

Hopeful



ANNUAL REPORT 2019-2020

PHOTO: COREY TEMPLETON

Greater Portland
Landmarks



↔ Historic character enriches our lives ↔

The mission of Greater Portland Landmarks is to preserve and revitalize greater Portland's remarkable legacy of historic buildings, neighborhoods, landscapes, and parks.

Our goal is to save greater Portland's historic places through preservation and adaptive use while promoting creative new architecture that enhances historic neighborhoods. Our activities seek to build awareness, to instill community pride and to encourage public participation in the important decisions regarding historic preservation, urban planning, and new development that will affect our future.

This year has brought unexpected challenges for everyone. With your support we have continued engaging more than 16,000 people in person. Virtual engagement in historic architecture, advocacy and thoughtful dialogue about the development of greater Portland for the betterment of all its citizens has broadened to include more than 80,000 people.



IN 2019, GREATER PORTLAND LANDMARKS was full steam ahead. We had a record-breaking year, with 20,393 visitors to the Portland Observatory, five new Portland landmarks designated, and nearly 1,000 buildings surveyed in Greater Portland. The year also brought new staff and board leadership. Landmarks kicked off 2020 initiating organizational rebranding and a new strategic plan to set ambitious goals for the next five years. Then, in March, our world turned upside down. COVID-19 forced the cancellation of our annual Gala- our largest fundraiser. In June, we made the difficult decision not to open the Portland Observatory for the summer season. Out of an abundance of caution, we also suspended all walking tours, public programs and events.

Despite significant revenue loss, which

unfortunately led to staff reductions, Landmarks remains hard at work, continuing our programming virtually. Advocacy work, core to our mission, has not slowed down despite the economic and social impacts of the pandemic. We are able to continue thanks to your unwavering support.

Since our founding in 1964, Greater Portland Landmarks has been, and remains, the leading voice in advocating for the future of our historic buildings, places and collective history. Together we will successfully navigate our way along this ever-changing path. We know the importance of our work, but must balance the very real ongoing financial and staff constraints imposed by this global pandemic. We are being cautious but bold. We will do this together.

Resurgam.

Shaping the future of more than 600 historic places

Advocated for the protection of our meaningful places:

30

Number of new construction and rehabilitation projects influenced during the public review process

4

New Places in Peril:

Greater Portland's Historic Coastal Resources, Greater Portland's Historic Fire Stations, Gorham Academy (Gorham), and Deering Farmhouse (Portland)

5

New local Portland landmarks:

Odd Fellows building (643-651 Forest Ave), Great Atlantic & Pacific Tea Store (617 Forest Ave), the former Darling-Kidder Motor Co. (630 Forest Ave), the Chapman Block (648 Forest Ave), and the former Valle's Steak House, now Woodford Food & Beverage (660 Forest Ave)

1

New National Register of Historic Places Listing:

Thomas B. Reed School (Portland) added to the National Register on 1/6/2020

Supported policies at the local, state, and national level that will affect, protect or help revitalize historic resources:

- » South Portland Zoning Ordinance
- » Portland ReCode Phase I
- » Maine Climate Council
- » Maine State Historic Tax Credit legislation
- » Federal Historic Tax Credit legislation

Expanded the diverse reach of places we protect:

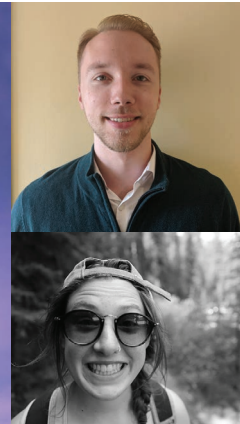
- » Documented historic homes of Portland's Black community and created online resources to share these stories
- » Advocated for the proposed Munjoy Hill Historic District designation, which protects many historic resources of Portland's 19th century Black and immigrant residents
- » Surveyed and shared a virtual tour of Portland's historic working waterfront

Planned for a changing climate:

- » Documented how impacts of rising sea levels and increasing storm intensity will impact important historic places
- » Developed adaptation, mitigation, and resiliency strategies to protect these resources into the next century
- » Collaborated with community organizations including the East Bayside Neighborhood Organization, Gulf of Maine Research Institute, Maine Historic Preservation Commission, and One Climate Future

Trained Preservationists of the Future:

- » Hired two graduate-level historic preservation interns for 10 weeks, who worked remotely due to COVID-19 and gained valuable historic preservation training and experience in developing educational programming in current preservation issues
- » Interns helped to create a new climate change resiliency and adaptation guidebook for historic property owners and completed six virtual neighborhood walking tours



(Clockwise left to right) Odd Fellows building, one of Portland's new landmarks; 2020 interns Mark McDonnell and Olivia Schiffman; Deering Farmhouse, one of our 2019 Places in Peril; Tidal flooding during a storm on Portland's historic waterfront

Shared the stories of our historic places, in person and online

The COVID-19 pandemic had an enormous impact on our Education Programs. We had to suspend the 2020 Portland History Docent program, and we were not able to open the Portland Observatory to the public or hold walking tours or in-person events during the 2020 calendar year. Instead, we pivoted our efforts to virtual resources and added many new online offerings.

Before the pandemic, we:

- » Hosted two Neighborhood History Nights, sharing discoveries from the architectural survey work our summer interns did in Portland's Bayside neighborhood and South Portland's Ferry Village, reaching 115 people.
- » Offered two accredited workshops to 22 realtors for their required continuing education.
- » Welcomed 15,646 visitors to the Observatory from 25 States and 12 foreign countries from July 2019 to October 2019, for a total of 20,393 visitors in the 2019 season.
- » Increased our popular Observatory Lantern Tours to three evenings with five tours each during the December 2019 holiday season.
- » Engaged an expanding group of 78 volunteer docents who donated 1,969 volunteer hours, valued at over \$53,000.

Working together, we focused on virtual resources:

- » Created 10 online self-guided walking tours for quarantined people to enjoy including: Congress Street, India Street, Munjoy Hill, Oakdale, St. John and Valley Streets, Western Promenade, the Working Waterfront, Woodfords Corner, Yarmouth, and Cumberland. These virtual tours have been viewed by more than 6,000 people.
- » Filmed docents sharing their knowledge and favorite stories from the Observatory, U.S. Customs House, and walking tours to share online, with about 2,000 video views this year.
- » Made our educational books for children, the *City is a Classroom* workbook and *The Portland Observatory: An Activity Book* available online for free.
- » Celebrated May's Preservation Month with daily social media offerings including original blog posts and fun activities.

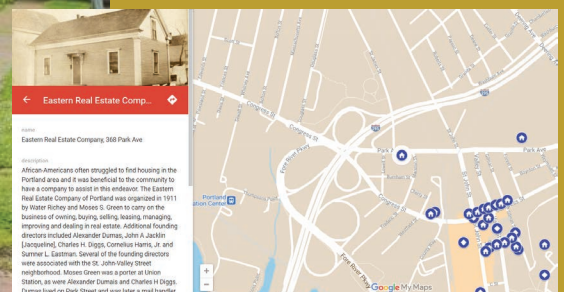
A 2019 walking tour led by docent Nancy Ellenburger



Students from the University of Southern Maine's ESOL program visit the Observatory in 2019



Director of Advocacy Julie Larry presents the Bayside Neighborhood History Night



Screenshot of Landmarks' virtual walking tour of the St. John and Valley Street neighborhood



c1760
Ebenezer Roberts House
Fisherman and Revolutionary War veteran who later became one of the first owners of Oxbow, Maine.
Greater Portland Landmarks

Celebrated Preservation and Leadership

In January 2020, John Calvin Stevens Society members were hosted at Home Remedies by owner Rachel Ambrose, who is also a Landmarks trustee. Home Remedies is located in the historic Star Match Factory that was constructed in 1870.

Our annual Historic Gala, the Bicentennial Birthday Bash, became the UnGala due to COVID -19 cancelling our plans for an in-person party at the Westin. About 1,000 attendees celebrated on Facebook Live with Sarah Hansen and Trustee Ed Gardner. Many thanks to donors and sponsors who helped us raise more than \$32,000 for preservation and advocacy.



Ed Gardner and Sarah Hansen celebrate the UnGala on Facebook Live.

Stewards of our own historic building, the Safford House:

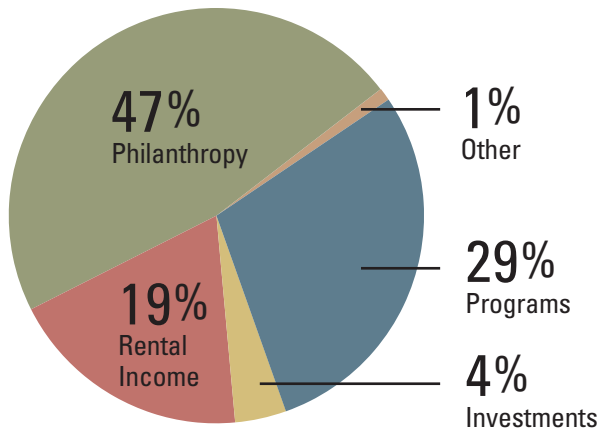
- » Refinanced Safford House mortgage to secure funding for deferred maintenance issues.
- » Remediated mold and deep-cleaned the building's basement.
- » Refinished the first floor's historic oak floors, including removing asbestos floor tile.
- » Created a Safford House Gardening Club of volunteer docent gardeners to improve the building's landscaping.

Community pride in our historic homes:

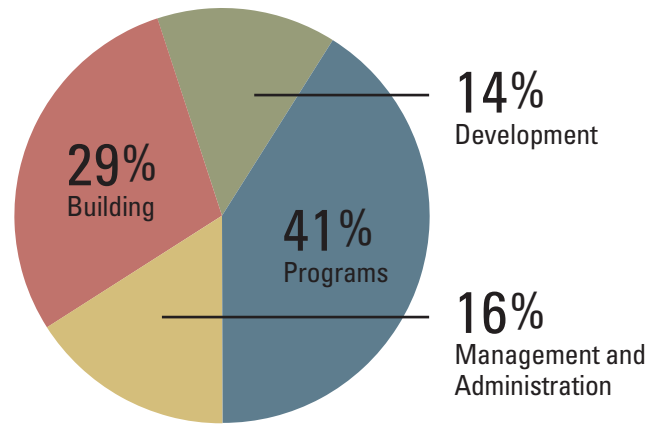
- » Produced 21 Historic House Markers in our redesigned, more durable style for historic homes in Portland, South Portland, Cape Elizabeth, and Scarborough.

Resources to Fulfill Landmarks' Mission

INCOME



EXPENSES



Statement of Activities June 30, 2020

INCOME	
Philanthropy	
■ Membership and annual support	215,489
■ Temporarily restricted gifts and grants	42,655
Programs	
■ Special events	5,338
■ Observatory and education	133,110
■ Publications, newsletter, sales	21,113
■ Preservation services	3,850
Investments	
■ Realized and unrealized gain on investments	9,429
■ Investment income	13,086
Building rental income	104,486
Other	5,678
TOTAL INCOME	554,234
EXPENSES	
Program services	256,548
Management & administration	103,163
Management & administration-building (includes depreciation)	184,801
Fundraising & development	92,208
TOTAL EXPENSES	632,720
Change in net assets	82,486
Net assets, beginning of year	2,204,846
NET ASSETS	2,106,849

Balance Sheet June 30, 2020

ASSETS	
Cash	168,202
Accounts receivable	5,286
Pledges receivable, current	—
Grants receivable	—
Inventories	40,231
Prepaid expenses	500
Land, building and equipment, net	2,088,106
Investments	412,967
TOTAL ASSETS	2,715,292
LIABILITIES & NET ASSETS	
Current Liabilities:	
■ Accounts payable	3,151
■ Accrued expenses	34,493
■ Deferred revenue	1,456
■ Long-term debt, current portion	9,591
Total current liabilities	48,691
Long-term debt, non-current portion	475,970
TOTAL LIABILITIES	524,661
NET ASSETS	
Unrestricted:	
■ Undesignated	18,741
■ Invested in land, building, and equipment	1,675,145
■ Board designated	412,963
Total unrestricted assets	2,106,849
Temporarily restricted assets	83,782
TOTAL NET ASSETS	2,190,631
TOTAL LIABILITIES & NET ASSETS	2,715,292

Thank you for your support!

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- The Boulos Company

2020 UnGala Sponsors:

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- Renewal by Andersen
- Resurgence Engineering & Preservation, Inc.
- Rich Exterior Solutions
- Sash and Solder
- SMRT, Inc.
- StandFast Works Forge
- Stern International Consulting
- Stone*Henge Restoration
- Studio E Architects
- Taggart Construction
- Wright-Ryan Construction
- Wright-Ryan Homes
- Your Kitchen Imagined

Grants Awarded or Released from these Foundations

- Margaret Burnham Charitable Trust
- Maine Bicentennial Project Grant from the Maine Arts Commission
- Maine Humanities Council and the National Endowment for the Humanities as part of the CARES Act
- Historic Preservation Fund of Maine Historic Preservation Commission
- Morton-Kelly Charitable Trust
- Phineas W. Sprague Memorial Foundation
- The 1772 Foundation/Maine Preservation

Thank you to all of our members, friends, and partners, for making our programs, outreach, and advocacy possible.

Portland Observatory Attendance

2017-2018

16,053

2018-2019

17,853

2019-2020

20,393



PHOTO: TIM GREENWAY

We supported the designation of



5 new local landmarks



1 new NRHP listing



the proposed Munjoy Hill Historic District

New Portland Landmark Valle's Steak House, now Woodford Food & Beverage (660 Forest Ave)



93 High Street, Portland, Maine 04101