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Dear Members, Friends, and Supporters,

We gratefully acknowledge the service of our 2023 Board Officers:

– President Brian Lee Whisenhunt, Executive Director, The Rockwell Museum
– Vice President Georgette Grier-Key, Executive Director and Chief Curator, Eastville Community Historical Society
– Vice President Bruce Whitmarsh, Executive Director, The Chemung County Historical Society
– Treasurer Becky Wehle, President and CEO, Genesee Country Village & Museum
– Secretary Diane Shewchuk, Curator, Albany Institute of History & Art

And extend special thanks to our board members who completed their terms in 2023: Robert K. Cassetti, Peter Hyde, and Denise Lewis.

In 2023, we welcomed three new board members:

– Andrew Saluti, Assistant Professor, Program Coordinator for the Graduate Program in Museum Studies, Syracuse University;
– Daisy Rodríguez, Executive Director, Government Affairs, the Wildlife Conservation Society;
– Beth Hill, President and CEO, Fort Ticonderoga Association

MANY’s membership grew to 732 members from every REDC region, a 14% increase over the past three years. We are grateful to all our individual, organizational, and industry members whose support keeps us on track and able to serve the field. The percentage of members in New York’s Capital Region now equals the percentage of members New York City; each representing 16% of the membership.

Our digital communications networks continue to grow under the expertise of Megan Eves, Assistant Director for Programs and Communications. The number of followers across Facebook, Instagram, and LinkedIn grew to 26,317 – an increase of 63% since the end of 2020. LinkedIn is MANY’s most engaging social media platform. We gained over 3,200 followers in 2023 alone, averaging 10 new followers each day.

1,432 people receive MANY’s newsletter This Month in NYS Museums. In 2023 the average open rate was 52% and an average click rate of 9%, an 11% increase since 2019.

In February, 25 museum professionals from across New York joined the MANY-hosted delegation that advocated on behalf of museums for the American Alliance of Museums’ Museums Advocacy Day. New York brings the largest delegation from any state to Museums Advocacy Day.

The 2023/24 New York State Budget included $1M in funding for The Museum Study Act. The Department of Economic Development, in conjunction with other departments and entities, will conduct a comprehensive study of public and private museums and report their findings and recommendations.

The study will identify and gather data about all museums in the state including size, hours of operation, visitor statistics, funding sources and amounts, and the subjects of their collections. The resulting report will help illustrate economic and social impacts, quantify needs, and recommend systems to ensure equitable distribution of state funds. It will help communities, legislative representatives, and individual supporters learn about the missions, audiences, and funding needs of our state’s museums.
We thank the bill sponsors Assemblymember Barrett and Senator Cooney, the legislature, and Governor Hochul for their support of this forthcoming study.

We welcomed 438 museum professionals, industry partners, and students to Syracuse for from April 15-19 for “Finding Center: Access, Inclusion, Participation, and Engagement,” MANY’s 2023 annual conference. The Everson Museum of Art, the Erie Canal Museum, the Milton J. Rubenstein Museum of Science and Technology, and the Oneida Community Mansion House welcomed attendees for onsite programs and pre-conference workshops. The Syracuse Marriott Downtown was our conference hotel where 29 concurrent conference sessions were held over three days.

MANY offered 26 scholarships that included conference registration, travel reimbursement, workshop or special event registration, and complimentary individual MANY members for one year. We are grateful to our scholarship sponsors the William G. Pomeroy Foundation, the Robert David Lion Gardiner Foundation, Central NY Community Foundation, Fireline Corporation, and Syracuse University Graduate Program in Museum Studies for supporting the field with these scholarship opportunities. Two BIPOC Museum Professional in Museum Administration scholarships and one Cassetti Scholarship were supported by MANY in 2023.

The fourteen awards of distinction made in 2023 celebrate unique leadership, dedicated community service, transformational visitor experiences, community engagement, and innovative programs that use collections to tell stories of everyone who calls New York home.

Virtual programs continue to allow us to expand our service to the field. 1,815 people from more than 800 organizations attended 15 webinars from 45 states (including DC) and 17 countries in 2023.

MANY staff traveled 3,000 miles across New York State to deliver 10 in-person discussions and meet-ups centered around preparing for the post-pandemic museum based on the collection of essays: “Change is Required: Preparing for the Post-Pandemic Museum.”

25 mid-career museum professionals gathered at Great Camp Sagamore for the Museum Institute to learn practical skills including how to prepare for and implement institutional change and the differences between planning, strategy, and governance. Thank you to our 2023 Museum Institute leaders Sheila McDaniel, Dan Yaeger, Chloe Hayward, and Ilk Yasha.

The National Endowment for the Humanities awarded MANY $499,988 to support “A New Agora for New York: Museums as Spaces for Democracy,” produced in partnership with Humanities New York. The series will use the Smithsonian Institution’s Museum on Main Street Exhibition “Voices and Votes: Democracy in America” as a launching point to support the work of twelve museums and their communities to explore, reflect on, and tell the story of their role in the evolution of American Democracy and envision the future of our nation. The project is also supported by a major grant from the William G. Pomeroy Foundation and a Market NY grant from Empire State Development and I Love NY/NY State’s Division of Tourism through the Regional Economic Development Initiative.

With thanks for helping to make 2023 such a success,

Erika Sanger
Executive Director
Museum Association of New York

Georgette Grier-Key
President, Board of Directors
Museum Association of New York
Executive Director & Chief Curator
Eastville Community Historical Society
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2023 by the numbers
Officers

Brian Lee Whisenhunt, President
Executive Director
The Rockwell Museum

Georgette Grier-Key, Vice President
Executive Director and Chief Curator
Eastville Community Historical Society

Bruce Whitmarsh, Vice President
Executive Director
The Chemung County Historical Society

Becky Wehle, Treasurer
President and CEO
Genesee Country Village & Museum

Diane Shewchuk, Secretary
Curator
Albany Institute of History & Art

Officers

Beth Hill
President and CEO
The Fort Ticonderoga Association

Peter Hyde
Owner
Peter Hyde Design

Dr. Callie Johnson
Director of Communications & Community Engagement
Buffalo AKG Art Museum

Theodore K. Johnson
President & CEO
Hadley Exhibits, Inc.

Eliza Kozlowski
Senior Director of Marketing & Engagement
George Eastman Museum

Clifford Laube Ex Officio
Public Program Specialist
Franklin D. Roosevelt Presidential Library and Museum

Denise Lewis
Chief Financial Officer
Museum of Arts and Design

Nick Martinez
Assistant Director of Youth Initiatives
American Museum of Natural History

Emily Martz
Executive Director
Great Camp Sagamore

Melinda McTaggart
Director
Schoharie County Historical Society and Old Stone Fort Museum

Victoria Reisman
Curator, Bureau of Historic Sites
NYS Office of Parks, Recreation and Historic Preservation

Daisy Rodríguez
Executive Director, Government & Community Affairs
Wildlife Conservation Society

Joshua Ruff
Co-Executive Director
Long Island Museum of American Art, History & Carriages

Andrew J. Saluti
Assistant Professor, Program Coordinator
Graduate Program in Museum Studies
The Nancy Cantor Warehouse, Syracuse University

Natalie Stetson
Executive Director
Erie Canal Museum

Board of Directors

Beth Ann Balalaos
Access and Inclusion Program Director
Long Island Children’s Museum

Rob Cassetti
Creative Strategist
Luckystone Partners

Mariano Desmarás
Creative Director
Museum Environments

Michael Galban
Historic Site Manager and Curator
Seneca Art & Culture Center
Ganondagan State Historic Site

Samantha Hall-Saladino
Executive Director
Fulton County Historical Society

Board of Directors

MANY Board and staff at the 2023 annual conference in Syracuse, NY
2023 Organizational Members by Region

At the end of 2023, MANY had 732 members from every REDC region and more than 1,600 bundle members.

New York’s Capital Region and New York City are tied for the highest percentage of MANY organizational members at 16% each, an increase of 2% from 2022.
In 2023, MANY’s social media grew to 26,317 followers across three platforms: Facebook, Instagram, and LinkedIn—an increase of 63% since the end of 2020. MANY stopped posting to X (formerly known as Twitter on November 22, 2022. On this date, MANY had 3,478 Twitter followers and ended 2022 with 25,812 followers across four social media platforms. A year later, MANY’s social media has surpassed 2022’s social media follower accounts over three social media platforms.

1,432 people received MANY’s newsletter *This Month in NYS Museums* which had an average open rate of 52% (an 11% increase since 2019) and an average click rate of 9%.

LinkedIn

LinkedIn is MANY’s most engaging social media platform gaining over 3,200 followers in 2023 or a 20% growth since 2020, averaging 10 new followers a day.

Top Performing Post

![LinkedIn Post]

“We have perpetuated harmful practices including the excavation, collection, study, and display of Native American ancestors and their belongings,” said Hilary Olson, RMSC President during a repatriation ceremony in Rochester.

“This repatriation does not change the past. But we hope that it is a small step in the service of justice.”

303 reactions, 40 shares, 2 comments, 157 clicks, 3.24% engagement rate, and 6,167 impressions.

Facebook

MANY’s Facebook post reach increased by 1,473 from 2022 to total to 70,459 views averaging 5,872 a month.

Top Performing Post

![Facebook Post]

We’ve emerged from the Adirondacks and that’s a wrap for The Museum Institute 2023! Thank you to our presenters who guided us through insightful discussions, to the staff at Great Camp Sagamore, and to our colleagues who joined us from across New York State (and beyond!) for four days of deep learning and listening. We leave as a cohort, continuing to rethink leadership.

36 reactions, 4,707 impressions, 4,382 reach, 7 shares, 398 clicks, and a 8.3% engagement rate

Instagram

Instagram reach increased by 20% over 2022 to a total of 74,674 for 2023. Two of our most engaging posts were related to the annual conference, one highlighting the 2023 Awards of Distinction recipients and the other an Instagram Reel overview of the annual conference.

Top Performing Post

![Instagram Post]

14 museums and museum professionals will be recognized at the 2023 annual conference for their exceptional achievements.

165 likes, 4.8% engagement rate, 1,331 reach, 1,649 impressions, and 3 saves
Museums Advocacy Day

In February 2023, we returned to Washington, DC with 24 New York State museum professionals advocated on behalf of NYS museums for the American Alliance of Museums’ Museums Advocacy Day asking Congress to provide $55.5 million in FY 2024 for the Institute of Museum and Library Services Office of Museum Services (the same funding in FY 2023) and to oppose the $3.25 million in cuts recommended by the Senate Appropriations Committee. We asked Congress to provide at least $207 million for the National Endowment for the Humanities (NEH) and to provided at least $207 million for the National Endowment for the Arts (NEA).

New York Advocacy

The Museum Study Act S.8934 (Cooney)/A.9710 (Barrett) was passed in the New York State Assembly and Senate almost unanimously. The 2023/24 New York State Budget included $1M in funding support.

The proposed study will identify and gather data about all museums in the state including information on size, hours of operation, visitor statistics, funding sources and amounts, and the subjects of their collections.

It will help communities, legislative representatives, and individual supporters learn about the missions, audiences, and funding needs of our state’s 1400+ museums.
The 2023 annual conference was held in Syracuse NY April 15 - 19 and was attended by 438 museum professionals, industry partners, and students. Programs were held at the Everson Museum of Art, the Erie Canal Museum, the Milton J Rubenstein Museum of Science and Technology (the MOST), the Oneida Community Mansion House, and the Syracuse Marriott Downtown.

By the numbers...

- **438** total attendees
- **106** presenters
- **29** concurrent sessions
- **4** pre-conference workshops
- **3** special events
- **2** keynote speakers
- **45** exhibitors
Conference Scholarships

25 museum professionals from across New York State were awarded a scholarship to attend the 2023 annual conference. Scholarships included conference registration, travel, workshop or special event registration, and complimentary individual MANY membership for one year.

**BIPOC Museum Professional in Museum Administration**
Sophie Lo, Museum at Eldridge Street
John Sapida, American Museum of Natural History

**Cassetti Scholarship**
Ran Yan, Lewis Latimer House

**William G. Pomeroy Foundation Scholarship**
Carol Anne Barsody, The Three Bears Historic Complex
Carlene Bermann, St. Lawrence County Historical Association
Jennifer Corby, The Phelps Mansion Museum
Jamie Dangler, Homeville Museum
Zachary Greenfield, Chenango County Historical Society
Nicole Herwig, Chapman Museum
Melissa Kiewiet, Dyckman Farmhouse Museum Alliance
Emily Malley, Tinker Homestead & Farm Museum at Tinker Nature Park
Cole Mullin, Lewis County Historical Society
Joanne Weir, Nanticoke Valley Historical Society

**Robert D. L. Gardiner Foundation Scholarship**
Courtney Chambers, Sea Cliff Village Museum
Jonathan Cope, Montauk Historical Society
Ariana Garcia-Cassani, Montauk Historical Society
Mari Irizarry, Three Village Historical Society
Lindsey Steward-Goldberg, Three Village Historical Society
Ayelet Pearl, Voelker Orth Museum

**Central NY Community Foundation Scholarship**
Emma Dailey, Seward House Museum
Kate Grindstaff, Seward House Museum
Derrick Pratt, Erie Canal Museum
Karyn Radcliffe, Cayuga Museum of History and Art
Jordan Scott, Onondaga Historical Association

**Museum Professional in a Facilities Position Scholarship**
–Sponsored by Fireline Corporation
Colin Brady, Poster House

**Syracuse University Alumni Museum Professional Scholarship**
–Sponsored by the Graduate Program in Museum Studies, Syracuse University
Emma Rathe, George Eastman Museum
Awards of Distinction

In 2023, the review committee reviewed over 50 nominations and awarded fourteen recipients in six categories. Awards of Distinction recognize outstanding and innovative programs, staff, and volunteers who have enriched New York State museums with new and remarkable projects.

**Anne Ackerson Innovation in Leadership Award**
Neil Watson, The Long Island Museum

**Individual Achievement**
- Mia Certic, Montauk Historical Society
- Bill Merchant, D&H Canal Historical Museum

**Rising Star**
- Peter Fedoryk, Preservation Long Island
- Olivia Khristan, Corning Museum of Glass

**Board of Directors Special Achievement Award**
Suzanne LeBlanc, Long Island Children’s Museum

**Excellence in Design**
- **Publications & Graphics**
  Cow Neck Peninsula Historical Society
  “WW1: The Home Front –Our Community Takes Action”

- **Media & Marketing**
  NYS Equal Rights Heritage Center
  “Celebrating Harriet Tubman’s 200th Birthday”

**Engaging Communities Awards**

- **Volunteer - $99,999**
  Bird Homestead and Meeting House Conservancy
  “William Voris Archaeological Site Excavation”

- **$100,000 - 250,000**
  Dyckman Farmhouse Museum Alliance
  “Growing Uptown”

- **$251,000 - 499,999**
  Samuel Dorsky Museum of Art
  “Benjamin Wigfall and Communications Village”

- **$1,000,000 - 4,999,999**
  Burchfield Penney Art Center
  “LEROI: Living in Color”

- **Over $5M**
  Intrepid Museum
  “Making History Accessible: Toolkit for Multisensory Interpretation”

Conference
From July to December 2023, 1,815 people from more than 800 organizations attended 15 webinars from 45 states (including DC) and 17 countries (outside the US). Webinars had an average 60% attendance rate, a 13% increase from Fall 2022 webinars, and an average attendance time of 67 minutes, a 5-minute increase from 2022. 88% said that the program was Excellent or Very Good. 95% Strongly Agreed or Agreed that the speaker(s) were engaging and knowledgeable. 87% said that there was an idea that they heard in a program that they plan on sharing with colleagues.

Programs and Speakers

New York State Tourism Update with I LOVE NY
Ross Levi, Empire State Development Vice President and Executive Director, I LOVE NY

Communicating the Value of Museums
Hillarie Logan-Dechene, Deputy Director, The Wild Center

Bringing Inclusive Digital Materials into the Classroom
Ryan Perry, Digital Collections Librarian, Central New York Resources Council
Jordan Jace, Assistant Director of Education and Development, Archives Partnership Trust

Change is Still Required: What’s Next?
Marsha Semmel, Principal, Marsha Semmel Consulting
Shivkumar Desai, Grants Officer, Columbia Museum of Art
Kirsten McNally, Education Specialist, Cooper Hewitt, Smithsonian Design Museum
Meredith Sorin Horsford, Executive Director, Historic House Trust of New York City
Brian Lee Whisenhunt, Executive Director, The Rockwell Museum

The ACEGen Model – Access, Collaboration, and Equity in Genealogy Collections and Research
Gabriella Leone, Archives Manager, Staten Island Museum
Debbie-Ann Paige, Co-President, African American Historical and Genealogical Society

Centering Historic Preservation in Community: Interpreting, Funding, and Getting the Work Done
Christine Hall O’Neill, Executive Director, Oneida Community Mansion House
Thomas Guiler, Director of Museum Affairs, Oneida Community Mansion House
Janna Rudler, Grants and Technical Services Manager, Preservation Services of New York State

Prison Prisms: Reflecting on Prison History and Criminal Justice Reform in New York State through the Lens of Auburn, Attica, and Sing Sing
Jeff Ludwig, Director of Education, Seward House Museum
Felicia A. Henry, Director of Policy and Research, Correctional Association of New York
Aaron Noble, Senior Historian and Curator, New York State Museum
Nicole Hamilton, Collections Manager, Sing Sing Prison Museum
Tyrrell Muhammad, Senior Advocate, Alliance of Families for Justice

The Northern Slavery Collective: How Museums and Historic Sites are Joining Forces to Collaborate on Interpreting the History of Enslavement
Donnamarie Barnes, Director of History & Heritage, Sylvester Manor
Peter Bunten, Executive Director, Mid-Hudson AntiSlavery History Project
Heather Lodge, Associate Director of School and Youth Programs, Greenwich Historical Society
Meredith Sorin Horsford, Executive Director, Historic House Trust of New York City

Meet MANY Online
MANY staff traveled 3,000 miles across New York State to deliver 10 in-person discussion and meet-ups centered around preparing for the post-pandemic museum based on the collection of essays: “Change is Required: Preparing for the Post-Pandemic Museum.”

250 museum professionals attended from more than 200 organizations.

Thank you to our host sites...
American Museum of Natural History
Oneida Community Mansion House
Planting Fields Arboretum
Frances Lehman Loeb Art Center at Vassar College
Memorial Art Gallery at the University of Rochester
Finger Lakes Boating Museum
Thomas Cole National Historic Site
Lake Placid Olympic Museum
Buffalo AKG Art Museum
Munson Museum of Art

In-Person Programs

Roundtable discussions were made possible by the New York State Council on the Arts with the support of the Office of the Governor and the New York State Legislature.
25 mid-career museum professionals gathered at Great Camp Sagamore for the Museum Institute and learned practical skills including how to prepare for and implement institutional changes and the differences between planning, strategy, and governance.

Thank you to our 2023 Museum Institute leaders Sheila McDaniel, Dan Yaegar, Chloe Hayward, and Ilk Yasha.
In the latest round of grant funding for humanities projects, the National Endowment for the Humanities awarded MANY $499,988 to support “A New Agora for New York: Museums as Spaces for Democracy,” produced in partnership with Humanities New York.

The humanities discussion series will use the Smithsonian Institution’s Museum on Main Street exhibition “Voices and Votes: Democracy in America” as a launching point to support the work of twelve museums and their communities to explore, reflect on, and tell the story of their role in the evolution of American Democracy and envision the future of our nation.

This project is also supported by a major grant from the William G. Pomeroy Foundation and a MarketNY promotional partnership.

### 12 host sites and project participants

- Preservation Long Island
- Sackets Harbor Battlefield State Historic Site
- National Women’s Hall of Fame and Museum
- Robert H. Jackson Center
- Munson
- Alice Austen House Museum
- The Long Island Museum
- Skå•noñh Great Law of Peace Center/Onondaga Historical Association
- Genesee Country Village and Museum
- Michigan Street African American Heritage Corridor
- Chemung County Historical Society
- Underground Railroad Education Center

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### A New Agora for New York: Museums as Spaces for Democracy
116 New York State museums responded to this survey (data fielded from August 1 - 18) from all ten REDC regions, with representation from museums of multiple disciplines and budget sizes.

MANY compared this data to the American Alliance of Museum’s 2023 National Snapshot of United States Museums, fielded in March and April 2023 by Wilkening Consulting with 340 museum responses.

While NYS museums are trending at the same rate as nationally reported data in some areas, in other areas they are lagging behind.

**Key Findings**

57% of responding NYS museums have recovered to pre-pandemic attendance numbers. New York’s post-pandemic attendance average is 25% higher than the national average reported by AAM.

43% of responding NYS museums have yet to recover pre-pandemic attendance numbers, averaging a 66% attendance rate compared to pre-pandemic attendance.

17% of respondents reported a decrease in their museum’s operating budget.

33% of respondents reported an increase.

50% of respondents reported that their museum’s operating budget remain relatively the same as it was pre-pandemic which is 13% higher than the national data.

Some of the reported operating budget increases may be attributed to the 2022 6.5% inflation rate as reported by the US Labor Department.
Finances

At the time of this publication, this 2023 financial report is unaudited.
**DONATIONS**

Terry C. Abrams  
Beth Ann Balalaos  
Bette Berman  
Elizabeth Burhans  
Ralph Ciardulli  
Dan Del Bene  
Thomas Funne  
Roy Eddey  
Suzan D. Friedlander  
Michael Galban  
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Clifford Laube  
Denise Lewis  
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Victoria Reisman  
Daisy Rodriguez  
Joshua Ruff  
Matthew Ryan  
Andrew J. Saluti  
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Brian Lee Whisenhunt  
Bruce Whitmarsh  
Karol Wight

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Council Services Plus  
DHPSNY  
Displays Fine Art Services  
DLR Group  
Erco Lighting, Inc.  
Erie Canalway National Heritage Corridor  
Exhibits and More  
Fireline  
Frameless Technologies  
Galene Studios  
Gardiner Foundation  
Gaylord Archival  
Greater Hudson Heritage Network  
Hadley Exhibits  
Humanities NY  
I Love NY  
Jorns CARES Act  
LeMoyne College, Arts Administration Graduate Program  
Livdeo  
Lucidea  
Mid-Hudson Antislavery History Project  
Museum Environments  
New York State Canal Corporation  
New York State Council on the Arts  
NY Heritage Digital Collections  
NYSED Charter Office  
Orpheo  
Peter Hyde Design  
POW! Paul Orselli Workshop Inc.  
Preservation League of NYS  
Reliable Office Solutions  
Seward House  
Small Museum Association  
Spicer Art Conservation  
STQRY  
Syracuse University Art Museum  
Syracuse University Museum Studies  
Tour Mate  
UAlbanyPress  
West Lake Conservators  

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Plan A Advisors  
West Lake Conservators

**JOB BOARD SPONSOR**

POW! Paul Orselli Workshop Inc.

**FEDERAL AGENCY SUPPORT**

Institute of Museum and Library Services  
National Endowment for the Humanities

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*Note: Donations from January 1–December 31, 2023. Our sincere apologies for any errors or omissions. Please contact MANY with any questions.*
2025 Annual Conference
Ithaca, New York
April 5 - 8

Call for Proposals – September 2024
Awards of Distinction Nominations – October 2024
Scholarship Applications Open – November 2024

Voices and Votes:
Democracy in America
Smithsonian Travel Exhibition
2024 Tour Dates

Preservation Long Island
March 24 - May 3
Sackets Harbor Battlefield State Historic Site
May 17 - June 28
National Women’s Hall of Fame
July 12 - August 23
Robert H. Jackson Center
September 6 - October 18
Munson
November 1 - December 13
Alice Austen House Museum
December 27 - February 7, 2025

Note: Dates subject to change. Visit agoranewyork.org for the latest tour and programming information.

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2023 Annual Report
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