

MUSEUM OF THE CITY OF NEW YORK: WHERE THE PAST INFORMS THE FUTURE

FY2010

# Annual Report



MUSEUM  
OF THE  
CITY  
OF NEW YORK

## FROM THE DIRECTOR



Like all institutions in New York City's cultural sector, the Museum of the City of New York approached the start of Fiscal Year 2010 (July 1, 2009-June 30, 2010) with caution, knowing that the previous year's recession showed no sign of abating. We prepared our budgets and our programming schedule with tremendous care, mindful that in order to maintain our level of service to the public, we would need to do more with less.

Therefore, it gives me particular pride to present this Annual Report—which shows that for us, despite continuing economic uncertainty, FY2010 was a tremendously successful year. We opened 14 exhibitions, presented over 140 public programs, and drew a record-setting audience of 235,141 people—a 4% increase over FY2009's total attendance. This visitation growth drove a 21% increase in Admissions and Museum Shop sales over FY2009 totals. And coupled with rigorous expense controls, that bump in earned income helped the Museum achieve perhaps its most remarkable feat of FY2010: we finished the year with an operating surplus of \$190,390.

All the while we continued steady progress on the initial stage of Phase II of our three-phase Restoration and Expansion Project. This work has transformed the Museum behind the scenes, turning spaces that had housed collections storage and the Rockefeller period rooms into new, state-of-the-art offices for our staff and freeing the old, makeshift offices for their upcoming return to their original function as gallery space. Even better, Phase II is upgrading and enlarging the classrooms of our Frederick A. O. Schwarz Children's Center with up-to-date technology that will help our educators serve more of New York City's children than ever.

Indeed, providing greater access to the Museum's extraordinary resources—for New Yorkers, for school children, and for scholars and fans of New York City history all over the world—was a focus of all our activities in FY2010. Primary in this effort is our ongoing digitization project, whose ultimate goal is to make high-resolution digital images of every one of our collections objects available in a searchable online catalogue, which will be housed on our Web site at [www.mcny.org](http://www.mcny.org). Thanks to major support received in FY2009 from the Upper Manhattan Empowerment Zone and the Leon Levy Foundation, we were able to continue digitizing our renowned collection of photographs of New York City during FY2010. In fact, over the course of the year, our team digitized 55,945 images by such masters as Jacob Riis, Berenice Abbott, and the Wurts Brothers Company.

Our education programs at the Frederick A. O. Schwarz Children's Center continued to thrive in FY2010. For the fourth year in a row, we saw well over 30,000 students and teachers, who visited for an array of field trip programs, out-of-school-time programs, and professional development workshops. The high quality of our programs helped us raise \$368,100 to complete a \$350,000 challenge match from the F.A.O. Schwarz Family Foundation to augment the Center's

endowment. Representative Carolyn Maloney secured a \$350,000 grant from the federal government to support our slate of innovative out-of-school-time programs serving children from our East Harlem community. Never content to rest on their laurels, the Center's educators undertook an assessment project during the year to measure the impact that our field trip programs make on participating students' learning. This groundbreaking project was supported by a \$50,000 grant from The Atlantic Philanthropies.

We strive to be a museum for all New Yorkers, of all ages, backgrounds, and boroughs—and our efforts have garnered new support. We were honored in FY2010 to be one of only five museums to receive a \$500,000 two-year grant from The Leona M. and Harry B. Helmsley Charitable Trust's pilot program to broaden access to New York City cultural institutions. This important funding supported our school and public programs during FY2010 and will continue to buoy us through the next fiscal year as well. And the Altman Foundation generously continued its support of our ongoing efforts to broaden our audience with a \$75,000 grant for digital outreach to under-served New York City residents—their third such outreach grant to us and a hugely appreciated vote of confidence.

The success of these efforts can already be seen, not only in the attendance increase mentioned above but also in the fact that our membership continued to grow in FY2010: our members increased in number by 14%.

Making all these successes possible in these very precarious times are the extraordinary members of our Board of Trustees. Their support of our exhibitions, collections management initiatives, events, school and public programs, and our capital campaign is crucial to the continued survival of this institution, and we thank them most heartily for their commitment. I must in particular recognize our visionary Chairman, James G. Dinan, whose personal gifts in FY2010 totaled \$2,068,543—including over \$1 million to the capital campaign—and who triumphed once again as the captain of our most important fundraiser, the Chairman's Leadership Award Dinner.

I also salute the City of New York, which has been steadfast in its support of both our operations and our construction project. My thanks go to Mayor Michael R. Bloomberg, City Council Speaker Christine Quinn, and Department of Cultural Affairs Commissioner Kate D. Levin for their unwavering belief in the importance of this institution.

Finally, I must acknowledge the Museum's staff. These hardworking professionals rise to the challenge every day, in spite of obstacles as large as the world economic situation and as small as the inconveniences presented by ongoing construction. They make it all happen here, and I thank them.

A handwritten signature in black ink, appearing to read "Susan Henshaw Jones". The signature is fluid and cursive, written on a light-colored background.

Susan Henshaw Jones  
*Ronay Menschel Director of the Museum of the City of New York*





## CAPITAL CAMPAIGN

### \$5,000,000 and above

James G. Dinan  
and Elizabeth R. Miller

### \$1,000,000 to \$4,999,999

Charina Endowment Fund  
Mr. and Mrs. William T. Comfort  
Puffin Foundation  
Larry and Sandy Simon  
Tiffany & Co. Foundation

### \$500,000 to \$999,999

John and Jill Chalsty  
Marvin and Mary Davidson  
The Horace W. Goldsmith Foundation  
Margaret T. Morris Foundation  
Hebe Dowling Murphy

### \$200,000 to \$499,999

The Bank of New York Mellon  
Mr. and Mrs. Jeremy H. Biggs  
Booth Ferris Foundation  
Nancy and James Buckman  
Jennifer and James Cacioppo/  
One East Partners LP  
Donna and Dermott W. Clancy/  
Dermott W. Clancy Corporation  
Barbara J. Fife/The Joelson  
Foundation  
Deban and Thomas M. Flexner  
George Link Jr. Foundation, Inc.  
James A. Lebenthal  
MBIA Foundation, Inc.  
Polly and Newton P.S. Merrill  
Ronald Purpora/ICAP Corporates LLC  
Mary Ann and Bruno A. Quinson  
Debbie and Daniel Schwartz  
Hon. José M. Serrano,  
New York State Senate  
Elizabeth Farran Tozer  
and W. James Tozer Jr.

### \$100,000 to \$199,999

Louis Auchincloss  
Lois M. Collier  
Marjorie Fortgang/M. Fabrikant  
& Sons, Inc.  
Lionel Goldfrank III  
Hearst Foundation  
Rachel and Ara Hovnanian  
James Cayne and Patricia Cayne  
Charitable Trust  
Alexandra Lebenthal and Jay Diamond  
Mrs. George Braniff Moore  
New York State Council on the Arts  
Jim and Diane Quinn

### \$50,000 to \$99,999

The Barker Welfare Foundation  
Hon. Jonathan Bing,  
New York State Assembly  
Con Edison  
Martin J. McLaughlin/Martin J.  
McLaughlin Communications  
The New York Community Trust  
Allison Whipple Rockefeller and  
Peter Clark Rockefeller

### \$1,000 to \$49,999

Toni Fillet Carney  
Mr. and Mrs. James L. Gammon  
Bruce S. Gelb  
William T. Georgis  
Mr. and Mrs. Mark J. Godridge  
Micah S. Green  
Sylvia Hemingway  
Dr. and Mrs. Frederic P. Herter  
Mr. and Mrs. Ian D. Highet  
The Hyde and Watson Foundation  
Michael B. Jeffers  
Patricia Kavanagh and James Grant  
Mr. and Mrs. Hans W. Kertess  
KPMG LLP  
Jody and Giulio Martini  
Mr. and Mrs. Lewis Miller  
Mr. and Mrs. Anthony M. O'Connor  
Olmstead Properties  
The Pechter Foundation  
Pershing LLC  
Andy and Libbet Regan  
Fred and Suzanne Rheinsein  
Joseph and Randi Sack  
Gerald Tankersley  
Peter C. Trent  
The Volcker Family Foundation, Inc.



Photo by Whitney Cox

## EXHIBITIONS



All people photos by Michael D'Vito

Curator Donald Albrecht (left) at the opening reception for *Eero Saarinen: Shaping the Future* with Saarinen's daughter Susan, exhibition Honorary Chair Robert A. M. Stern, *Ronay Menschel* Director Susan Henshaw Jones, Consul General of Finland Ritva Jolkkonen, architect and exhibition supporter Kevin Roche, and Jukka Valtasaari, exhibition Honorary Chair.

The Museum was proud to present ***Eero Saarinen: Shaping the Future*** (November 10, 2009 - January 31, 2010). Organized by Donald Albrecht, the Museum's Curator of Architecture and Design, and designed by architect Wendy Evans Joseph, the show was the first-ever retrospective on this prolific, unorthodox, and controversial architect, whose work transformed 20th-century design. For the Museum's presentation, the international travelling show was expanded with further examination of Saarinen's New York work, including the CBS headquarters building and the famed TWA Terminal at JFK Airport, and a section exploring his life with his second wife Aline, who was a distinguished art editor and critic for *The New York Times*. The show drew admiring press attention. In *The Wall Street Journal*, legendary architecture critic Ada Louise Huxtable wrote, "There is something profoundly moving about this show; an inescapable nostalgia pervades it for that elusive American Century... Seeing how one architect expressed its hopes and aspirations helps us to recapture the moment and value the maker on his own terms, in his own times, and in the context of what we have become."

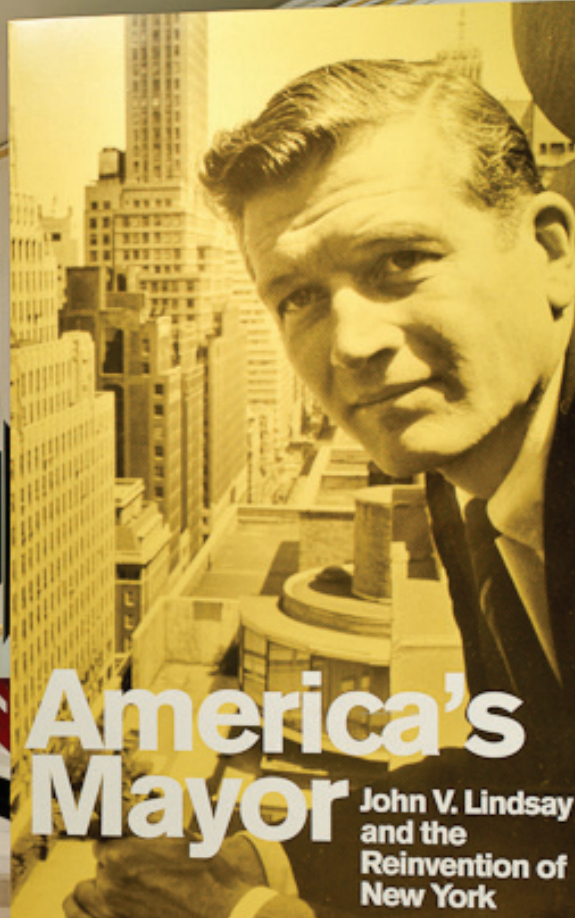
***Eero Saarinen: Shaping the Future*** was organized by the Finnish Cultural Institute in New York, the Museum of Finnish Architecture, Helsinki, and the National Building Museum in Washington, D.C., with the support of the Yale University School of Architecture.

In conjunction with ***Eero Saarinen: Shaping the Future***, the Museum mounted ***The Future at Home: American Furniture, 1940-1955*** (December 19, 2009-February 18, 2010)—a selection of furniture, textiles, and print materials by Saarinen and his contemporaries, also curated by Donald Albrecht and Phyllis Ross, that demonstrated the height of the modern movement in American home design.



All exhibition photos by C. Bray Martin





***America's Mayor: John V. Lindsay and the Reinvention of New York*** (May 4-October 3, 2010), an examination of Lindsay's mayoralty during the turbulent years of 1966 through 1973, met with wide acclaim. Curated by Deputy Director and Chief Curator Dr. Sarah M. Henry, with Steven H. Jaffe and designed by Pure+Applied, the show considered Lindsay's efforts to lead a city that was undergoing radical changes—including his ambitious initiatives to redefine New York City's government, culture, and urban design, and his championing of urban life and civil rights at the national level. As critic Edward Rothstein wrote in his rave review in *The New York Times*, "Whatever your take on the Lindsay years, this show will both challenge and expand it."

The exhibition was accompanied by a book of the same title edited by Sam Roberts, Urban Affairs Correspondent of *The New York Times*, and a Web site hosted at <http://lindsay.mcny.org>, as well as a public television documentary, "Fun City Revisited: The Lindsay Years," presented by WNET.ORG. A sold-out symposium, moderated by Mr. Roberts, launched the exhibition on May 4, 2010.

William J. van den Hoevel, Susan Henshaw Jones, and Pete Hamill at the exhibition's opening reception.



Celedonia Jones, longtime Museum docent, former Manhattan Borough Historian, and member of the Lindsay administration, with former Congressman Major Owens at the opening reception for *America's Mayor*.





**Cars, Culture, and the City** (March 25-August 8, 2010) used spectacular and rarely seen drawings, models, historic photographs, films, advertisements, and architectural schemes to illustrate New York City's role in the promotion, marketing, and proliferation of the automobile, as well as the car's transformative effect on the city. **Cars, Culture, and the City** was curated by Donald Albrecht and auto historian Phil Patton, designed by Pure+Applied, and sponsored by the Greater New York Automobile Dealers Association on the occasion of its 100th anniversary.



Photo by Michael Davito

Mark Schienberg, President of the Greater New York Automobile Dealers Association (GNVADA), with Susan Henshaw Jones, GNVADA Past Chairman Brian Miller, and Nick Crispe at the exhibition's opening reception.



All exhibition photos by C. Bay Millin

An exhibition of original artworks by the legendary New Yorker cartoonist Charles Addams, **Charles Addams's New York** (March 4-June 8, 2010) brought together works on paper drawn from the Museum's own holdings and from the Tee and Charles Addams Foundation, that depict life on New York's subways and buses, in offices, department stores, museums, parks, streets, and homes—scenes ranging from the absurd to the macabre, revealing the deviancy and mischief that characterized the world as Addams saw it. The exhibition was curated by the Museum's Deputy Director and Chief Curator Dr. Sarah M. Henry in collaboration with H. Kevin Miserocchi, Executive Director of the Tee and Charles Addams Foundation; its exhibition design by Penelope Hardy of PS New York reflected Addams's sly and subversive aesthetic.



All Photos by Andrew Hinderliter



Museum Trustee Mitchell S. Steir, CEO of Studley and a generous supporter of *Legacy*, in the exhibition with his mother, Judith Shubow Steir.

Compellingly documenting the pockets of wild nature that endure in New York City, ***Legacy: The Preservation of Wilderness in New York City Parks*** (October 9, 2009-March 21, 2010) presented 90 large-scale images by photographer Joel Meyerowitz, taken in parks in all five boroughs between 2006 and 2009. Co-organized with the Aperture Foundation, the exhibition was curated by Sean Corcoran, Curator of Prints and Photographs, and designed by Pure+Applied; Aperture published a full-color companion book of the same title.

In conjunction with *Legacy*, the Museum mounted ***Within the Woods: Landscape Drawings by Mary Reilly*** (October 9-November 1, 2009). These exquisitely rendered graphite drawings revealed scenes of seclusion in parks within a half hour of the bustle of midtown Manhattan.



Joel Meyerowitz (left) looks on as City of New York Department of Parks & Recreation Commissioner Adrian Benepe speaks at the opening reception for *Legacy* and *Within the Woods*.



Shinichi Nishimiya, Ambassador and Consul-General of Japan in New York, with his wife at the opening of *Samurai in New York*.

***Samurai in New York: The First Delegation, 1860*** (June 25-November 7, 2010) marked the 150th anniversary of a visit to the city by a delegation of more than 70 samurai from Japan—the first Japanese to leave the closed island nation in over 200 years. Extremely rare 19th-century photographs and newspaper engravings documented the festivities, and a unique group of objects, lent by Japanese institutions, both recorded and recalled the experience from the Japanese viewpoint. Other photographs, works of art, and decorative and costume items revealed the cross-cultural influences that the visit inspired. The show was curated by Kathleen Benson, the Museum's Project Director for Exhibitions and Programs, with exhibition design by Penelope Hardy of PS New York.







During FY2010 the Museum also presented six smaller exhibitions drawing on our outstanding collections of paintings, photographs, and printed ephemera.

**New York 400: Streetscapes from the Permanent Collection** (September 5-November 8, 2009 above) featured images of the city's changing built environment over its first 400 years, selected from the more than 500 works featured in the Museum's book *New York 400: A Visual History of America's Greatest City*.



**The Edge of New York: Waterfront Photographs** (September 5-November 29, 2009), sponsored by UBS, juxtaposed historic images of the city's waterfront from the Museum's collection with contemporary images by the artists Len Jenschel and Diane Cook.



**Only in New York: Photographs from LOOK Magazine** (November 17, 2009-April 18, 2010) featured pictorials from the Museum's collection of *LOOK* magazine's New York-based spreads, chosen from the illustrations in the Museum's book of the same title.

The Museum marked Valentine's Day with **With Love from New York City** (February 6-26, 2010 right), an exhibition of never-before-seen cards made, sent, or received in New York City between 1840 and 1940.



In celebration of African American History Month, the Museum presented a selection of 18 portraits of early 20th-century Harlem residents in **James VanDerZee: Harlem Photographer** (February 10-24, 2010 left).

And **New York Through the Lens** (February 18-June 8, 2010 right) put on view a selection of the photographs from the Museum's extraordinary collection that have been digitized for online access, including work by renowned photographers Berenice Abbott and Jacob Riis.





## LOUIS AUCHINCLOSS, 1917–2010

The Museum of the City of New York lost a beloved friend and champion with the death of Louis Auchincloss on January 26, 2010. Louis was a steadfast and dedicated member of the Museum’s Board of Trustees for more than 40 years. He served as President from 1966 to 1990, as Chairman from 1990 to 1999, and as a member of the Executive Committee until his retirement from the Board in 2009.

Louis was raised in New York City, and after being educated at Yale University and the University of Virginia Law School, he made New York both his home and the focus of his life’s work. Over seven decades, and while maintaining a distinguished career as a trusts and estates partner at a major law firm, Louis wrote over 60 books—works of fiction, history, and biography, from *Venus in Sparta* (1958) to *The Rector of Justin* (1964) to *The Young Apollo and Other Stories* (2006). He provided a vivid chronicle of New York City, particularly its exclusive enclaves.

To honor Louis Auchincloss, a consummate New Yorker and a major American literary figure, the Museum in 2007 established the Louis Auchincloss Prize, which is now awarded annually to recognize distinguished artists whose work is inspired by New York City. The FY2010 recipient was Pulitzer Prize-winning lyricist Sheldon Harnick.



Museum of the City of New York

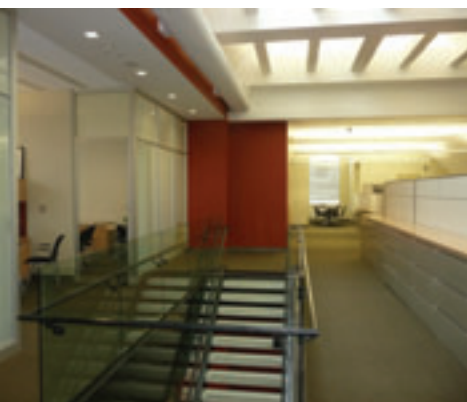
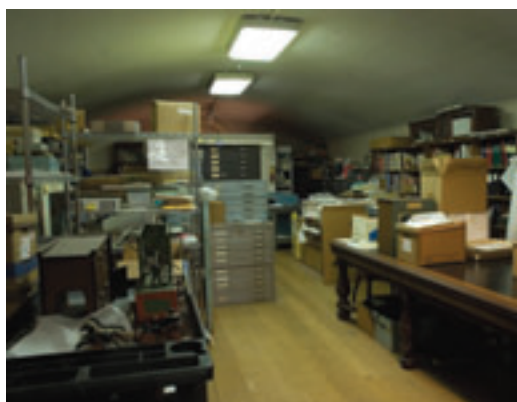
Louis Auchincloss on the Museum of the City of New York’s front steps, 1986.



Photo by Chris Lee

Museum Chairman James G. Dinan, Louis Auchincloss Award winner Sheldon Harnick, and Museum trustee Bruno A. Quinson, Chair of the Louis Auchincloss Prize Committee, at the presentation of the Prize on November 16, 2009.

## MODERNIZATION AND EXPANSION PROJECT



Fifth floor construction - before and after

Fourth floor construction - before and after

Classroom construction - before and after

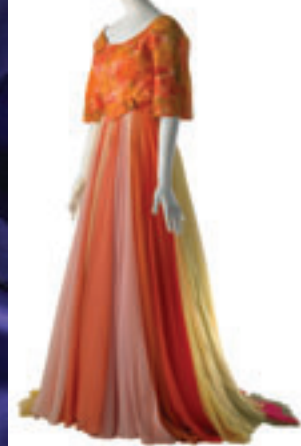
FY2010 was a year of important progress for the Museum's Modernization and Expansion Project. Having completed Phase I during FY2009—the construction of a climate-controlled curatorial and collections storage center for our paper- and textile-based material, topped by the strikingly contemporary James G. Dinan and Elizabeth R. Miller Gallery—Phase II was initiated by the beginning of the renovation of our beloved landmark building on Fifth Avenue's Museum Mile.

Until the current construction project began, our neo-Georgian home had not been significantly altered since it was completed in 1932. This left the institution out of step with evolving standards in museum practice and lacking contemporary climate control. Overcrowded, makeshift offices for staff were carved out from corners of galleries on the Museum's third floor, and an aging education center became increasingly unable to meet the needs of its growing constituency.

After the collections objects formerly stored on the fourth floor of the 1932 building were re-housed in the new curatorial center, and after the period rooms on the fifth floor found new homes at other institutions, the first stage of Phase II commenced: the conversion of those two floors into up-to-date office spaces for the Museum's departments of Exhibitions, Public Programs, Communications, Development, Finance and Accounting, and Human Resources. This process was ongoing throughout FY2010.

Moving the staff into their new, purpose-built offices and out of the third floor galleries allows the Museum to undertake the second stage of Phase II: the renovation of the first, second, and third floors of our South Wing into exhibition spaces built to the same high standard as our Dinan-Miller Gallery. After Phase II is completed in October 2011, renovation of the North Wing will begin Phase III.





## COLLECTIONS ACCESS AND STEWARDSHIP

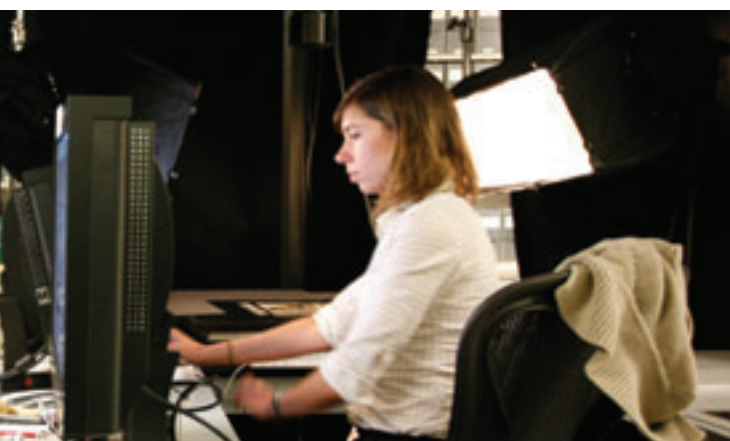
The Museum's new curatorial center became entirely operational in FY2010, elevating the level of on-site stewardship we can provide to the photographs, negatives, works on paper, costumes, and textiles in our care. Our next step is to gain intellectual control over these and all the objects in our 1.5-million-piece collection through a long-term inventory and assessment project.

Thanks to generous funding from the William E. Weiss Foundation, during FY2010 art historian James W. Tottis began the assessment of our extensive decorative arts collection. The results of this work can already be seen in *New York Interiors*, the ongoing exhibition of period rooms illustrating New York City's history from the 17th through early 20th centuries on the Museum's second floor. These displays have been reinstalled and refreshed, incorporating where appropriate the very best examples of each era's furnishings from our collections.

As noted earlier, progress on our digitization project has been outstanding. With major support from the Upper Manhattan Empowerment Zone and the Leon Levy Foundation, the Museum in 2009 launched a project to digitize 90,000 images of the city's built environment from our stellar Photography Collection—including the work of Berenice Abbott, Jessie Tarbox Beals, the Byron Company, Samuel Gottscho, Jacob Riis, and the Wurts Brothers Company. Our digitization project team created 55,495 images during FY2010, for a total of 67,458 digitized photographs by the end of the fiscal year on June 30, 2010.

We began digitization of our collection of Costumes and Textiles during FY2010 as well, thanks to a grant from the Coby Foundation to support the creation of an online exhibition of our outstanding collection of garments created by the designers Charles Worth and Mainbocher. The images included in this Web-based presentation will be of a resolution high enough that viewers will be able to examine the construction of each garment—providing a record for the future not only of how these beautiful pieces look, but how they were made.

Throughout the year, the Museum's digitization team worked with Orange Logic, a digital asset management company whose clients include the Réunion des Musées Nationaux of France, to create and upload catalogue information to a user-friendly database that will house the digital images online. Our team is also developing a dynamic and user-friendly public "face" for the database with Web design firm Analogous. We anticipate that the online catalogue will launch in 2011, and that the digitization project will continue into the future, with the goal of ultimately providing searchable digital images of every collections object—making our resources available to anyone, at any time, anywhere in the world.



The digital team at work taking high-resolution scans of images from the Photography Collection.

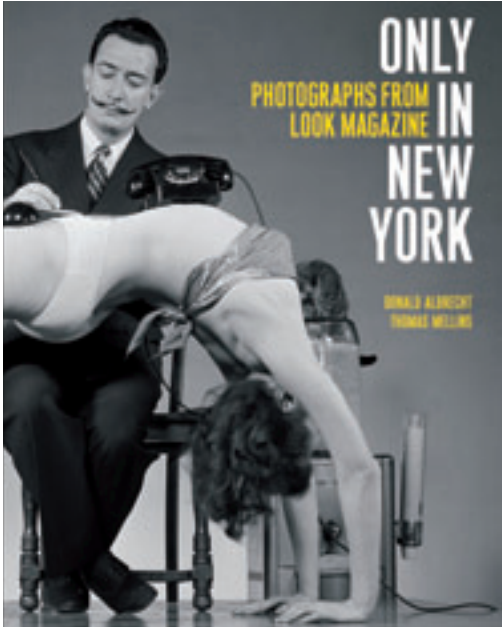


A cataloguer prepares to add information from a photograph to our database.

Photos by Andrew Hinderaker

## PUBLICATIONS

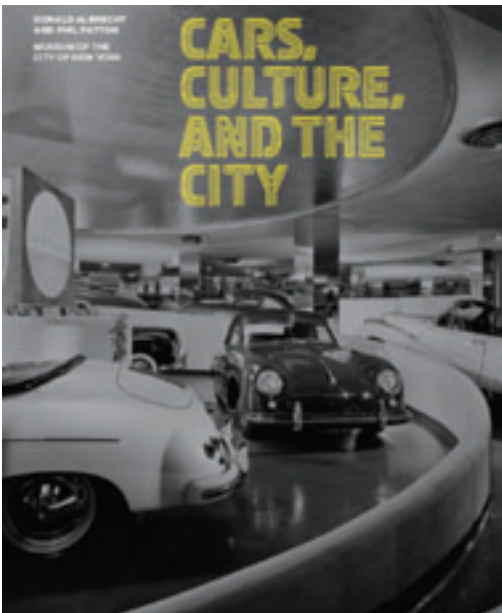
In FY2010 the Museum produced four content-rich books based on our exhibitions and collections.



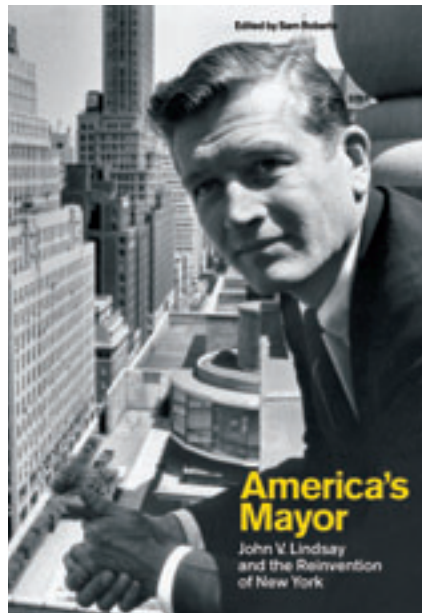
*Only in New York: Photographs from Look Magazine*, co-published by the Monacelli Press and written by Donald Albrecht and Thomas Mellins, draws from the Museum's archive of images from *LOOK* magazine to illustrate the vibrant tapestry of city life in the 1940s and 1950s. Photographers represented in the book include the young Stanley Kubrick.



*New York 400: A Visual History of the World's Greatest City*, co-published with Running Press to mark the 400th anniversary of Henry Hudson's arrival in New York Harbor, is a handsome volume of 16 essays on the city through the centuries, lavishly illustrated with more than 500 images from our collection. Contributors include Phillip Lopate, historian Mike Wallace, and Mayor Michael R. Bloomberg. *The New York Times* called it a "matchless trove that tells us how New York grew into the city it now is, with practically the same cosmopolitan and clamorous DNA that was there at the beginning."



Published by the Museum of the City of New York, *Cars, Culture, and the City* expanded on the exhibition of the same title, with text by its curators, Donald Albrecht and Phil Patton.



The companion to the exhibition of the same title, *America's Mayor: John V. Lindsay and the Reinvention of New York* is a book of essays edited by Sam Roberts, Urban Affairs Correspondent for *The New York Times*, that features reflections and reminiscences on the Lindsay era by contributors including Pete Hamill, Charlayne Hunter-Gault, Jimmy Breslin, and Mario Cuomo. Co-published with Columbia University Press.





Susan Henshaw Jones introduces the panel at the opening night symposium for *America's Mayor: John V. Lindsay and the Reinvention of New York*.



Sam Roberts speaks at the opening symposium for *America's Mayor: John V. Lindsay and the Reinvention of New York*.



Former Mayor Ed Koch with a fellow member of the New York 400, hip-hop pioneer Grandmaster Flash.



Revelers at a Speakeasy.

## PUBLIC PROGRAMS

Through public programs held on weekday evenings and weekend afternoons throughout the year, the Museum has become a venue for important discussions about where the city has been and where it is going. In FY2010 we welcomed a total of 11,357 participants at over 140 programs—including lectures, symposia, performances, and gallery tours—that expanded on aspects of exhibition content and connected us to our neighbors in East Harlem.

We kicked off the FY2010 season on September 9, 2009 with a reception honoring the NYC 400—the most influential movers and shakers of New York City's first 400 years as determined by the Museum's curators and outside historians.

A particular highlight was the opening symposium for *America's Mayor: John V. Lindsay and the Reinvention of New York* on May 4, 2010. This lively panel discussion included historian Vincent Cannato, former Public Advocate Betsy Gotbaum, writer Pete Hamill, Lindsay chief of staff Jay Kriegel, former Congressman Major Owens, and journalists Jeff Greenfield and Gabe Pressman, and was moderated by Sam Roberts of *The New York Times*. The program drew a sold-out crowd.

Additional highlights included a bus tour that brought participants to New York-area buildings designed by Eero Saarinen; a panel discussion on "Robert Moses, Jane Jacobs, and the Automobile," exploring the debate between cars and mass transit; and *The Lindsay Years on Broadway*, an installment of our popular twice-yearly *Perform!* cabaret series, in which Broadway performers sang numbers from shows that made their mark on the Great White Way during the Lindsay administration. And the Museum premiered a new series, "Celebrating New York's Mosaic," that presents performers from across the spectrum of New York's communities.

Also making its debut in FY2010 was the Museum's Speakeasy, a weekly event on Wednesday evenings in July and August that featured music and cocktails of the 1920s. Many newcomers visited the Museum to attend a Speakeasy in FY2010.



Children's Center students view Eero Saarinen: *Shaping the Future* with curator Donald Albrecht.



Photos by Samantha Lewis

Neighborhood Explorers students at work

## EDUCATION PROGRAMS AT THE FREDERICK A.O. SCHWARZ CHILDREN'S CENTER

During the 2009-10 school year, the Museum's Frederick A.O. Schwarz Children's Center educators welcomed 33,414 children and teachers to participate in hands-on education programs that help them understand New York City history and their own place in it.

Thanks to the generosity of many individual and institutional donors, in May 2010 we completed a five-year matching grant challenge from the FAO Schwarz Family Foundation that establishes a \$1.5 million endowment to support all our education programs going forward. Even in the difficult economic climate, we exceeded our \$350,000 matching requirement.

The completion of this challenge match was made possible in part by a dedicated committee comprising Ann Spence, Paula Throckmorton Zakaria, and co-chairs Polly Schwarz Merrill and Museum trustee Mary Burwell Schorr. Through a series of "Fireside Chats"—lectures hosted at committee members' homes, by speakers including writer and historian Rich Cohen, developer Dan Rose, and CNN commentator Fareed Zakaria—the committee raised well over \$25,000 toward the endowment challenge.

Our out-of-school-time programming for children and teens also received a boost in FY2010. These programs, which include Summer Programs; field trip programs during vacation months; Neighborhood Explorers, a year-long, after-school architecture program for teens; New York City History Day, a year-long independent research contest; and Saturday Academy, free academic enrichment plus SAT prep classes on Saturday mornings, were awarded a major grant from the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention, secured with the support of Representative Carolyn B. Maloney.

And our educators worked with a consultant to complete research for a ground-breaking assessment of the Schwarz Children's Center programs' impact on the children who participate. A grant from The Atlantic Philanthropies allowed the Museum to engage the well regarded evaluation and research firm of Randi Korn & Associates to interview 150 fourth-grade participants in the most popular of the Center's programs, a field trip lesson plan titled "Travelling through Time: New Amsterdam-New York," both before and after their visit to the Museum, in order to determine and document the program's impact on students in quantifiable terms. We will soon learn the results of this study and look forward to putting them to use.

Photo by C. Bay Milin





## CONTRIBUTED AND EARNED INCOME

Thanks to careful expense planning, continuing cost controls, and revenue generated by the energized audiences drawn to our engaging exhibitions and public programs, the Museum finished the fiscal year with an operating surplus. Contributed and earned income for FY2010 totaled \$14,198,098.

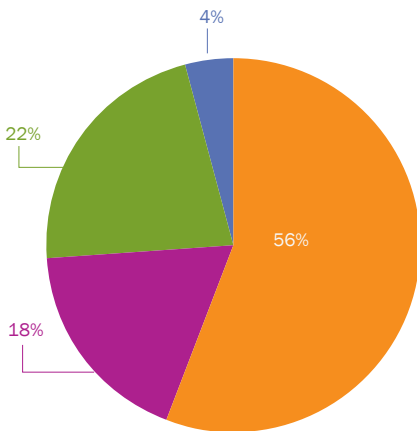
One highlight of contributed income in FY2010 was the first installment of a major two-year grant of \$500,000 from The Leona M. and Harry B. Helmsley Charitable Trust. Visitor income was also a particularly bright spot in FY2010: total revenue from admissions, coat check, and Museum Shop sales amounted to \$1,156,073, a new record and a 21% (\$198,507) increase over FY2009.

Special events gross revenue grew by 14% (\$314,847), led by the impressive performance of our annual business dinner, the Chairman's Leadership Award Dinner, which grew by 26% (\$234,241) over the previous year. Corporate membership income also grew, by 48% (\$56,987), and our individual membership program had its most successful year ever, netting \$227,262.

Our new on-site Curatorial Center and the ongoing digitization project are helping increase awareness of and access to the Museum's collections, which we began to leverage as new sources of revenue. FY2010 also saw a 10% (\$15,274) increase in revenue derived from Rights and Reproductions fees and increased charges to researchers viewing collections objects on-site.

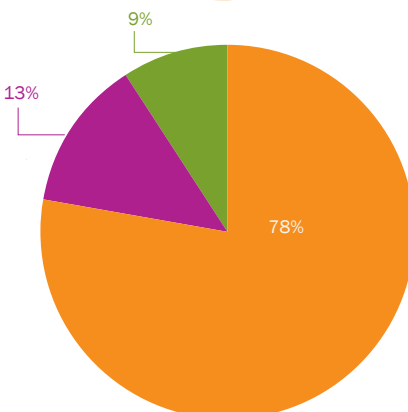
Finally, the Museum continued its record of effective and efficient financial management, spending 78% of its FY2010 budget on programming against 22% on fundraising and administration. At the same time we reduced FY2010 general operating expenses by 4%.

All this helped to offset a significant 9% (\$120,295) cut in the Museum's FY2010 operating funds allocation from the city's Department of Cultural Affairs, part of an across-the-board reduction felt by all members of the Cultural Institutions Group. The Museum experienced a decrease in total FY2010 revenue to \$14,198,098 from \$17,231,283 in FY2009. It is important to note that total revenue in FY2009 included an extraordinary \$3 million gift from the Puffin Foundation for the Capital Project. Putting aside this and other one-time gifts, the institution's revenue from operations, exhibitions, education, collections management, the Capital Campaign, and special projects in FY2010 remained close to level with revenue in FY2009.



### FY2010 SOURCES OF SUPPORT & REVENUE

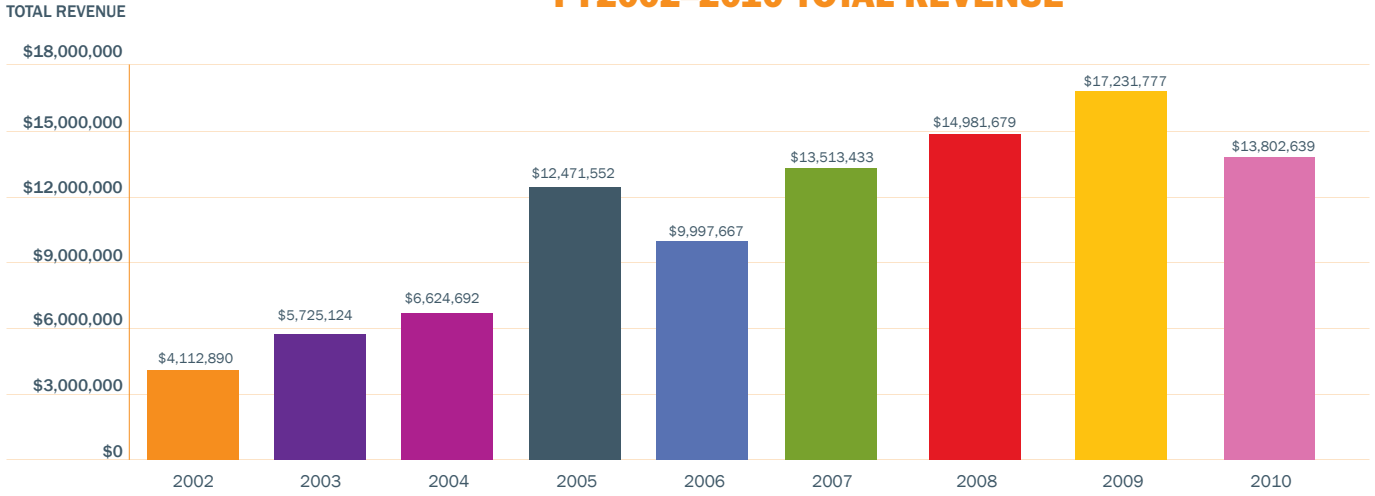
<span style="color: orange;">■</span> Contributed Income and Services (56%)	\$ 8,019,239
<span style="color: purple;">■</span> Special Events (18%)	\$ 2,512,772
<span style="color: green;">■</span> Other Earned Income (22%)	\$ 3,164,688
<span style="color: blue;">■</span> In-kind Contributions (4%)	\$ 501,399
<b>TOTAL</b>	<b>\$ 14,198,098</b>



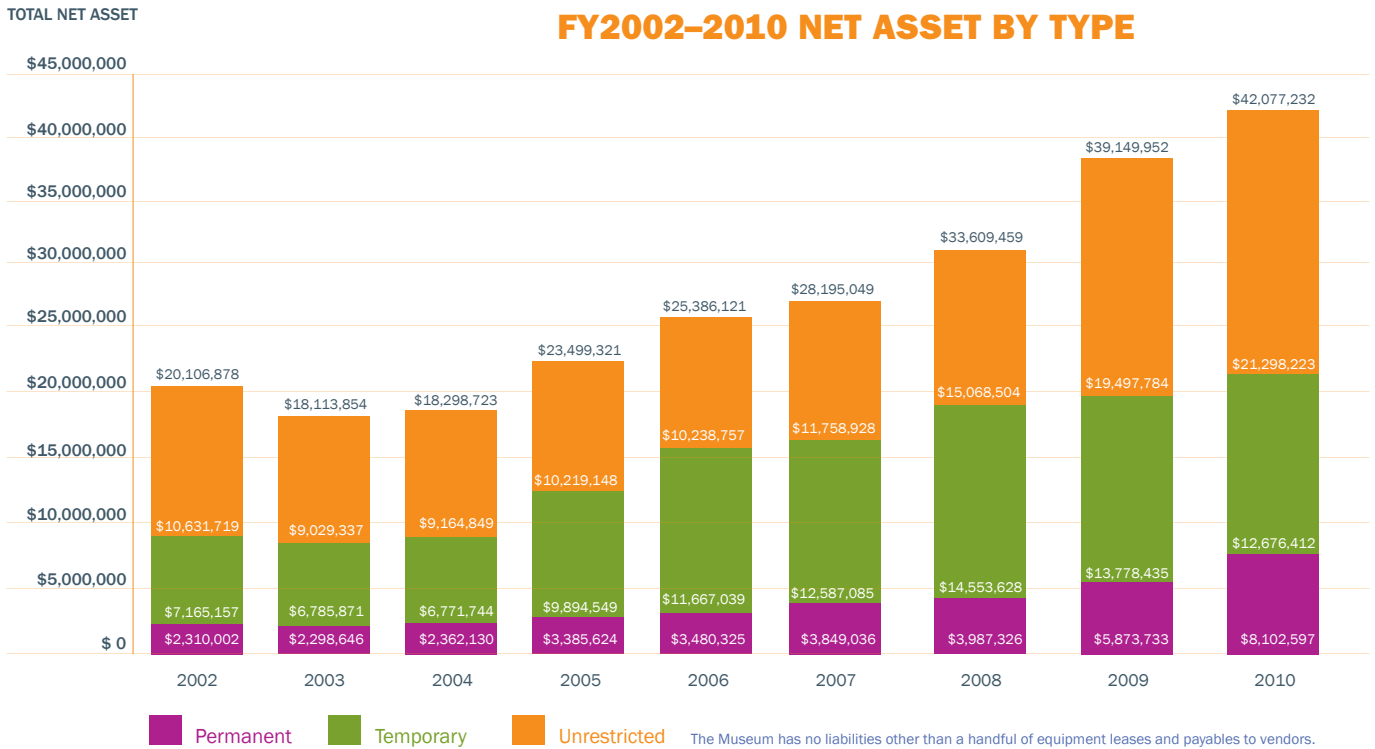
### FY2010 EXPENSES

<span style="color: orange;">■</span> Programming (78%)	\$ 8,665,713
<span style="color: purple;">■</span> Fundraising (13%)	\$ 1,461,504
<span style="color: green;">■</span> General Administrative (9%)	\$ 1,023,053
<b>TOTAL</b>	<b>\$ 11,150,270</b>

## FY2002-2010 TOTAL REVENUE



## FY2002-2010 NET ASSET BY TYPE





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## SPECIAL EVENTS

The **Chairman's Leadership Award Dinner** on June 7, 2010, honored Credit Suisse and Robert Shafir, the Chief Executive Officer of Asset Management for Credit Suisse AG and Chief Executive Officer of Credit Suisse Americas. This festive evening was attended by 388 guests and raised over \$1,000,000 for the Museum's operations and programs.



Susan Henshaw Jones, honoree Robert Shafir, and Museum Chairman James G. Dinan.



Museum trustees Barbara Joelson Fife and Stephen S. Lash with Elizabeth R. Miller, wife of Chairman James G. Dinan.



Museum trustees Newton P.S. Merrill and Leslie Godridge with Polly Merrill, Bruce Uber, trustee Daryl Brown Uber, Susan Henshaw Jones, and Mark Godridge.



Museum trustee Jill Chalsty and her husband John.



Museum trustee James E. Buckman with his wife Nancy.



James G. Dinan with Museum Vice Chair Ronay Menschel



Mario Buatta, Evelyn Tompkins, and trustee Mark Gilbertson.



Victoria Lindgren, Bill Manger, and Jennifer Cacioppo at New York After Dark.

**New York After Dark**, the Director's Council's annual cocktail party, was held at the newly refurbished Plaza Hotel on October 6, 2009. Sponsored by FENDI, the event drew more than 450 guests.



Nancy Druckman and Museum trustee James Druckman at the dinner.



Gala Co-Chairs Mary Davidson and Friederike Biggs.

The **Cabaret!** gala, held on November 16, 2009, and sponsored by Withers Bergman, this year served as the presentation of the Louis Auchincloss Prize. Presented annually to an artist whose work is inspired by New York City, the 2009 Prize was awarded to legendary, Tony Award- and Pulitzer Prize-winning Broadway lyricist Sheldon Harnick, whose shows include *Fiorello!*, *She Loves Me*, and *Fiddler on the Roof*. Harvey Fierstein led an all-star cast in a musical tribute.





Photos by Julia Sharritt

Museum trustee and Director's Council Chair Allison Whipple Rockefeller with her husband Peter.



Museum trustee and Director's Council Chair Mary Burwell Schorr with her husband Chip.

The Museum's **Director's Council** held its annual Winter Ball in the Museum's galleries on February 23, 2010. 467 guests attended this elegant event, which was sponsored by Asprey, 1stdibs, J. Mendel, and The Plaza.



Photos by Julia Sharritt

Museum trustee James A. Lebenthal, Iris Apfel, Carl Apfel, Elizabeth Farran Tozer, Susan Henshaw Jones, and Peter Pennoyer.



Elizabeth Farran Tozer (center) with her husband James W. Tozer, daughters Farran Tozer Brown and Katie Tozer, and granddaughters at the luncheon.

Longtime Museum trustee Elizabeth Farran Tozer was honored at the 2010 **Spring Lecture Symposium**, held on April 26, 2010, for her 20 years of leadership as Chair of the event. Speakers were fashion icon Iris Apfel and architect Peter Pennoyer. Over 300 guests attended the lecture and luncheon, which was sponsored by 1stdibs.



Big Apple Bash guests on the Fifth Avenue Terrace.



Photos by Josh Miller

Founding Young Members Circle Co-Chairs Liza Eaton (left) and Brooke Heidecorn (right) with incoming Co-Chairs Jessica Liberman and Dara Epstein.

The Museum's **Young Members Circle** held its second annual Big Apple Bash on August 9, 2009. 260 guests enjoyed cocktails and dancing on the Fifth Avenue Terrace.



Photo by Andrew Hinderaker

Director of Collections Julia Van Haaften leads a tour of the new curatorial center.

The annual **Members' Night** was held on September 10, 2009, and featured behind-the-scenes tours with the Museum's curators.



Photo by Andrew Schwartz, courtesy New York Family

Co-Chairs Michelle Smith, Shabnam Henry, Elizabeth Keegan, and Lisa Abel at the party.

More than 600 children and parents came to the **Children's Holiday Party** on December 14, 2009. Led by Chairs Lisa Abel, Shabnam Henry, Elizabeth Keegan, and Michelle Smith, the party supports the operations of the Frederick A.O. Schwarz Children's Center.





MUSEUM OF THE CITY OF NEW YORK: WHERE THE PAST INFORMS THE FUTURE

FY2010

# Annual Report