30,782,201

**LIABILITIES & NET ASSETS**
Current Liabilities...................... $2,849,771
Net Assets................................. $27,932,430
**Total Liabilities & Net Assets**........ $30,782,201

Statement of Activities
JUNE 30, 2022

**REVENUES & INVESTMENT INCOME**
Contributions............................ $5,372,820
Admissions............................... $1,406,113
Museum Sales........................... $510,939
Other Revenues......................... $954,763
Investment Income.................... $1,404,179
**Total Revenue & Investment Income**.. $9,300,903

Expenses................................ $6,113,779
Change in Net Assets............... $726,677
Net Assets Beginning.............. $27,205,753
**Net Assets Ending**............... $27,932,430

**Preservation Virginia Source of Funds**
JUNE 30, 2022
56% Contributions
16% Investment Activity
15% Admissions
10% Other Income
5% Museum Shop

**Preservation Virginia Statewide Program’s Use of Funds**
JUNE 30, 2022
19% Museum Operations
14% Other Properties
13% General & Administrative
11% Fundraising
11% Preservation Initiatives & Engagement
10% Cape Henry
7% Bacons Castle
7% John Marshal House
5% Scotchtown
3% Smith’s Fort

**Historic Jamestowne Use of Funds**
JUNE 30, 2022
40% Archeology Program
22% Programs & Exhibits
15% Museum Operations
8% Fundraising
8% Retail & Food Service
7% General & Administrative
Have you considered becoming a Monthly Donor to Preservation Virginia?

When you make a monthly gift to the annual fund, you help our education staff to prepare programs for thousands of school students. You promote endangered sites throughout Virginia, helping us find
solutions to see them saved. You allow our curator to conserve items in the collection and update exhibits.

In return, your monthly gift of five dollars or more entitles you to a membership to Preservation Virginia, which includes free and discounted admission to our six historic sites for as many visits as you would like in a year. It’s the best deal in the Commonwealth! With your monthly gift, you become a stakeholder in preservation throughout Virginia, and we can’t thank you enough.
Upcoming Events
Visit www.preservationvirginia.org to reserve your spot!

Webinar #6 of the Preservation Academy
Historical Rehabilitation Tax Credits for Homeowners
May 31st, 2023
Virginia’s Historic Rehabilitation Tax Credit program plays an essential role in the preservation of thousands of historic properties in Virginia, stimulating over 4 billion dollars in private investment. Learn more about the program and explore common questions asked by historic homeowners, with answers provided by tax credit professionals.

Day of Giving
June 29th, 2023
Please help us close out our fiscal year and reach our fundraising goals! Donations made on June 29th will be doubled up to $5,000 — make a gift and double your impact!

Preservation Awards Ceremony
September 29th, 2023
Preservationists near and far will come together in Richmond to celebrate last year’s top projects in the Commonwealth. This seated dinner will feature guest speakers, awards presentations and a networking opportunity for nonprofit organizations, business leaders and history buffs alike.

Preservation Virginia
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