Askin, Melissa Houston.

with the widest possible audience, whether on our campus or including their meaning for citizenship and culture, now and in significant lives and events during the site's 300-year history, to assisting visitors, students, and scholars in understanding Keeler Tavern Museum & History Center (KTM&HC) is dedicated of New England and the nation.

To be the region's preferred historic site for interpreting three centuries of lives and events at KTM&HC are transformed as they are viewed through the lens of their relevance for contemporary citizenship and civic culture.

vision

To be the region’s preferred historic site for interpreting three centuries of lived experience and its larger meaning in the history of New England and the nation.

Mission

Keeler Tavern Museum & History Center (KTM&HC) is dedicated to assisting visitors, students, and scholars in understanding significant lives and events during the site’s 300-year history, including their meaning for citizenship and culture, now and in the future.

We pursue this mission by preserving and protecting the museum’s physical and intellectual assets and sharing them with the widest possible audience, whether on our campus or through programs of outreach.

board of directors 2018-2019

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First Vice President

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Second Vice President

Sara Champion

Treasurer

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Maureen Tucker

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Patricia Stephens

EXECUTIVE DIRECTOR’S REPORT

Transformation is at once exciting and intimidating because it means entering uncharted territory while leaving behind the familiar and safe. At KTM&HC, we have firmly embarked on the path of transforming an historic house museum to a regional history center, passing many a milestone and relying on many a helping hand to guide us.

Most obvious is the ongoing transformation of the red brick building at 152 Main Street from private residence to a welcoming public space. With its new sign out front and the doors flung open, this new Visitor Center commands a spacious main lobby with its coffered ceilings and original wood floor.

Upstairs, the staff has moved into a welcoming public space. With its open, this new Visitor Center commands a spacious main lobby with its coffered ceilings and original wood floor.

The purchase of 152 Main Street in 2016 has provided much-needed space to accommodate our very active staff, to increase the number of student programs we can offer, to provide adequate space for the large scale community events we create, and to properly care for our extensive collection of artifacts. This physical transformation has prompted the staff and Board of Directors to explore opportunities to expand and enhance the visitor experience by increasing tour hours, adding state-of-the-art technology to the exceptional experience provided by our documents.

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The addition of the adjacent property at 152 Main Street is a pivotal element in the transformation of KTM&HC’s physical campus. When it opens as a Visitor Center, the classic red brick building will be the most tangible evidence of a more expansive campus, welcoming visitors, introducing our three centuries of history, and leading guests to the many points of interest on our 4.2-acre site. These include tours of the landmark Keeler Tavern, and stops at the Cass Gilbert-designed sunken garden and multi-purpose Garden House, as well as at the Carriage Barn for interactive exhibits such as Hands On History, an art show, or other event.

A Gracious Welcome
The new Visitor Center welcomes visitors with expanded options for orientation, admission, tours, refreshments and restrooms.

A Reimagined Visitor Experience
An evocative presentation, “Sisters” imagines the lived experience of Phillis, to Phoebe, the black women who lived and worked with the Resseguie family before, during and after the Civil War.

Carriage Barn Renovations
Creative solutions for second-floor access will enable more varied use of the Cass Gilbert structure, which already hosts art shows, school programs and exhibitions.

Expanded Site Parking
The new Visitor Center provides generous parking at the site’s new entry point.

Elegance Preserved
The 100-year-old Garden House designed by Cass Gilbert continues to provide a multipurpose space for programs and events.

Rose Garden Oasis
New signs and pathways will lead visitors to Julia Gilbert’s secluded brick-walled rose garden.

Expanded Museum Store
Doubling in size, the Museum Store’s selection aims to please shoppers looking for unique high-quality, Museum-inspired items.

A Transformed Campus
In addition to serving as stewards of a treasured landmark, we are using its curated life stories, events, and collections to open a window onto national events. And more than presenting history as long-ago personalities and period furniture, we are interpreting our stories through the lens of contemporary relevance, especially because they introduce the roles of individual actions and first-hand experiences in exploring challenging topics such as the important place of opportunity and privilege, race and gender in our history.

Over time, we also will be amplifying the visitor experience by making it more participatory and multi-sensory, and introducing digital storytelling to supplement the memorable person-to-person interaction with our docents that has long been a hallmark of a visit to KTM&HC.

Reinterpreting the Historic Keeler Tavern
Digital storytelling will complement docent-led tours so visitors can more fully explore key moments and movements in our national experience.

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Expanded Site Parking
The new Visitor Center provides generous parking at the site’s new entry point.

Lantern Light Tours, a traditional crowd pleaser, reenact history in a way that has both meaning and - occasionally - humor.

Her brother’s and, later, her husband’s names may have been on the sign out front, but it was Anna Keeler’s domestic and management skills that sustained Ridgefield’s leading hotel.

Julia Gilbert in the gown she wore for her presentation to the British crown. The Gilberts were the embodiment of privilege during Ridgefield’s Gilded Age.

Whether for walk-in visitors or wide-eyed school children, KTM&HC’s docents create a memorable learning experience as they portray personalities and events that span three centuries.

Juliet Gilbert in the gown she wore for her presentation to the British crown. The Gilberts were the embodiment of privilege during Ridgefield’s Gilded Age.
Our strategic plan for KTM&HC has education as its cornerstone. For over 2,300 student visitors last year from Ridgefield, throughout Fairfield County and beyond, we provided learning experiences that are an extension of the classroom, and much more than simply a field trip. This Education Initiative is where our physical and intellectual transformations come together with particular synergy.

The new multi-use Visitor Center, for example, will provide much-needed pop-up classroom space, programs serving 80-90 pupils per day require multiple child-friendly spaces for rotating groups of learners together with particular synergy.

As an Eagle Scout project, Clay Vaughan, standing right, stations. And we are especially well equipped to bring our extensive historical resources to bear on the subjects of citizenship and civic culture, as well as topics, themes, or issues that are prescribed in local or state standards.

As we undertook our first Capital Campaign in 30 years to support our transformation into a regional history center, we asked the community to support a preliminary campaign goal of $1.5 million. The response was gratifying, and has heartened us in ways that go well beyond a financial scorecard. The campaign and the transformation both continue with the expectation that they will enable us to deploy our physical and intellectual resources for maximum benefit to our current and future generations.

A Lantern Light Tour vignette debated the Whiskey Rebellion, the first major test of federal authority after the creation of the new nation. A Fourth Grade tour Looks at life during Colonial times.

As an Eagle Scout project, Clay Vaughan, standing right, his fellow scouts created from Troop 131, built collaborative storage units in the Casa Gilardi Carriage Barn.

Fourth graders learn about the lives of enslaved people during Colonial times.
Overall operating revenues for FY 2017-18 declined slightly, while year-to-year changes in individual income sources must take into account an ongoing transition to a profit center approach intended to sharpen our understanding of actual costs and returns. For example, while Garden House Rentals continue to be our most robust source of income from operations, lower reported revenues are a net figure, since they now reflect some related personnel costs. Similarly, revenue from Rentals on the 152 Main Street property, which are now included in the consolidated income statement, also reflect associated personal costs. For the year, individual income results were within man-

Sources of Funds

<table>
<thead>
<tr>
<th>Sources of Funds</th>
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<tbody>
<tr>
<td>Apartment Rental</td>
<td>28,154</td>
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<tr>
<td>Donations</td>
<td>98,343</td>
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<td>Education</td>
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<td>Fundraising</td>
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<tr>
<td>Garden House Rental Income</td>
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<tr>
<td>Grants</td>
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<tr>
<td>Membership</td>
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<tr>
<td>Other Programs and Events</td>
<td>6,282</td>
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<tr>
<td>Reserve Withdrawal</td>
<td>100,000</td>
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<td></td>
<td>$461,713</td>
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</table>

Uses of Funds

T
Total expenses were lower year-over-year, even as KTM&HC maintained an active schedule of programs and events, conducted a major fundraising campaign, and absorbed additional direct and indirect costs associated with integrating the 152 Main Street property. Some of those increases are reflected in reported expenses for General Administration, Insurance, and Utilities; as a non-profit, we expect the Property Tax figure to be significantly reduced in the next fiscal year. Restoration and Maintenance was up 19 percent, in part because of essential refreshment of the century-old Garden House.

A Campaign for Transformation

FY 2017-18 was the first full year of a Capital Campaign that is spurring a transformation in KTM&HC’s physical campus and increasing its value as a local and regional historical resource. Leadership Gifts have provided $715,979 since the inception of the campaign, supporting balanced physical, financial, and operating investments, most notably conversion of the 152 Main Street building into a Visitor Center, with opening currently scheduled for Fall 2018. Pledges in hand are expected to provide substantial additional funds, and the Campaign is planned to continue through 2020.

CAPITAL CAMPAIGN USES OF FUNDS

<table>
<thead>
<tr>
<th>Uses of Funds</th>
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<tbody>
<tr>
<td>Carry Forward</td>
<td>57,913</td>
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<tr>
<td>FCB Loan Interest</td>
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<td>FCB Loan Principal Repayment</td>
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<td>Museum Reinterpretation</td>
<td>5,969</td>
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<tr>
<td>Other Capital Campaign Related Expenses</td>
<td>51,839</td>
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<tr>
<td>Visitor Center Renovations</td>
<td>493,380</td>
</tr>
<tr>
<td>Property Tax</td>
<td>715,979</td>
</tr>
</tbody>
</table>
When he added a gracious party pavilion to his picturesque brick-walled garden, architect Cass Gilbert didn’t build it to last for anything approaching 100 years (which it has, thanks to careful preservation). Nor could he have anticipated that the glittering soirees of a century ago would become today’s weddings and receptions, festive celebrations and anniversaries, meetings of civic and service organizations, and pop-up classroom space for more than 2,300 student visitors each year.

Our picturesque brick-walled garden was a featured venue on the cover of a recent newspaper wedding supplement. Even more couples discover its charms on internet sites including The Knot.

As part of their Gilded Age curriculum, East Ridge Middle School students attended one of Julia Gilbert’s Doughboy send-offs in the Garden House, just like it would have happened during WWI.

A KTMT&HC, history can take many forms. It might be classic: a Family Day commemoration of World War I or an interactive Hands On History exploration of Main Street businesses Then and Now, our annual History Trivia contest, or a week of historical immersion for Keeler Kids. And it can be simply the fun of a July 4 Watermelon Fest. Not to mention Christmas Luncheons, art shows, and other programs and events through the year.
Cheryl Crowl drives her rolling cannonball in the Memorial Day parade.