

ANNUAL REPORT:
FISCAL YEAR JULY 2018–JUNE 2019



From the Director

Preservation projects in 2019 included the impressive restoration of the Mary Clark Thompson Chapel at Woodlawn Cemetery in Canandaigua, as well as continuing efforts to stabilize Parrott Hall in Geneva. We worked with Rochester Refugee Resettlement Services to help find a reuse for the Driving Park Hotel as refugee housing. In Holley, Home Leasing began the final stages of Holley High School's rehabilitation, while the Holley Odd Fellows building transferred ownership to a community development corporation, launching critical efforts to find a new owner. We began the final steps in completing the citywide historic resources survey, a partnership between The Landmark Society, the City of Rochester and the NYS Office of Parks, Recreation and Historic Preservation. The Huntington Building, located in Seneca Falls, was removed from our demolition watch list, as it became a viable candidate for adaptive reuse as housing. We successfully launched our new Five to Revive list at a press conference, and we supported numerous projects through our preconstruction grant program.

Our Statewide Preservation Conference was held in Rochester, with almost 350 in attendance. Our Young Urban Preservationists (YUPs) began the initial phases of a strategic plan, launched a new logo and presented ten engaging classes, including two sold-out presentations of "Rochester's Great Architects." The YUPs hosted several "Tavern Takeovers" at the Stone-Tolan Historic Site, in addition to hosting other events, and advocating for preservation's role in economic and community revitalization strategies. Programming continued at our historic sites: The Stone-Tolan Historic Site, St. Joseph's Park and Ellwanger Garden.



The Landmark Society's 49th annual House and Garden Tour took place in Irondequoit for the first time in over twenty years boasted a phenomenal turnout. Plans began for the upcoming 50th House and Garden Tour. The Inside Downtown Tour focused on rehabilitated and adapted buildings in the Alexander/East neighborhood in downtown Rochester. Our heritage travel tours offered engaging trips to Prague and the Czech Republic, Cuba, the Hudson Valley, Niagara-on-the-Lake and Toronto. Scheduled trips for 2020 include a garden tour of Niagara-on-the-Lake, Las Vegas, the Brandywine Valley in Pennsylvania and Delaware, and a trip to Palm Springs during Modernism Week.



The Landmark Society, working in conjunction with Monroe County, began interior rehabilitation of the 1854 Warner Castle, our new headquarters located in Highland Park. We moved to Warner Castle in August 2019, and construction is slated to be finished in the summer of 2020. Thanks to the support of our many donors, The Landmark Society concluded the 80th anniversary fund raising campaign to fund critical needs in the areas of programming and historic property restoration. Our work to rehabilitate Warner Castle continues to be supported by a dedicated network of members and donors. As always, our organization relied on our donors, members, sponsors and volunteers to achieve our success. Thank you!

Wayne Goodman
Executive Director

From the President of the Board



Jim Marasco

As I complete my first year as Board President, I'm amazed by how much the organization has accomplished. Under Wayne's leadership and the unique talents of our staff, The Landmark Society continued to flourish.

This year our hosted events attracted thousands of participants while also being financially self-sustaining. From performances like Walk the Walk or Ghost Walk to hosting the Statewide Preservation Conference in Rochester—our mission was on full display. Our annual House & Garden Tour offered visitors a rare visit to an incredible sunken garden right in our own backyard!

One of my goals in becoming president was to help identify, evaluate and implement alternative sources of revenue so we can continue to make a difference in our preservation efforts. Our success at St. Joseph's Park is a great example of our ability to breath new life into a previously underutilized property while making a positive financial contribution to the organization.

This coming year, we hope to implement a few of these ideas; one of which we already secured a grant to help

evaluate, and have a great opportunity to secure funds to implement.

By far though, I'm most impressed by our ability to take on relocating our headquarters to Warner Castle. We were able to place Hoyt-Potter with a caring owner while helping Monroe County stabilize a critical historic structure in Highland Park. It certainly wasn't easy, but for those familiar with historic rehabilitation know it takes patience, hard work and money!

Sometimes historic preservation also involves risk. Our involvement with Irving Place (Old City Hall) was a shining example. In a short period of time, we were able to take possession and find a new owner for an important downtown structure. The proceeds of this transaction will be vital to helping fund our future programs and initiatives. We are grateful to the DiMarzo family for their donation and trust in our ability to tackle this project.

I'm proud to lead a passionate board of talented professionals, dedicated staff and members that share the common appreciation of historic preservation and education. What a year it's been—I'm looking forward to the challenges that await us in 2020.

James I. Marasco

Board President



Treasurer's Report



Jeff Skuse

We enjoyed a strong 2018–2019 fiscal year through gifts and bequests, strong financial markets for our endowment, and successful tours and events.

The culmination of our 80th Campaign surpassed expectations, thanks to the support of our many passionate members.

We look forward to another prosperous fiscal year for 2019-2020. We're grateful for our membership, and your interest in our events and tours.

Your support is a vital part of helping The Landmark Society achieve its mission.

Jeff Skuse

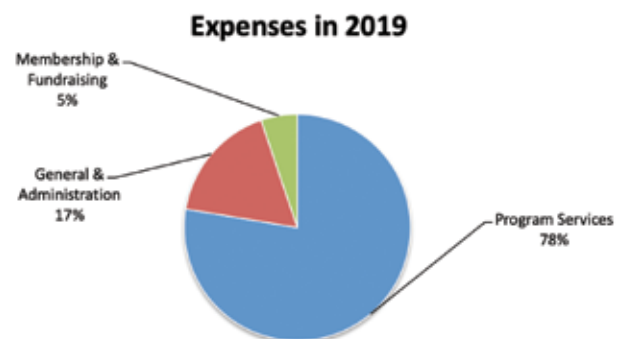
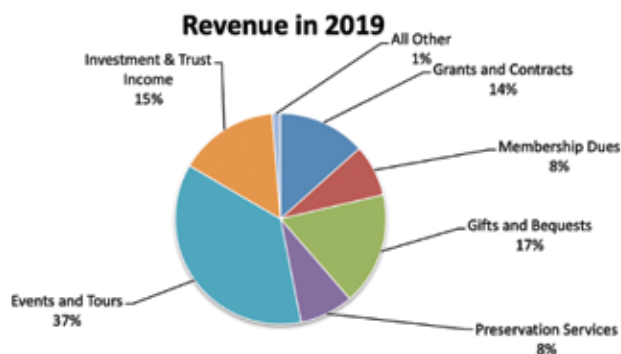
Treasurer

Financial Statement YEAR ENDING JUNE 30

<u>Operating Revenue</u>	<u>2019</u>	<u>2018</u>
Grants and Contracts	\$162,407	\$173,130
Membership Dues	\$96,314	\$118,467
Gifts and Bequests	\$210,529	\$273,715
Preservation Services	\$99,873	\$80,456
Events and Tours	\$443,598	\$353,899
Investment & Trust Income	\$185,559	\$203,302
All Other	\$15,873	\$14,822
Total Operating Revenues	\$1,214,153	\$ 1,217,791
<u>Operating Expenses</u>		
Program Services	\$981,445	\$858,795
General & Administration	\$217,219	\$242,384
Membership & Fundraising	\$65,824	\$82,413
Total Expenses	\$1,264,488	\$ 1,183,592
Operating Gain	(\$50,335)	\$ 34,199
<u>Other Gains & Losses</u>		
Gain on Sale of Assets	\$0	\$0
Investment Income/(Loss)	\$70,653	\$156,055
Change in Beneficial Trust	\$51,267	\$4,196
Collection Income	\$0	\$0
Total Other Gains/Losses	\$121,920	\$ 160,251
Gain of Support over Expenses	\$71,585	\$ 194,450

Balance Sheet YEAR ENDING JUNE 30

<u>Assets</u>	<u>2019</u>	<u>2018</u>
Cash & Cash Equivalants	\$486,359	\$346,501
Grants & Accounts Receivable	\$40,184	\$34,801
Prepaid & Other Current Expenses	\$32,235	\$19,768
Land/Property, Equipment, & Collections	\$667,159	\$719,306
Investments-Restricted Use	\$242,196	\$236,072
Beneficial Interest in Perpetual Trust	\$741,509	\$690,242
Investments	\$3,767,083	\$3,873,239
Prepaid Rent	\$64,117	
Total Assets	\$6,040,842	\$5,919,929
<u>Liabilities</u>		
Accounts Payable	\$8,575	\$8,972
Accrued Expenses	\$21,056	\$24,286
Unearned Income	\$60,830	\$7,875
Net Assets-Without Donor Restrictions	\$4,255,189	\$4,229,425
Net Assets- With Donor Restrictions	\$1,695,192	\$1,649,371
Total Liabilities and Net Assets	\$6,040,842	\$5,919,929



Report from the Nominating Committee



Thomas Castelein

As immediate Past President of The Landmark Society, it is my privilege to chair the Nominating Committee. This year I was joined by Wayne Goodman, Jerry Ludwig, Hugh Hamlin, Mary Nicosia, Beth Teal, Gerald Gamm, and Glenn Kellogg in a spirited and enthusiastic search for new candidates for the Board of Trustees. I am pleased to report we were successful in engaging a talented group of individuals whose wide range of experience and backgrounds should contribute new ideas and fresh perspectives to our organization. Allow me to introduce:

NEW TRUSTEES

Christopher Brandt



An architect with a specialization in and passion for preservation. Interned at Landmark as a student, active with the Young Urban Preservationists. Participates on The

Landmark Society Preservation Advisory Council. His documentation was key to the successful nomination of Colgate Rochester Crozer Divinity as a locally designated landmark. Currently works at Bero Associates.

Frank Crego



Returning to the Board; a past Trustee and Board President. Frank and his wife Susan have a long history of active participation and support of Landmark activities

and will provide a connection to valuable institutional knowledge. An attorney, Frank recently retired from Harter, Secrest and Emery.

Shawn Dunwoody



Artist, educator, politician, Renaissance Man. Known for his public art projects, Shawn is a community organizer and grass roots booster of the Rochester region

whose opinions and viewpoints have been sought out by many local organizations including the professional design community. Shawn has been a long-time participant in the Walk the Walk program as an actor.

Ebony Miller-Wesley



In her role, as the director of Rochester Institute of Technology's Center for Urban Entrepreneurship (CUE), Ebony leads the center's efforts to raise funds to provide

critical assistance to underserved businesses in high growth sectors, and foster outreach and collaboration with the Rochester City School District and entrepreneurship education for dislocated workers. She also maintains partnerships with entrepreneurship and training efforts currently found within RIT's Simone Center for Student Innovation and Entrepreneurship, Venture Creations business incubator, as well as other community, government and economic development organizations.

Larry Staub



Recently retired Director of Monroe County Parks, Larry oversaw 21 parks covering 12,000 acres including the area's signature Olmsted designed

landscapes. Larry was also Director of Seneca Park Zoo and as an ex-officio Zoo Board Member. He has been a key driver to the public/private partnership initiative between Monroe County and The Landmark Society to renovate Warner Castle as the organization's new headquarters.

The following Trustees have agreed to new three-year terms: Lauren Gallina, Gerald Gamm, Glenn Kellogg, Randy Morgenstern, Mary Nicosia, Karen Wolf, Jean France.

And we say thank you and farewell to the following Trustees who are stepping off the Board: William Moehle, Bleu Cease, JoAnn Beck, Jane Parker, Glenn Skalny, Marjorie Searle and Laura Smith.

Thanks to all for their service; past, present, and future! I look forward to another successful year for Landmark.

Thomas Castelein, AIA
Nominating Chair

ANNUAL REPORT—Membership and Contributions

\$2,000 and Greater

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Mr. Jeffrey Skuse
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 Thomas & Karen Hall
 Roberta Frea
 Raymond & Karen Gabriel
 Karen & James Unckless
 William J. & Karen S. Roberts
 Francis & Barbara LaManna

In memory of Elizabeth Stewart

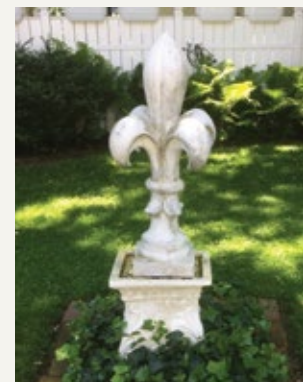
Allan Rayburn
 Michael J. VanMeenen

In memory of John Thoman

Gilbert Kennedy McCurdy

In memory of Sterling Weaver

Jerry and Janice Rachfal



**If your name was omitted or listed incorrectly in the above categories, please contact us so we can correct our records.
 Thank you to our members at the individual, family, patron and senior levels —too numerous to list here!**