

# FRIENDS OF CORONADO STATE HISTORIC SITE

## 2019 ACCOMPLISHMENTS

The 400-member strong 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.

### HIGHLIGHTS

- **Volunteerism:** Donated more than 8,850 volunteer labor hours in 2019, valued at over \$225,000.
- **Fundraising:** Raised over \$72,863 (before expenses) for the Coronado and Jemez Historic Sites.
- **Gift Shop:** Volunteers upgraded merchandise and prioritized items made in New Mexico, Southwest; improved merchandise displays; digitized Shop inventory. Gift Shop netted more than \$18,807 in profit.
- **Art Auction:** Held second annual all-New Mexico Art Auction, offering over 250 hand-crafted items representing many artistic media; netted more than \$4,400.
- **Total financial support:** Invested over \$9,776 to support both Historic Sites.
- **At Jemez Historic Site:** Donated over \$2,000 to stabilize the room excavated during Dig Giusewa; funded telescope and supplies for night events, new children's activity book, and updated trail guide.
- **At Coronado Historic Site:** Donated over \$1,700 for trail camera, wildlife footprint "touch table", new computer for Sim Pueblo display in Visitor Center; funded school outreach/Junior Ranger programs.
- **14th Annual Fiesta of Cultures:** Partnered with staff to sharpen the Fiesta's focus on New Mexico cultures, old and new. Expanded live performances to include Pueblo, African, and Polynesian dance and music. Added new cooking demonstrations representing Pueblo, Hispanic, and Anglo traditions. Over 900 attended. Raffle raised over \$900 for the Scholarship Fund.
- **Other events support:** Supported grand opening of new Visitor Center at Jemez; night-time astronomy event (raised \$1,900); two Lights Among the Ruins holiday events with 3,100 attendees and over \$40,000 in ticket sales; an Earth Day walking stick workshop (raised \$500); and Junior Ranger kickoff program.

### ONGOING ACTIVITIES

**Docent program** Conducted hundreds of guided tours (Coronado), recruited new docents, purchased training materials


**Interpretive garden** Funded and provided volunteer labor for demonstration garden (Coronado)

**School outreach** Provided volunteers, paid for materials

**Research** Supported Ceramic Research group, funded laboratory analysis of artifacts

**Public outreach** Communicated through paid ads, events calendars, web site/social media, member newsletters, information tables at events

**Advocacy** Engaged in continuous support of New Mexico Department of Cultural Affairs at the New Mexico Legislature, Town of Bernalillo



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 Kuaua pueblo including the renowned Painted Kiva; the Jemez Historic Site includes the ruins of Giusewa Pueblo and the San José de los Jemez Mission.

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## 2019 MEMBER BENEFITS

FIELD TRIPS	Trip	Participation
January	Maxwell Museum kachina collection, UNM, Albuquerque	17
March	Ernie Pyle Library, Albuquerque	11
April	John Gaw Meem buildings on UNM campus, Albuquerque	15
April	Kei and Molly Textiles, Albuquerque	10
September	Tijeras Pueblo and Museum, Tiwa Mural	19
October	Autumn Colors in the Alameda Bosque	12
HIKES	Location	Participation
February	Piedras Marcadas	6
March	Waldo Canyon	10
March	Sevilleta National Wildlife Refuge, excavation	13
April	Quebradas Back Country Byway	12
May	Santa Fe National Forest, obsidian deposits	13
August	Kewa Pueblo Feast Day	6
September	Ojito Wilderness Hidden Valley	6
October	White Ridge full moon hike	9
November	In the Shadow of Cabezon	17
December	Return to Cabezon	3
WORKSHOPS	Topic	Participation
May	Photography (raised \$270)	18
November	Split-twig figurine crafting (raised \$255)	17
LECTURES	Topic	Attendance
Marlon Magdalena	Pueblo Oral Traditions: Storytelling thru Music	Total lecture attendance: 368
Baldwin Burr	Ernie Pyle: Bringing the World to America's Doorstep	
Loretta Hall	New Mexico's Role in Sending Men to Moon	
Joe Sabatini	Olla Bearers & Indian Detours: NM Indians as Tourist Attractions	Average lecture attendance: 53
Carly Stewart	Acculturation & Abandonment: A Recent Community Excavation at Jemez Historic Site	
Nancy Bartlett	Cultural Conflicts: When Sons of the Land of Enchantment Met Sons of the Land of the Rising Sun.	
Dr. Clay Mathers	Attacking Kuaua: Evaluating Native and Vásquez de Coronado Materials at the Coronado Historic Site	

# FRIENDS OF CORONADO STATE HISTORIC SITE 2019 FINANCIAL HIGHLIGHTS (UNAUDITED)

	<u>2019</u>	<u>2018</u>
<b><u>Statement of Revenue Comparison</u></b>		
<b>Jan - Dec 2019 vs. Jan - Dec 2018</b>	<b>\$72,863</b>	<b>\$87,195</b>
2019 Art Auction	18,727	24,435
Donations	3,852	12,902
Gift Shop	41,248	35,611
Membership	6,680	9,205
Program/Event Revenue (less Art Auction)	2,277	5,042

## **Statement of Expenditures Comparison**

<b>Jan - Dec 2019 vs. Jan - Dec 2018</b>	<b>\$42,432</b>	<b>\$56,146</b>
Art Auction	14,919	20,555
Cost of Goods Sold	20,467	19,701
Credit Card Charges	2,058	1,178
Coronado Site Support*	6,499	**14,861
Gift Shop Expenses	1,974	2,042
Insurance	3,305	3,286
Jemez Site Support*	3,277	2,450
Program/Event Expenses (less Art Auction)	6,121	8,607

	<u>2019</u>	<u>2019</u>
<b><u>Budget vs. Actual 2019</u></b>	<b><u>Budget</u></b>	<b><u>Actual</u></b>
<b>Total Revenue Jan - Dec</b>	<b>\$78,747</b>	<b>\$72,863</b>
<b>Total Expenditures Jan - Dec</b>	<b>\$55,515</b>	<b>\$42,342</b>

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

\*\* Includes \$2,500 for table at Montezuma Ball in support of New Mexico Museum Foundation

# OF SPECIAL NOTE IN 2019

## ADVOCACY

Consistent advocacy by Friends volunteers at the New Mexico Legislature contributed to securing significant **capital improvement funding** for both Historic Sites: Coronado - \$499,000, Jemez - \$190,000. Monies will be invested in much-needed capital projects over the next three years.

## MEMBER BEQUEST

Friends member Craig Gibbs has **donated \$150,000** to the New Mexico Museum Foundation in memory of his late wife, Diane Schuler, a dedicated volunteer docent and researcher. This generous bequest will fund major improvements and exhibits at Coronado Historic Site. Thank you, Craig!

## RECOGNITION & AWARDS

The 2019 New Mexico **Archaeology Heritage Preservation Award** was presented to the New Mexico Historic Sites Division, the Friends of Coronado, and the Pueblo of Jemez for the Dig Giusewa Project.

## HISTORICAL MONOGRAPH

Friends volunteer Gail Stephens has completed a historical monograph, entitled *A Unique Exhibition of Native American Art: **The Excavation of Kuaua Pueblo and the Creation of Coronado State Monument.***

## CERAMIC RESEARCH

**More than 10,000 artifacts**, collected during Dig Giusewa at Jemez Historic Site, were analyzed by Friends volunteers directed by Dr. Hayward Franklin; a report is expected in 2020. The group also analyzed **17 boxes of pottery** recovered by archaeologist Dorothy Luhrs from the north plaza of Kuaua Pueblo in the 1930s.

## ARCHAEOLOGY: DIG HISTORIA

Friends members joined the **Dig Historia community archaeology project** at Coronado Historic Site, the third such professionally managed dig in as many years. This year's project was a preliminary exploration of a complex site that encompasses a possible Spanish hacienda, the Santa Fe Northwestern Railway (Walatowa timber railroad) embankment, and a historic period ethnographic garden.

