

Friends of Coronado State Historic Site

2018 Accomplishments

The 400-member strong **Friends of Coronado State Historic Site (FCHS)** provides **financial support, volunteers, and advocacy for the Coronado and Jemez State Historic Sites**. A dedicated, dynamic, and fun organization, the FCHS is widely seen as the most successful friends group supporting New Mexico Cultural Affairs, Historic Sites Division.

HIGHLIGHTS

- ▶ **Volunteerism:** Donated more than 11,000 volunteer labor hours in 2018, valued at over \$271,000.
- ▶ **Fundraising:** Raised over \$87,000 (before expenses) in support of the Coronado and Jemez Historic Sites.
- ▶ **Art Auction:** Conducted our first annual all-New Mexico Art Auction, raising more than \$5,700.
- ▶ **Total financial support:** Donated or pledged over \$17,300 to support both Historic Sites.
- ▶ **Coronado Historic Site support:** Invested over \$3,585 towards ongoing preservation of Painted Kiva, \$3,375 in site repairs/maintenance, and \$450 in new museum exhibits.
- ▶ **Scholarships:** Awarded two \$1,500 scholarships to University of New Mexico graduate students for doctoral research that will answer questions about life in Rio Grande pueblos.
- ▶ **Events support:** Hosted 13th Annual Fiesta of Cultures (Coronado) - over 600 attendees, raffle raised over \$1,000. Hosted Reggae by the River concert (Coronado) - over 600 visitors. Supported Light Among the Ruins (Jemez) - 4,000 attendees; event raised over \$23,500.
- ▶ **National award:** The Coronado Historic Site/FCHS received a prestigious Award of Merit from the American Association for State and Local History for the 2017 Dig Kuaua community archaeology project. Dig Kuaua involved 75 local volunteers and attracted over 1,100 visitors, US and foreign.
- ▶ **Member benefits:** Hosted eight lectures on New Mexico history and prehistory with total attendance over 440; conducted seven educational outings and six hikes.

ADDITIONAL ACTIVITIES

Docent program *Conducted* hundreds of guided tours (Coronado) *Recruited* new docents *Purchased* training materials **School outreach** *Purchased* \$3,235 of materials and provided volunteers
Research *Participated* in Dig Giusewa excavations (Jemez) **Gift Shop** *Netted* more than \$15,000 profit **Outreach** *Communicated* through paid ads, events calendars, web site/social media, member newsletters *Maintained* membership in chambers of commerce and archaeological/historical societies
Other *Hosted* information tables at events/conferences *Advocated* at the New Mexico Legislature.

The Friends of Coronado Historic Site is a 501(c)(3) non-profit corporation. The Coronado State Historic Site contains the ruins of the ancient pueblo of Kuaua including the Painted Kiva; the Jemez Historic Site includes the ruins of Giusewa Pueblo and the San José de los Jemez Mission.

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2018 Member Programs

Archaeology - Field Trips - Hikes - Lectures

ARCHAEOLOGY

Dozens of Friends members participated in the Dig Giusewa community archaeology project at the Jemez Historic Site, a highlight of 2018.

FIELD TRIPS	Trip	Participation
January	Wine tasting fund-raiser, Rio Rancho	16
January	Tour of Rose's Pottery Shop, Bernalillo	14
April	DaVinci Exhibit tour, Albuquerque	14
June	Bosque Redondo memorial, Ft. Sumner	6
June	Meow Wolf, Santa Fe	6
November	Maisel's Murals tour, Albuquerque	21
December	Member meet & greet, Coronado Historic Site	21

HIKES	Location	Participation
March	Continental Divide	15
May	Ojito Wilderness Hoodoos	9
August	Sandia Man Cave	9
September	Aztec National Monument/Largo Canyon overnight	14
October	Goblin Colony, Paliza Canyon	13
November	Chaco Canyon	7

LECTURE SERIES	Topic	Attendance	
Pam Lujan Hauer	Pueblo Indian Pottery History	Total lecture attendance: 446	
Ed Wallace	Jim Beckwourth: From Slave to American Hero		
Dennis Herrick	Esteban: The African Slave Who Explored America		
Ethan Ortega	Dig Kuaua Update		
Steven Post	Pueblo Revolt and Revival: A View from Santa Fe		
Sherry Hardage	Trade Between Mesoamerican Peoples Pre-Columbus		Average lecture attendance: 56
Mary Diecker	It's Fun, It's History, It's New Mexico		
Dr. Nancy Lewis	"Him Old Ruins": Hewett & the Archaeology of Pueblo Painting		

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Financial Highlights 2018

(unaudited)

	<u>2018</u>	<u>2017</u>
<u>Statement of Revenue Comparison</u>		
Jan - Dec 2018 vs. Jan - Dec 2017	\$87,195	\$59,574
2018 Art Auction	24,435	N/A
Donations	12,902	3,656
Gift Shop	\$35,611	\$40,476
Membership	9,205	8,710
Program/Event Revenue (less Art Auction)	5,042	6,732

Statement of Expenditures Comparison

Jan - Dec 2018 vs. Jan - Dec 2017	\$56,146	\$25,038
2018 Art Auction	20,555	N/A
Cost of Goods Sold	19,701	22,914
Credit Card Charges	1,178	1,401
Coronado Site Support*	**14,861	4,811
Gift Shop Expenses	2,042	2,790
Insurance	3,286	2,888
Jemez Site Support*	2,450	N/A
Program/Event Expenses (less Art Auction)	8,607	10,508

<u>Budget vs. Actuals 2018</u>	<u>Budget</u>	<u>Actual</u>	<u>Less Art Auction</u>
Total Revenue Jan - Dec	\$57,539	\$87,195	\$62,760
Total Expenditures Jan - Dec	\$34,226	\$56,146	\$35,591

*Typical expenses include site maintenance and repair, exhibits, docent program, traditional garden, etc.

** Includes \$2,500 for table at Montezuma Ball in support of New Mexico Museum Foundation fund-raising campaign to benefit Department of Cultural Affairs, Historic Sites Division.