

SANTA BARBARA MARITIME MUSEUM

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# ANNUAL REPORT

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2020 — 2021

*Looking Back, Sailing Forward*



**SBMM**

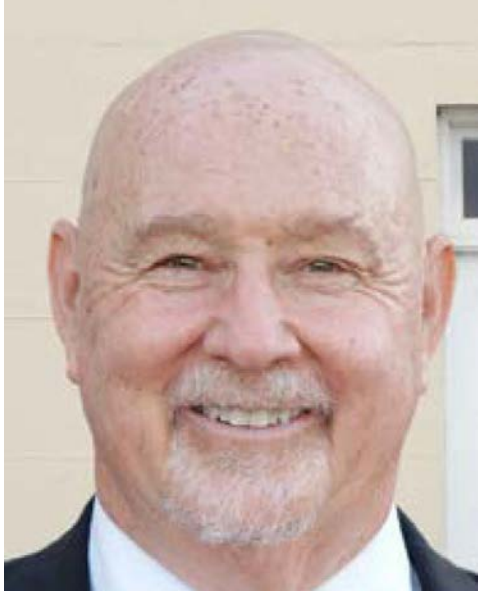
Santa Barbara Maritime Museum

[www.sbmm.org](http://www.sbmm.org)



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## **Preface from Greg Gorga, Executive Director**

2007 - current

We weathered some stormy seas during this past fiscal year, but I'm delighted to report we navigated our way through the difficult times and are now fully re-opened, welcoming visitors and new staff into the museum. After several false starts due to changing COVID conditions, we reopened in March of 2021 and since then, we have been trending above 2019 numbers in admissions and store sales.

Another piece of exciting news from 2020-2021 fiscal year is that we are now fully accredited by the American Alliance of Museums. This is a true honor: of some 33,000 museums across the country, we are one of approximately 1,100 to achieve full accreditation. We are so grateful to all our staff and board members who put in hundreds of hours of work on this challenging project!

A third significant accomplishment of the year was the creation and adoption of our new five-year strategic plan. The result of a vigorous six-month strategic planning process consisting of research, meetings, interviews, surveys and focus groups, our strategic plan is a living document that communicates the vision of where SBMM is going and what we want to achieve in the next five years. The plan also ensures our evolving vision meets the current needs of our audiences and community and defines critical elements used to identify how we will obtain the resources to fulfill this vision and achieve our goals.

Due to Covid, we had to make some serious and immediate changes to our educational programming. Launched in 2020, our Maritime on the Move program, which provides museum-quality maritime-related experiences for school-age children to explore local ecosystems led by naturalists, quickly turned into an on-line learning experience with downloadable content and instructions in both English and Spanish. This popular program has received recognition from the Council of American Maritime Museums (CAMM,) the American Alliance of Museums (AAM,) California Association of Museums (CAM) and the California Natural Resources Agency. Our well-attended lecture series also quickly adapted to a new online format; as a result, attendance has broadened geographically.

We were deeply honored to be one of only ten museums in the United States chosen to display the special exhibit *Arthur Beaumont: Art of the Sea*. On view December 2020 – May 2021, the exhibit featured 55 images by the Navy's most prolific artist, who painted the North and South Poles and was the first to paint a mushroom cloud. One of the works in the exhibit had been hanging in the White House, and another was on the Indianapolis before it sank.

In early June we held our inaugural paddle-out fundraiser with special guests Shaun Tomson and Renny Yater. More than 50 paddlers helped to raise over \$40,000 for the museum. We began a new series of events in early June designed to offer some socializing time to our members and donors and strengthen their connection to the museum. Called Happiness Hours, the receptions took place every Thursday throughout the summer and featured a signature cocktail, live music, and delicious appetizers.

Our special exhibit *Heritage, Craft, and Evolution: Surfboard Design 1885-1959* opened to rave reviews just before the end of the fiscal year. Featuring replica historic boards shaped by Renny Yater with artwork by John Comer and Kevin Ancell, the exhibit garnered tremendous press coverage including the front cover of the Santa Barbara Independent.

I want to thank all of you who support SBMM. We experienced the loss of hundreds of thousands of dollars during the shutdown, due to lost admissions, store sales, membership, and event rental income. But so many of you-our Board Members, volunteers, members, and donors-continued and even increased your support. For that I am eternally grateful! Your donations helped us continue to provide our community opportunities to experience the Santa Barbara Channel, learn its history, and help preserve its natural wonders.

Our Annual Report (July 1, 2020– June 30, 2021) showcases our mission, the impact of our work, and community partnerships. Here's to smoother sailing ahead. I hope we will see you here at Santa Barbara Maritime Museum soon!



Greg Gorga Executive Director, SBMM



photo credit by Deyl Kearin

## **BOARD OF DIRECTORS**

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**Jean K. Schuyler** *in Memoriam*

## **Mission**

Creating quality exhibits and educational experiences that celebrate the Santa Barbara Channel and illuminate our rich connections to the sea.

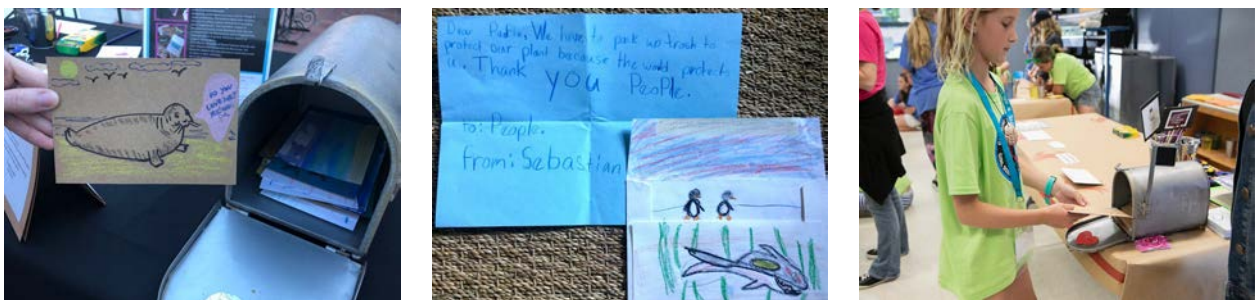
## **Vision**

To be the recognized flagship institution for information on the Santa Barbara Channel by showcasing our rich maritime history, presenting inspirational programs, and prompting insightful discussions about the future of our coastal community.

## INTERACTIVE LEARNING FOR ALL AGES

SBMM centers its work on interactive learning opportunities for all ages. Our educational goals are to promote human connection and interaction with the sea, encourage conservation of our local resources, expand understanding of our maritime culture, and offer experiences in and around the Santa Barbara Channel. To accomplish these goals, we utilize various interpretive philosophies based on the diverse populations being served and on the belief that people learn best by doing, using multiple senses, and being able to question and test what they are seeing and hearing. For example, all of SBMM's lectures include question and answer periods, and art exhibits allow interaction with the artists.

## EDUCATION PROGRAMS



SBMM's unique suite of education programs includes *Maritime on the Move*, *Two Years Before the Mast: Tall Ship Virtual Lessons*, *Love Letters to the Sea*, *Monthly Lecture Series*, and *SBMM at Home*.

**Our youth education programs** encourage curiosity by using interactive exhibits and experiential learning activities, such as collecting marine samples with a naturalist, researching ecosystems at sea and on land, building lighthouses and buoys, and crafting letters to empower global change.

**Our Impact: By the Numbers** (July 1, 2020 - June 30, 2021) In 2020-2021, 181 students participated in person, and 203 through online learning in our youth education programs. The majority of students participating in SBMM programs come from public elementary schools in Santa Barbara County that qualify for Title I funding, which serve low-income households.

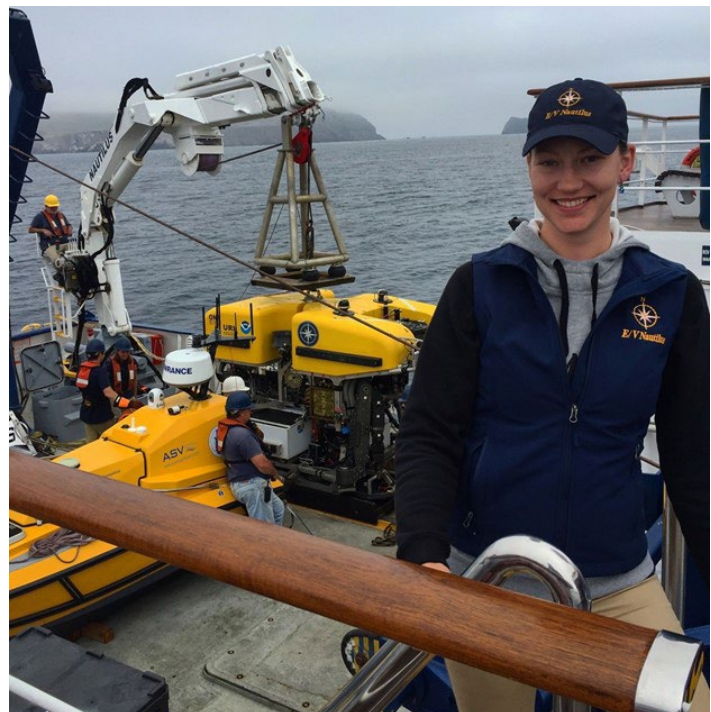
The Museum's popular **Tall Ship program** moved to a virtual experience in 2020 but the museum developed a popular new program which took place both online and in person.





**Maritime on the Move** is now available for Carpinteria, Santa Barbara Harbor, and Oso Flaco Lake - Guadalupe, with Lompoc and Santa Ynez to be developed in the future. For more information, visit <https://sbmm.org/sbmm-at-home-activities/outdoor-activities>.

**SBMM's Monthly Lecture Series** brings local and visiting lecturers to the Museum to discuss a wide variety of maritime-related topics, ranging from local, national, and international historical events and environmental challenges to photography and other presentations. Lectures often coincide with temporary or permanent museum exhibits. Videos of past lectures can be viewed for free in the Lecture Series archive at [sbmm.org/santa-barbara-lectures](https://sbmm.org/santa-barbara-lectures).







## CURATORIAL

While the museum was closed throughout most of 2020, we reopened in March of 2021 and have seen attendance and store sales rise beyond pre-pandemic levels. Our visitors enjoy self-guided and narrated tours, lectures, exhibit openings, art shows, fundraisers, film screenings, expos, book releases, the Outdoors Santa Barbara Visitor Center, and private events. While we experienced a lower-than-normal annual visitor count due to our COVID closure, we were thrilled to educate a larger online audience, reaching across the country and even internationally.

### Permanent Exhibits

It is our mission to catalog, preserve, and present important local maritime artifacts through physical and online collections. Visitors to the Museum enjoyed films in our Munger Theater and a winding journey through two floors of these exhibits: the Chumash, Early Explorers, Whaling, History of the Waterfront, Commercial Diving and Technology, Sailor Tattoos, Commercial Fishing, Surfing, Navigation, 2 Echo Periscope, Shipwrecks, Honda Disaster, Channel Island Ranching, the First Order Fresnel Lens from Point Conception Lighthouse, Military History, Santa Barbara Lighthouse Women Keepers, and the History of Oil in the Santa Barbara Channel.

In 2020-2021, we created three new exhibits: *On this Spot Through History*, *Love Letters to the Sea*, and *Santa Cruz Acoustic Range Facility (SCARF)*.

### Temporary Exhibits

In 2020-2021, we installed and rotated three temporary exhibits. *Mermaids: Visualizing the Myths & Legends through Photography* (April 2020 - November 2020), *Arthur Beaumont: Art of the Sea* (December 2020 – May 2021), and *Heritage, Craft, and Evolution: Surfboard Design 1885-1959* (June -October 2021.)



## WITH GRATITUDE

Whether it is students experiencing their maiden sea voyage aboard a local vessel or learning how to collect indicator species with a naturalist, SBMM believes that everyone should have the opportunity to experience the Santa Barbara Channel, learn its history, and help preserve its natural wonders. We graciously thank the following generous donors who made our work possible. **July 1, 2020 through June 30, 2021. An asterisk indicates Navigators Circle charter members since 2015-2016; boldface indicates membership in the Flagship Society.**

## **TOP BRASS**

### **Gifts of \$250,000 and above**

Roger & Sarah Chrisman\*

## **MARK V**

### **Gifts of \$100,000 and above**

Charles Munger

## **ADMIRAL**

### **Gifts of \$50,000 to \$99,999**

Jack Mithun & Mercedes Millington

Marie L Morrisroe

George & Judy Writer\*

## **RANGER**

### **Gifts of \$25,000 to \$49,999**

Harry & Wendy Atterbury/The Whimsie Fund

Ed & Ann Brady\*

Alice Tweed Tuohy Foundation

Charlotte Tyler

Chuck & Mary Wilson\*

Bill & Janne Wissel

## **IRONSIDES**

### **Gifts of \$10,000 to \$24,999**

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Lynda Fairly & Richard Finkley

George H. and Olive J. Griffiths

Charitable Foundation

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Santa Ynez Band of Chumash Indians

Nichols West Foundation

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## **TOMOL**

### **Gifts of \$5,000 to \$9,999**

Anonymous

*In Honor of A.L. 'Scrap' Lundy*

Don Barthelmess & Carol Kallman\*

B.P. Moser Trust

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STS Foundation

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Dana White\*

*In Memory of Jean & Barry Schuyler*

## **ISLANDS**

### **Gifts of \$2,500 to \$4,999**

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Christopher Toomey

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## **MARINA**

### **Gifts of \$1,500 to \$2,499**

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Terry A. Bartlett & Randy Fox  
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Thomas & Nanci Elliott  
George P. Page Foundation  
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Christine & Michael Holland  
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*In Honor of Ernie Brooks & Lad Handelman*

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Mark & Kathleen Shevitz  
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Amanda Thomas & Jay Williams  
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The Trandem Fund  
Kathy Weber\*

*In Honor of Bill Weber*

Alex Weinstein, M.D. & Betty Helton, M.D.  
Bob & Gail Young

## **EXPLORER**

### **Gifts of \$1,000 to \$1,499**

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Arlington Financial Advisors  
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Michael Rich and Emily M. Wilson  
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Peter Schuyler & Lisa Stratton  
Christine Smith  
Wayne & Barbara Smith  
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Barbara Stupay  
Timothy & Marjorie Sullivan\*  
Dawn Thatcher  
Nancy and Tom Upton  
Anne Smith Towbes  
Smith-Walker Foundation  
Kathryn Washburn  
Donna Weinstein  
Jennifer Weisman  
Paul & Mary Ellen Weisman  
April & Matthew Winecki  
Kirt & Nicole Woodhouse  
Jenny Wright  
Bob & Gail Young  
Alex & Gina Ziegler\*

## OUR FINANCIALS

SBMM is a privately funded nonprofit. Most of the Museum’s support, about 60%, comes from the generosity of our donors, our Board of Directors, and members of our Navigators Circle. Another 20% of our income comes from grant awards, mainly from local private foundations; and the final 20% is what we consider earned income—admissions and membership fees, sales from our Museum Store, and private event rental income.

### Santa Barbara Maritime Museum Statement of Financial Position June 30, 2021 (Unaudited)

ASSETS	
Cash	\$ 1,128,313
Accounts receivable	7,500
Pledges receivable	695
Bequest receivable	60,000
Other current assets	31,946
Building and equipment	1,917,951
Endowment	250,000
Interest in charitable remainder trust	419,913
Other long-term assets	190,476
<b>Total Assets</b>	<b>\$ 4,006,794</b>
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable	\$ 47,049
Accrued payroll	74,981
Other liabilities	30,723
Loan - PPP	132,670
<b>Total Liabilities</b>	<b>285,423</b>
Net Assets:	
Without donor restrictions	2,844,356
With donor restrictions	877,015
<b>Total Net Assets</b>	<b>3,721,371</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 4,006,794</b>

### Santa Barbara Maritime Museum Statement of Activities For the Year Ended June 30, 2021 (Unaudited)

Support and Revenue:	
Donations	\$ 1,209,709
Bequest	\$ 60,000
Special Event	60,324
Program income	14,806
Store sales, net	21,833
Rental income	600
Investment income	2,650
Other income	121,106
<b>Total Support and Revenue</b>	<b>1,491,028</b>
Expenses:	
Payroll and related	712,810
Exhibit expenses	25,155
Program expenses	21,599
Occupancy	111,115
Outside services	99,280
Other expenses	150,197
Depreciation	200,000
<b>Total Expenses</b>	<b>1,320,156</b>
<b>Change in Net Assets</b>	<b>\$ 170,872</b>



## FUNDRAISING EVENTS

SBMM conducted various fundraising events including an online art exhibit with the local artists' group SCAPE (Southern California Artists Painting for the Environment,) a sustainable seafood recipe contest, an online screening of the documentary SHE IS THE OCEAN, and the inaugural Paddle-Out, chaired by Shaun Tomson and Renny Yater.

## HOW TO GET INVOLVED

You can support SBMM by volunteering your time, joining as a member, making a financial contribution at any level, becoming part of the Navigators Circle, or leaving a future legacy through the Flagship Society (planned giving). Your generosity provides interactive education for all ages and the preservation of our maritime history.

**Volunteering** SBMM staff work in partnership with community volunteers to fulfill our mission. In 2020-2021, 72 volunteers provided 2,157 hours to create quality exhibits and educational experiences for our community.

**Our Docent program** gives volunteers the opportunity to dive more deeply into our local maritime history and then lead group tours through the Museum or serve as “Docents on Deck.”

**Our 4th floor Outdoors Santa Barbara Visitor Center** (the very best view in all of Santa Barbara!) is staffed by volunteers, our 104-year old sportfishing yacht, Ranger, has an all-volunteer crew, and many of our educational programs and events depend on our volunteers, along with our committees and Board of Directors.

Visit <https://sbmm.org/volunteer> to learn more about donating your time.

## **Membership for Individuals, Students, Seniors & Families**

Membership at the Museum provides reliable annual operating support and easily pays for itself in just a few visits. In addition to getting free admission to SBMM for one year, members receive special rates to SBMM events, lectures, Museum Store purchases, and more than \$120 in discounts at our neighboring Harbor businesses. Members at the Clipper level and above receive a one-year subscription to the quarterly Sea History Magazine and reciprocal membership to the Council of American Maritime Museums (CAMP). CAMP members receive free admission to over 90 participating maritime museums across the US and abroad.

Students & Seniors \$45, Individuals \$60

Tiered Levels for Families • Crew \$75 • Captain \$150 • Clipper \$250 • Navigators Circle \$1,000+

Membership information can be found at [sbmm.org/membership](http://sbmm.org/membership).

## **GIVING**

The **Navigators Circle** is a distinguished group of philanthropic individuals, organizations, businesses, foundations, and civic leaders joining together to support SBMM, including its youth education programs, lectures, exhibits, outreach, and research. With an annual contribution of \$1,000 or more, Navigators Circle members enjoy exclusive, uniquely curated experiences on land and sea. While the pandemic altered many of our plans for our Navigators Circle, we were delighted to offer the new series of cocktail receptions which started in June of 2021. Visit [sbmm.org/navigators\\_circle](http://sbmm.org/navigators_circle) to learn more about joining the Navigators Circle.

**Flagship Society** (Planned Giving) members help preserve and celebrate our maritime heritage for generations to come through a bequest, charitable trust, or other planned gift. Joining the Flagship Society is a way for those who care deeply about maritime history and education to express their lasting support by including SBMM in their long-term financial plans. You can help SBMM chart a future filled with opportunity and excitement. Explore our Flagship Society information and video at [sbmm.org/flagship](http://sbmm.org/flagship).



## **Closing Remarks: Looking Ahead with SBMM's Board Vice President**

### **Our Vision**


*To be the recognized flagship institution for information on the Santa Barbara Channel by showcasing our rich maritime history, presenting inspirational programs, and prompting insightful discussions about the future of our coastal community.*

The Santa Barbara Maritime Museum celebrated its 20th year in 2020 and the journey into its third decade is well underway. Located at the heart of our beautiful Santa Barbara Harbor, the Museum owes an enormous debt of gratitude to the generous members of our community who continue to honor the institution, our mission, and our programs with their support. Incoming president of the Board of Directors, I wish to thank you for your continuing involvement and generosity - for without you we could not come this far!

Despite the restrictions of the global pandemic, the Maritime Museum was able to achieve one of its loftiest goals: accreditation by the American Alliance of Museums, awarded to national museums who exhibit the highest standards of practice. In consort with the accreditation process, a Strategic Plan was developed and is now in the process of being implemented in every aspect of the museum's operations.

The next step for the coming year is to continue to present a variety of broad-based, diverse, community-wide programs and experiences for which the museum has already been nationally lauded. Expanding the museum's vision by forging new relationships and collaborations at every level within our diverse community and nationwide is the immediate goal for the year 2022. Extending its innovative educational programs in an all-inclusive format will elevate the profile of the Maritime Museum possibly worldwide, expand and deepen visitor experience and continue to meet the high standards set by the American Alliance of Museums.

Once again, let me extend my gratitude and thanks for your continuing support and commitment to the mission and values of our treasure by the sea, the Santa Barbara Maritime Museum.

  
Sigrid Toye  
Board President, SBMM

# STAFF

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Lis Perry, Director of Education (805) 456-8741  
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Riley Behrens, Store Assistant (805)456-8747  
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Syriz Gonzales, Museum Assistant  
Lydia Kaestner, Collections Manager (805) 456-8740  
Anne Luna, Kiosk Attendant  
Linda Maldonado, Museum Assistant  
Dennis Schuett, Graphic Designer  
Rita Serotkin, Marketing & PR Coordinator (805) 456-5865  
Jason Statucki, Education - Community Outreach



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