

FRIENDS OF CORONADO STATE HISTORIC SITE 2020 ACCOMPLISHMENTS

The Friends of Coronado State Historic Site (FCHS) is a dynamic and fun organization dedicated to providing financial support, volunteers, and advocacy for the Coronado and Jemez State Historic Sites.

YEAR OF THE CORONAVIRUS

The FCHS will remember 2020 as a year of challenges and opportunities. Most regular activities—such as docent tours, Gift Shop operations, hikes and outings, and the annual Fiesta of Cultures and Art Auction—were canceled, and the Historic Sites were closed much of the year. FCHS membership declined roughly 13 percent (it is expected to recover once in-person activities resume). But 2020 was also the year that we added virtual activities to our repertoire. Volunteers moved the Art Auction online, replaced in-person lectures with Zoom presentations, set up a YouTube channel, experimented with Gift Shop sales via our web site, and supported online activities of Historic Site staff.

2020 HIGHLIGHTS

- ✿ **Volunteerism:** Donated more than 4,560 volunteer hours in 2020, valued at over \$124,030.
- ✿ **Fundraising:** Raised over \$20,000 (before expenses) for Coronado and Jemez Historic Sites.
- ✿ **Gift Shop:** Sold \$8,100 of merchandise (over \$1,000 online); netted over \$2,600.
- ✿ **Virtual Art Auction:** Conducted an online Art Auction that yielded over \$2,700 net revenue.
- ✿ **Total financial support provided:** Invested over \$7,900 to support both Historic Sites. Major funding came from Sun Father's Gift Shop, member dues, donations, and the Art Auction.
- ✿ **YouTube videos:** Invested \$1,550 to edit and reformat 20 video recordings of Zoom presentations, including FCHS monthly lecture series, now available on our new YouTube channel.
- ✿ **Historic Site online education:** Made available a Zoom account for 17 virtual docent seminars and 10 Ask An Archaeologist forums. Purchased upgraded microphone; two Friends members volunteered as speakers. Selected presentations now available on FCHS YouTube channel.
- ✿ **Dig Giusewa research:** Analysis of artifacts collected during the FCHS-funded excavation at Jemez Historic Site in 2018 is now complete. The room excavated was most likely abandoned between 1620 and 1650 AD, based on carbon-14 dating of burned wood collected. X-ray fluorescence analysis pinpointed the sources of obsidian fragments found in the room.
- ✿ **Other funding provided:** \$400 for docent library books; \$400 for social media contest prizes; \$500 to repair a tent protecting the Painted Kiva during repairs to its rain-damaged exterior.
- ✿ **Awards Program:** Revamped the Scholarship Program and carried over into 2021 a \$3,600 balance designated for future academic research.

The Friends of Coronado Historic Site is a 501(c)(3) non-profit corporation. Its mission is to support the conservation and restoration of historical assets and museum exhibits and to promote, through community outreach, the historical and cultural significance of the Coronado and Jemez Historic sites, encompassing the ancestral pueblos of Kuaua (home to the renowned Painted Kiva) and Giusewa, the Coronado Expedition, and the Mission of San Jose de los Jemez.

FRIENDS OF CORONADO STATE HISTORIC SITE 2020 MEMBER BENEFITS

FIELD TRIPS		Participation
Maxwell Museum Ethnology Collection, UNM, Albuquerque		15
Albuquerque Sunport and the Old Terminal		21
HIKES		Participation
Ojito Wilderness White Recreation Area, Colored Bluffs		13
WORKSHOPS		Participation
Steve Rospopo	Micaceous Pottery Making and Firing	11
LECTURES		
Speaker	Title	Sponsor*
Cynthia Dobson	Tales from the Land of Enchantment	FCHS
Leslie Poling-Kemps	Ladies of the Canyons	FCHS
Dr. Matt Liebmann	Archaeology of 1680 Pueblo Revolt Webinar	SMU at Taos
Dr. James Trostle	A Social Diagnosis & Prognosis for COVID-19	SAR
Dr. Patricia Crown	Drinking Practice & Politics in Chaco Canyon	SAR
Dr. Steven Lekson	What Ifs: Santa Fe & Southwestern Archaeology	SAR
Dr. Severin Fowles	The Interpretation of Ancestral Pueblo Rock Art	SAR
Polly Schaafsma	Rock Art & Pueblo Shields: Symbolism and Change	SAR
Dr. Lindsay Montgomery	Comancheros & Genizaros in Taos	SMU at Taos
Gregorio Gonzales	Race, Indigeneity & Belonging in Northern New Mexico	SMU at Taos
Dr. Ruth Van Dyke	Chaco Landscapes: Sensory & Political Engagement with Place	SAR
Dr. John Hunner	Becoming a State Different: New Mexico's Stumble to Statehood	FCHS
Robert Weiner	Gambling at Chaco Canyon: Oral Tradition, Archaeology & Ancient History in the Southwest	FCHS
Sofaer, Weiner & Friedman	Chacoan Astronomy, Cosmography, Roads & Ritual Power: Insights into the Chaco World Using New Technologies	SAR

* FCHS = Friends of Coronado Historic Site SMU = Southern Methodist University SAR = School of Advanced Research

FRIENDS OF CORONADO STATE HISTORIC SITE 2020 FINANCIAL HIGHLIGHTS

Non-Profit Revenue & Expenditures

Comparison (unaudited)

Jan. - Dec. 2020 vs. Jan. - Dec. 2019

2020

2019

	2020	2019
Revenue		
Total Donations	\$5,827.55	\$3,804.53
Total Gift Shop Revenue	\$8,105.66	\$40,389.55
Membership Dues Income	\$6,753.02	\$6,340.25
Total Program & Event Revenue	-\$395.00	\$19,335.25
Uncategorized Revenue	\$0.00	\$78.83
Total Revenue	\$20,291.23	\$69,948.41
Less: Total Cost of Goods Sold	\$4,639.83	\$17,901.80
Gross Revenue	\$15,651.40	\$52,046.61
Expenditures		
Total Administration	\$5,983.78	\$6,861.05
Total Bank Charges	\$390.74	\$2,241.91
Total Coronado Historic Site Support	\$7,962.16	\$6,498.69
Total Gift Shop Expense	\$854.12	\$1,828.78
Total Program & Event Expenses	\$2,170.93	\$19,470.74
Total Taxes & Fees	\$0.00	\$10.00
Total Expenditures	\$17,361.73	\$40,188.03
Net Operating Revenue	-\$1,710.33	\$11,858.58
Interest Income	\$19.23	\$33.02
Net Revenue	-\$1,691.10	\$11,891.60

FRIENDS OF CORONADO STATE HISTORIC SITE OF SPECIAL NOTE IN 2020

VOLUNTEER RECOGNITION & AWARDS

FCHS Board member **Patricia Harris** has received the **Richard A. Bice Award** for excellence in the field of archaeology from the Archaeological Society of New Mexico (ASNM). Besides being one of the founders of the FCHS, Patricia and her husband Richard have long been active in the ASNM and the Albuquerque Archaeological Society.

More from ASNM: The honoree of the **ASNM 2021 Annual Volume** will be long-time **FCHS Board member and founder James Conder**. This scholarly volume, "*A Friend of Kuaua: Papers in Honor of James Conder*," will include several articles on the latest research and interpretation of Kuaua Pueblo. It will soon be available for ordering from the ASNM web site.

PUBLICATIONS BY FCHS VOLUNTEERS

A technical monograph by volunteer Gail Stephens is being readied for publication. "*A Unique Exhibition of Ancient American Art: The Excavation of Kuaua Pueblo and the Creation of Coronado State Monument*" will soon be offered for sale in Sun Father's Gift Shop. Additional copies will be distributed to stakeholders and public libraries.

Volunteer Deborah Ellis has completed a guidebook, "*Plants of Coronado Historic Site*," that will be distributed to FCHS members and sold in the Gift Shop. It describes more than 30 plants found in and around the Site, with identification tips and an introduction to traditional Native American uses of plants.

GOOD THINGS AHEAD

A bequest from member Craig Gibbs, in honor of his late wife and dedicated volunteer Diane Schuler, along with **capital improvement funding** from the New Mexico Legislature, will soon enable dramatic improvements to the visitor experience at Coronado Historic Site. Development of a comprehensive **interpretive plan** for the Site, including a **new trail system** and construction of a **permanent educational pavilion**, is already underway. Once plans are crystallized, the FCHS will look to fund projects in support of this new interpretive vision.

VOLUNTEER OPPORTUNITIES

The Friends of Coronado Historic Site presently has openings in several positions:

- * **Public Relations/Chamber Liaison** - Liaison to community organizations
- * **Speakers Chairman** - Monthly lecture series, in-person and virtual
- * **Fund-raising Committee Chairman** - Art Auction, fee workshops and other activities
- * **Sun Father's Gift Shop** - Sales and support
- * **Docents** - Historic Site tours and events support
- * **Pottery Analysis** - Ongoing research group

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