



TOWN OF EXETER, NEW HAMPSHIRE  
HUMAN SERVICES  
FY 2018

Organization's Name: American Independence Museum Year Founded: 1991  
 Address: One Governors Lane, Exeter, NH 03833  
 Executive Director/ Board Chair: Emma Bray / Susan Desjardins Tax ID Number: 22-3114603  
 Applicant Contact: Emma Bray, Executive Director  
 Email Address: ebray@independencemuseum.org Phone: 603-772-2622

**Organization's Mission Statement:**

Our board-approved mission is "to promote awareness, increase understanding and celebrate the achievement of American Independence so as to recognize the many facets of the founding of our Nation, and to encourage and inspire civic engagement today."

**Statement of Grant Purpose; e.g. This grant will be used...:**

This grant from the Town of Exeter will be used to help offset costs related to hiring police detail for the American Independence Festival and materials/services (porta-potties and marketing collateral) shared by the Town for the evening concert and fireworks later that day. The Museum has historically spent \$2,000 on these items for the Festival, which attracts more than 4,000 people annually.

% of overall services that goes to Exeter residents: 41%\*  
 # of Exeter residents served: 2,000 at Festival

List all geographic area(s) served by organization: Exeter Seacoast region  
New England United States Worldwide

**Brief Detailed description of how the money will be specifically utilized for Exeter residents:**

Monies from the Town of Exeter will be used to offset costs associated with hosting and executing the American Independence Festival, an event in which downtown businesses prosper due to heavy foot traffic the entire day. In addition, many visitors to the Festival stay to enjoy the Town-sponsored evening concert and fireworks that same evening. Our marketing surveys indicate that residents of Exeter make up nearly 50% of the visitors to our Festival. By increasing our marketing reach and including promotion for the evening concert and fireworks, we will be able to reach even more Exeter residents.

**Amount received from the Town of Exeter (by year) for the last 3 (three) years:**

2015 - \$0                      2016 - \$0                      2017 - \$0

Organization's total projected budget for FY 2018: \$280,000 Amount Requested: \$2,000

\*40% of tour visitors, 50% of public program attendees, 26% of school visits, 47% of summer campers

**Additional Information Required:**

Please supply the following items for a complete application to be considered:

- Provide a narrative, not to exceed two pages in size 12 font
  - Organization's overview
  - Program's impact on Exeter residents
  - Program changes and/ or highlights from the past year
- Complete financial statements (Please note: the organization's 990 may be requested)
  - Operating budget
  - Balance sheet
- Board of Directors List
- 2017 Funding recipients must submit an Annual Report prior to consideration of 2018 application

I certify to the best of my knowledge that the information in this proposal reflects accurate data concerning need and estimates of planned/delivered services. The proposal was considered and approved for submission by the agency Board of Directors on August 24, 2017 (date).

By signing this application the undersigned offers and agrees, if the proposal is accepted, to furnish items or services that is quoted. This agreement is subject to final negotiation and acceptance by the Board of Selectmen and the Budget Review Committee and subsequent contract award.

Director's (or Designee) Signature:  Date: 9/8/17

Submit no later than September 8, 2017:

Town of Exeter  
Town Manager  
10 Front Street  
Exeter, NH 03833



## **HUMAN SERVICES FY18 FUNDING REQUEST NARRATIVE**

### **Organizational Overview**

Founded in 1991, the American Independence Museum in Exeter, NH is guided by a board-approved mission “to promote awareness, increase understanding and celebrate the achievement of American Independence so as to recognize the many facets of the founding of our Nation, and to encourage and inspire civic engagement today.”

The museum campus includes the Ladd-Gilman House (ca. 1721), a national landmark property that was home to Nicholas Gilman, Jr., a signer of the Constitution. The home also served as Governor’s Mansion when Nicholas’ brother, John Taylor Gilman, was Governor of New Hampshire. Their father—Nicholas Gilman, Sr.—served as the state’s first Treasurer. The campus is also home to Folsom Tavern, built ca. 1775 by Samuel Folsom. The Tavern was site of the founding of the Society of the Cincinnati in the State of New Hampshire in November 1783. George Washington also visited and ate at the Tavern in 1789.

The hallmark of the Museum is its historical artifacts and documents, which include two working drafts of the US Constitution and a Dunlap Broadside of the Declaration of Independence, which is the first official printing of the Declaration. Produced by Philadelphia printer John Dunlap on the evening of July 4, these copies were sent on July 5 to various state assemblies, conventions, and committees of safety. Twenty-six are known to survive today. The re-discovery of this Dunlap Broadside in the Ladd-Gilman House in 1985 led to the creation of the Museum.

### **Program’s impact on Exeter residents**

Scheduled for July 14, 2018, the American Independence Festival commemorates the day the Declaration of Independence arrived in Exeter and was read to the townspeople by John Taylor Gilman, a resident of the Ladd-Gilman House on our campus. At the heart of this Festival—and consistent crowd favorites—are the Traditional Artisan Village and Battle Re-enactment on Swasey Parkway where visitors are surrounded by the sights and sounds of 18th century life. Seasoned professionals, well versed in Traditional Arts, depict daily colonial life and musicians play fife and drum music, while colonial militia and British troops may be found throughout the entire town of Exeter. Thousands of people visit downtown Exeter for this annual event. Beyond commemoration, the museum seeks to bring history to life at its annual Festival. The Festival is the Museum’s “signature event” and focuses on connecting the ideas, people and events of America’s Revolutionary past with today.

### **Program changes and/ or highlights from the past year**

The American Independence Festival represents a true collaboration among diverse community stakeholders, many of whom provide in-kind support to support the day’s festivities. In-kind partners include the Town’s Public Works Department and Recreation Department as well as

other area agencies and corporations, such as ecm Design, Southport Printing, Exeter Area Chamber of Commerce and others. We also seek financial support for the day's activities from area corporations and businesses. We work with other Exeter nonprofits, some of which include the Exeter Historical Society, Boy Scouts, Exeter Chapter DAR and Historic New England. This project is strongly supported by volunteers, including a Festival Committee of 12+ members who help plan and direct all activities. We also utilize an extensive volunteer network (50+) on the day of the Festival to execute everything from managing admission booths and conducting tours to gift shop sales.

In 2017, we planned and executed the following at the American Independence Festival:

- A live Battle Re-enactment between British and colonial forces on Swasey Parkway. A seasoned narrator provided compelling and educational commentary.
- A Traditional Artisans Village that promoted interest and appreciation of the diverse traditional arts of Colonial New England to audiences of *all* ages through engaging demonstrations and discussions.
- Vendor marketplace along Water Street featuring local food trucks, non-profits and for-profits. 2017 was our first year partnering with NH Made to bring more local vendors to the Festival.
- We exhibited examples in the museum collection that relate to the artisans through “Make the Connection” signage and “Hayden’s Hunt”, a children’s activity that encouraged interaction with—and critical thinking about—the Artisans, Militia and Re-enactors.
- We offered visitors a chance to interact with and/or experience 1) Artisans and Re-enactors; 2) Cannon and Musket Firing demonstrations; 3) Revolutionary War Battle Re-enactment; 4) Tours of the Museum’s collection, including our Dunlap Broadside, 5) Draft copies of the Constitution; 6) Handwritten letters by George Washington; and 7) Revolutionary characters such as John Taylor Gilman, John Stark, and George Washington.

**When:** All activities took place on Saturday, July 15, 2017.

**Where:** All activities took place on Museum grounds at the Ladd-Gilman House and Folsom Tavern and throughout downtown Exeter and Swasey Parkway.

Our largest draw is the Battle Re-enactment, witnessed by hundreds visitors on Swasey Parkway. While the museum charges for admission to its grounds, access to the military encampments and Battle Re-enactment on Swasey Parkway as well as the vendor marketplace on Water Street is free and open to the public. In order to keep these aspects of our Festival free, funding from the Town is essential to maximize our services for visitors, half of whom are Exeter residents.

This year’s Festival was our highest attended in the past five years. It is our hope to further expand our Festival in 2018—and Town monies would enable us to create additional opportunities for revenue for the museum and Town.

**American Independence Museum Operating Budget**

	<b>FY12 FINAL</b>	<b>FY13 ACTUAL</b>	<b>FY14 ACTUAL</b>	<b>FY15 ACTUAL</b>	<b>FY16 ACTUAL</b>	<b>FY17 APPROVED</b>
<b>INCOME</b>						
<b>TOTAL PROGRAMS</b>	\$43,471.19	\$27,963.09	\$40,269.94	\$51,295.48	\$52,921.75	\$54,400.00
<b>TOTAL CONTRIBUTIONS</b>	\$164,309.90	\$199,524.81	\$144,580.76	\$191,311.56	\$213,066.93	\$215,150.00
<b>TOTAL ENDOWMENT &amp; BEQUEST</b>	\$7,903.40	\$16,511.92	\$6,846.61	\$7,116.44	\$7,272.51	\$7,490.69
	<b><u>\$215,684.49</u></b>	<b><u>\$243,999.82</u></b>	<b><u>\$191,697.31</u></b>	<b><u>\$249,723.48</u></b>	<b><u>\$273,261.19</u></b>	<b><u>\$277,040.69</u></b>
<b>EXPENSES</b>						
<b>TOTAL PROGRAM SERVICES</b>	\$27,014.27	\$17,526.99	\$28,023.39	\$28,278.01	\$44,754.24	\$27,000.00
<b>TOTAL ADVANCEMENT</b>	\$13,058.87	\$12,853.51	\$15,009.99	\$6,888.74	\$10,829.76	\$13,500.00
<b>TOTAL ADMIN &amp; OP</b>	\$160,490.18	\$138,077.31	\$141,768.77	\$193,809.39	\$207,021.23	\$237,150.00
	<b><u>\$200,563.32</u></b>	<b><u>\$168,457.81</u></b>	<b><u>\$184,802.15</u></b>	<b><u>\$228,976.14</u></b>	<b><u>\$262,605.23</u></b>	<b><u>\$277,650.00</u></b>
<b>OVERVIEW</b>	<b>\$15,121.17</b>	<b>\$75,542.01</b>	<b>\$6,895.16</b>	<b>\$20,747.34</b>	<b>\$10,655.96</b>	<b><u>-\$609.31</u></b>

## American Independence Museum

## Balance Sheet

As of September 8, 2017

	<u>Sep 8, 17</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10950 · Cash in Drawer	100.00
1000 · Peoples United - Operating	93,493.84
<b>Total Checking/Savings</b>	93,593.84
<b>Other Current Assets</b>	
1402 · Inventory	17,710.99
<b>Total Other Current Assets</b>	17,710.99
<b>Total Current Assets</b>	111,304.83
<b>Fixed Assets</b>	
1535 · Leasehold Improvement - FT	692,784.89
1500 · Leasehold Improvement	290,939.73
1515 · Equipment	3,495.00
1520 · Accumulated depreciation	-298,454.62
<b>Total Fixed Assets</b>	688,765.00
<b>TOTAL ASSETS</b>	<b>800,069.83</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
2725 · Restricted Fund - Collections	1,000.50
3900 · Net assets/Fund Balance	857,170.84
Net Income	-58,101.51
<b>Total Equity</b>	800,069.83
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>800,069.83</b>



# AMERICAN INDEPENDENCE MUSEUM

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