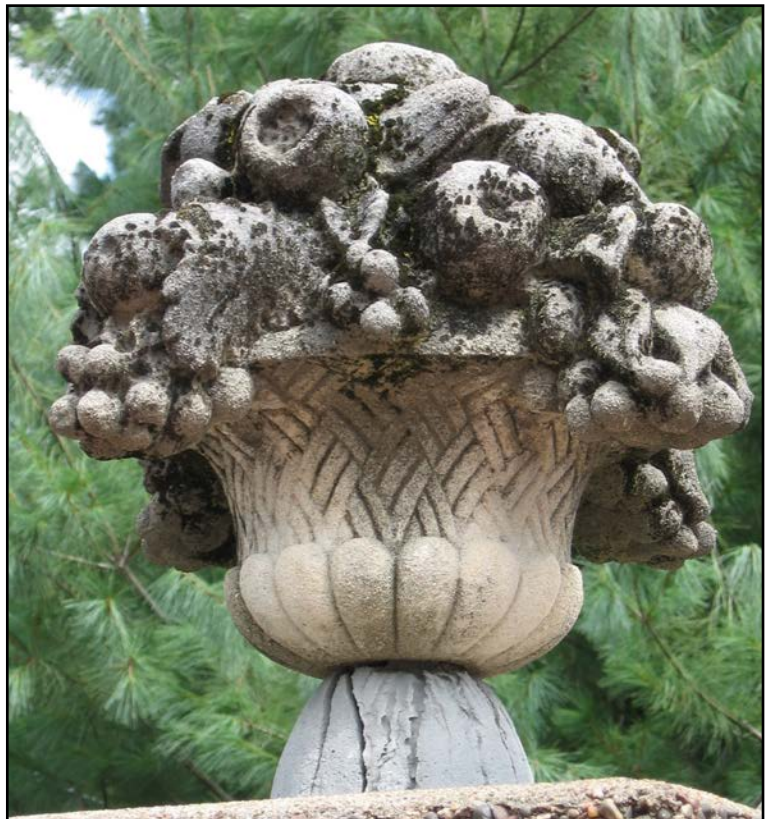


LION'S ROAR

Annual Report FY20 (April 1, 2019 - March 31, 2020)



A Note From Our Board President



For 39 years, Brucemore has played a crucial role in our community. The estate that once served as home to a few has become a flourishing historic site and cultural center that serves local, regional, and national audiences. In FY20 (April 1, 2019 - March 31, 2020), the staff and Board built upon the impressive legacies of our predecessors to address substantial needs, serve visitors, and prepare for the future. In the nearly four decades of organizational success, it was truly a remarkable year.

Last summer, Brucemore publicly launched its first-ever capital campaign. With an ambitious goal of \$5 million to address the site's critical needs, fundraising is now remarkably 98% complete. This achievement is a credit to Campaign Co-Chairs Tom Pfeffer and Carroll Reasoner, along with a volunteer committee and staff. Ultimately, when we finish the campaign in 2020, the success will be based on the extraordinary support of individuals and organizations who responded to the need and invested in Brucemore's future.

Supported by the campaign's success, and bolstered by a separate, unprecedented commitment from The Hall-Perrine Foundation, work continued throughout the estate. The Mansion Envelope Restoration Project completed its second phase, addressing the windows and doors on the entire southern face of the mansion, as well as sections of the roof.

Meanwhile, the exceptional staff continued to maintain the site, steer the operations, and serve the community through programs, events, tours, collections projects, and collaborations. Of note was a remarkable series in the spring commemorating the Douglas Starch Works explosion with a graveside service, sidewalk marking, online resources, and programs in the community. Tours of the estate continued to draw thousands of visitors to Cedar Rapids to enjoy this Midwest treasure.

Finally, if Brucemore's organizational strength and its impact on our community, were ever in question, please enjoy the list of awards and accolades accumulated in FY2020. As we prepare to mark the 40th anniversary of our founding, we are eager to make an even bigger impact in the decades to come. With your continued support, this magical place will be a part of our story for generations.

Kay Hegarty
President, Board of Trustees

Awards and Recognition in FY20 (April 1, 2019 - March 31, 2020)

- *Corridor Business Journal's* Best Cultural Attraction
- *Corridor Business Journal's* Coolest Places to Work
- Iowa Museum Association Rising Star Award (Melissa Porter)
- Greater Cedar Rapids Community Foundation Non-Profit Leadership Excellence Award (David Janssen)
- *USA Today* Top 10 Holiday Home Tours
- *Little Village's* Best Yard/Garden of the Cedar Rapids and Iowa City Area
- Outstanding Tourist Attraction by the Iowa Tourism Association
- Silos and Smokestacks National Heritage Area People's Choice Award
- Preservation Iowa's Preservation at Its Best Award: Community Effort



38,400+ People Reached



4,066 Student Visitors



436 Members



8,195 People on
History Tours



1,974 Hours Volunteered



49 Engagement Activities

A Letter From Our Executive Director



When Caroline Sinclair, the estate's original owner, decided to move from the home she had built, her first instinct was to sell it at a reduced rate for a charitable purpose. Although plans for an orphanage fell through, the subsequent owners built on

Caroline's instincts. The Douglas family fostered the art, theater, and music organizations that defined the burgeoning Cedar Rapids cultural community.

Ultimately, in 1981, the estate's final matriarch, Margaret Douglas Hall, fulfilled Caroline's vision by bequeathing Brucemore, along with a small endowment, "for the benefit of the community." Today, despite an uncertain future, the staff and Trustees are poised to expand the legacy of Brucemore's founding families in making Iowa a better place to live, work, and visit.

While we all grapple with a series of global and local issues that will define this generation, the staff and Trustees of Brucemore are determined to maintain our impact in Iowa. This begins with an understanding that historic preservation isn't about buildings, it is about community. We preserve structures, landscapes, and objects to ensure tangible and irreplaceable connections to the people who came before us.

In 2020, we are continuing the most ambitious set of preservation and infrastructure projects we've ever attempted. These projects address the failing wood, stone, and glass on the east and west elevations of the mansion. Simultaneously, new electrical services will be installed to serve future performers, technicians, and

vendors who cater to our audiences. Expanded lighting along the drives, footpaths, and structures will enhance visitor safety and site security.

Meanwhile, the uncertain nature of a pandemic and economic crisis paired with the devastation from the derecho is undoubtedly challenging our ability to host visitors. Brucemore is a model of balancing best practice preservation with innovative use. This has long required an entrepreneurial mindset that is forward thinking and experimental. Facing new barriers, we are poised to re-imagine our plans and public programs. In doing so, we will maintain our longstanding commitment to collaborating with other organizations and sharing our resources for the benefit of our community. Brucemore's historic connection to the arts community is at the core of our current role as a driver in the cultural economy.

With the support of our many members, donors, sponsors, and patrons; with critical projects; and with a talented staff battle-tested by adversity, we are facing the years ahead with optimism tempered by experience. These are challenging times, but armed with the examples of our founding families, we are eager to be a part of the economic, cultural, and emotional recovery of our community.

A handwritten signature in black ink, reading "David A. Janssen". The signature is fluid and cursive, with the first name "David" being the most prominent.

David A. Janssen
Executive Director



Brucemore presented two different intimate concerts alternating between August 28 and September 19, 2020 with spatial distancing and COVID mitigation.

Brucemore FY20 Financial Statement (April 1, 2019 - March 31, 2020)

Brucemore's income is derived from a variety of sources. The organization's financial stability depends on diversified support and concerted efforts have been made to increase non-investment revenue.

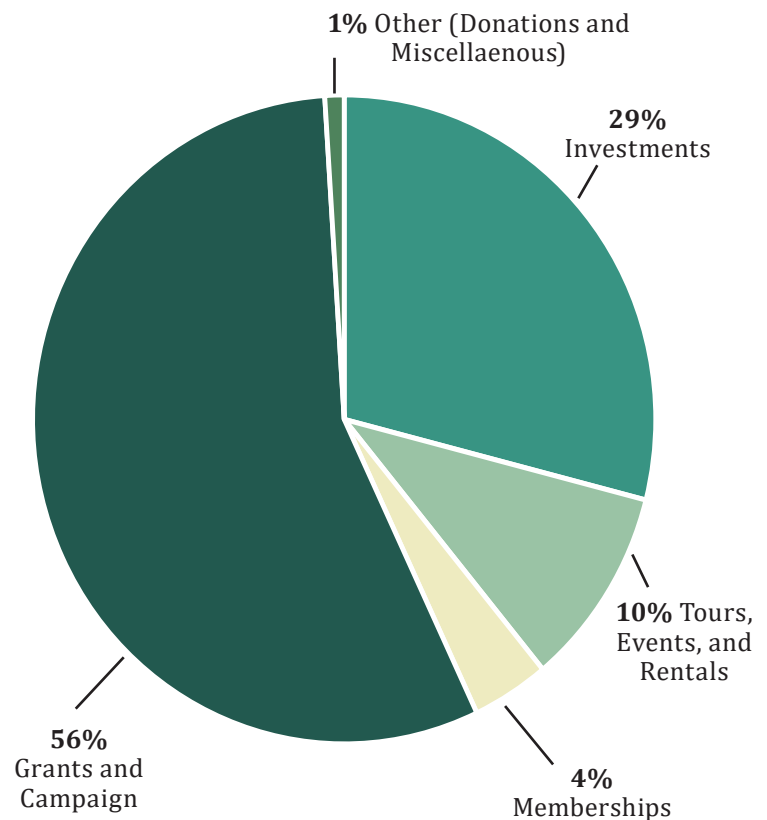
- Grants from foundations, government entities, and donor-advised funds support special projects, preservation of the estate, and a robust program menu.
- Donations to Pride & Preservation—Brucemore's first capital campaign that publicly launched in June of 2019—are designated to site-wide building preservation, landscape restoration, and infrastructure projects.
- Two endowments—the Howard and Margaret Hall Endowment at the National Trust for Historic Preservation and the Brucemore-Perrine Endowment Fund—provide administrative and operational support.
- Cultural events, community programs, and heritage tours are vital to telling the stories associated with Brucemore to local, state, and national audiences each year. Corporate sponsorships support these efforts.
- Membership gifts support the organization's mission to preserve the estate for the benefit of the community and keep usage fees for tours, events, and programs low.

A small but proficient staff works towards fulfilling Brucemore's mission, which balances the preservation and maintenance of the historic resources—its buildings, grounds, artifacts, and art—and the development and execution of the site's ambitious program, tour, and event schedule. Personnel costs are tracked by category and allocated to the appropriate activity.

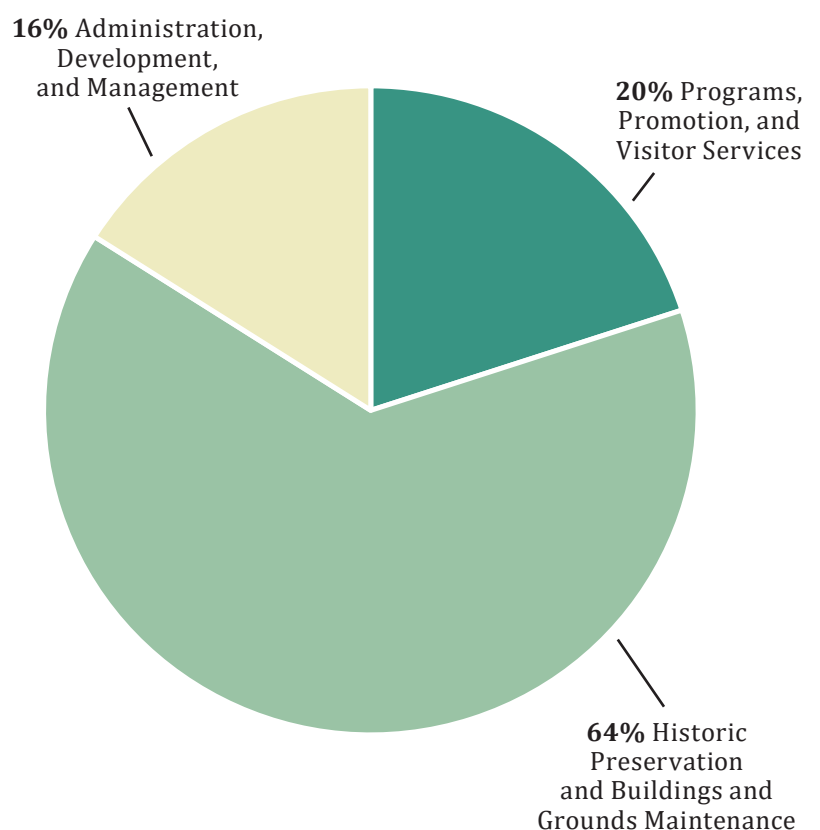
For the last decade, an average of less than \$135,000 was spent on preservation projects. The increase in preservation spending in FY20 represents a focused effort to ensure the buildings and landscape remain for the next generation.

Brucemore is the grateful beneficiary of volunteer services and donated goods, which are an integral part of the preservation and operation of the estate.

Revenue (\$2.4 million)



Expenses (\$2.4 million)



Contributors to Brucemore

This list recognizes membership support, non-campaign donations, and sponsorships between April 1, 2019 and March 31, 2020. Every effort has been made to ensure this report is accurate. If your name has been omitted, misspelled, or misplaced, we sincerely apologize. Please contact us with questions or corrections.

\$1,000,000+

The Hall-Perrine Foundation

\$15,000 - 51,000

City of Cedar Rapids Hotel-Motel
Tax Fund

Iowa Department of Cultural
Affairs, Cultural Leadership
Partner Program

McIntyre Foundation ∞

National Trust for Historic
Preservation - Historic Sites
Fund (Critical Needs)

\$7,500 - \$14,999

Cedar Rapids Bank & Trust * ∞

Collins Aerospace *

GreatAmerica Financial Services
Corp Donor-Advised * ^

Greater Cedar Rapids
Community Foundation
Organizational Development
Fund * ^

National Trust for Historic
Preservation - Historic Sites
Fund (Collections)

US Bank * ∞

\$5,000 - \$7,499

Bankers Trust Company *

Corridor Business Journal *

Pearson *

UFG Insurance * ∞

\$2,500 - \$4,999

Cedar Memorial Flower Shop *

Cedar Memorial Funeral Homes *

Dakota Red Corporation | King's
Material Inc. | Hawkeye

Ready Mix * ∞

Brucemore Fourth Family Fund ^

GreenState Credit Union *

ImOn Communications * ∞

Mr. Howard Ellsworth Jessen ∞

\$1,000 - \$2,499

1st Avenue Wine House

Acme Electric Company ∞

Alliant Energy ∞

Mary Arnold

John and Cindy Bloomhall ∞

Robert and Kathleen Cook ∞

Rex and Kathy Eno ∞

Elaine Fox ∞

Greater Cedar Rapids

Community Foundation Non-
profit Leadership in Excellence
Award ^ ‡

Brenda and Kirk Haefner

Larry and Jan Helling ∞

Hills Bank *

Kimberly Hillyard ∞

James F. Plumb Jr. and Jewel M.

Plumb Endowed Fund ^

KCRG-TV9 *

James Kern and

Dennis Konarski ∞

Kolln Family Fund ^

Doug and Diane Kopp ∞

Kim and Bruce Lehrman ∞

David Maier and Matthew

McGrane ∞

Marguerite Sinclair Carson

Fourth Family Fund ^ ‡

Stacy and Patt McDowell ∞

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McMenimen ∞

Mercy Medical Center *

OPN Architects ∞

Belva and Duffy Schamberger ∞

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Engineering ∞

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Silos & Smokestacks National

Heritage Area *

Simmons Perrine Moyer

Bergman, PLC ∞

Brian Westphalen ∞

Myron F. and Esther S.

Wilson ∞

Janet and Timothy Wuest ∞

\$500 - \$999

The Accel Group

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William and Kristine Armstrong

Roger and Angie Baker ∞

Don and Diann Barrigar

Mark and Jeanne Bornemann ∞

Mary Bess Chester ∞

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Cindy Dvorak

Brian Fagan ∞

Steve Gallagher

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Robert Hanson and Nancy

Mitchell ∞

Hillary and John Hughes

Jean Hunnicutt ∞ ‡

Thomas and Kathy Kaldenberg ∞

Jan and Dick Marett

Robby Marvin and Hilary

Copeland Marvin ∞

Key

*

Program sponsor

^

Greater Cedar Rapids
Community Foundation

∞

Campaign Donor

Additional campaign donations
beyond contributions are
listed later in the report.

‡

In Honor or Memory Of

Honorariums and memoriums
can be found later in the
donor list.



Art in the Garden partnership with iowa Ceramic Center and Glass Studio



A Modern Salon, a partnership with SPT Theatre

Contributors to Brucemore (April 1, 2019 - March 31, 2020)

\$500 - \$999 continued

Mark and Liz Mathis ∞
Larry McGrath ∞
Dr. and Mrs. Jon McWhinney ‡
Jim and Peggy Meek
Ronald and Sandra Miller
Minette Family Fund ^
Iris Muchmore and Mark Ogden ∞
NXT Bank *
Tom Peffer and Carroll Reasoner ∞
Peggy Boyle Whitworth Endowed Fund for Brucemore ^
John and Ann Persick
Profol Americas Inc.
Charles Rohde ∞
RSM US LLP
Tudy Streletzky ∞
Daniel and Carolyn Thies ∞
Transamerica Life Insurance
Kyle and Kristen Wilcox ∞
Winifred's Catering *

\$250 - \$499

Anonymous (1)
Jan and Bruce Altorfer ∞
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Barnes Manufacturing Services
Echo Batson and Mike Ahart ∞
Sally and Daniel Baumgartner
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\$75 - \$149

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Contributors to Brucemore (April 1, 2019 - March 31, 2020)

\$75 - \$149 continued

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 Sean and Wendy Williams
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 Joye Winey ∞
 Julie and Marcus Womersley
 Leslie and Jason Wright
 Mark and Tracy Zimmerman ∞



Visitors enjoy a specialty tour in May 2019



A school group explores the North Terrace in May 2019

Contributors to Brucemore

(April 1, 2019 - March 31, 2020)

\$1 - 74

Anonymous (9)	Ann Hufford
Claire Ahart	Roger Janssen ∞
<i>Gift from Mike Ahart and Echo Batson</i>	Alan Johnson
Sheri Albrecht	Shirley Johnston ∞
Roger and Dixie Allen ∞	Marilene and Rick Julich
Bob and Beth Anderton	Martha Kane
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Phyllis Barber	Linda and Bruce Koehler
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Charlie Becker	Kellie Lala ∞ ‡
Mark and Marilyn Beebe ∞	Ms. Colleen Lang ‡
Dean and Gale Beer	Bernice Langel
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Katie Benedix ∞	Linda Luettjohann
Jean Brenneman ∞	Barb Maring
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Ellen Brown	Louise McMaster ∞
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Grace Ferreter ∞	Robert Peel
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William and Monica Goeddel	Wayne and Inara Powers
Kelly Goerd	Carol Preston
Kathleen Good ∞	<i>Gift from Andrea Williams</i>
B.J. Good	Lu Anne Reifschneider
Suzanne Griggs ∞	Barbara and Royal Roland
Ann Marie Harris	John and Beth Roof
Donna and Dick Hartvigsen	Shirley Ruedy
Kathleen Hedlund	Barbara Russell
Ms. Esther L. Hudson	Janis Russell
	Karen Schlehuber ‡

Thank you to Brucemore's many supporters who continued to give and in many cases, donated extra, following the outbreak of COVID-19 in the United States. While this Annual Report does not recognize gifts after March 31, 2020, this support helps ensure arts and culture organizations are able to survive and continue serving their missions. These gifts will be recognized next year.

Joe and Geri Schmitt ∞
David Schneider
Kathy and Jeff Schumacher ∞
Molly and Brian Scott
Katherine Severson
Nancy and John Skogsbergh
Joanne Smith ∞
Ida and Peter Sorensen ∞
Nancy Stiles
Lyle and Bernie Strathman ∞
Anne Suggs
Ken and Aggie Sullivan ∞
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Jon Thele
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Gretchen Van Heukelom
Scott Vandermyde
Beth Weeks
Reta Westercamp ∞
Betsy Westphalen
Gift from Brian Westphalen
James and Jean White
Janice White
Genny and Andrew Yarne ∞
Judy Zier

Companies that matched gifts by employees:

Alliant Energy
Collins Aerospace
Pepsico
Deere & Co.
Ryan Companies US Inc. ∞
Schneider Electric/Square D Foundation

Gifts recieved in honor of:

Brucemore Staff Outreach
Chapter IH of PEO
Kathy Hall
David Janssen
Donna D. Lala
Brucemore Margurite Sinclair
Carson Fourth Family Fund in honor of Susanna Louise Kiehling, David Sinclair Carson, Jr., Douglas Arthur Carson, Katharine Marguerite Carson, Arthur Carson Jensen, Howard Edgar Jensen, Gweneth Gertrude Jensen, James I. McNelis III, Marguerite McNelis Dykstra, Anne Eleanor Alden McNelis-Warden; Donated by Susanne Carson Jensen and Howard Ellsworth Jensen

Gifts received in memory of:

The Douglas Daughters
Hazel Knott
Sarah Lang
Anne Laverty
Roger Leslie
Virginia and Joe Lumsden
Mitch McWhinney and Began Family
Joe Meyer
William Quarton
Mr. Dieter Ochs
Dee Pitner
Myrna Robertson Popa
Larry Schlehuber
Larry Turner and Phyllis Ginsberg
Peggy Whitworth

A Special Thank You to the Following



Hotel/Motel Tax Fund



A Private Philanthropic Corporation

IOWA DEPARTMENT OF
CULTURAL AFFAIRS

Cultural Leadership
Partners Program



PRIDE & PRESERVATION

Strengthening Cedar Rapids' Living Landmark

Using the estate for community programs, cultural events, and tours requires on-going preservation of the landscape, buildings, and infrastructure.

With your help, we've raised over \$4.8 million so far toward site-wide preservation projects!

We are very close to reaching the \$5 million goal. Please join us as we ensure Brucemore's future.

Contributors to the Pride & Preservation Capital Campaign

This list recognizes the intentions and donations made to the Pride & Preservation campaign between April 1, 2019 and August 31, 2020. Every effort has been made to ensure this report is accurate. If your name has been omitted, misspelled, or misplaced, we apologize. Please contact us with questions or corrections.

\$1,000,000+

Iowa Economic Development
Authority, Historic Preservation
Tax Credit Program
John and Cindy Family
Foundation

John and Kay Hegarty
The Jared and Carol Hills
Foundation
David Maier and Matthew
McGrane
Donna Oldorf
Tom Pepper and Carroll Reasoner
State Historical Society of
Iowa, Historical Resource
Development Program

Ann Collins-Hattery and Mike
Hattery
Dakota Red Corporation | King's
Material Inc. | Hawkeye Ready
Mix

Brian Fagan
Steve and Megan Ginsberg ‡
Marc and Cathy Gullickson
Brad and Jade Hart
Kimberly Hillyard
ImOn Communications
James Kern and Dennis
Konarski
Robert J. and Sue B. Latham
Linn County Economic and
Community Development Fund
Dee Ann McIntyre

Shuttleworth & Ingersoll, PLC
Simmons Perrine Moyer
Bergman, PLC
Susan and Kyle Skogman
John Wollner, M.D.
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Site-wide infrastructure work begins



Preserving the mansion roof crests

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Peggy Boyle Whitworth

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Volunteers collectively contributed over 1,800 hours by giving tours, helping at events, and gardening.

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Tour Guide



Volunteers from AmeriCorps help prepare the grounds for the spring season in March 2020



In Memorium

Dee Pitner was a 37-year volunteer at Brucemore along with husband, Dick. She loved arts programs at Brucemore, working behind-the-scenes, and interacting with guests. She believed that serving her community gave more to her than she could possibly give in return. In honor of her memory, her family and friends made generous donations to Brucemore to continue the mission of inspiring the community and bringing the estate to life. These gifts will be recognized in next year's report.



Adapting a Summer Season and Program Menu

Since March, Brucemore staff have been putting the organization's nearly four decades of programming experience to use while exploring new ways to utilize the estate and share its history and stories. The coronavirus crisis and derecho required staff to look closely at how Brucemore serves the community, especially in a time when many well-loved programs couldn't be enjoyed in the usual ways.

Despite this period of uncertainty, Brucemore has remained committed to leading the economic and emotional recovery of the cultural sector. Building on a tradition of innovation, staff have adapted and developed a mix of programs suited to creating a safe environment for all guests, participants, volunteers, and staff.

Recognizing the outdoor spaces and the staff knowledge for using the site as assets, Brucemore has invited other non-profit organizations to partner with Brucemore's mission in serving their audiences. In addition, digital mediums have allowed staff to share never-seen-before objects and archival footage from the collection through online exhibits and social media.

These efforts would not be possible without the on-going support of donors and sponsors, including the sponsors who re-committed their gifts to a fluctuating summer series at a time when it wasn't clear any in-person events would be possible. A special thank you to Bankers Trust, Cedar Rapids Bank & Trust, Collins Aerospace, *Corridor Business Journal*, GreatAmerica Financial Services, Hills Bank, ImOn Communications, Mercy Medical Center, UFG Insurance, and US Bank.

Lighting a Familiar Path

Brucemore began the design phase of a site-wide infrastructure upgrade in the winter of 2019, funded by donations to the Pride & Preservation campaign. The estate was built as a private residence in the 1880s, but is used to welcome thousands of people annually. With several event spaces, a roadway that traverses the entirety of the estate, and two separate parking lots, the lighting system on the property posed challenges for programs and site usability. The infrastructure project aimed to enhance the site's exterior lighting, communication, and security systems. Creating more reliable electrical access for exterior programs and improving visibility on site after dark will allow for increased and easier opportunities to use the site.

In April 2020, work on Brucemore's site-wide infrastructure upgrade moved from the design phase into installation. Brucemore staff prepared the grounds, making use of the Historic Landscape Report to make re-planting and design decisions. The electrical backbone from gate-to-gate was upgraded and additional service locations were added. New lights along the main drive and sidewalks have been added, as well as additional lighting on the structures. This project remains in progress and is set for completion in 2021.



Experience New Online Exhibits

Brucemore is home to thousands of artifacts that reflect more than 130 years of history. These objects run a wide range and include everything from furniture to clothing, artwork to ash trays, shoes to shot glasses. Together, these artifacts tell a personal story about life at Brucemore.

Now, a selection of these artifacts are available to view online. This project was developed in-part due to the Historic Sites Fund, a grant through the National Trust for Historic Preservation. This fund, provided to sites for collections care, allowed Brucemore to hire Jessica Cloer to serve as a Collections Assistant for the duration of the grant.

Since Jessica started, Brucemore has published multiple new online exhibits. These exhibits, which are free to the public, provide an opportunity to learn more about Brucemore's history and view objects which are not typically on display.

Visit the online exhibits to explore Howard Hall's Tahitian Room, piece your way through the Douglas family's collection of jigsaw puzzles, and take note of Brucemore's international currency collection (sponsored by Hills Bank). Learn more about these exhibits at brucemore.org/explore/browse-our-collections.



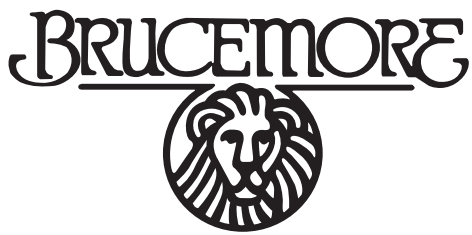
Uncovering History Through Preservation

This spring, work began on Phase III of the Mansion Envelope Restoration Project (MERP). This large-scale project aims to restore the 1886 mansion at the heart of the estate. Each phase of the project focuses on a different elevation of the 15,000 square foot home. The Service Porch (Phase I), south elevation and flat roof (Phase II) have already been completed.

Phase III, which focuses on the east and west elevations, has uncovered unexpected surprises. As contractors prepared the mansion's east elevation, they uncovered something unusual near the pool house. What originally appeared to be a dirty, old coin, turned out to be something far more significant: a dog-collar tag from one of the Hall family's German Shepards.

Margaret and Howard Hall were the last resident-owners of Brucemore. Margaret grew up on the estate and in 1923, following her marriage to Howard, moved into the site's guest house. In 1937, Margaret and Howard moved into the mansion which would remain their home for the rest of their lives. Throughout the time the Halls were living at Brucemore, they had a menagerie of animals, which almost always included at least two German Shepherd dogs. The Halls also kept a pet monkey, pet deer, and of course, lions.

The MERP contractors alerted Brucemore staff so the dog tag could be preserved as part of the collection. To learn more about the pets of Brucemore and the site's history, or to stay up to date on all Brucemore projects, visit our website, brucemore.org.



Mission:

To engage the public in the history, traditions, resources, and on-going preservation of Brucemore for the enrichment of the community.

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