

Annual Report

Friends of Coronado Historic Site

January 1, 2014 - December 31, 2014



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The Friends of Coronado State Monument, a 501(c) (3) tax-exempt organization, was officially formed on May 7, 2003. This report summarizes the eleventh year of operations since incorporation.

The Mission of the Friends of Coronado State Monument (now "Friends of the Coronado Historic Site") is "To increase awareness and appreciation of Coronado State Monument." (Coronado State Monument is now Coronado Historic Site.)

BOARD COMPOSITION

The Officers of the Board included James Conder, President; Brian Gilmore, Vice President; Karen Sciacca, Treasurer; and Patt Cain, Secretary. Board members were: Patricia Harris, Corresponding Secretary/Email Announcements; Marty Kuehn, Membership; Barbara Williams, Newsletter Editor; Carolyn Gilmore, Manager, Sun Father's Gift Shop; Charron McFadden, Publicity; Ron Overley, Trip Chairman; and George Swenson, Programs Chair. The Coronado Historic Site Representative was Scott Smith, Coronado Historic Site Manager.

Dick Harris continued as Web Master, Geocache Master and Digital Frame Master.

The following Board changes occurred during 2014: Patt Cain was appointed to the Board as Secretary on January 23, 2014; Ron Overley became Trip Chair in January 2014 and was appointed to the Board on June 26.

BY-LAWS

The By-Laws were last amended on June 25, 2009.

CHANGE IN NAME

On April 30, the Board voted to change the name of the Friends organization to "Friends of the Coronado Historic Site" to match the new name given the site by the Department of Cultural Affairs as of June 14, 2013. A letter to amend the Articles of Incorporation was sent to the State, and the signed paperwork was sent to the IRS along with a revised copy of the Annual Report.

PROGRAMS

During 2014, the Board continued in its goal to provide a deeper appreciation and understanding of the archaeology, history, culture and art of the Pueblo, Hispanic, and Anglo cultures through programs, lectures, field trips and workshops for the Friends' membership and the general public. Related goals of the Friends organization are to have programs of broad interest, to increase membership in the organization and visitation to the Coronado Historic Site, and provide funds for both. The Friends sponsored the following activities.

Lectures

The following lectures were held and attendance averaged 79 persons:

- Don Bullis (1/19/14) *How Wild Was the Wild West*
- Joe Maes (2/16/14) *Los Hermanos, the Penitentes in New Mexico*
- Dirk Van Hart (3/16/14) *The Story of New Mexico's Most Accessible Geologic Wonders*
- Ranger Alex Sedillos (4/27/14) *We Move Like the Wind – Apaches Off the Reservation*
- Matt Barbour (5/18/14) *The People of Jemez Province*
- Dave Phillips, PhD (6/15/14) *Pueblo Pottery*
- Audra Bellmore, PhD (9/21/14) *John Gaw Meem, the Architect*
- Brad Vierra, PhD (11/16/14) *Archaeological Remains of the Coronado Expedition, a 16th Century Camp Site in the Tiguex*

Field Trips

- El Malpais area (4/19/14) – rock formations, ruins, petroglyphs, old homesteads
- Historic Los Luceros Ranch (5/17/14) – a complex of five adobe buildings, including the Wheelwright House and other historic properties situated on the historic 1703 Sebastian Martin Land Grant
- Jemez Historic Site at Jemez Pueblo (5/24/14) – follow-up to Matt Barbour lecture
- Allan Houser Studio and Sculpture Garden (7/19/14) – important Native American art
- The Turquoise Museum (7/19/14) – presentation on turquoise in the Southwest
- State Capitol Building in Santa Fe (8/16/14) – tour of the capitol and state art collection
- Taos Pueblo (9/30/14-10/1/14) – attendance at San Geronimo Day at the pueblo; visit to Millicent Rogers Museum

Workshops

- Decorating a miniature pueblo-style casita wind chime (4/26/14)
- Traditional arrow making (11/01/14)

Major Events

On October 18, 2014, FCHS presented the Ninth Annual *Fiesta of Cultures* at the Site. There was a record attendance of well over 1000 visitors and volunteers, who enjoyed fiber arts demonstrations, pueblo skills demonstrations, a conquistador's encampment, multicultural craft vendors, children's activities, food vendors, and live entertainment (dancers and singers). Docent and self-guided tours of the site were also available.

On December 7, FCHS provided funding and physical assistance to the Site's annual *Christmas at Kuaua* celebration, which drew over 800 visitors.

DEMOGRAPHICS OF ATTENDEES

Event and Outreach attendees included representatives of the following targeted demographics: people interested in archaeology, anthropology and history, senior citizens, teachers, artists and artisans, Native Americans, children (preschool through high school), college students, tourists and visitors to the area, and birders.

COMMUNICATION AND OUTREACH

During 2014, Friends members:

- Presented the *Fiesta of Cultures* event (see section above);
- Produced general ads and articles for the Site in *New Mexico Traditions* magazine and the *Rio Rancho Chamber Guide*;
- Advertised our lecture series and other events in the *Sandoval Signpost*, *Corrales Comment*, *Albuquerque Journal* and *Rio Rancho Observer*;
- Staffed information booths at Rio Rancho Mayor Hulls' *Sunday is Funday*;
- Funded numerous presentations at schools and participated along with Site staff;
- Through the Art Committee, established a revolving art show in the Visitor Center media room;
- Maintained active membership in the Rio Rancho Chamber of Commerce and Greater Sandoval County Chamber by participating in business-after-hours activities and the Rio Rancho Chamber Annual meeting;
- Attended meetings of the Sandoval County Tourism Alliance;
- Continued membership in the Historical Society of New Mexico;
- Produced four informative and attractive quarterly newsletters for distribution to Friends members and visitors to the Site;
- Maintained a monthly e-mail announcement system to notify members of upcoming FCHS programs and Coronado Historic Site activities;

- Visited the Pritzlaff Ranch to view the Ma Pe Wi murals there;
- Hosted various Friends groups from around the state, members of the Museums of New Mexico Foundation, and members of the State Legislature;
- Revised our web site and helped establish a Kuaua blog, which had over 8600 “hits” from across the USA and 51 other countries (see: <http://kuaua.com/friends-of-coronado-historic-site/>).

Coronado Historic Site visitation was 20,302 in 2014, which is the highest it has been since 1997. Visitation improved by 17% and admissions revenue improved by 21% over 2013.

VOLUNTEERISM

Over 40 of our members provided an estimated 9,200 volunteer hours in 2014. The Gift Shop volunteers, the Docents and the Board of Directors, plus individual members who volunteered to staff events and host visits, provided most of these hours. Site Management values our time at over \$414,000.

MEMBERSHIP

Friends’ membership increased from 303 individuals at the end of 2013 to 353 at the end of 2014. Renewals continue to be strong. Membership fees are the second largest revenue source for the group.

FINANCES

The Friends of CHS had another successful year in 2014, raising \$51,097.73 in total income; net income was \$4,205.50; and we provided \$7,712.50 for Coronado Historic Site enhancement. In addition, we supported all Coronado Historic Site related events and provided funding for activities for Friends members and the general public and for operation of the gift shop. A detailed account of income and expenses is available upon request under separate cover.

DOCENT PROGRAM

The Docent Program was reestablished at CHS in March 2010. There are currently 15 active Friends members who have completed the ten-hour Docent Training. (All docents must be members of the Friends.) Ranger Annie Campagna oversees the Docent Program, and Coronado staff help direct the program on a daily basis. New docent training classes are typically offered every two years or on an as needed basis. The Friends provide funding for docent shirts and nametags, books for the docent library, and refreshments on exclusive Docent field trips. Docents offer visitors daily tours into the Painted Kiva, assist with all special events, and accompany Rangers on educational outreach opportunities to local schools. The Docent Program is a dynamic ever-expanding endeavor, whose primary source of funding comes from the Friends.

GIFT SHOP

The Sun Father's Gift Shop continues to provide select, Southwestern-themed items for visitors. It is still experiencing an increase in business due to higher quality merchandise and the spread of the shop's reputation. It is run entirely by volunteers and open everyday the Coronado Historic Site is open. It serves as the largest revenue source for Friends, and this year had a net income of \$17,559.34.

FUNDRAISING ACTIVITIES

The Friends successfully applied for and received a grant from the Town of Bernalillo's Lodgers Tax Fund, which has supported increased publicity for Coronado Historic Site events. Also, admission fees for non-members attending the Friends' sponsored programs and workshops provide another source of revenue.

DIRECT BENEFITS TO THE CORONADO HISTORIC SITE

The Friends have provided for many items that add to the visitation experience at the Coronado Historic Site. These donations have greatly enhanced the safety, viewing pleasure, education, aesthetics, institutional history, and keepsakes of the Site, as well as protection for the murals and increased visitor comfort.

Programs and On-Site Activities

- Donated over \$1,500 toward the production of the *Christmas at Kuaua* event, directed by Site staff. Almost 800 visitors enjoyed a spectacular luminaria display, craft activities, music, storytelling, native dancers and refreshments. Friends members served as volunteers where needed.
- Organized and presented the annual *Fiesta of Cultures* for which we donated over \$1,500. A record number (over 1000) visitors enjoyed craft exhibits, live entertainment, food, and shopped for unique handcrafted items. A raffle and donations brought in over \$900 to FCHS.
- Paid for new and replacement shirts for docents
- Funded docent training expenses
- Provided funds for mounting several art exhibits in the Visitor Center Gallery
- Funded shelving to display educational materials
- Paid for purchase of the *kuaua.com* domain
- Funded *Sunday is Funday* participation in Rio Rancho to promote the Site
- Funded the new Archaeology Lab and Education Project, including playground-approved sand and adobe dirt
- Paid for copies of historic Kuaua pictures from the archives in Santa Fe for use at the Site

Building and Grounds Enhancements

- Provided funds for framing pictures, upgrading the Spanish armor and weapons display, and framing of an historical map of the 16th century Coronado Entrada for the Visitor Center museum
- Purchased two sets of storage shelving
- Provided for outlets, switches and other electrical improvements
- Purchased two sea grass woven mats for the floor of the Kiva for dust control
- Purchased a tank for watering CSH vegetation
- Funded new signs at the Site entrance, gate signs and a gift shop sign
- Provided adobe bricks used to rebuild the walls of the circular kivas
- Bought 10 tons of rock for grounds improvements

Payment for the Following Services

- Purchased patches for the Junior Rangers
- Paid for refreshments for the NM Volunteers for the Outdoors while they were working on a project at the Coronado Historic Site
- Provided financial support for the Junior Ranger Program

In-kind Gifts and Additional Support to the Coronado Historic Site

- Funded the raffle and provided staffing at the *Christmas at Kuaua* event
- Assisted in lighting the hundreds of luminarias at the *Christmas at Kuaua* event
- Kept logs of volunteer hours worked at the Coronado Historic Site for the Site manager
- Continued participating in an “Art Display” committee to furnish art for exhibits in the Visitor Center Video Room
- Provided docents to assist rangers with tours, projects and outreach

PRIORITIES AND PLANS FOR 2015

On-going projects for the Site in which FCHS will continue to be involved:

- Completing the Kiva restoration by re-plastering and painting of the East wall and installing a new floor;
- Developing new exhibits and procuring displays;
- Supporting aggressive Community Outreach efforts;
- Obtaining updated interpretive signs for the trails;
- Actively supporting the new Archaeology Dig exhibit in the Corral;
- Continuing our highly successful lecture series, trips and workshops;
- Providing support for a long-term Site Plan, including the rebuilding of at least a portion of the ruins for interpretive purposes;
- Testifying before the legislature in support of the Department of Cultural Affairs as needed;

- Updating the Friends Priority List of Projects.

A continuing issue is to facilitate a solution to the land ownership problem, which threatens the long-term survival of the Site. At present the Coronado Historic Site sits on property leased from the University of New Mexico with no assurance of permanency.

The Friends over-arching goal is to continue to support the Coronado Historic Site in every way possible, provide educational experiences, increase visitation -- and have fun while accomplishing all of the above!



**Friends of Coronado Historic Site
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<http://kuaua.com/friends-of-coronado-historic-site/>