

MUSEUM OF THE CITY OF NEW YORK: WHERE THE PAST INFORMS THE FUTURE

FY2009

# Annual Report



MUSEUM  
OF THE  
CITY  
OF NEW YORK

## FROM THE DIRECTOR



The Great Recession that cast a pall on Fiscal Year 2009 affected every cultural institution in New York, and the Museum of the City of New York was no exception. But the Museum survived—and is, in fact, thriving.

In Fiscal Year 2009, the Museum drew an audience of 225,724—a 19 percent increase over FY2008 and more than double the attendance of FY2003. Ten exciting special exhibitions drew extensive press coverage and visitors from the five boroughs and across the nation and around the world, pushing admission fees and Museum Shop sales above \$1 million for the first time.

And during a period when high-level gifts from individuals were affected by the bad times, our membership—in all nine categories—grew by an impressive 39 percent. Two new groups—the Women's Committee and the Young Members Circle—brought fresh enthusiasm and energy to the Museum, for which we are hugely grateful.

By far the biggest event for the Museum in FY2009 was the completion of Phase I in our three-phase *Restoration and Expansion Project*: a three-story addition to our landmark building—the first in its history—that contains a new gallery named for Museum Board Chairman James G. Dinan and his wife, Elizabeth R. Miller. And beneath the gallery is an up-to-date, climate-controlled curatorial center for our collections of textiles and works on paper, including our outstanding photography collection.

In May 2009, Phase II initiated the modernization of our landmarked Georgian Revival building, which has not been significantly altered—or updated—since its completion almost eight decades ago. The fourth and fifth floors, which once held storage and period rooms, were gutted so they can be converted into a new home for Museum staff, who now occupy makeshift offices in areas originally intended for exhibitions. And heavily used and worn classrooms of the Frederick A. O. Schwarz Children's Center on the ground floor began to be transformed into technologically advanced educational spaces that can easily be reconfigured according to need.

During FY2009 the City of New York—through the Department of Cultural Affairs and Commissioner Kate D. Levin—provided a further \$3 million for Phase II, bringing the total of its commitment to \$20.6 million.

And, blessedly, there is still private support for the project. In May 2009, we received a \$3 million commitment from the Puffin Foundation that will name a gallery on the second floor and establish an endowment for exhibitions in the space to focus on the history of social activism. The Leon Levy Foundation made a magnificent grant of nearly \$350,000 to conserve, rehouse, and develop a searchable catalog of the extraordinary Wurts Brothers Photography Collection.

We took a major stride in FY09 towards making our collections freely available to researchers, scholars, and the general public via the Internet. In December 2008, the Upper Manhattan Empowerment Zone Development Corporation made a \$550,000 grant to digitize and present our 10 most important photography collections. This grant helped support the creation in late FY2009 of a temporary digital lab where some of our most renowned images were digitized for eventual upload to a user-friendly database housed on our Web site at [www.mcny.org](http://www.mcny.org).

And while the Museum was the recipient of generous contributions, we made important gifts as well. The Rockefeller period rooms, which we could not physically retain once the Museum is fully renovated, were given to The Metropolitan Museum of Art and the Virginia Museum of Fine Arts. We are delighted that these historic rooms will continue to be enjoyed by museum audiences and well cared for by fine institutions.

All told, the Museum during FY2009 raised, privately and publicly, \$17.2 million for exhibitions, public programs, collections management and access, and for the capital campaign. We again heartily acknowledge Mayor Michael R. Bloomberg and his administration; the City Council, led by Speaker Christine C. Quinn; Manhattan Borough President Scott M. Stringer; and all the capital campaign donors. Their support ensures that the Museum is on a certain path to becoming a truly world-class institution befitting a great city like New York. We also extend abundant thanks to our trustees, in particular James G. Dinan, who continued to demonstrate his deep commitment to the Museum with an exceptional \$2 million gift for the capital campaign. Our trustees are the bedrock that ensures that the Museum can carry out its unique mission: to embrace the past, the present, and—thanks to their dedication—the future of New York City.

Finally, I wholeheartedly thank the Museum's energetic staff, who during FY2009—through exhibitions, collections management, 141 public programs and nearly a thousand school events—carried us to even greater accomplishments. I applaud you all!

Susan Henshaw Jones  
Ronay Menschel Director of the Museum of the City of New York



## CAPITAL CAMPAIGN

### \$5,000,000 and above

James G. Dinan  
and Elizabeth R. Miller

### \$1,000,000 to \$4,999,999

Charina Endowment Fund  
Mr. and Mrs. William T. Comfort  
Puffin Foundation  
Larry and Sandy Simon  
The Tiffany & Co. Foundation

### \$500,000 to \$999,999

John and Jill Chalsty  
Marvin and Mary Davidson  
The Horace W. Goldsmith Foundation  
Margaret T. Morris Foundation  
Hebe Dowling Murphy



A magnificent pledge of \$3 million by The Puffin Foundation, founded by Perry Rosenstein, pictured above with his wife Gladys Miller-Rosenstein, has endowed a gallery on the Museum's second floor dedicated to the history of social activism in New York. The gallery will be part of a larger core exhibition on the history of New York.

### \$200,000 to \$499,999

The Bank of New York Mellon  
Mr. and Mrs. Jeremy H. Biggs  
Booth Ferris Foundation  
Mr. and Mrs. James Buckman  
Mr. and Mrs. James Cacioppo/  
One East Partners LP  
Mr. and Mrs. Dermott W. Clancy/  
Dermott W. Clancy Corporation  
Barbara J. Fife/The Joelson  
Foundation  
Mr. and Mrs. Thomas M. Flexner  
George Link Jr. Foundation, Inc.  
James A. Lebenthal  
MBIA Foundation, Inc.  
Mr. and Mrs. Newton P. S. Merrill  
Ronald Purpora/ICAP Corporates LLC  
Bruno A. and Mary Ann Quinson  
Debbie and Daniel Schwartz  
Mr. and Mrs. W. James Tozer Jr.

### \$100,000 to \$199,999

Louis Auchincloss  
Lois M. Collier  
Marjorie Fortgang/M. Fabrikant  
& Sons, Inc.  
Lionel Goldfrank III  
Hearst Foundation  
Rachel and Ara Hovnanian  
James Cayne and Patricia Cayne  
Charitable Trust  
Alexandra Lebenthal and Jay Diamond  
Mrs. George Braniff Moore  
New York State Council on the Arts  
Jim and Diane Quinn

### \$50,000 to \$99,999

The Barker Welfare Foundation  
Con Edison  
Martin J. McLaughlin/Martin J.  
McLaughlin Communications  
The New York Community Trust  
Allison Whipple Rockefeller and  
Peter Clark Rockefeller

### \$1,000 to \$49,999

Toni Fillet Carney  
Mr. and Mrs. James L. Gammon  
Bruce S. Gelb  
William T. Georgis  
Mr. and Mrs. Mark J. Godridge  
Micah S. Green  
Dr. and Mrs. Frederic P. Herter  
Mr. and Mrs. Ian D. Highet  
Michael B. Jeffers  
Patricia Kavanagh and James Grant  
Mr. and Mrs. Hans W. Kertess  
KPMG LLP  
Jody and Giulio Martini  
Mr. and Mrs. Lewis Miller  
Mr. and Mrs. Anthony M. O'Connor  
Olmstead Properties  
The Pechter Foundation  
Pershing LLC  
Andy and Libbet Regan  
Fred and Suzanne Rheinstein  
Joseph and Randi Sack  
Gerald Tankersley  
Peter C. Trent  
The Volcker Family Foundation, Inc.



## EXHIBITIONS



The Museum inaugurated the James G. Dinan and Elizabeth R. Miller Gallery with a blockbuster show: ***Paris/New York: Design Fashion Culture 1925-1940***, curated by Donald Albrecht and designed by Urshula Barbour and Paul Carlos of Pure+Applied. On view from October 3, 2008 to February 22, 2009, this “finely wrought show,” as *The New York Times* put it, celebrated “the Museum’s revival as a treasure house of visual culture.” The exhibition co-chairs were Stephen S. Lash, Friederike K. Biggs, and James P. Druckman, pictured at left with Susan Henshaw Jones, *Ronay Menschel* Director.



On view from May 20 to October 12, 2009 and presented in partnership with the Wildlife Conservation Society, ***Mannahatta/Manhattan: A Natural History of New York City***, curated by Dr. Eric W. Sanderson and designed by Abbott Miller of Pentagram, used cutting-edge multi-media, along with artifacts and maps, to re-create the astonishingly diverse natural world that Hudson saw. Said *The Juilliard Journal Online*: This “very beautiful, technologically-enhanced, visually-stimulating, and thought-provoking show can certainly be considered art—in every respect.” Dr. Sanderson is pictured at left with Elizabeth Scott, a donor to the exhibition.

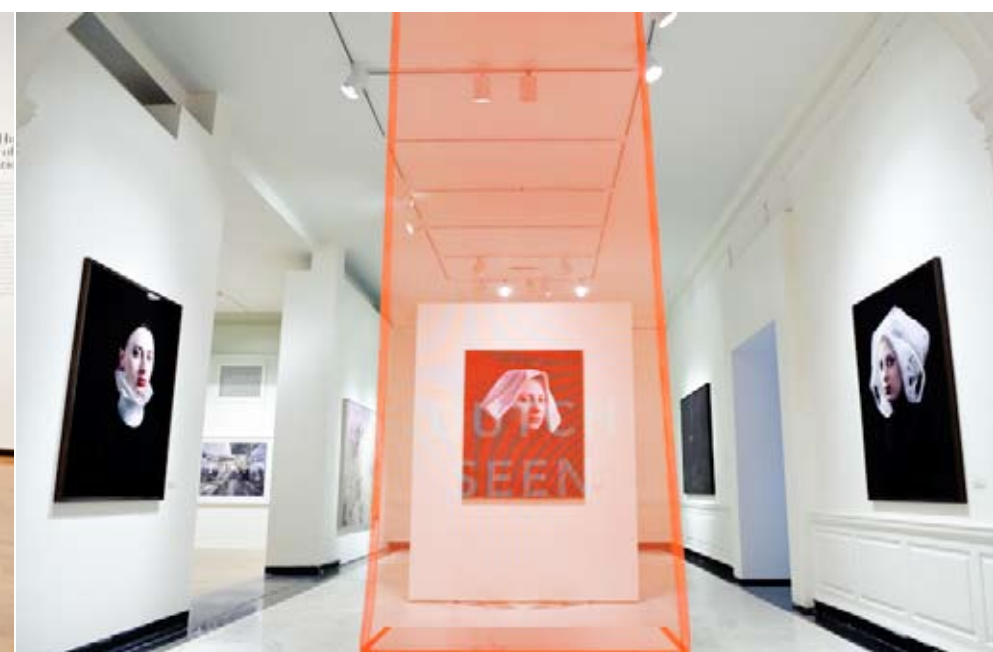


Marking New York City’s quadricentennial, ***Amsterdam/New Amsterdam: The Worlds of Henry Hudson*** (April 4 to September 27, 2009) explored the economic, cultural, and ideological connections between Amsterdam and New Amsterdam. In *The New York Times*, critic Edward Rothstein wrote that this show was “so rich in texts and rare objects from the Netherlands and local museums, and so ambitious in its explanatory material, that it restores Henry Hudson’s place in the American hall of origins.” The exhibition design, by Michael Gericke of Pentagram, took advantage of an extraordinary coincidence: the gallery in which the exhibition was mounted is of approximately the same dimension as Hudson’s ship, the *Half Moon*, and the show was ingeniously designed to evoke the ship’s hull.

The exhibition co-chairs were Alexander J. Roepers, Andrew E. Roosevelt, and Roald A. H. Smeets, pictured on the right with Frans Timmermans, The Netherlands’ Minister for European Affairs and International Culture; Museum Chairman James G. Dinan; Susan Henshaw Jones; Joan K. Davidson, Chair, Hudson-Fulton-Champlain Quadricentennial Commission; Charles Th. Gehring; and Hugo Gajus Scheltema, Consul General of The Netherlands.



***Dutch Seen: New York Rediscovered*** (June 10 to September 13, 2009), a show of photographs by a group of 13 Dutch artists which *The New Yorker* called “vivacious and full of feeling,” gave contemporary Dutch perspectives on what has become of the new world Hudson found. The show was curated by Kathy Ryan and Sean Corcoran, and designed by Peter Buchanan-Smith. Several of the artists attended the exhibition opening reception on June 9th and are pictured on the right. From left to right, Jaap Scheeren, Danielle Van Ark, Wijnanda Deroo, Misha de Ridder, Hendrik Kerstens, unidentified person, Morad Bouchakour.





▶ In an exhibition curated by Sean Corcoran, designed by Penelope Hardy of PS New York, and chaired by Museum Trustee Bruno A. Quinson, **Eudora Welty in New York: Photographs of the Early 1930s** (November 4, 2008 to February 16, 2009) showcased Depression-era photographs that revealed the same compassion and sensitivity found in the esteemed novelist's writings.



▶ **Valentina: American Couture and the Cult of Celebrity** (February 14 to May 17, 2009) was the first-ever exhibition devoted to the incredible career of this legendary designer and featured never-before-exhibited gowns, accessories, photographs, and printed matter from the collections of the Museum of the City of New York, the Valentina family, and other major collections. The show was curated by Phyllis Magidson and Kohle Yohannan, and designed by Abbott Miller of Pentagram. Co-chairs for the exhibition were Hamish Bowles, Eric M. Javits Jr., Tara Rockefeller, and Susan Tabak. Museum trustee Martin J. McLaughlin, a donor to the exhibition, is pictured on the left with Susan Henshaw Jones, *Ronay Menschel Director*.

Sean Corcoran, Curator of Prints and Photograph, curated **Broken Glass: Photographs of the South Bronx by Ray Mortenson** (November 14, 2008 to April 12, 2009), an exhibition of black-and-white photographs that evidenced the urban blight of the early 1980s and were called "powerful artifacts of their era" by *The New York Times*. ▶



▶ **Urban Abstractions: Photographs of New York** (May 1 to August 16, 2009) featured 35 images from the Museum's renowned photography collection—including works by Edward Steichen, Berenice Abbott, and Andreas Feinger— that spotlighted the opportunities the cityscape provides photographers to delve into visual experimentation and abstraction. This exhibition was curated by Sean Corcoran and Donald Albrecht, and designed by Tanya Pramongkit.

▶ **Growing & Greening New York: PlaNYC and the Future of the City** (December 11, 2008 to April 22, 2009) looked at New York City of the present day and of tomorrow, and highlighted actions New Yorkers can take to make the city a more environmentally responsible place in the coming years. Advocating the need to plan for a sustainable future, the exhibition, designed by Pure+Applied and guest-curated by Maura E. Lout, showed how a day's normal activities for the average New Yorker impact the environment. Co-chairs for the exhibition were James G. Dinan, Hamilton F. Kean, Martin J. McLaughlin, and Allison Whipple Rockefeller, pictured on the right at the exhibition opening reception on December 10, 2008 with Mayor Michael R. Bloomberg, Christine C. Quinn, Speaker of the City Council, and Susan Henshaw Jones.



Curated by Sarah Henry and designed by Tanya Pramongkit and Nona Hildebrand, **Stoops of Manhattan—Railings & Shadows: Paintings by Andrew Berrien Jones** (March 18 to August 9, 2009) revealed the special beauty of ironwork railings of mid-19th century Greenwich Village. ▶



## RESTORATION AND EXPANSION PROJECT



James G. Dinan and Elizabeth R. Miller Gallery



## COLLECTIONS ACCESS AND STEWARDSHIP



With gifts totaling more than \$7 million to the Museum's Restoration and Expansion Project, Board Chairman James G. Dinan and his wife, Elizabeth R. Miller, pictured above, continue to show extraordinary—and hugely appreciated—dedication to the Museum and its capital campaign.

In FY2009, the Museum marked completion of the first third of its bold three-phase *Restoration and Expansion Project*, which enlarges, renovates, and modernizes our aging facility for the first time in its nearly 80-year history.

In August 2008, we completed, on time and on budget, Phase I of the project: a three-level addition—the Museum's first—containing a state-of-the-art curatorial center topped by the soaring glass-and-aluminum James G. Dinan and Elizabeth R. Miller Gallery for special exhibitions. Also completed were restorations of our front terrace overlooking Central Park and of our Lobby Rotunda. These beautiful spaces are now frequently used for Museum events and provide opportunities for earned income through outside rentals.

In May 2009, we began Phase II, which entails the renovation and modernization of the Museum's South Wing, including our Frederick A.O. Schwarz Children's Center. Located on the ground floor, the heavily worn and used Center, which annually serves more than 36,000 children and teachers with innovative programs that support classroom learning in social studies, is being transformed into an up-to-date 4,165-square-foot education center, including spaces that can be configured into two or three classrooms via a motorized partition wall. Each classroom will be outfitted with sturdy modern furniture and equipped with a sink, countertop and cabinets, whiteboards, and a magnetic tackable surface, supporting a variety of hands-on activities. Classrooms will also feature ceiling-mounted LCD projectors, a retractable screen, and—vitaly—Internet access.

Also in May 2009, we began gutting the fourth and fifth floors—once home to storage and period rooms—so that they could be converted into new spaces for the departments of Development, Finance and Accounting, Communications, Public Programs, and Exhibitions, which now occupy makeshift offices in areas originally intended for exhibitions. We expect that the Children's Center and new offices will be ready for move-in by the end of summer 2010.

The staff moves clear the way for the second stage of Phase II. Highlights include:

- Introduction of upgraded electrical and climate control systems to the South Wing.
- Renovation of existing galleries on the first, second, and third floors of the South Wing into modern, flexible exhibition spaces that will be capable of housing special exhibitions and a new core exhibition on New York City's history and development, including a gallery dedicated to exhibitions on social activism, which is funded by a major grant from the Puffin Foundation. Specific changes include new lighting, flooring, and windows throughout, and the construction of the Tiffany & Co. Foundation Gallery, a dramatic installation in a modern design sensibility, designed by celebrated architect William T. Georgis, which will provide flexible exhibition space for the display of stellar objects from the decorative arts collection.
- Creation of a permanent, cutting-edge digital laboratory to further our collections digitization project, which will make the collection freely accessible to a worldwide audience of curators, scholars, and researchers.
- Restoration of historic elements in the Museum's magnificent Georgian Revival building, including the Marble Court and Library/Conference room.
- A redesigned and relocated Museum Shop, which will complement and enhance the visitor experience.

Phase III of the *Restoration and Expansion Project* will address the renovation and modernization of the Museum's North Wing. When the project reaches full completion in 2013, the Museum will have six contiguous floors of modern, climate-controlled gallery, education, office, and public spaces that will vastly improve our ability to serve our burgeoning visitorship. The Museum will also be in full compliance with all city building codes and will meet regulations established by the American Association of Museums and the Americans with Disabilities Act. Furthermore, the Museum will be energy-efficient, qualifying for LEED Silver certification. With this enhanced facility, the Museum can step forward onto the cultural landscape as a thoroughly reinvigorated institution, better able to serve a growing audience with exhibitions and programs of the highest quality.

Phase I of the Museum's *Restoration and Expansion Project* included construction of a state-of-the-art curatorial center with 15,400 square feet of high-density storage and three zones of climate-control for the Museum's collections of paper- and textile-based material, including our outstanding photography collection.

During a 12-week period from December 2008 to February 2009, the Museum undertook an immense task: the transportation and re-housing of the costume collection, theater collection, photography collection, and collections of works on paper, including prints, drawings, maps, and ephemera, into the curatorial center.

Now that these collections are under appropriate storage conditions, the Museum is working to make them more accessible to the public, beginning with the photography collection. Until now, the majority of the Museum's photographs have been largely hidden, undiscoverable except by time-consuming on-site research.

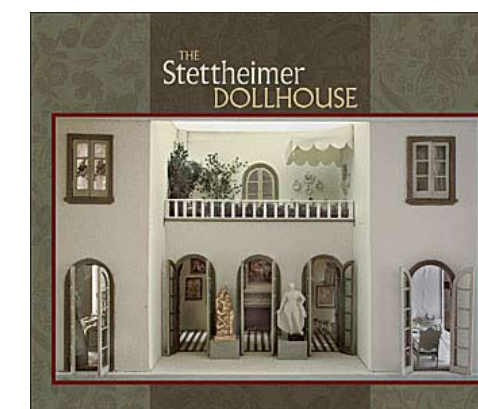
Thanks to major grants from the Upper Manhattan Empowerment Zone and the Leon Levy Foundation, the Museum in late FY2009 began a project to digitize 10 of the most heavily used subsets of our photographs—about 90,000 images, including the work of Jacob Riis, Berenice Abbott, Samuel H. Gottscho, the Wurts Brothers Studio, and the Byron Company. As documentation of the city's changing physical, cultural, and social landscape, these photographs are the most significant in the Museum's unmatched collection of New York City iconography.

To make the digital images, the Museum set up an on-site temporary digital lab in the curatorial center. For each photograph in the subsets, the scanning technicians created a high-resolution, uncompressed digital image using a digital camera. These original digital 'captures' are not altered, enhanced, or otherwise corrected, creating a record of an item's authentic appearance and condition. Through this process, a file is created for delivery on the Web. Each of these files is tagged with descriptive metadata—such as subject, year, neighborhood, or creator—and finally uploaded on an easy-to-navigate electronic database. This will aid the ongoing preservation of the photographs by removing the need to handle the fragile negatives and prints.

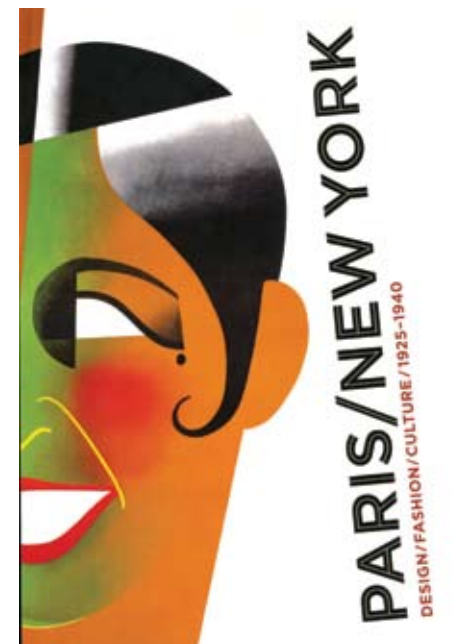
The Museum is partnering with Orange Logic, a digital asset management firm with numerous museum clients in Europe, to help deliver the images to the Web in searchable form. We expect that the most-requested images from our photography collection will be on our Web site at [www.mcnyc.org](http://www.mcnyc.org) in fall 2010.

## PUBLICATIONS

In FY2009, the Museum co-published two books: *Paris/New York: Design Fashion Culture 1925-1940* (with the Monacelli Press, a division of Random House) and *The Stettheimer Dollhouse* (with Pomegranate Communications). In *Paris/New York*, leading writers and scholars explored the architecture, urbanism, art, industrial design, fashion, and cuisine of the two world capitals, illuminating their similarities through incisive essays accompanied by exuberant visuals.



The most popular object in the Museum's toy collection was documented with opulent photographs in *The Stettheimer Dollhouse*. The text—edited by Sheila W. Clark—led the reader on a tour through this 12-room miniature masterpiece and described the 20-year effort by Carrie Walter Stettheimer (1869-1944) to fashion most of its lavish décor by hand.



## PUBLIC PROGRAMS



Legendary architecture critic Ada Louise Huxtable received the Museum's prestigious Louis Auchincloss Prize in a special ceremony at the Museum on December 10, 2008. The award was presented to Ms. Huxtable by Mr. Auchincloss, Museum Chair James G. Dinan, and Museum trustees Hilary Ballon and Bruno A. Quinson, pictured above with James Sanders and Susan Henshaw Jones, *Ronay Menschel Director*.



Writers Suzanne Marrs, Reynolds Price, Richard Ford, and Robert MacNeil, participants in the sold-out opening symposium presented on November 4, 2008 in conjunction with *Eudora Welty in New York*.

Our efforts in FY2009 to sustain and promote greater understanding of our exhibition-related content resulted in more than 20,000 participants in 141 programs. These public programs and activities, designed for a variety of audiences, ranged from family workshops, gallery tours, film screenings, and performances, to lectures, panel discussions, and symposia.

Among our most popular public events were our walking tours, which took place in and around many different New York neighborhoods. Renowned architectural historian John Tauranac led an Art Deco Walking Tour focusing on some of the city's most arresting landmarks in conjunction with the exhibition *Paris/New York*. Additionally, in concurrence with our *Mannahatta/Manhattan* exhibition, guest curator Dr. Eric Sanderson guided participants through a walking tour of the Upper East Side to discover the Manhattan that Henry Hudson encountered when he arrived in 1609.

The Museum's adored *Perform!* cabaret series completed its sixth season with two original productions: "Paris/New York: Deux Amours," inspired by *Paris/New York*, and "Is it the Girl or Is It the Gown?" in connection with the *Valentina* exhibition. As part of our community programming, an array of concerts like "Ladies Singing the Blues," "Classical Puerto Rican Music," and "Celebrating the Music of Hispanic America" kept us connected to our East Harlem neighbors.

Moreover, regular stand-alone film screenings and book talks were offered throughout the year, as were lectures and panel discussions. One highlight was our annual "Home Design in New York" symposium, which brought together renowned designers and architects to examine what traditional and modern design means from each city's viewpoint. Public programs also made the Museum an important venue for analyzing where the city has been and where it is likely going. In our "Urban Forum" series of panel discussions, experts and citizens debated neighborhood and city-wide issues. Topics included "From Faucet to Flush: The Future of New York's Water System," "Energy Alternatives: Weaning New York from Fossil Fuels," "From Farm to Table: New York City's Local Food Movement," and "Spotlight on Design: Building in the City's Parks."

An exceptional public program occurred in December 2008 when Pulitzer Prize-winning architecture writer Ada Louise Huxtable was recognized with the Louis Auchincloss Prize for her perceptive criticisms of the built environment. The Auchincloss Prize is a high honor, presented annually to writers and artists whose work is inspired by and enhances the five boroughs of New York City. The prize pays tribute to the late Louis Auchincloss (1917-2010) for his many years of service to the Museum, as well as for his revered literary legacy of nearly 70 books.

## PROGRAMS AT THE FREDERICK A. O. SCHWARZ CHILDREN'S CENTER



Every year New York City's students and teachers rely on the Children's Center for innovative education programs to support classroom learning in social studies and ignite interest in history and creative expression. During the 2008-2009 school-year, nearly 40,000 students and teachers visited the Children's Center, an increase of 12 percent over the previous school year and an increase of 72 percent since 2005. Our target audience is from New York City's public schools, and 78 percent of our visitors attend from that under-resourced population. The excellent reputation that our Children's Center programs have earned among city educators is made evident by the fact that, in the 2008-2009 school-year, 40 percent of the teachers who chose to bring a class to the Center were repeat visitors, and an additional eight percent came at the recommendation of another teacher.

With a grant from the Atlantic Philanthropies, the Center initiated a project in FY2009 to devise outcome measurement tools to help the Museum gauge the effectiveness of our programs in quantifiable terms. This is groundbreaking work in museum education, and we hope to share our findings with other institutions in order to help raise the standard of instruction at history museums.

Phase II of the *Restoration and Expansion Project* began the transformation of the time-worn spaces of the Children's Center into a state-of-the-art, technologically-advanced 4,165-square-foot education space that can be configured into two or three classrooms via a motorized partition wall. The Center is scheduled to reopen to welcome students and teachers to these exemplary new spaces in summer 2010.

In 2005, the F.A.O. Schwarz Family Foundation challenged the Museum to raise—by June 2010—\$350,000 toward a \$1 million endowment it established for the Children's Center. The Museum was successful and will receive an additional \$150,000 grant, bringing the endowment to \$1.5 million.

## CONTRIBUTED AND EARNED INCOME

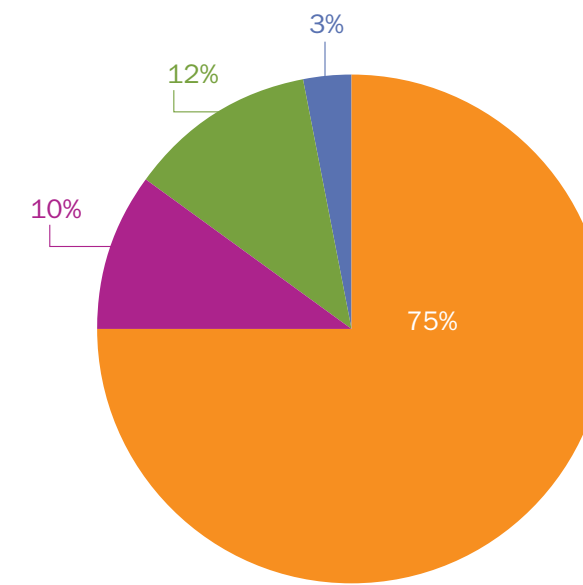
Although the Museum was able to expand its operating budget in FY2007 and FY2008, the difficult economic circumstances of FY2009 required a change in strategy. Excluding the subsidies for energy usage (which increased from \$208,105 to \$479,636 as a result of soaring energy costs, expanded facilities, and the ongoing renovation project), total government support for the Museum's general operations declined in FY2009 by 18 percent, from \$1,564,241 to \$1,285,917. Individual support (unrestricted gifts of \$1,000 or more from trustees and other individuals, and tickets to gala events, excluding our annual business dinner) declined by 10 percent (\$190,897). This was offset by an increase of 36 percent (\$79,342) in membership gifts, as well as an increase of 27 percent (\$126,826) in admissions—showing both broad and burgeoning support for the Museum.

The global recession had a major impact on the Museum's internal operations, though not on our service to the public. In October 2008, and again in April 2009, we took steps to reduce our operating budget by nine percent, in an effort to prevent a major deficit at fiscal year-end. This necessitated staff layoffs; 25 full- and part-time positions were eliminated or frozen.

Fundraising for restricted purposes, including the capital campaign, was less affected by the downturn than was unrestricted income. In FY2009, the Museum raised a total of \$17,195,172 for restricted and unrestricted purposes, including exhibitions, education programs, collections management projects, and the capital campaign, representing a significant increase over the prior fiscal year. This is, in fact, extraordinary growth in light of the fiscal crisis.

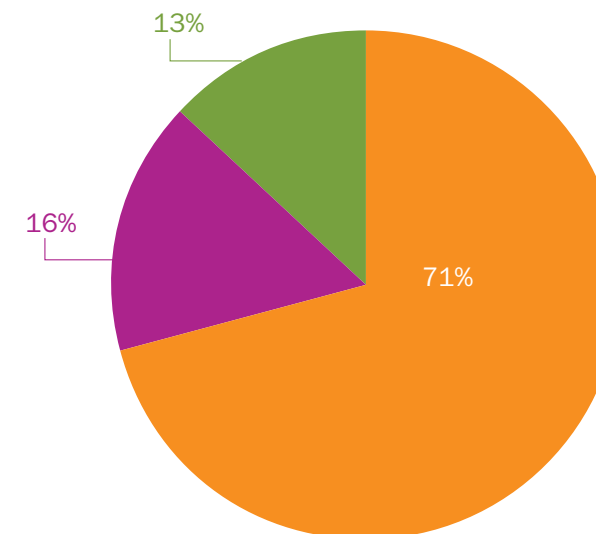
Fundraising in FY2009 included a \$3 million pledge for the campaign from the Puffin Foundation to name a gallery on the Museum's second floor that will feature exhibitions on the history of social activism. Museum trustees were also generous, establishing a \$650,000 special reserve fund to provide funding for operations during times that remain uncertain.

Compelling exhibitions, programs, and publications, as well as the dedicated efforts of trustees and a lean staff, helped the Museum conclude FY2009 with a relatively small unrestricted operating deficit of less than \$35,000—our first deficit in six years. The audited financial statements from FY2009 show that the Museum excels at managing its finances in an efficient and effective manner, spending 71 percent of its budget on core program activities and 29 percent on fundraising and administration.



### FY2009 SOURCES OF SUPPORT & REVENUE

Contributed Income and Services	\$ 12,974,103
Special Events (net)	\$ 1,645,267
Other Earned Income	\$ 2,077,371
In-kind Contributions	\$ 535,036
<b>TOTAL</b>	<b>\$ 17,231,777</b>



### FY2009 EXPENSES

Programming	\$ 8,297,594
Fundraising	\$ 1,819,036
General Administrative	\$ 1,574,653
<b>TOTAL</b>	<b>\$ 11,691,283</b>

## BOARD OF TRUSTEES

James G. Dinan, *Chair*  
 Susan Henshaw Jones,  
*Ronay Menschel Director*  
 Newton P. S. Merrill, *Vice Chair & Chairman Emeritus*  
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 Thomas M. Flexner, *Vice Chair*  
 Ronay Menschel, *Vice Chair*  
 James E. Quinn, *Vice Chair*  
 Lawrence J. Simon, *Vice Chair*

Hilary Ballon  
 Jeremy H. Biggs  
 James E. Buckman  
 James Cacioppo  
 Jill Chalsty  
 Mark D'Arcy  
 Marvin H. Davidson  
 James P. Druckman  
 Barbara J. Fife  
 Thomas M. Flexner  
 Laura Lofaro Freeman  
 Mark F. Gilbertson  
 Leslie V. Godridge  
 James Hanley  
 Sylvia Hemingway  
 Jane Hoffman  
 Stephen S. Lash  
 James A. Lebenthal  
 Nancy Mahon  
 Martin J. McLaughlin  
 Hebe Dowling Murphy  
 Gurudatta Nadkarni  
 Deidre G. O'Byrne  
 Jane B. O'Connell  
 Bruno A. Quinson  
 Andrew W. Regan  
 Allison Whipple Rockefeller  
 Mary Burwell Schorr  
 Mitchell S. Steir  
 Jeffrey S. Tabak  
 Elizabeth Farran Tozer  
 Daryl Brown Uber

Louis Auchincloss, *Chairman Emeritus* (Deceased)  
 David C. Clapp, *Chairman Emeritus*

## EX OFFICIO MEMBERS

Michael R. Bloomberg, *Mayor, City of New York*  
 Christine C. Quinn, *Speaker, New York City Council*  
 William C. Thompson Jr.,  
*Comptroller, City of New York*  
 Betsy Gotbaum,  
*Public Advocate for the City of New York*  
 Adolfo Carrion Jr., *Bronx Borough President*  
 Marty Markowitz, *Brooklyn Borough President*  
 Scott M. Stringer, *Manhattan Borough President*  
 Helen M. Marshall, *Queens Borough President*  
 James P. Molinaro, *Staten Island Borough President*  
 Kate D. Levin, *Commissioner, New York City Department of Cultural Affairs*  
 Adrian Benepe, *Commissioner, New York City Department of Parks & Recreation*  
 Joel I. Klein, *Chancellor, New York City Department of Education*

## TRUSTEE COUNCILS

Marjorie Fortgang  
 Martin Mertz  
 Donald Oresman  
 Suzanne Randolph

## CONTRIBUTORS

Gifts received July 1, 2008 to June 30, 2009  
 excluding gifts for the Capital Campaign.

### \$200,000 and above

Charina Endowment Fund  
 James G. Dinan and Elizabeth R. Miller  
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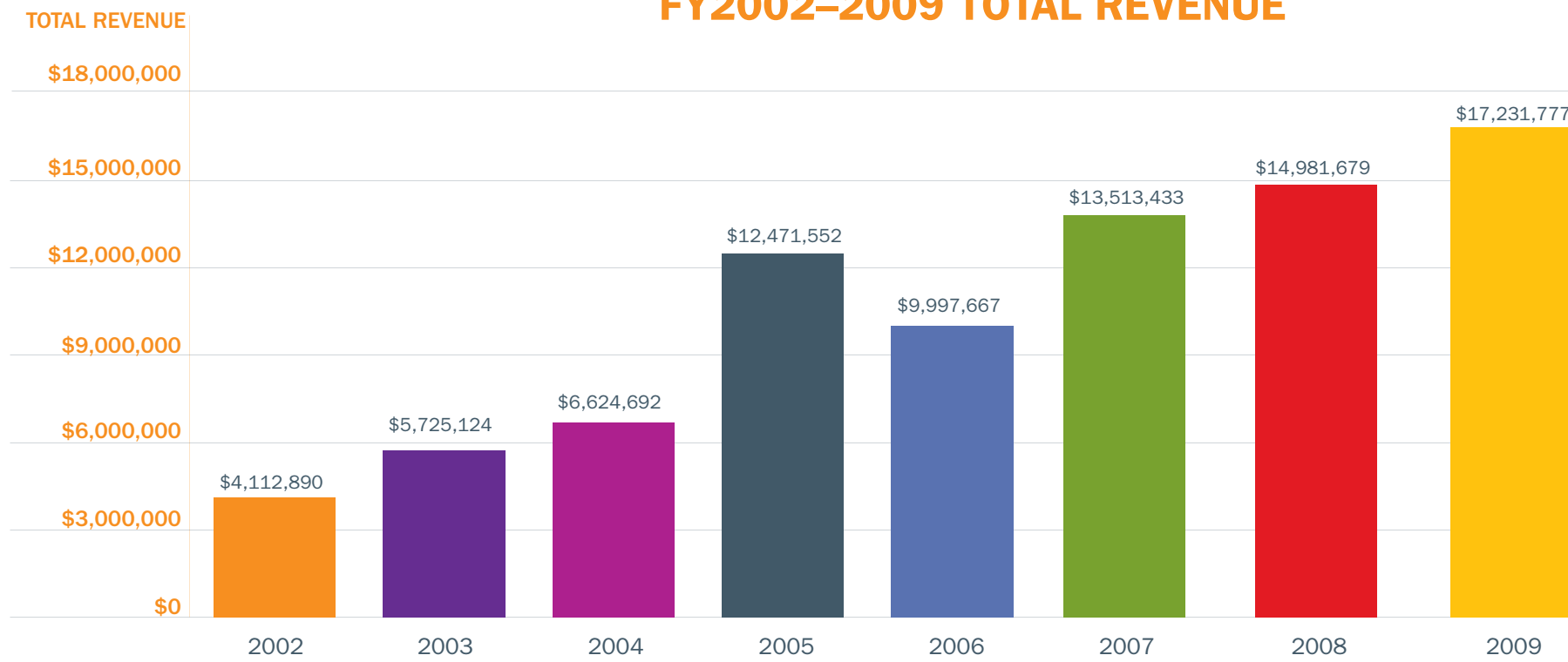
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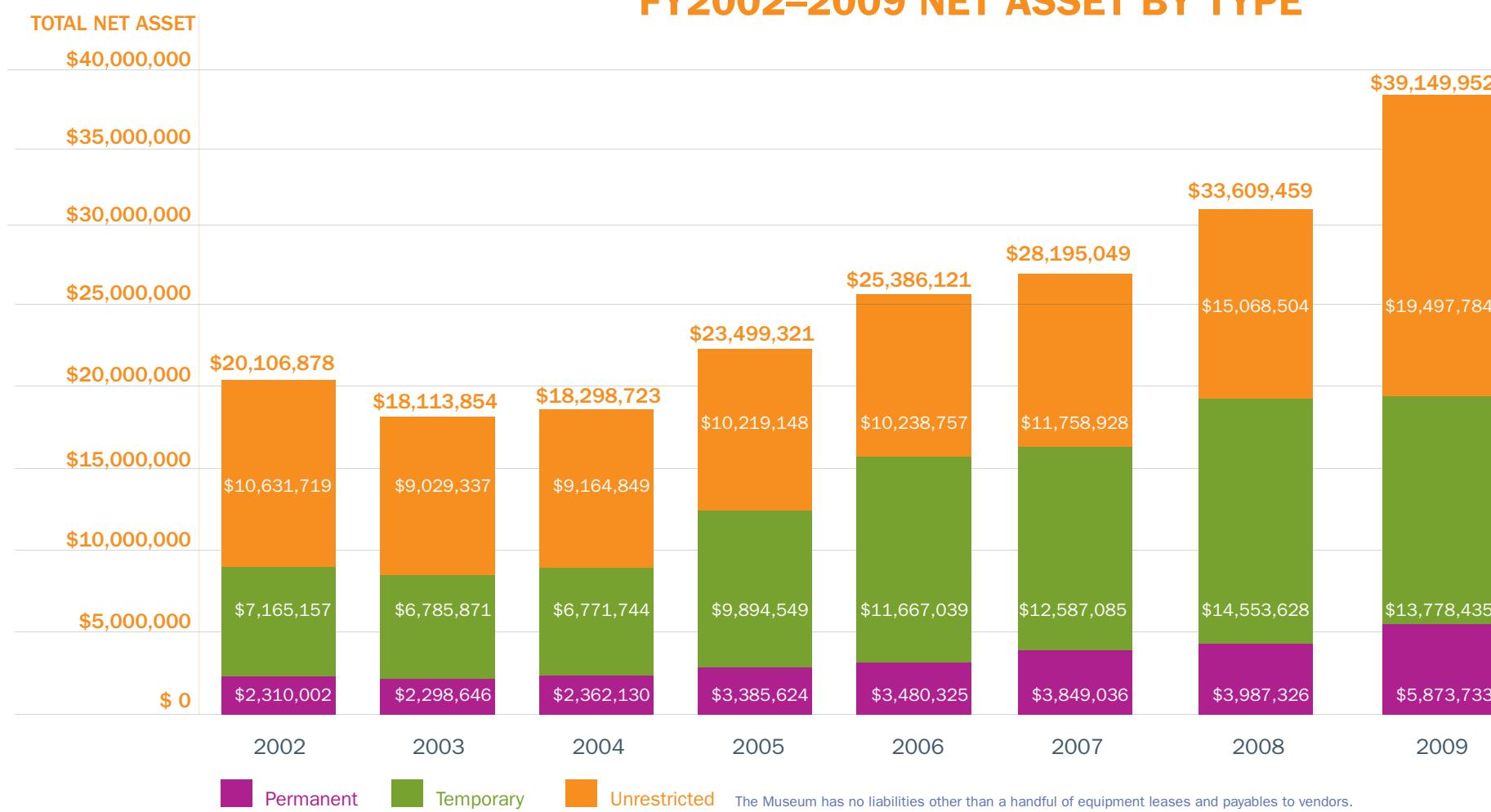
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George Mitreski, *Maintainer*  
Beharry Raghobir, *Attendant Guard*  
Thomas Reynolds, *Weekend Building Manager*  
Angel Rivera, *Assistant Maintainer*  
Delores Ross, *Attendant Guard*  
Errol Scott, *Attendant Guard*  
Luis Torres, *Custodial Assistant*  
Patricia Zedalis, *Expansion and Restoration*  
*Project Consultant*

### **COLLECTIONS**

Thomas Mellins, *Director of Collections Management*  
Eddie Bartolomei, *Art Handler & Preparator*  
Melanie Bower, *Collections Access Manager*  
Lucas Buresch, *Scanning Technician*  
Emily Darragh, *Metadata Creator*  
Anne DiFabio, *Metadata Creator*  
Amy DiPasquale, *Digital Project Coordinator*  
Victor Fernandez, *Digital Intern*  
Irene Gates, *Collections Assistant*  
Aditi Halbe, *Assistant Registrar for Exhibitions*  
Abby Lepold, *Assistant Registrar for Collections*  
Aubrey McFadzean, *Digital Intern*  
Giacomo Mirabella, *Chief Registrar and*  
*Manager of Collections*  
Lacy Schutz, *Director of Collections Access*  
Morgen Stevens-Garmon, *Metadata Creator*  
Julia Van Haaften, *Collections Project Advisor*



Laura Bintzer



Paula Zadigian



Sarah Greenbaum



Susan Johnson



Colleen Blackler

### **COMMUNICATIONS & MARKETING**

Barbara Livenstein, *Vice President*  
Alyson Cluck, *Communications & Marketing Associate*  
Marah Newman, *Group Tour Coordinator & Researcher*  
Tanya Pramongkit, *Senior Graphic Designer*

### **CURATORIAL AFFAIRS**

Donald Albrecht, *Adjunct Curator of Architecture & Design*  
Kathleen Benson, *Project Director, Exhibitions*  
& *Publications*  
Sean Corcoran, *Curator of Prints & Photographs*  
Marty Jacobs, *Curator of Theater*  
Susan Johnson, *Curatorial Associate*  
Phyllis Magidson, *Curator of Costumes & Textiles*  
Autumn Nyiri, *Senior Curatorial Associate*  
Kassy Wilson, *Exhibitions Coordinator*

### **DEVELOPMENT**

Susan Madden, *Senior Vice President for External Affairs*  
Regina Asborn, *Events Manager*  
Karyn Bove, *Deputy Director of Development*  
Sarah Burger, *Membership Manager*  
Stephen Diefenderfer, *Director of Special Events*  
Sarah Landreth, *Senior Director of Development*  
Patrick McCormick, *Director of Development Operations*  
Sarah Thomas, *Grant Writing Associate*

### **FREDERICK A. O. SCHWARZ CHILDREN'S CENTER**

Franny Kent, *Director*  
Stephanie Dueno, *F. A. O. Schwarz Family*  
*Foundation Children's Fellow*  
Sarah Greenbaum, *104th Street Receptionist/*  
*School Scheduler*  
Jacqueline Langholtz, *Museum Educator/*  
*Neighborhood Explorers Coordinator*  
Joanna Steinberg, *Museum Educator*  
EY Zipris, *Professional Development Coordinator*

### **FINANCE & ADMINISTRATION**

Carl Dreyer, *Vice President & CFO*  
Nancy Bosler, *Controller*  
Mark Schrader, *Senior Staff Accountant*  
Diana Gutierrez, *Accounting Associate*

### **HUMAN RESOURCES**

Nancy Mercado, *Manager*

### **INFORMATION TECHNOLOGY**

Juan Perez, *Director*  
Ann Go, *Manager*

### **LICENSING, RIGHTS & REPRODUCTIONS**

Robbi Siegel, *Licensing Manager*

### **MUSEUM SHOP & VISITOR SERVICES**

Christopher Gioia, *Director of Merchandising & Sales*  
Anthony Craddock, *Visitor Services Representative*  
Ryan Dillion, *Visitor Services Representative*  
Adam Ferguson, *Visitor Services Representative*  
Esmeralda Fortuna, *Visitor Services Representative*  
Raymond Garcia, *Retail Associate*  
Gary Graham, *Visitor Services Associate*  
Margaret Haskins, *Visitor Services Representative*  
Kristin Hatleberg, *Retail Associate*  
Jessica Kausen, *Visitor Services Representative*

### **PUBLIC PROGRAMS**

Paula Zadigian, *Manager of Community Programs*  
Laura Bintzer, *Public Programs Coordinator*



Stanley Mitchell



Raymond Garcia

## SPECIAL EVENTS

### CHAIRMAN'S LEADERSHIP AWARD DINNER



The Museum presented its Chairman's Leadership Award to William H. Donaldson at a black-tie dinner at the Museum on June 16, 2009. The dinner, the Museum's most important fundraiser of the year, raised \$924,515. At the event, the Museum also presented its Gotham Giant Award to Richard A. Cook, AIA and Robert F. Fox Jr., AIA of Cook+Fox Architects for their pioneering work on the Bank of America Tower at One Byrant Park. Pictured at the dinner, on the left, are: James G. Dinan, Museum Chairman, Mr. Fox, Helena Durst of The Durst Organization, Susan Henshaw Jones, Ronay Menschel Director, Michael Davidson of Bank of America, and Mr. Cook.

Photographs by Julie Skarratt



Museum trustee Jill Chalsty with honoree William H. Donaldson and Museum Chair James G. Dinan



Museum trustees and Event Co-Chairs Ronay Menschel and Stephen S. Lash with Richard L. Menschel and Diane Coffey

### WINTER BALL



Jim Freeman and Museum trustee Laura Lo Faro Freeman



Museum trustees and Director's Council Chairs Allison Rockefeller and Mark F. Gilbertson, with Director's Council Chair Heather Mnuchin

The Museum's Director's Council hosted its annual Winter Ball in the Museum's landmark building on March 10, 2009. The gala, sponsored by LEVIEV Diamonds and Versace, raised \$471,600 for the Museum.

Photographs by Julie Skarratt and Patrick McMullan

### BIG APPLE BASH



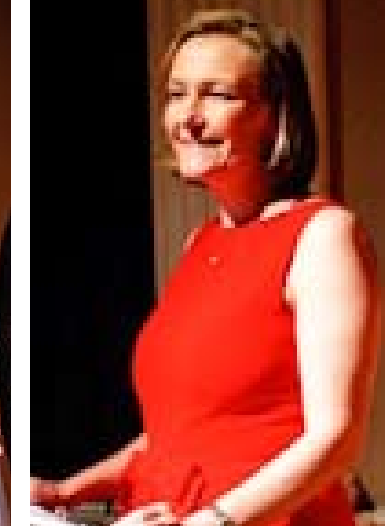
The Museum's newly formed Young Members Circle (YMC) held its first fundraiser, the Big Apple Bash, at the Museum on August 7, 2008. The event raised \$11,020. Pictured on the left are YMC co-chairs Brooke Heidcorn and Liza Eaton welcoming guests to the Museum's Fifth Avenue Terrace. Right, the party in full swing.

Photographs by Josh Miller

### CABARET



Michael Montel and Christine Ebersole



Deidre O'Bryne



Jeffrey and Susan Tabak, Sheldon Hamick, and Susan Henshaw Jones

The Museum's annual Cabaret gala, sponsored by Withers Bergman, LLP took place at the Museum on May 18, 2009 and raised \$151,850. Approximately 150 guests enjoyed cocktails, a seated dinner, and a show-stopping performance by TONY award winning actress and singer Christine Ebersole. Cabaret Committee Chairs responsible for the evening's success included several Museum trustees and their spouses: Friederike and Jeremy Biggs, Nancy and James E. Buckman, Mary and Marvin Davidson, Jim Leenthal, Polly and Newton P.S. Merrill, Elizabeth Miller and James G. Dinan, Mary Ann and Bruno A. Quinson, and Elizabeth Farran Tozer and James Tozer. Photographs by C. Bay Milin

### SPRING LECTURE SYMPOSIUM



Gilbert P. Schafer, Susan Henshaw Jones, Jamie Drake, Elizabeth Farran Tozer, James Druckman, and James Leenthal



Elizabeth Farran Tozer

The Museum's annual Spring Lecture Symposium and Luncheon, sponsored by 1stdibs and chaired by Museum trustee Elizabeth Farran Tozer, took place on April 27, 2009. 319 guests enjoyed lively and informative illustrated lectures by noted interior designer Jamie Drake, A.S.I.D., and esteemed architect Gilbert P. Schafer III, AIA, followed by a seated luncheon in the Museum's galleries. The event raised \$183,440. Pictured above, left to right, are Mr. Schafer, Susan Henshaw Jones, Mr. Drake, Mrs. Tozer, and Museum trustees James P. Druckman and James Leenthal.

Photographs by C. Bay Milin

### CLOSING RECEPTION FOR CATHOLICS IN NEW YORK, 1808 - 1946



Edward Cardinal Egan, Museum trustees and exhibition Co-chairs James E. Quinn and Jane O'Connell, and Susan Henshaw Jones.

On December 22, 2008, the Museum held a closing reception to celebrate the outstanding success of the exhibition *Catholics in New York, 1808-1946*. On view from May 16 through December 31, 2008, the show was seen by 138,699 visitors, including 2,483 school children.

Photographs by C. Bay Milin

### CHILDREN'S HOLIDAY PARTY



Tracey Pontarelli and Deborah Rao

The Museum's annual Children's Holiday Party took place on December 8, 2008. Sponsored by American Girl Place and co-chaired by Tracey Pontarelli and Deborah Rao, the event raised \$160,447 and was attended by 550 guests.

Photographs by Cuty McGill

### NEW YORK AFTER DARK



Committee member Katie Tozer and Director's Council Chairman Calvert Moore

The Museum's Director's Council hosted its annual New York After Dark Party, featuring cocktails, buffet supper, and dancing on the Museum's terraces, on September 23, 2008. Sponsored by LEVIEV Diamonds and J. Mendel, the event raised \$308,380 and was attended by 431 guests.

Photographs by Julie Skarratt



MUSEUM  
OF THE CITY  
OF NEW YORK

MUSEUM OF THE CITY OF NEW YORK: WHERE THE PAST INFORMS THE FUTURE

FY2009

# Annual Report