

FRIENDS OF CORONADO HISTORIC SITE 2023 ACCOMPLISHMENTS

- ‡ **The Friends of Coronado Historic Site (FCHS) is a dynamic, fun organization that provides financial support, volunteers, and advocacy for the Coronado and Jemez Historic Sites.**

CHALLENGES OVERCOME

The year 2023 presented the Friends group with unique challenges. A volunteer shortage lingered from pandemic days, and staff turnover affected both the Coronado (CHS) and Jemez (JHS) Historic Sites. The staff shortage was especially acute at CHS. While scarcity of volunteers limited Gift Shop operating hours, the state closed CHS and Gift Shop for six weeks for pest control. Happily, the ranks of volunteers and staff are now filled (and pests are once again under control).

SELECTED 2023 ACCOMPLISHMENTS

- ‡ **Fundraising:** Raised over \$48,600 (before expenses) for Coronado (CHS) and Jemez (JHS) Historic Sites; funding came primarily from Sun Father's Gift Shop, member dues, and donations.
- ‡ **Gift Shop:** Netted \$15,072 in profit, a drop of 27 percent compared to 2022. On a positive note, mini-Gift Shop "pop-ups" at JHS astronomy events turned out to be very profitable, and plans call for continuing these in 2024.
- ‡ **Financial support:** Invested over \$12,040 to support both Historic Sites, notably for the docent program - \$846; horno workshops - \$3,500; Lights of Gisewa - \$1,900; and eclipse viewing - over \$3,400.
- ‡ **Annular eclipse:** The Friends provided volunteer support for eclipse viewing events that drew over 450 eager visitors to CHS/JHS. Telescopes purchased will be used at future astronomy events.
- ‡ **Hornos:** The hornos at both Historic Sites were rebuilt, resulting in two beautiful and functional clay ovens built in traditional style — already used for bread baking and corn roasting.
- ‡ **Fiesta of Cultures:** The Fiesta of Cultures made a successful return to CHS after a four-year hiatus due to pandemic restrictions and facilities construction. Attendance was estimated at 400-plus visitors.
- ‡ **Lecture series:** Our popular lecture series has been moved to the Martha Liebert Public Library in Bernalillo. Collaboration with the Library is already resulting in increased visibility and attendance.

ONGOING ACTIVITIES

Docent program *Conducted* hundreds of guided tours, recruited new docents, purchased training materials **Native gardens** *Funded* demonstration gardens to educate visitors about traditional Pueblo agriculture **Public outreach** *Communicated* through paid ads, free calendars, web site, social media, member newsletters, events **Web site** *Developed* successful online registration system for volunteer sign-up, vendor registration/payment **Advocacy** Supported the Historic Sites at the state Legislature.

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 Gisewa, the Mission of San Jose de los Jemez, and the Coronado Expedition.

FRIENDS OF CORONADO HISTORIC SITE

2023 MEMBER BENEFITS

FIELD TRIPS	Participation
Gutierrez-Hubbell House tour, Albuquerque	21
Albuquerque Sunport and Old Terminal (joint tour with Albuquerque Archaeological Society)	4
Grounded in Clay exhibit, Museum of Indian Arts & Culture, Santa Fe (joint tour with Albuquerque Archaeological Society)	1
Frank Hibben House tour, University of New Mexico campus, Albuquerque	12
Indigenous Art, Culture & Community exhibit, Albuquerque Museum	15
Tours of New Mexico Airway Museum, Milan and New Mexico Mining Museum, Grants	15
Santa Fe Botanical Garden, Ojos Y Manos exhibit, Santa Fe	7
Behind the Scenes tour, Maxwell Museum, Albuquerque	12
O'Keeffe & Moore exhibit tour, Albuquerque Museum, Albuquerque	10
HIKES	Participation
Rio Rancho Bosque	15
WORKSHOPS & DEMONSTRATIONS	Location
Horno construction, Devil's Claw crafts, luminaria bags	CHS
Horno construction, willow basketry, bread baking, corn roasting, Jemez pottery, native flute	JHS
MONTHLY LECTURE SERIES	
Title	Speaker
Prehistoric Footprints at White Sands National Monument	Dr. Eric Blinman
Son of an Indian Trader: Growing Up at a Trading Post	Roger Zimmerman
100 Tons of Gold or 100 Tall Tales (legendary treasure at White Sands)	Jim Eckles
Pottery of Kuaua Pueblo	Dr. Hayward Franklin
Ancient Flintknapping, Contemporary Artistry	Dan Vallo
J. R. Willis: Postcard Artist and Old Town Arts Entrepreneur	Joseph Sabatini
Brujeria: A History of Witchcraft and Sorcery in New Mexico	Rob Martinez

FRIENDS OF CORONADO HISTORIC SITE 2023 MONEY MATTERS

Non-Profit Revenue & Expense Comparison (unaudited)			
Jan.-Dec. 2023 vs. 2022 & 2021	2023	2022	2021
Revenue			
Total Donations	\$2,656.54	\$1,827.51	\$1,126.45
Total Gift Shop Revenue	\$35,866.95	\$38,416.30	\$27,191.67
Membership Dues Income	\$6,072.05	\$6,733.07	\$5,446.52
Total Program & Event Revenue	\$4,015.00	\$1,321.84	\$9,364.28
Total Revenue	\$48,610.54	\$48,298.72	\$43,128.92
Less: Total Cost of Goods Sold	\$18,777.90	\$17,255.18	\$10,172.76
Gross Revenue	\$29,832.64	\$31,043.54	\$32,956.16
Expenditures			
Total Administration	\$7,403.06	\$6,073.96	\$6,399.38
Total Bank Charges	\$57.99	\$1,588.94	\$1,412.88
Total Coronado HS Support	\$2,371.78	\$11,049.45	\$10,747.28
Total Gift Shop Expense	\$2,017.52	\$2,014.44	\$1,202.18
Total Jemez HS Support	\$9,672.75	\$2,675.20	\$875.17
Total Program & Event Expense	\$12,045.06	\$6,144.44	\$9,645.95
Purchases/Misc. Expense	\$0.00	\$50.37	\$70.00
Total Taxes & Fees	\$0.00	\$0.00	\$11.95
Total Expenditures	\$33,568.16	\$29,596.80	\$30,364.79
Net Operating Revenue	-\$3,735.52	\$1,446.74	\$2,591.37
Other Revenue	\$378.55	\$3.67	\$455.66
Net Revenue	-\$3,356.97	\$1,450.41	\$3,047.03

FRIENDS OF CORONADO HISTORIC SITE OF SPECIAL NOTE IN 2023

FAREWELLS AND WELCOMES

The year 2023 saw significant staff turnover at the Historic Sites, as Regional Manager Elisabeth Stone accepted a position with another organization, and long-time Ranger and “friend of the Friends” Annie Campagna retired. We have welcomed and are getting acquainted with new Regional Manager Katrina Gallegos, Instructional Coordinator Supervisor Jessica Coyle, and other new staff. The Friends group wishes Elisabeth and Annie success in their next endeavors and looks forward to working with all new staff members.

20TH ANNIVERSARY BASH

Perhaps the highlight of 2023 was a 20th Anniversary party that surpassed all expectations. Over 75 members and VIP guests packed the Old San Ysidro Church in Corrales for a catered event with wine, exceptional food, live music, and stunning decorations. Friends members old and new expressed their appreciation for this opportunity to get (re)acquainted in a festive atmosphere. The Friends Board thanks all the volunteers who made this event possible.

OUR 2024 CRYSTAL BALL

In addition to continuing our lecture series, hikes and other outings, and the Fiesta of Cultures, we will be closely coordinating support for new activities/programs planned at both Historic Sites. We are also exploring a possible overnight bus tour to several archaeological sites in the Four Corners area as a fundraiser. Definitely less fun — but equally important — is a raft of planned administrative work. Filing an official name change for our organization, bringing our by-laws up to date, and concluding a new (legally required) operating agreement with the state of New Mexico will occupy a portion of our Board’s time this year. Finally, we have contracted with a marketing professional to improve our public outreach activities, especially the use of social media to attract younger visitors and potential members.

VOLUNTEERS, PLEASE STEP FORWARD!

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

- ‡ **Program Chairperson** - Manages the Friends’ popular monthly lecture series
- ‡ **Fund-raising Committee** - Worker bees always needed!
- ‡ **Sun Father’s Gift Shop** - Sales shifts, administrative support
- ‡ **Docents** - Conduct guided tours — the highlight of the visitor experience — and provide event support at both Historic Sites

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