



BRUCEMORE

HISTORY | PRESERVATION | ARTS

# LION'S ROAR

— Annual Report FY2022 —

OCTOBER 2022





# BRUCEMORE

HISTORY | PRESERVATION | ARTS

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## Brucemore Staff

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## A Note From Our Board President

*“We have weathered these real and metaphorical storms because of your support. Brucemore is here for the community, and we learned in 2021 that the community is here for Brucemore.”*

Following a year of unprecedented challenges, Brucemore emerged in 2021 stronger than ever. With an engaged Board, a committed staff, and generous support from the community, Brucemore overcame historic threats to our preservation and public responsibilities.

By the spring of 2021, we had accomplished an enormous volume of work to recover the site from the 2020 derecho. We continued to evolve the partnerships and programs that define the organization’s impact for decades.

In the midst of the global pandemic, museums and arts organizations across the country have scrambled to react. Among the many ways COVID-19 has impacted each of us, it effectively muted gatherings and public access to communal spaces. For an organization like Brucemore, with a stated mission to “inspire community interaction,” this represented a critical threat to both our revenue and our purpose for existing. Back in 2020, just weeks after the August derecho – that among other things knocked out electrical power to the estate for ten days – Brucemore hosted a concert in the courtyard. It was the first music performed for the public on the estate in eight months, and was one of the first opportunities in Eastern Iowa for audiences to safely enjoy performance art. The resilience and determination reflected in that concert series was a turning point.

Throughout 2021, staff continued to build on that August 2020 series to re-engage partners and reinvigorate our public offerings. Theatre Cedar Rapids, Orchestra Iowa, Revival Theatre Company, and the Iowa Ceramics Center and Glass Studio each connected with audiences and patrons on the estate in the last year. Brucemore’s Artisan Studio series flourished with three distinct “backyard” concerts that featured Iowa artists building their own momentum. The Music in the Courtyard program grew in impact. Interpretive tours of the mansion and grounds resumed, tailored to minimize risk to visitors, staff, and volunteers.

And if that weren’t enough, Brucemore took enormous steps forward in restoring the estate. Brucemore staff and the Board of Trustees Buildings and Grounds Committee oversaw the work to bring the Mansion Envelope Restoration Project closer to completion. Work also continued on storm-damaged buildings and structures across the 26-acre estate while the staff sustained the emotionally and physically taxing effort to remove tons of tree debris from the grounds 18 months after the derecho.

Behind the scenes, staff, Trustees, and experts from across the country contemplated historic upgrades to the 1886 mansion’s HVAC system, and took the first steps to restore the landscape. Having suffered the worst, one-day loss of any cultural landscape in United States history, Brucemore is poised to mount the greatest comeback.

We have weathered these real and metaphorical storms because of your support. Brucemore is here for the community, and we learned in 2021 that the community is here for Brucemore. The success of the Pride & Preservation campaign completed in 2020, followed by generous support from corporations and individuals, has made possible the tireless work, the thoughtful planning, and the fulfillment of our mission.

With your continued investment in our work, we are proud and eager to move forward together.

Brian Fagan  
President, Board of Trustees

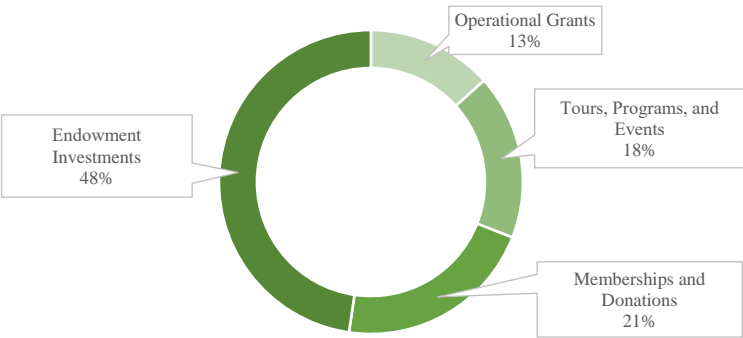
# FY2022 Financial Statement (April 1, 2021 - March 31, 2022)

Brucemore’s financial support comes from diverse sources, ensuring a sustainable foundation for the organization. Brucemore has two budgets to track inflows and outflows of Operating versus Capital as separated in the charts below. Brucemore is grateful to the people, organizations, foundations, and government entities listed in this report for their support.

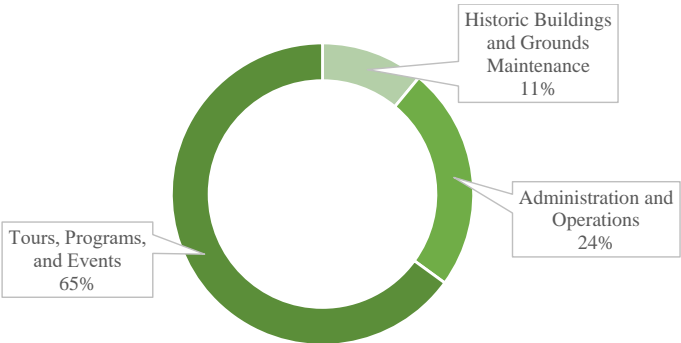
## Operating Budget: \$1.2 million

The Operating Budget, which supports heritage programs, arts events, building and grounds maintenance, utilities, and administration, totaled \$1.2 million. These expenses are supported by unrestricted donations, Members of Brucemore contributions, grant awards, event and tour ticket revenue, and endowment income.

Revenue



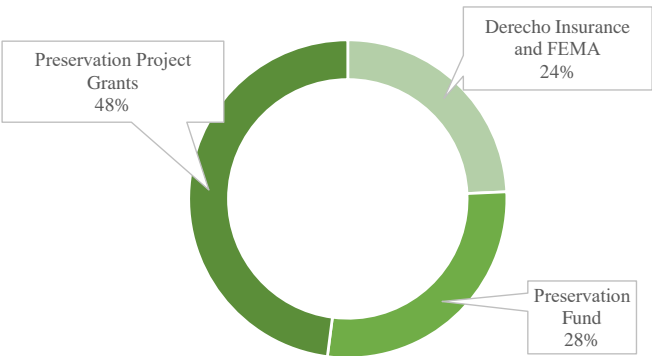
Expenses



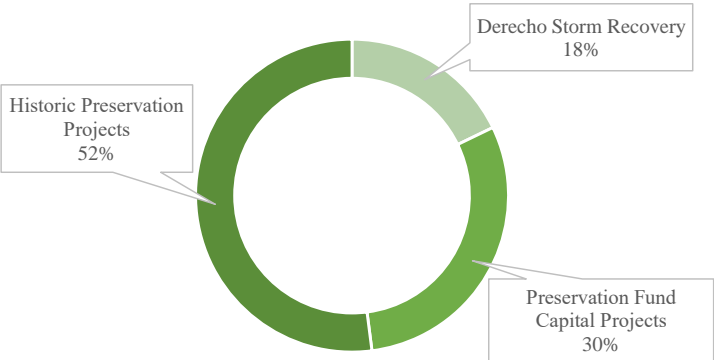
## Capital Budget: \$1.7 million

The Capital Budget, which supports large-scale capital preservation and derecho recovery projects, totaled \$1.7 million in FY2022. These expenses are supported by restricted donations and grant awards, including donations to the Preservation Fund, derecho insurance reimbursements, and a grant from The Hall-Perrine Foundation.

Revenue



Expenses



Brucemore continued to build on a partnership with Theatre Cedar Rapids during the summer of 2021, offering the first theater performance outdoors with COVID-19 mitigation in the area. The sold out performances of Bright Star provided actors and technicians an opportunity to create a show.





## A Letter From Our CEO

***“Ultimately, Brucemore is not defined by the success of any single initiative, but by the unwavering commitment to inspire.”***

Brucemore is rooted in history, both as a site and as an organization. Amid inspiring performances by contemporary artists, the ongoing recovery from recent crises, and our relentless work to manage and mend the estate, we are mindful of the greater context our story provides.

Our archives and traditions are replete with evidence of bold visions that are sources of comfort and inspiration in challenging times.

T. M. Sinclair emigrated from his native Ireland and built an agribusiness empire on the banks of the Cedar River. Irene and George Bruce Douglas acquired an elaborate home surrounded by farmland and timber and transformed it into a sprawling, complex country estate. Howard Hall purchased a local foundry and established a heavy industry juggernaut while pouring his wealth back into the community. Margaret Hall’s aspiration that her childhood home perpetually benefit others resulted in the mission we embrace today.

That same principle of crafting a bold future drove our first Executive Director Peggy Whitworth and her early thought partners. In an era when historic houses were typically monuments to a wealthy few, the earliest vision for Brucemore as a museum dictated the creative and entrepreneurial uses we’ve embraced since. That critical, inceptive mindset to resist the ordinary helped establish Brucemore firmly in the crux of Eastern Iowa’s arts community.

In the last four decades, the staff has never stopped testing ways to serve the community with arts festivals, blues concerts, partnerships, outdoor theater, flower shops, exhibits, scarecrows, and a host of other experiments. Some of them grow into an entrenched, beloved program; others ebb in popularity

and effectiveness. Ultimately, Brucemore is not defined by the success of any single initiative, but by the unwavering commitment to inspire. Creating and imagining is the true strength of the organization and the impact it makes on our community. It is a delicate balance of trusting the accumulated experience while aspiring to something without precedent.

As an organization, we are at a pivoting point. As we craft and hone our vision for the next decade, some of the work ahead is clear. We are committed to a thoughtful and deliberate process to reconstitute the cultural landscape left emaciated by the most expensive thunderstorm in United States history. We will continue to invest your extraordinary donations and contributions to preserve the seven nationally-significant buildings. In 2022, we will complete one of the very few geothermal HVAC systems in any historic home in the world. We will continue to embrace our happy alliances with the artistic community. We will remain a leader in the tourism and museum sectors.

But questions remain for us to answer together. In a post-pandemic world, how best will we serve the community? As we address a backlog of preservation work, how do we ensure we keep pace with it? As the costs of materials, business operations, and events increase, how will the organization outpace that inflation? In tumultuous times, the road ahead is often obscured, but our story illustrates that while pioneers do not benefit from road maps, they find their way with wisdom, persistence, and courage. With your continued investment in our journey, we are eager to navigate the road ahead.

David A. Janssen  
CEO



*A Night Out cocktail party held in June featured musicians and artists who have been working as part of the Artisan Studio.*





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***Brucemore inspires community interaction with history, preservation, and the arts.***

Since opening as a non-profit historic site and cultural center in 1981, over one million people have visited the 19th century estate and it has been recognized as an outstanding attraction in the state.

The 26-acre landscape serves as more than a beautiful backdrop. It provides a living connection to over a century of history. The sweeping lawns, gardens, orchard, woodland area, and pond were designed to grow and change. For over 100 years, the BruceMore landscape evolved through generations, while maintaining its authenticity.

***A natural disaster devastated the living collection*** at BruceMore and much of Eastern Iowa in August of 2020. A powerful storm reached hurricane-like windspeeds of over 120 miles per hour, damaging every building and downing over 70% of the tree canopy.

***Despite the destruction, signs of hope prevail.*** Recovery efforts are underway to make the site safe for visitors, preserve the buildings, and restore the iconic landscape. Hundreds of trees will be planted by the conclusion of 2022.

***We need your help*** to ensure the continued national significance of this living landmark and to continue BruceMore's role as a hub for community activity.

**DONATE TODAY AT  
BRUCEMORE.ORG/GIVE**







## Derecho Recovery Structural Projects Completed

- “Bowl of Plenty” statuary and courtyard pier conservation
- Mansion historic lights repair
- Mansion interior plaster repair
- Mansion window repair
- Visitor Center exhibit space interior painting
- Garden House shutter repair
- Carriage House roof replacement
- Bookbindery roof replacement
- Maintenance Building roof replacement
- Servants’ Duplex roof replacement
- Perimeter fence replacement
- Operational greenhouse repair
- Chicken Coop storage and public restroom wall repair
- Carriage House courtyard wall repair
- Theater booths repairs

*Over the summer of 2022, contractors removed the wooden structure around the Lord & Burnham Greenhouse and rebuilt the glass enclosure that was damaged during the derecho. The Greenhouse will be fully operational after the mechanical and electrical systems undergo review during the fall of 2022.*

## Derecho Recovery Continues: Two Years and Counting

***“Current calculations estimate the August 2020 derecho caused more than \$3 million of damage...”***

On August 10, 2020, a storm swept across the midwestern United States. Characterized as a derecho, the phenomenon featured intensive, sustained straight-line winds partnered with a series of thunderstorms. Estimated by the National Oceanic and Atmospheric Association to have resulted in approximately \$11 billion in damage across several states, this storm was one of the costliest natural disasters in the United States in recorded history. Brucemore was along the storm’s path in Eastern Iowa.

Current calculations estimate the August 2020 derecho caused more than \$3 million of damage to the estate’s seven historic buildings, 26-acre historic landscape, two operational buildings, hundreds of yards of fencing, multiple gates, and several other historic features. A portion of the 1915 glasshouse structure of the Lord & Burnham Greenhouse collapsed under the weight of a century-old tree. The force of the wind caused the slate of the mansion roof to scatter across the garden, and the windows of an east facing porch to implode.

In total, the estate lost 70% of its mature tree canopy, with over 450

trees impacted. Century old trees were uprooted from the ground and trunks were bent in half. This devastation immediately and fundamentally changed the view of the landscape.

Brucemore observed the two year anniversary on August 10, 2022, with the completion of several major structural recovery projects across the estate and the early groundwork on a multi-year landscape restoration process. Supply chain issues and insurance negotiations delayed a few of the final remaining structural projects - the most notable being the mansion slate roof replacement; however, these are expected to be completed in 2023.

These projects have been made possible by FEMA reimbursements for derecho debris management and removal, Historic Preservation Tax Credits through the Iowa Economic Development Authority, insurance reimbursements, and over 300 donations from individuals and organizations to the Preservation Fund. Brucemore acknowledges the staff, Trustees, donors, volunteers, contractors, and architects who have dedicated thousands of hours towards recovery efforts.





### Project Highlight:

An essential part of the Brucemore collection is the statuary scattered across the estate's 26 acre cultural landscape. As the second family to call Brucemore home, the Douglasses, expanded the grounds and added buildings and landscape features, they also selected and incorporated pieces of statuary to accentuate the beauty of the estate.

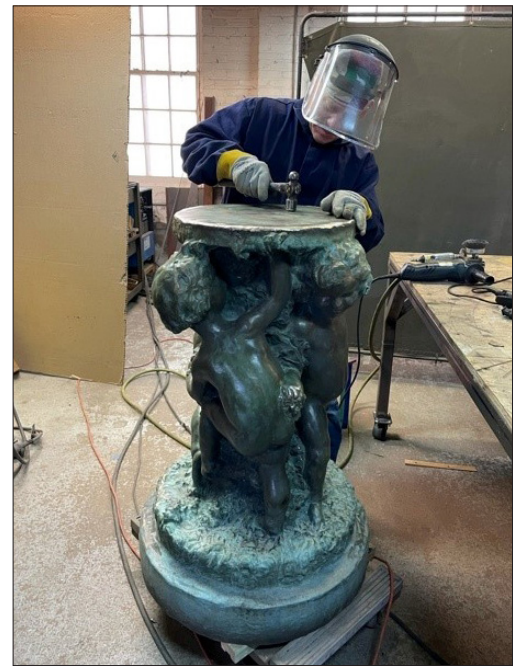
When the Douglasses hired Howard Van Doren Shaw to renovate their new home in the early 1900s, he incorporated one of his signature motifs in various areas across the property to reflect welcoming and prosperity. The "Bowl of Plenty" can be found within the mansion at the base of the grand staircase, and on the piers that frame the Linden Drive gate and Carriage House courtyard entrance.

During the August 10 derecho storm, one of the "Bowls" on a Carriage House courtyard pier was knocked off its pedestal by a falling tree. It crashed to the ground, fracturing the base and cracking the concrete artwork. Brucemore staff hired Minnesota-based contractors to

travel to the estate to conserve the piece, clean the debris from the crevices to minimize future deterioration, reattach it to the pier, and repair the base structure.

Several other pieces of statuary and gates sustained damage and are undergoing conservation. This includes two statues - "Dancing Children" typically found in the Formal Garden and "Deer" typically located by the pond. It also includes the First Avenue and Linden Drive wrought iron gates, piers, and lights. This work is expected to be completed before the end of 2022.

This work will be reimbursed by insurance.



### Derecho Recovery Structural Projects to be Completed:

- Lord & Burnham Greenhouse glass enclosure repair and cold frames rebuild
- Mansion Breakfast Porch restoration
- First Avenue and Linden Drive gates, piers, and lights conservation
- "Dancing Children" and "Deer" statue conservation
- Visitor Center exhibit space floor replacement
- Mansion slate roof replacement



*Top Left: An art handling company removing the Linden Drive gate to transport it to the conservator's shop.*

*Top Right: The art conservator working on the "Dancing Children" statue at their studio.*

*Middle: The conservator treating the "Bowl of Plenty" to prevent future damage from natural elements.*

*Bottom: Site Maintenance Specialist Blais Richards stabilizing the "Deer" statue in preparation for removing it from its base for conservation.*





## A Landscape Rooted in the Past Looks to the Future

The devastation to the Brucemore landscape from the sustained 140 mph winds was called the worst one-day disaster suffered by a cultural landscape in the last century. While significant work has already occurred with clearing debris, a multi-year Landscape Restoration Project is in progress to recover the historic estate.

Since the days following the storm, staff have been assessing previous landscape plans, conducting original archival research, seeking outside scholarship, and working with expert assistance to develop a Historic Landscape Master Plan to guide a multi-year process to replenish the estate and improve modern day use.

Brucemore will recover from the devastating storm and be better positioned organizationally to care for the estate when confronted with unexpected future challenges.

### Phase I

In May of 2021, an O.C. Simonds expert led a discussion with community stakeholders. A Landscape Architecture professor from Iowa State University visited the estate several times to update the Landscape Treatment Plan, which had originally been created in 1993 and last updated in 2013.

In February of 2022, Brucemore hired S.LA Landscape Architect and Founder Brett Seelman to spearhead a design process for the full estate utilizing research and best practice techniques.

Seelman conducted research of the archives with Brucemore's Curator of Museum Collections. Seelman said, "The efforts to restore the estate to the Douglass-era (1906-1937) will offer the community a chance to discover a Brucemore they have never experienced before! The estate has dramatically changed since that period - from the loss of the American Elm canopy in the early 1960s to the loss of the Green Ash canopy within the last 10 years, and now post-derecho."

Understanding the changes over time provides a foundation for creating a master plan with estimated costs. Seelman along with staff will continue revising the plan to balance history with modern day maintenance and programming needs.

### Phase II

In April of 2022, Phase II kicked off with a focus on the woodland and Linden Drive/Crescent Street frontage area. Approximately 100 non-viable trees were removed. Several trail paths were identified based on the topography and experience goals. A critter fence was installed to allow access to the space

while protecting the trees during the early growth years. Eighty-five goats from Cox Spring Farms out of Dubuque, Iowa, were brought to Brucemore in mid-September to help clear the weeds and invasive species that had grown as a result of a diminished tree canopy. Approximately 400 trees and understory shrubs donated by the Monarch Research Project will be planted in the fall of 2022.

### Phase III

Slated for 2023, Phase III will offer an incredible opportunity to recapture the design intent and use of the estate evident in the 1930s. The southwest edge of the estate, from the Garden House to the pond, gradually transitioned from "built environment" to "natural environment" with plantings that cued a pedestrian pathway across the length of the property.

### Phase IV and Beyond

Additional phases will focus on the remaining areas of the property, such as the orchard and Servants' Village, in 2024 and 2025.

The current and future work is paid for by donations to the Preservation Fund.





## A Note from Our Landscape Architect

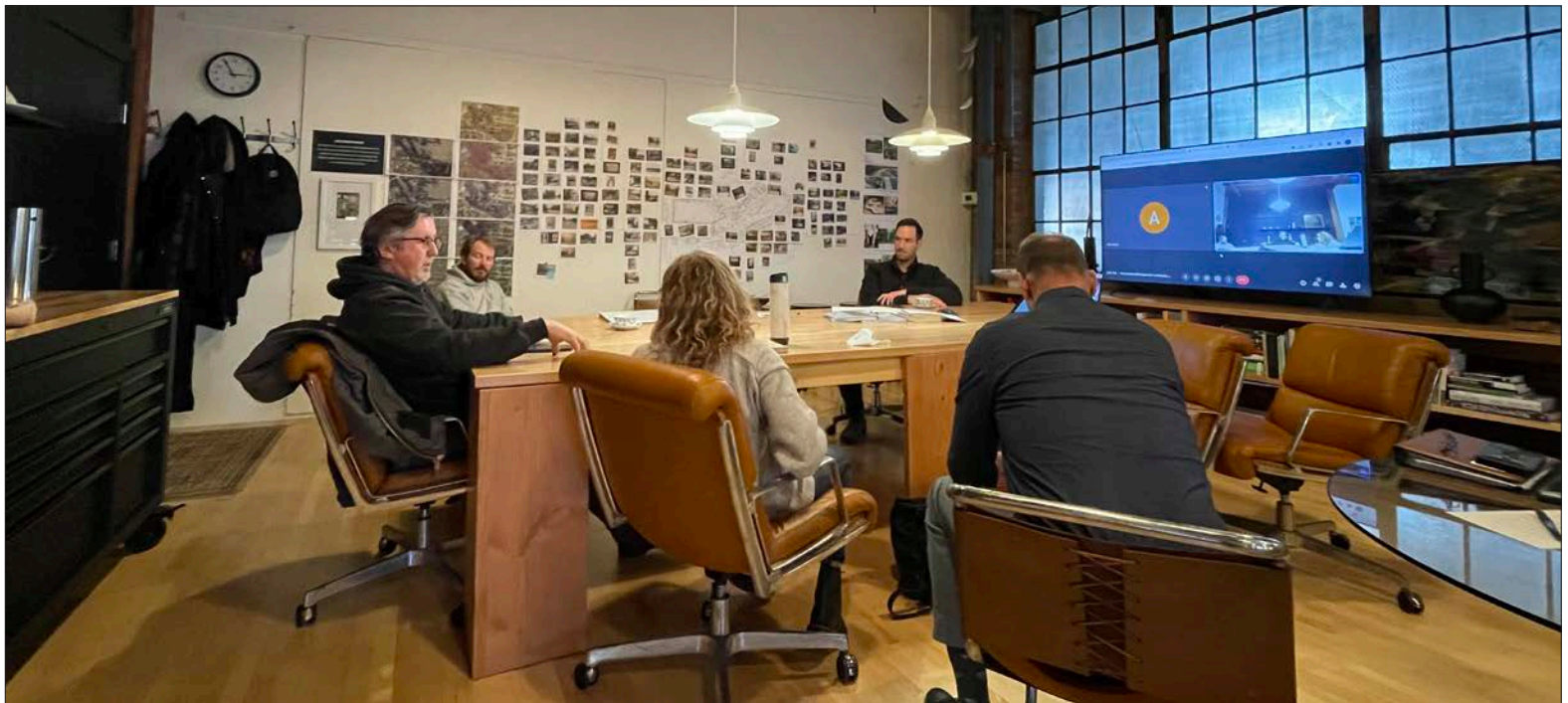
Brucemore is in the heart of our City and is our community's most significant green space. Post-derecho, the opportunity to help guide and steward the landscape restoration is meaningful to me. When my wife and I moved back to Iowa from Boston in 2015 and bought our first home near Brucemore, the estate became part of my morning walk and the place we would let our boys run wild on the weekends.

Working with Brucemore to create the framework and master plan for restoring the landscape has been

an honor. Throughout the process, I continually ask the team as we are making decisions, "How would O.C. Simonds approach this?" or "What would Mrs. Douglas have to say?" The derecho impacted everyone in our community; through that devastation, we have all learned a valuable lesson regarding the healing power of time.

My greatest reward will be to experience the estate evolving and growing over time, throughout the seasons, and throughout the cultural amenities that Brucemore presents on the estate. When I think of the opportunity to be a part of this restoration, I remind myself how important it is to have Brucemore in our community. It provides a cultural and civic stage for so many special memories. I think of the longtime community members who have supported and attended Brucemore events over the last 40 years and other young families starting to make traditions and memories.

I challenge all of us to observe the landscape as it is today, post-derecho, so we can appreciate the growth that will occur on the estate over the proceeding years and decades. The derecho has created a pivotal moment, not only for Brucemore, but for the City of Cedar Rapids. We all have the opportunity to be a part of this history and to leave a lasting legacy of restoring the landscape for future generations.



*Top Right: Curator of Museum Collections Jessica Peel-Austin working with Landscape Architect Brett Seelman to research Douglas era archival photographs and documents.*

*Middle: A view of the temporary tree nursery established on site to store the trees donated by the Monarch Research Project for planting in the woodland.*

*Bottom: Members of Brucemore's staff meeting with Landscape Architect Brett Seelman at his studio in Cedar Rapids to discuss the master planning process.*





## FY2022 Contributors to Brucemore (April 1, 2021 - March 31, 2022)

This list recognizes membership support, non-campaign donations, and sponsorships between April 1, 2021 and March 31, 2022. 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.

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The Hall-Perrine Foundation

### \$20,000+

Cedar Grove Signature Fund†^

City of Cedar Rapids Hotel-Motel Tax Fund

Funds for the Community 2020^

Iowa Department of Cultural Affairs, Cultural Leadership Partner Program

Esther and Myron Wilson~

### \$15,000 - \$19,999

GreatAmerica Financial Services Corp Donor-Advised Fund†^

Iowa Department of Cultural Affairs, American Rescue Plan Humanities Grant

Iowa Department of Cultural Affairs, Iowa Arts and Culture Marketing Grant

### \$7,500 - \$14,999

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Campaign donations beyond contributions are listed later in the report.

∞

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Honorary and memorials are listed later in the donor list.



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### \$75 - \$149 *continued*

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Claire Ahart, gift from Mike Ahart~

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*Brucemore partnered with the Iowa Ceramics Center and Glass Studio on a clay pirate gnome workshop in June of 2022. A mother and son enjoyed the afternoon class and exploring the estate.*



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Brucemore partnered with the Cedar Rapids Opera Theatre on their 2022 summer Young Artist Series production of Pirates of Penzance.





## Brucemore CEO Recognized with State Leadership Award

The Iowa Museum Association recognized CEO David Janssen with a leadership award at the annual conference held virtually in October of 2021. Cynthia Sweet, Director of the Iowa Museum Association said,

***“The Iowa Museum Association Leadership Award recognizes individuals who have made outstanding contributions to the museum field. David’s contributions to the field have been diverse and exceptional. Perhaps most significantly, his leadership at Brucemore provides a model, reminding leaders to review their organization’s sustainability model and make informed changes as needed for the long-term benefit of their institution.”***

Janssen was hired as Brucemore’s Executive Director in 2012, and served as the Assistant Director working with Brucemore’s Founding Director Peggy Whitworth between 1993 and 2001. Since 2012, he has raised over \$15 million for preservation and infrastructure improvements on the 26-acre estate, increasing the organizational budget by 90%. He has also continued to build on a 40-year reputation for creating unique programs and events that ensure Eastern Iowa is a great place to live, work, and play.

Notably, in 2020, he led the organization through two crises: a global pandemic that shut down site operations for months and a natural disaster that led to over \$3 million in damages across the estate. At a time when being closed may have been easier than being open, David continued to motivate staff to find value in serving the community. Brucemore rose to the top as a leader on a local, state, and national level in adapting based on pandemic restrictions, continuing to find ways to engage visitors through safe in-person and virtual programming.

Janssen is a seventh-generation Iowan with three decades of experience in museum and historic site leadership. He earned a bachelor’s in history from Dartmouth College; a master’s in history from Duquesne University; and a Master of Business Administration from the University of Iowa. Prior to starting as CEO at Brucemore, he served as Vice President of the Detroit Historical Society; Vice President of Edsel & Eleanor Ford House in Grosse Pointe Shores, Michigan; Assistant Director of Brucemore; and as Curator of the Smith-McDowell House Museum in Asheville, North Carolina. In 2019, David was honored with the Non-Profit Leadership Excellence Award by the Greater Cedar Rapids Community Foundation. Under his leadership, Brucemore has amassed regional, state, and national recognition for excellence in preservation, organizational culture, collaboration, programming, and economic impact.

CEO David Janssen sharing the preservation work occurring on the roof of the Brucemore mansion with the media.

## Mission:

***To inspire community interaction with history, preservation, and the arts.***

## Vision:

- To expand the legacy of Brucemore’s families in making Iowa a better place to live, work, and visit.
- To model a balance of best practices in preservation and innovative use.

## Values:

- We treat every person we interact with as a special guest.
- We collaborate with other organizations and share our resources, knowledge, and talent.
- We embody an entrepreneurial mindset that is data driven, forward thinking, and experimental.
- We value integrity, fiscal discipline, responsibility, and the highest professional standards.
- We believe preserving historic structures, landscapes, and objects ensures tangible and irreplaceable connections to the people who came before us.
- We view history as a collection of diverse experiences and cultures that provides a better understanding of who we are today.

*(Adopted October 2020)*





## The Artisan Studio Series Builds Momentum

“Art Should Be Supported Here” was the headline of a *Cedar Rapids Evening Gazette* article in 1915. Brucemore’s matriarch at the time, Irene Douglas, personified that goal. Irene, a dedicated philanthropist, showed a commitment to cultivating art in its many forms by hosting concerts and theater, sponsoring events, and commissioning works of art—mostly from local artists—at her home. She participated in the Cedar Rapids Art Association, a group which helped support emerging artists like Marvin Cone and Grant Wood, and participated in the establishment of many local arts organizations that still enrich our community today.

Since its transformation from a private residence into a historic site and community cultural hub in 1981, Brucemore has continued Irene’s tradition. Decades of unique cultural programs and partnerships with many of the area’s arts organizations reflect her legacy. Launched in 2019, the Artisan Studio Series embodies this community-building tradition by giving artists in the composing, songwriting, and music performance fields access to technologies, techniques, and mentorship

under the guidance of Artisan in Residence, Gerard Estella. In 2022, the Artisan Studio Series featured five projects.

### MUSIC IN THE COURTYARD

In recent years, Cabaret in the Courtyard transitioned from featuring individual performers or pre-existing groups to producing one-of-a-kind thematic concepts. Two of the projects through the Studio Series featured original ensemble shows conceived and produced by the Artisan in Residence.

Through the Music in the Courtyard performances of “Looking In” and “Voices,” six different artists, six different musicians, and six different technical personnel were provided unique opportunities to gain professional, paid experiences working on a live production. Audiences at sold-out performances were introduced to new voices they may not have heard previously.

### THE STUDIO SERIES

Three of the projects that were part of the Studio Series invited performing artists/groups to work on creating original work and showcasing the process



Top: Three artists, who had never met prior to the Music in the Courtyard: “Voices,” stunned audiences with their talent and vocals.

Middle: Jordan Arnold singing a solo as part of the Music in the Courtyard: “Looking In” performance.

Bottom: The Artisan Studio also provides opportunities for audio, light, and stage technicians to hone their craft through paid opportunities. Harrison Ginzberg pictured operating the light board.



through a live public performance. Each artist was provided mentorship and production support from professionally trained and experienced staff at a free or reduced price to the artist. Meet the 2022 artists:

- **Scott DL:** Scott, a native Iowan, has been a professional singer/songwriter for over 25 years. Relocating back to Manchester, Iowa from Cheltenham, England in 2021, Scott was caught as many artists were during the pandemic, unable to practice his craft in the same way. His project utilized the technological and intellectual property of the Studio to record a 10-song album of music written by Scott and performed by musicians from the UK, US, and Poland.
- **Tesla - Robert Lyndsey Nassif:** An accomplished musical theater composer and lyricist, Nassif wrote his newest musical *Tesla*, with story by Cavan Hallman, while residing in his hometown of Cedar Rapids. Having numerous Broadway, off-Broadway, and national credits, the Studio offered Nassif a chance to workshop the piece and record a staged reading to hone its artistic and entertainment value. A cast of all Iowa artists previewed the work to a live audience in June.
- **Matt and Kristin Brooks:** Two Iowa natives, who have been performing nationally and

internationally in support of other artists, have honed their songwriting craft on the side. They are now able to put their art center stage within their alternative country niche. Their project includes a six song EP that will be utilized as a feature of their unique writing and performing style as well as the basis for all the marketing materials and requirements for their promotional and touring purposes.

The Studio Season makes the community stronger by investing in individual artists and contractors. In addition to the Artisan Studio Series, Brucemore also continued to build on partnerships with non-profit organizations like Theatre Cedar Rapids, Iowa Ceramics Center and Glass Studio, Orchestra Iowa, and Cedar Rapids Opera Theatre.

The Artisan Studio Series was sponsored in part by the Greater Cedar Rapids Community Foundation Program Grant Fund.

*Top: Scott DL shared original music and insight into his process with the Studio in June.*

*Middle: Artisan in Residence Gerard Estella working in the Studio with Sir Charles the Studio Cat. Check out his Instagram: @sircharlesstudiocat.*

*Bottom: The stage reading of Tesla by a cast of Iowa artists in front of a live audience.*







## Preservation Across the Estate Invests in the Future

Preserving Brucemore's physical assets ensures the estate's future by securing the permanence of the site and providing a foundation for innovative use and cultural leadership.

In 2020, Brucemore completed the \$5 million Pride & Preservation capital campaign. In 2021, the campaign transitioned to the Preservation Fund, which will support on-going preservation of the estate. Multiple projects are in progress or have been completed, including the:

- Mansion Envelope Restoration Project, Phases I - IV
- Mansion Geothermal HVAC Installation
- Infrastructure Project, Phase I
- Brucemore Estate Safety and Fire Enhancements, Phase I
- Landscape Restoration Project

### MANSION ENVELOPE RESTORATION PROJECT

The Mansion Envelope Restoration Project (MERP) began in 2018 to address the systemic causes of deterioration to the mansion exterior, which also provides protection to the collection housed inside.

Phase IV of MERP began in early March of 2021 and reached substantial completion in January of 2022. This phase focused on the windows and doors of the north façade, north terrace, west porch, and south terrace. Phase V began in the spring of 2022 on the south and west porches; the windows of the Grant Wood Sleeping Porch; and the breakfast porch, which sustained additional damage during the 2020 derecho.

Staff work closely with OPN Architects, and general contractor, Rinderknecht Associates to ensure proper collections item storage and to allow visitor access. The mansion remained open during a majority of this work.

Brucemore received one of ten "Preservation at its Best Awards" for "Best Community Effort" in the state at the Preserve Iowa Summit in June of 2020. This award recognized over 500 donors, contractors, staff, and volunteers who ensured this project's success.

#### ***Project Highlight: Breakfast Porch***

The Breakfast Porch on the northeast corner of the mansion was on schedule for restoration in 2020 when it suffered



severe damage during the derecho. The windows imploded and the walls shifted from the foundation. On-going research during the design phase of the restoration discovered new information about the structure of the porch during the Douglas era of 1906-1937 and how it had changed during the later Hall era between 1937-1981. As a result, the original scope of the project was adapted to include critical improvements to the structure's frame to be better suited to withstand future storms while re-incorporating the Douglas era window design.

*Top: Contractors working on various aspects of the north façade during the summer of 2021.*

*Right: The work on the Breakfast Porch on the northeast corner of the mansion was complicated by derecho damage, which also provided an opportunity to enhance the design with Douglas era features and to improve the structural integrity.*





*“This project addresses historic preservation, environmental sustainability, and long-term community relevance in a pioneering way. Playing the long game will ensure the heart of the mansion beats for decades to come.”*

**INFRASTRUCTURE UPGRADE**

In 2020, Brucemore began a comprehensive infrastructure plan to complete upgrades site-wide. Phase I was completed in 2020 to upgrade the estate’s electrical backbone and improved exterior lighting. Phase II occurred in 2022 to increase the mansion’s electrical capacity and provide fiber communications access for a geothermal system and future security and fire safety measures.

***Project Highlight: Geothermal HVAC***

Brucemore will be the second site owned by the National Trust for Historic Preservation to install a geothermal HVAC system to replace an aging boiler system in the 1886 mansion. The project will provide heating and cooling for the structure with an eye towards sustainability.

“This project addresses historic preservation, environmental sustainability, and long-term community relevance in a pioneering way,” said Brucemore’s CEO David Janssen. “Playing the long game will ensure the heart of the mansion beats for decades to come.”

The work began in May of 2022, requiring the mansion to be closed for several months. The project has required careful planning around the interiors and artifacts housed inside. Different barriers and protections were installed to protect the spaces across the three main floors, plus attic and basement.

“The original steam heat system from the 1880s relied on an outdated boiler and radiator technology that was inefficient, difficult to maintain, and a threat to the aging structure,” said Janssen. “In bypassing and retiring the 140-year-old pipes, the geothermal technology will allow us to improve environmental controls for our visitors and collection and mitigate many risks.”

The mansion will re-open for the nationally recognized Christmas holiday season in November.

The geothermal project has received funding from the National Trust for Historic Preservation Climate Action Grant Fund and Pride and Preservation donors.



*Top: A-One Geothermal dug a trench on the First Avenue Lawn to install the underground infrastructure in June.*  
*Middle: Preservation Project Manager Rachel Potthoff and CEO David Janssen reviewing the work in progress in the mansion in August of 2022.*  
*Bottom: The electrical room in the basement of the mansion during the process to increase the power supply.*





## Contributors to the Pride & Preservation Fund (April 1, 2021 - March 31, 2022)

This list recognizes the payments made on the intentions and new donations to the Pride & Preservation campaign and Preservation Fund between April 1, 2021 and March 31, 2022. 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.

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*Brucemore partnered with the Iowa Ceramics Center and Glass Studio to create a tile from a 3D print of a rosette from the Grant Wood sleeping porch located on the mansion's second floor. The tiles were sold as take and make kits in the spring of 2021.*





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 Daniel and Denise Willems  
 Wythe Willey Family Charitable Fund and Susan H. Willey Charitable Fund  
 Paula Wilson  
 Jody Wilson∞  
 Tim and Susan Winegarden∞  
 John Wollner, M.D.  
 Andrew and Genny Yarne

#### Gifts in Honor of:

Aaron Brewer  
 Kayt Conrad and Donald Klingenberg  
 Janis L. Kazimour



James Kern  
 David Maier  
 Jon Thompson

#### Gifts in Memory of:

Rod Benedix  
 Dr. Dallas H. Bryant  
 Larry Clore  
 Bob and Alo Geuder  
 Virginia and Joe Lumsden  
 Andrew "Drew" McDonald V  
 Larry Schlehuber  
 Carolyn Stammeyer  
 Peggy Boyle Whitworth

#### Companies that Matched Gifts

Alliant Energy  
 Collins Aerospace | Raytheon Technologies Corporation  
 Merck Foundation

*Top: Brucemore partnered with Theatre Cedar Rapids to host two outdoor theater summer camps for elementary and middle school aged students in the summer of 2021.*

*Right: Natalie Hamm interned with Brucemore in 2021, working closing with Curator of Museum Collections Jessica Peel-Austin on a Library book collection project.*



## Kelly Costello Retires After 22 Years of Dedicated Service

Kelly Costello joined the Brucemore staff as a part-time Accountant in November of 1999. She brought professional experience working at McGladrey & Pullen and several locally-owned small businesses, plus a bachelor of science in accounting and business administration from Mount Mercy College, an associate of arts from Mount St. Clare College in Clinton, and a certificate in non-profit management from Iowa State University.

She fondly remembers walking up to the mansion on her first day and being introduced to the organization's finances on a card table with a paper ledger. She was told she would be running the organization's annual financial audit starting in only two weeks.

Over the next 22 years, her desk moved to the Visitor Center, she transitioned to full-time, and she traded in the paper ledger for several computers. She led the organization through a clean audit every

year - each receiving the highest opinion possible for the attention to detail and transparency - and her responsibilities shifted as the organization grew. Throughout that time, she provided the strong financial foundation to support the changing needs of the organization, the leadership of three different Executive Directors, and the last two years of disaster management.

At the end of May 2022, she joined her husband Joe in retirement, looking forward to spending more time with her two daughters and two grandsons. At a celebration her last week, Brucemore CEO David Janssen expressed his gratitude by sharing remarks, "Through your work, spanning 22 years, we have been able to grow this organization we both cherish, while simultaneously keeping it grounded in sound fiscal stewardship and management. Brucemore has been made stronger because of your presence in our story."



*Kelly has continued attending events at Brucemore this summer, sharing several of the experiences with her family. Her two grandsons sit on her lap at the performance of Elephant and Piggie in July of 2022.*



## Do you love Brucemore?

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

Donations to the Preservation Fund ensure Brucemore will be here for future community members by funding preservation across the estate. This includes:

- Preserving historic structures important to our regional story
- Increasing opportunities to use the site for events and programs
- Creating more reliable infrastructure for performances
- Recovering and replenishing the historic landscape following the derecho

**Join in preserving Brucemore's legacy for future generations at [brucemore.org/give](https://brucemore.org/give).**





## Volunteers (April 1, 2021 - March 31, 2022)

Volunteers collectively contributed 3,000 hours by facilitating public programs, gardening, planting trees, painting, transcribing archival documents, and more.

Cheryl Akers	Lauren Clapp	Cindy Gewecke <sup>TG</sup>	Wayne Kreutner <sup>TG</sup>	Kim Stovie
Kathleen Aller	Rosemary Clark <sup>TG</sup>	Megan Ginsberg	Jan Lacy <sup>TG</sup>	Daniel Thies <sup>^</sup>
Andrew Austin	Lisha Coffey <sup>^</sup>	Gmix East	Dick Lamb	Cherryl Thomason
Angie Baker <sup>^</sup>	Barb Colehour	Barbara Goings <sup>TG</sup>	Sondra Lamb	Doug Thompson
Marilyn Beebe	Collins Aerospace	Green Iowa AmeriCorps	Jim LeMaster <sup>TG</sup>	Sarah Thompson <sup>TG</sup>
Mark Beebe	Raytheon Technologies	Suzanne Griggs	Mark Mathis III <sup>^</sup>	Susan Thompson
Brian Bergstrom <sup>^</sup>	Corporation	Stephanie Guzman	Mormon Helping	Giacomo Tormene
Judith Blum	Kayt Conrad <sup>TG</sup>	Cheryl Hall	Barbara McCuskey <sup>TG</sup>	Alicia Vance Aguiar
Lawrence Blum	Bill Cooper	Kathy Hall <sup>^</sup>	Misty Mersch	Scott Vaske
Kylee Borelli	Lynn Cooper	Warren Hall	Sammie Mersch	Austin Wake
Jeanne Bornemann	Betty Debban	Kay Hegarty <sup>^</sup>	Dr. Jennifer Murphy <sup>^</sup>	Kevin Wake
Mark Bornemann <sup>TG</sup>	Suzy DeWolf <sup>^</sup>	Diana Heinemann <sup>TG</sup>	Suzanne Myers	Teresa Wake
Nadine Borngraeber	Samantha Donisi	Lynette Hemann <sup>TG</sup>	Doug Neumann <sup>^</sup>	Montelle Walton <sup>TG</sup>
Randy Borngraeber	Mary Doyle <sup>TG</sup>	Hannah Henson	Lan Nguyen	Bill Werner
Jan Bradley <sup>TG</sup>	Ann Drahos <sup>TG</sup>	Kimberly Hillyard <sup>^</sup>	Long Nguyen	Brian Westphalen
Hannah Brewer <sup>TG</sup>	Don Drahos	Iowa Big	Don Norton	Linda Wiley
Kristin Brooks	Gary Dvorak	Ben Janssen	Marty Norton <sup>TG</sup>	Misty Wiley
Kevin Bruns <sup>^</sup>	Carolyn Elliott	Kristin Janssen	Jim Peters	Joye Winey <sup>TG</sup>
Ryan Buresh <sup>^</sup>	Gerard Estella	Jamie Johnson	Constance Richardson	Janet Wuest <sup>TG</sup>
Cheryl Burns	Brian Fagan <sup>^</sup>	Thomas Kaldenberg <sup>^</sup>	Ryan Russell <sup>TG</sup>	Timothy Wuest
Mary Campbell <sup>TG</sup>	Sally Fairchild <sup>TG</sup>	Terry Kemme <sup>TG</sup>	David Scanlon	Andrew Yarne
Christine Cassidy	Karen Fashimpaur <sup>TG</sup>	Kirkwood Community	Kim Schmidt	Genny Yarne <sup>TG</sup>
Robert Cataldo <sup>^</sup>	Feed Iowa First	College	Doug Steinmetz <sup>^</sup>	Gloria Zmolek
Dusten Chaplin	Grace Ferreter <sup>TG</sup>	Jeffrey Knowling <sup>TG</sup>	Joan Steinmetz	
Erin Chaplin	Elaine Fox <sup>TG</sup>	Peg Kreutner	Ali Stiles	
	Jason Fuemmeler			

### Key

<sup>^</sup>	Board of Trustees
<sup>TG</sup>	Tour Guide





# BRUCEMORE

HISTORY | PRESERVATION | ARTS

**Mission:**

To inspire community interaction with history, preservation, and the arts.

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*A special thank you to Mercy Cedar Rapids for printing this publication.*