

CORONADO
HISTORICAL ASSOCIATION

Preserving the Past, Leaving a Legacy

www.coronadohistory.org
(619) 435-7242

1100 Orange Avenue
Coronado, CA 92118

July 14, 2023

The Honorable Richard Bailey
Mayor, City of Coronado
1825 Strand Way
Coronado, CA 92118

Dear Mayor Richard Bailey and City Councilmembers,

I am writing to submit this final updated report for the 2022/23 City of Coronado Community Grants awarded to the Coronado Historical Association (CHA) and express our sincere appreciation for your generous support. I am pleased to provide a comprehensive report on the outcomes and achievements resulting from the grant funding. This report includes a detailed account of activities and financial statements.

CHA is a multifaceted organization with a museum, research center, and large historic collection. This report focuses only on the programs funded by the City of Coronado. CHA also produces robust educational outreach and community programs outside of these grants. To learn more about other programs and initiatives, please join us at our Annual Meeting on July 26, 2023, at 5:30 pm in CHA's Lecture Hall.

CHA's ability to operate our museum would not have been possible without the valuable support and trust extended by the Coronado City Council. The financial report enclosed provides a detailed breakdown of the funds received and their allocation, adhering to the budget guidelines specified in the grant agreement.

On behalf of CHA, I would like to express our deepest gratitude for your confidence in our mission. Thank you for your unwavering commitment to improving our community. We are immensely proud of what we have achieved together, and we look forward to future partnerships.

Respectfully,

Christine Stokes

Christine Stokes, Executive Director/Curator

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Museum Operations Grant



Historic Postcard of CHA's Iconic 1100 Orange Avenue Museum Building, c. 1925
© Coronado Historical Association Collection

Activities & Outcomes

The Coronado Community Grant partially funds CHA's high-priority initiatives:

1. Providing a free community museum to the public;
2. Relaunching CHA's Museum Ambassador senior volunteer program;
3. Meeting the increased costs to maintain public safety in a post-pandemic world.

The community grant enables CHA to fulfill our core mission to advance learning and stewardship in all by serving as Coronado's primary center for community history. CHA's museum preserves and showcases Coronado's rich heritage and cultural history.

The City of Coronado has partnered with the Coronado Historical Association, for over ten years, to ensure the community has had a museum.

The prior year CHA did not request Community Grant funding to operate CHA's museum due to the COVID-19 closures. Now as CHA rebuilds, City funding has proven to be more important than ever, and we are excited to continue the 10+ year public/private partnership with the City of Coronado.



Museum Operations

CHA provides free admission for everyone and is open to the public Tuesday-Sunday with expanded hours from Memorial Day to Labor Day. CHA is among only 37% of museums nationwide that offer free admission at all times, according to the American Alliance of Museums. Providing free admission demonstrates CHA's commitment to ensuring that Coronado citizens and visitors of all backgrounds have access to high-quality experiences in CHA's museum.



Vietnam POWs Capts. Alvarez and Enschede attend the opening of *Open Doors Vietnam POWs: 50 Years of Freedom*.

CHA's museum has consistently welcomed a diverse range of visitors, including locals, servicemembers, tourists, students, and families. Visitor numbers have continued to return to pre-COVID numbers, indicating the community's enthusiasm for the museum's offerings and its relevance within the region.

Thanks to Community Grant funding, CHA is able to provide an engaging and interactive visitor experience, garnering positive feedback and high visitor satisfaction and comments.

CHA's Museum's Community Impact

The museum galleries provide a sense of community pride and connection by celebrating Coronado's history, fostering intergenerational dialogue, and preserving local stories. By preserving and showcasing local stories and historical artifacts, the museum fosters a deeper understanding and appreciation of Coronado's past and its significance to the community's identity.

Overall, the visitor engagement and community impact of the free history museum in have been resoundingly positive. The museum's interactive exhibits, outreach efforts, and community collaborations have contributed to a thriving cultural hub that celebrates and preserves Coronado's rich heritage, engages visitors of all backgrounds,

and strengthens community ties. CHA participates in many free access programs including the San Diego Public Library's popular Discover & Go, the National Institute of Museum and Library Services Museums for All, Blue Star Families Blue Star Museums, and San Diego Museum Council Kids Free San Diego Programs.



The San Diego Public Library Discover & Go program offers family day passes to CHA's museum.

Through Museums for All, those receiving food assistance (SNAP) gain free or reduced admission to more than 1,000 museums throughout the United States simply by presenting their SNAP EBT card.



Every year, from Armed Forces Day to Labor Day, our program offers free admission to active-duty military personnel and their families. On average, more than 2,000 museums participate, including CHA.

Every October, CHA participates in KIDS FREE. Children 12 and under receive free admission to more than 50 of San Diego County's favorite museums. The program also focuses on admission for First Five Families.



CHA's participation in these free admission programs encourages visitation from all over San Diego County and beyond. The programs promote equitable access to museums with specific marketing for underserved communities such as military families, SNAP beneficiaries, and First Five Families. CHA has documented a steady visitorship from each of these programs, with a marked increase in military families in the summer and families with young children in October.

Enhanced Free Museum Experience

Along with the display of the *A View From The Periscope* exhibit, which is funded by the city's Arts & Culture Grant, *Open Doors Vietnam POWs: 50 Years of Freedom*, and the *USS Coronado* gallery, neither funded by the grant. CHA enhanced the visitor experience through new and ongoing initiatives thanks to the city's continued museum support.

Together with internal and external stakeholders, CHA has transformed the museum into a social learning space where the community gathers and families learn together. Research shows that families use museums as a resource for their own self-directed learning, so CHA has invested in enhancing the community gallery space. City funding enables CHA's museum to uniquely serve Coronado's families and citizens with self-directed learning that creates modern connections to the past. History exhibits develop engaged and knowledgeable citizens who have a strong sense of community pride and place.

Island Icons Gallery

Island Icons is an enhanced museum experience that is the product of a special archival project conducted by CHA's volunteers that features historical vignettes of insights and personal memories from Coronado's *Island Icons*.



Originally developed in response to the COVID-19 stay-home orders, *Island Icons* has expanded into a continued signature outreach program at CHA. The goal of the project is to connect residents to each other and to our past to enhance the quality of life of residents by decreasing isolation through relationship building and the fostering of

friendships. CHA's volunteers spend a month working with each Icon to interview them and review photographs, letters, videos, etc. about their lives in Coronado. These items are then collected, documented, and added to CHA's history collections. The information is used to create an *Island Icons* article in *Coronado Magazine* and a panel in the *Island Icons* Gallery.

Thanks to City funding and a new Coronado High School internship project, the program continues to thrive. The archival oral history project is now conducted by CHA's high school interns. In its fifth year, the CHA/S Internship has become a highly selective competitive internship focused on the *Island Icons* project

At its core, the *Island Icons* initiative and gallery are a type of oral history interview. Oral history is critical to the work of local history organizations because they record information and stories that might otherwise go undocumented. Local history is not included in national textbooks or history books, so organizations like CHA collect these important firsthand accounts and memories for the future.

History Film

Along with the expanded *Island Icon* Gallery, CHA has added a history film to the enhanced free guest experience in the museum.

Produced in collaboration with the Hotel Del and other partners, the 90-minute film provides an overview of Coronado's history to illustrate CHA's mission and connect guests with Coronado's history and CHA's collection of artifacts and archival items. The film space also provides a quiet space for rest and reflection for museum guests. Since the reintroduction of the film, along with its promotion on the San Diego Trolley Tour, CHA has experienced an increase in both the number of guests and the average length of guests' stay.

Wayne Strickland

Retired Coronado Fire Captain Wayne Strickland has always been dedicated to helping others.

A native Californian, Wayne was born in Red Bluff California in 1945 and grew up in Los Angeles. He was drafted into the Vietnam "Kiddie Cruise" Program, which allowed him to enlist before eighteen and get out before twenty-one. During his military time, he served on the USS Galveston from 1965 to 1966, alongside the Midway.

When he got out, in 1967, he joined the Coronado Fire department. He enjoyed the strong sense of community and close colleagues he had, like Jim Blynn and Dennis Johnson. He worked his way up to become Fire Captain.

While Wayne found service to his community rewarding, there is a dark side to firefighting that not many people see firsthand. The Coronado Bridge was built two years after Wayne joined the Fire Department. Since its debut, more than four hundred and fifty people have died by suicide on the bridge.

After retiring, Wayne began advocating for suicide prevention. Partnering with survivors Steve Buschard and Bertha Loaiza, his aim is to set up a fence on the bridge, to prevent people from standing on the bird spikes, but Caltrans has been slow to build it. Wayne believes that more awareness will help bring Caltrans to complete the project.

Wayne is also an active volunteer. He volunteers at the USS Midway, Sharp Hospital for patients in hospice, and for Philanthropic Education Order, which helps girls go to school. He's a member of the Coronado Yacht club and recently he became Commodore of the San Diego's Association of Yacht Clubs, which oversees all Yacht Clubs in the San Diego region. He also plays an active part in the local Rotary Club.

Wayne is someone who deeply cares about his community and has the ability to empathize with others. "Being a firefighter, you are always doing good things to help other people and I really like that. To me that's very important."

Interview conducted by Virginia Ryan, CHA Intern.



Left: Wayne writing a report after a fire scene.
Right: Wayne and his wife Nancy in front of the Hotel Del.



Museum Ambassador Program

In addition to CHA's strong docent program and in response to increased patronage numbers and engagement, CHA has relaunched our Museum Ambassador program. Museum Ambassadors work at CHA's museum's entrance to provide information and answer guests' questions about the current exhibits, local history, and ways to enjoy Coronado.

CHA engages volunteers from the community, empowering them to contribute their time, expertise, and passion to support museum operations. CHA has successfully recruited and trained a dedicated team of volunteers who contribute their skills, knowledge, and enthusiasm to various museum activities.

CHA's museum contributes directly to the City's vibrant local businesses by stimulating interest in Coronado-based commerce. Located in the center of town and staffed by Museum Ambassador volunteers, the museum communicates awareness and enhances patronage of Coronado businesses.

The power of relationship-building through volunteering to enhance quality of life is especially clear through the meaningful connections CHA creates for Coronado's adult and senior community. CHA is supported by a dedicated team of over 75 trained volunteers who not only engage with the community but also unite through volunteering. Ambassadors complete weekly shifts during museum hours. Ambassador volunteers have served over 2,000 hours greeting and answering questions and attended multiple trainings and get-togethers.



Increased Operations Costs

National studies show museums are well established as important informal learning spaces; however, museums also offer holistic experiences that encompass much more than learning. As an immersive space, CHA's museum is where citizens engage with our heritage and make connections to our current world and those around us. CHA's museum is not only the home to our exhibits, collections, and programs, but the building itself is also the largest historic artifact in our collection. City funding enables CHA to operate the museum and host programs, school curricula, workshops, and historic walking tours that reveal, promote, and share our history while creating connections and enjoyment.

CHA's two professional staff members oversee CHA's museum and have extensive education and experience in history, collections, and exhibitions. They work with outside historians, universities, and community partners, and supervise a vast set of interns and volunteers.

Over the past three years, CHA has restructured funding and expenses. In addition to reducing programmatic and staffing expenses by over \$250K, CHA secured a municipal bond that reduced overhead expenses in CHA's museum space from \$20K a month in rent to \$6K per month as a mortgage. However, during this same time period, the cost of operations due to the realities of a post-COVID world has increased significantly, especially in terms of costs related to public health and safety. This is compounded by the costs of COVID economic recovery.

CHA is not alone. Three-quarters of museums (76 percent) report that their operating income fell an average of 40 percent. Museums have largely been unable to offset losses by cutting expenditures. Nearly two-thirds of institutions (61 percent) report that their net operating performance decreased, by an average of 38 percent.¹ Community Grant funding has helped underwrite these increased costs.

Every vibrant city has a museum. CHA's museum is the primary place where residents and visitors alike come to discover, understand, and appreciate the rich history of Coronado. An appropriately funded museum ensures that Coronado's many historic and cultural artifacts do not lie unseen in files and vaults. Without CHA's museum, there would be no museum in Coronado, and our sense of place and community pride would be greatly diminished.

¹American Alliance of Museums

CHA is able to leverage social media platforms, community newsletters, and local media outlets to promote the museum, expand reach, and attract diverse audiences. The museum maintains an active presence on various social media platforms, sharing updates, behind-the-scenes glimpses, and historical highlights to engage with a wider audience. Regular features in community news outlets, both digital and print, have helped to raise awareness of the museum's events, exhibits, and educational programs.

Section

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Aztec

Padres

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Things to do

Crossword

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VETERANS

50 years ago Vietnam POWs came home. Their 'second lives' were just as extraordinary.

Feb. 17, 1973: Cmdr. Robert Shumaker of La Jolla, a former POW, holds his son, Grant, 8, with one arm while reaching for his wife, Lorraine, at the family's reunion at Miramar Naval Air Station. (Union-Tribune file photo)

Operation Homecoming in 1973 brought almost 600 captured servicemen back to the United States. It was very much a San Diego story, as upcoming museum exhibit shows

POW'S CELEBRATED

Exhibition commemorates 50th anniversary of the return of North Vietnam prisoners

By MARTINA SCHMITZSCHER

A half a century has passed since the last Vietnam prisoners of war returned to the U.S. through Operation Homecoming. Altogether 591 men — 225 Air Force, 77 Army, 138 Navy, 26 Marines and 25 civilians — were released and returned home between Feb. 12 and March 26, 1973. Some were in prison for months, but for many, it was years.

When they touched down on home soil, a lot had changed in America for the men held an average of five years at the Hanoi Hilton. The prison held its first American POW in 1964.

While the men were struggling to survive, often in solitary confinement, the country had undergone a cultural shift. During this time, the first moon walked on the moon, Attorney General Robert Kennedy was assassinated, three days of peace and love at Woodstock rocked the music world and Thurgood Marshall became the first Black Supreme Court justice.

Retired Navy Capt. John Ensch was himself one of the lucky ones. He was held prisoner for less than a year.

Ensch had flown 284 successful missions as a radar intercept officer when on Aug. 25, 1972, surface-to-air missiles took down the F-4 Phantom fighter plane piloted by Lt. Cmdr. Michael Smith over North Vietnam. Both ended from the plane, but only Ensch made it back home.

"I don't think it took me very long after

1.00

HONORING VIETNAM PRISONERS OF WAR

FOX 5

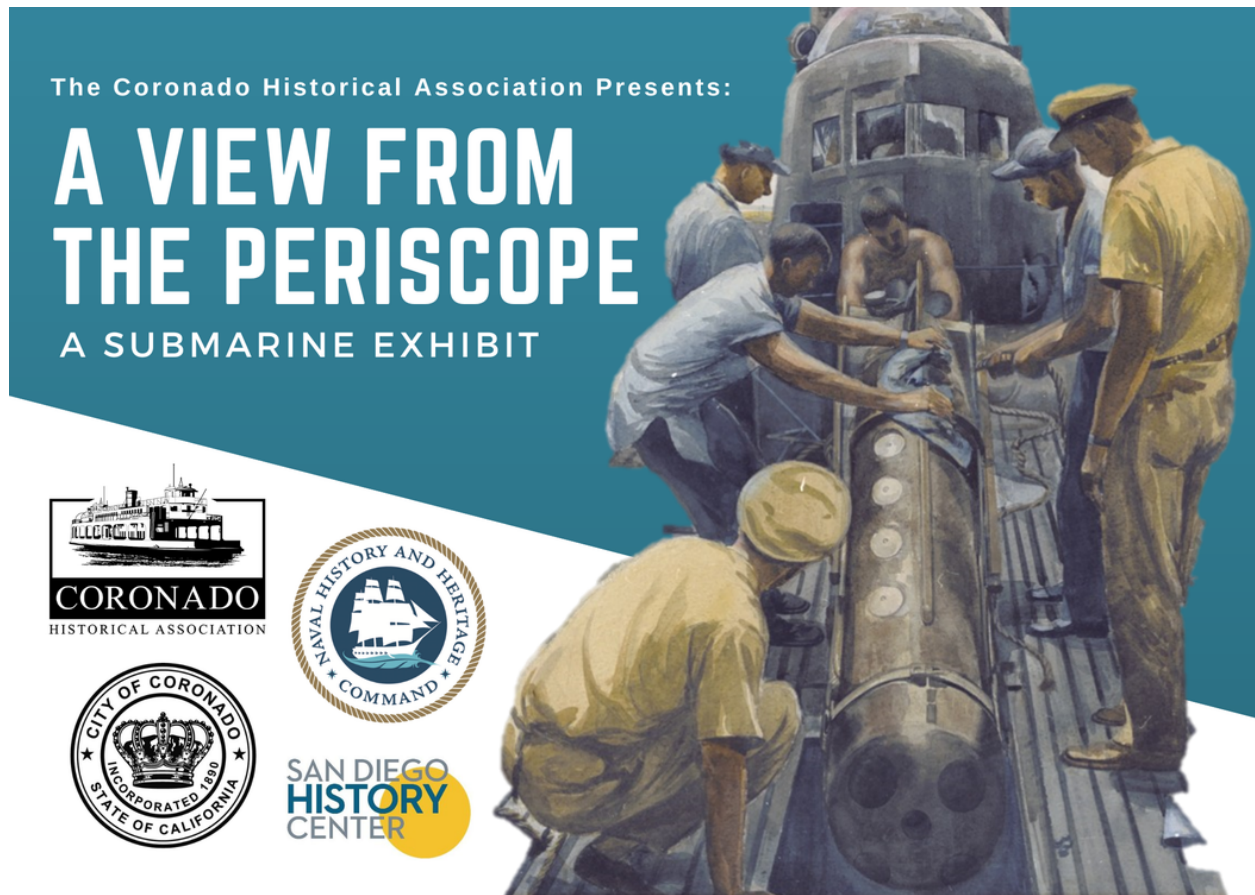
7:00 | 55°

UULA VISTA WHERE TREES CAME TOPPLING DOWN WEDNESDAY

FOX 5

GI

HEADLINES



A View From The Periscope Exhibit Grant

The Coronado Historical Association is pleased to report that the *A View From The Periscope* exhibit opened on July 30, 2022. The exhibit unveiled “a view from the periscope” through the artist’s eye. Drawn to its sleek yet hidden shape, artists have long tried to capture the mystery of the submarine and the adventurous crews who risk underwater combat. Thanks to the Community Grant funding, CHA was able to transport and display twenty-eight pieces of artwork from the Naval History & Heritage Command’s Navy Art Collection which are on loan to CHA for the duration of the exhibit.

In addition to the City of Coronado as a funding partner, the exhibit is also presented in partnership with the Naval History & Heritage Command and the San Diego History Center, who both provided in-kind support by waiving their use fees for displaying the artwork and historic photographs featured in the exhibit and by promoting the exhibition.

The *A View From The Periscope* exhibit, like all exhibits at CHA, is offered with free admission to the public. The exhibit was open six days a week Tuesday through Sunday. The exhibit was intended to close in October 2022, but due to high interest and

generous accommodation by the Naval History & Heritage Command, the exhibit was extended through January 29, 2023.

The artworks are diverse in medium and age, but all prominently feature historic submarines commissioned in the U.S. Navy. Some of the notable artists whose works are featured in the exhibit include: Griffith Baily Coale (1890–1950), Georges Schreiber (1904–1977), Albert K. Murray (1906–1992), John Charles Roach (born c. 1943), Salvatore Indiviglia (1919–2008), and Dante Bertoni (1926–1993). Many of the artists featured are affiliated with the Navy's Combat Art Program, which places artists on board navy ships on duty and in combat.

The exhibit also celebrates the little-known role Coronado and its sailors played in submarine history. Early in the 20th century, Coronado was home to the Navy's Pacific Fleet of submarines. While the Pacific Fleet of submarines was soon relocated, the Coronado connection remains an important piece in the understanding of the technological experimentation, development, and implementation of submarines for military use. These advances made submarines an important asset in naval warfare.





The exhibit explores this history by focusing on two early submarines: the USS *Pike* and the USS *Grampus*, as well as submarine films produced in Coronado, and past and current residents who have worked with submarines. CHA worked with the City of Coronado's Avenue of Heroes Committee as well as local residents to identify submariners with a Coronado connection. While submarines may not dock here any longer, many Coronado residents have connections to these unique underwater vessels. Sixty-seven local submariners are featured in the exhibit. Efforts to identify important submariners to highlight in the exhibit have been so successful that 22 local submariners were featured at the opening of the exhibit and an additional 45 have been added to the display.

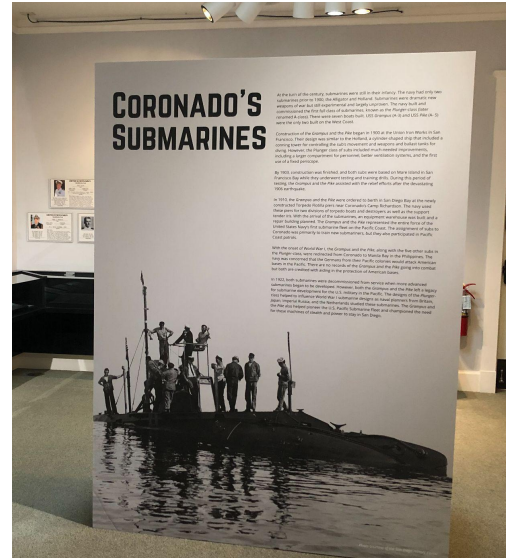
Exhibit Highlights

- Coronado was home to the first Pacific Fleet of submarines. At the same time that Glenn Curtiss started his flying school, North Island was also home to a submarine school called Camp Richardson and hosted the first "fleet" of submarines which included the USS *Pike* and USS *Grampus*.
- 67 local submariners were featured in the exhibit, including Naval Aviator #1, Theodore Ellyson. He was a submariner before he became an aviator.
- Special Coronado resident, artist Lieutenant Commander Dayton Brown, was featured in the exhibit. Shortly after joining the Navy in WWII, Brown became the Navy's Head of Concealment Research and Development. The



Navy integrated his work on the color, patterns, and application of camouflage for ships and submarines into the entire fleet.

- A rare battle flag from the USS *Barb* was a special artifact on display from a local resident. The flag shows all 17 official sinkings claimed by the *Barb* under command of Eugene “Lucky” Fluckey. In 1945, the *Barb* landed seven crew members at Karafuto, Japan, and laid an explosive charge that blew up a train, an unusual deed for a submarine. The *Barb* received a Presidential Unit Citation.
- The exhibit featured photos and memorabilia from the DSRV program (deep submergence rescue vehicles). The Navy developed DSRVs to help save lives in the event of a submarine disaster. The Navy built two DSRV’s: the *Avalon* and the *Mystic*, and both were based at Naval Air Station North Island from their initial launch in 1972 until 2008.
- The USS *Tunny* painting was commissioned to commemorate “Operation Night Bolt” under the command of the late Coronado Captain Bill Green in Haiphong Bay in Vietnam in October 1967. The document ordering the crucial operation was declassified decades later and is also on display.





Left: *Conning Tower, USS Dorado* by Georges Schreiber, 1943. Right: *USS Tunny*.

- The hull number in *Conning Tower, USS Dorado* by Georges Schreiber, was changed from the USS *Dorado*'s actual hull number (#248) for security purposes. The USS *Dorado* had a short service life: commissioned in early 1943, later that same year it sank during the Atlantic Campaign of World War II. Georges Schreiber created 25 paintings of the USS *Dorado* to memorialize the sub.
- Salvatore Indiviglia was a combat artist, and his son visited the exhibit. His painting, *Loading Fish*, features the USS *Seacat* which operated in a tactical attack convoy called a "wolf pack" in the pursuit of the Imperial Japanese Navy and military supply lines in WWII.





Exhibit Programming

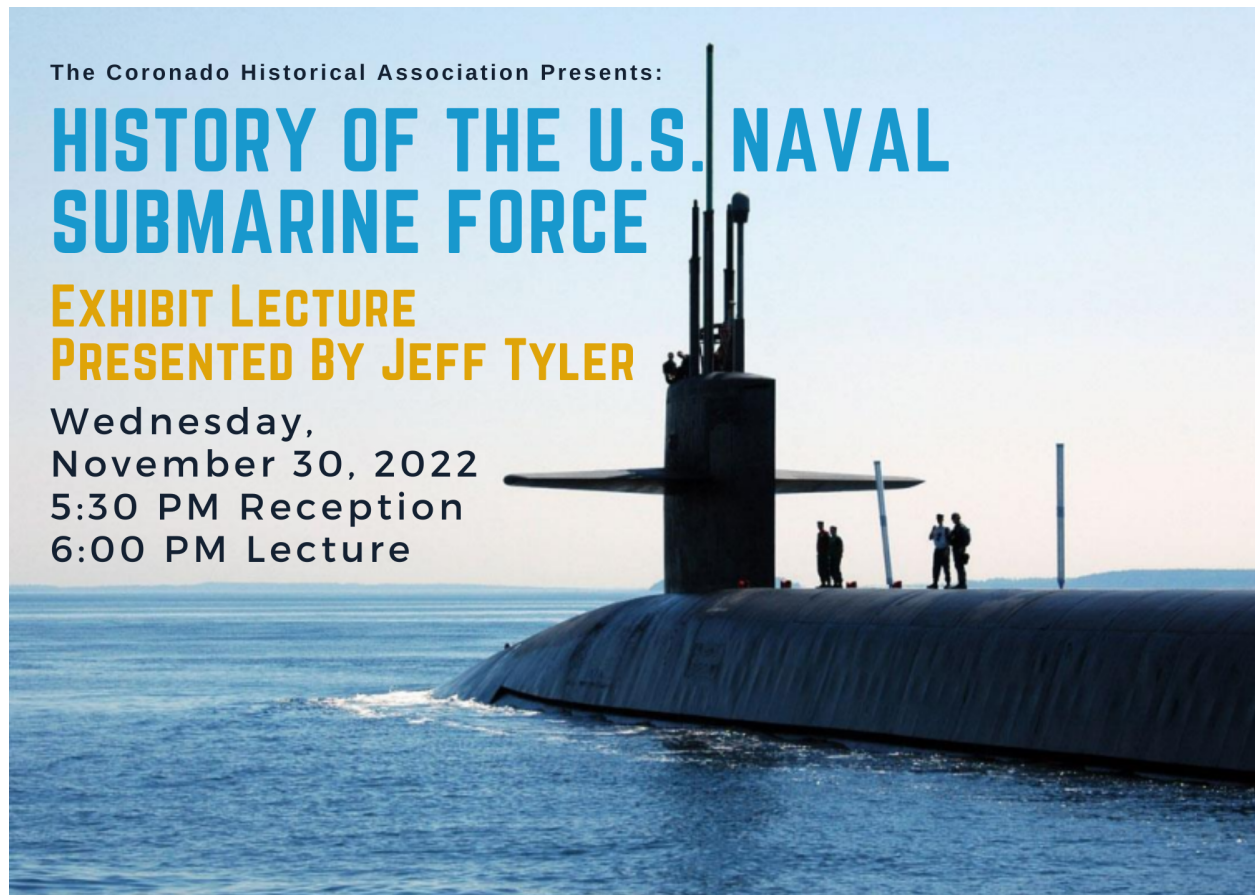
In Recognition of Coronado Submariners: Exhibit Reception & Panel Discussion

In partnership with the Naval Submarine League, CHA presented “In Recognition of Coronado Submariners: Exhibit Reception & Panel Discussion” on October 13, 2022. The event included a special reception of the exhibit, followed by a panel discussion and sharing of sea stories from local submariners. The speakers included two Coronado residents, Captain Sam Ward, USN (Ret.) and Captain Bill Green, USN (Ret.), as well as Captain Jeffrey Fischbeck, USN (Ret.) and Captain Charles MacVean, USN (Ret.), Ph.D.

The program also included remarks from special guest Captain Kenneth Douglas, Commander, Submarine Squadron Eleven, who gave a brief update on current naval submarine operations. The event was so popular that registration was capped due to capacity restrictions.

Wine & Lecture: History of the U.S. Submarine Force

The Coronado Historical Association also hosted a special lecture in conjunction with the exhibit on November 30, 2022. CHA welcomed Coronado local Commander Jeff



Tyler (USN, Ret.) to speak about the history of the U.S. Naval Submarine Force. The presentation included an overview of the Navy's submarines from Ohio ballistic missile class submarines to the Virginia fast attack submarine class. The presentation also covered submarine specifications and systems, as well as notable submarine incidents and disasters. The exhibit and programs received a superior reception from the Coronado community, in local press, and from guests visiting Coronado.

- *“As Commodore Douglas said last night, the CHA should be commended for their work in producing the really terrific submarine exhibit. Well done!”* - Jeff Fischbeck, USN (ret.), Program Participant
- *“Your efforts with the Historical Association are greatly appreciated.”* - Wilson Whitmire, USN (ret.), Coronado Submariner
- *“We all were aware of the professional manner in which the CHA researched and prepared the exhibit and orchestrated the [In Recognition of Coronado Submariners event]. It really was rewarding to be part of it. So thanks and best wishes to the CHA.”* - Dr. Charlie McVean, USN (ret.), Program Participant

Impact Analytics

Museum Attendance

Month	Number of Exhibit Guests	Number of Program Guests
July	3,999	74
August	6,132	45
September	8,992	67
October	12,321	75
November	2,968	80
December	2,104	33
January	5,625	48
February	4,779	153
March	5,496	49
April	5,029	52
May	5,594	107
June	7,004	22

Social Media

FACEBOOK	INSTAGRAM
<p>Reach</p> <p><i>The number of people who viewed content from CHA from July 1, 2022 through June 30, 2023.</i></p> <p>49,741</p>	<p>Reach</p> <p><i>The number of people who viewed posts from CHA from July 1, 2022 through June 30, 2023.</i></p> <p>6,689</p>
<p>Engagement</p> <p><i>Average of the number of reactions, comments, and shares on CHA posts.</i></p> <p>5,127</p>	<p>Engagement</p> <p><i>Average of the number of likes, comments, and shares on CHA posts.</i></p> <p>1,123</p>
<p>New Page Likes</p> <p><i>New followers from July 1, 2022 through June 30, 2023.</i></p> <p>195</p>	<p>New Followers</p> <p><i>New followers from July 1, 2022 through June 30, 2023.</i></p> <p>154</p>



Preservation Month Grant

PRESERVATION

Since our founding in 1969, the Coronado Historical Association has celebrated the historic homes and architecture of our special village. Our focus on historic preservation is an essential aspect of CHA's mission. Each May, in partnership with the City, CHA celebrates Coronado's historic small-town character evident throughout the community in our architecture and built landscape.

In 1972, concerned about the changing landscape in the community, CHA began a Landmarks Program to bring awareness about Coronado's historic structures. Between 1972 through the 1990s, CHA designated 66 historic structures as "landmarks." Later, CHA's leadership and members were instrumental in the passing of the City's Historic Preservation Ordinance, which helps to protect historic properties. While CHA discontinued the Landmarks Program once the City Ordinance was enacted, the importance of recognizing the Coronado community's historic preservation activities remained a core part of CHA's work.

Each year CHA celebrates National Preservation Month with a month-long festival of events in partnership with the City of Coronado. The month kicks off with the reading of a special proclamation recognizing May as Preservation Month at City Council. Preservation Month began as National Preservation Week in 1973. In 2005, the National Trust extended the celebration to the entire month of May and declared it Preservation Month. This year's Preservation Month Events Included:



Researching your Home at the New San Diego Archives

SPECIAL PRESERVATION
MONTH LECTURE

Thursday, May 25, 2023
5:30 pm Reception
6:00 pm Lecture

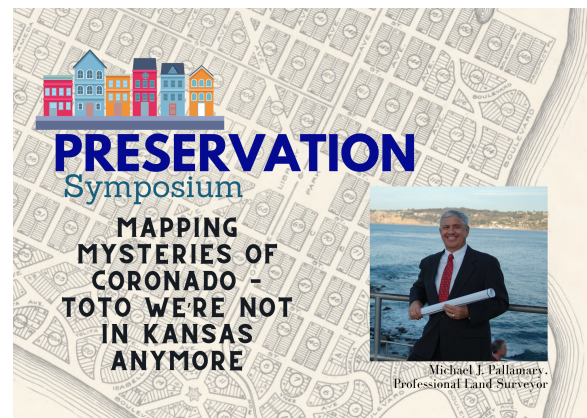
Preservation Wine & Lecture

CHA's special Preservation Wine & Lecture featured the team from the San Diego County Archives and a presentation from Tricia Olsen, City of Coronado Associate Planner, on the City's Historic Preservation Program and how to designate a home as historic. Archivists from the county spoke about archival records available to Coronado

homeowners at the County's new state-of-the-art archives facility in Santee. The County Archives include an estimated 65,000 recorded maps, 250 cubic ft. of historic birth, death, and marriage records, 600 cubic ft. of official records, and around 40,000 rolls of microfilm. They also shared the ways Coronado citizens can research the history of their home at this new facility.

Preservation Symposium

Each May, CHA partners with the City of Coronado and Coronado MainStreet to educate the community about preservation in Coronado with the annual Preservation Symposium. This year's featured speaker, Michael Pallamary of Pallamary & Associates, shared Coronado's map history and the complicated legal issues involving location, ownership, and littoral boundary lines of the past that still impact development today. He spoke about Coronado's Atlas and how it clarifies much of the missing information in the original lot cards and building permits. He also touched on the development of the Coronado Shores and how it was the catalyst for the adoption of the Coastal Commission.



Historic Home Tour

CHA hosted the 15th Annual Historic Home Tour on Mother's Day this past May. Although a major feature of CHA's Annual Preservation Month, no funding from the Community Grant supported the Historic Home Tour. The Historic Home Tour showcases significant historic homes, revealing often unknown community history, such as influential figures who lived in the



homes. Participants had the opportunity to explore historic sites up close, appreciating their architectural details, craftsmanship, and historical significance. Knowledgeable and passionate interpretive guides led the tours, providing historical context, anecdotes, and stories associated with each home.

Accomplishments and Highlights

Preservation Month, funded by the City of Coronado Community Grant, was a resounding success, drawing participants from the local community, preservation organizations, and beyond. The symposium aimed to foster a deeper understanding of historic preservation and encourage dialogue. This year, CHA developed strong marketing partnerships to be able to save graphic design and advertising funding for printing costs which increased by triple due to a paper shortage across the country.



Program Development & Community Engagement

The grant funds allowed CHA to curate a comprehensive program featuring esteemed experts, practitioners, and historians in the field of historic preservation. Through the programming, attendees gained valuable insights into preservation in Coronado. Preservation Month successfully engaged the local community, bringing together residents, property owners, architects, and preservation enthusiasts. Through media coverage, promotional materials, and online platforms, CHA successfully raised awareness about the importance of historic preservation in Coronado. The Preservation Symposium generated significant public interest and increased understanding of the economic, cultural, and environmental benefits of preserving our architectural legacy.

The continued impact of Preservation Month extends beyond the events themselves. Attendees left with newfound knowledge, resources, and inspiration to initiate or strengthen their own preservation efforts. We anticipate that the symposium's impact will be reflected in the ongoing preservation initiatives and projects undertaken by individuals and organizations around Coronado.

Financial Reports

Operate Coronado's Museum Grant				
Expense Category	Expense Description	Requested	Granted	2022/23 Expenses
Administrative Costs	<i>not funded by grant</i>			\$12,041
Personnel Costs	<i>not funded by grant</i>			\$66,445
Professional Services	graphic design, website, marketing	\$5,000		\$8,640
Education & Training Costs	volunteer training and appreciation	\$6,000		\$2,285
Marketing & Advertising	museum and community outreach; printing, flyers, ads, signage	\$4,000		\$2,118
Rentals	<i>not funded by grant</i>			
Purchase	<i>not funded by grant</i>			
Consumable Supplies	daily facility, health and safety for volunteers and public	\$10,000		\$10,904
Event-Specific Costs	museum overhead (mortgage, utilities, insurance, janitorial, etc.)	\$90,000	\$75,000	\$107,696
Travel Costs	<i>n/a</i>			
Other	<i>n/a</i>			
	Total	\$115,000	\$75,000	\$198,088

<i>A View from the Periscope</i> Exhibit Grant				
Expense Category	Expense Description	Requested	Granted	2022/23 Expenses
Administrative Costs	<i>not funded by grant</i>			\$7,102
Personnel Costs	<i>not funded by grant</i>			\$27,858
Professional Services	gallery painting, installation services	\$4,500	\$2,500	\$2,620
Education & Training Costs	<i>n/a</i>			\$0
Marketing & Advertising	exhibit and related programming ads; flier printing	\$2,000	\$2,000	\$2,363
Rentals	<i>n/a</i>			\$0
Purchase	display cases and hanging	\$5,000	\$500	\$863
Consumable Supplies	printed narrative panels, educational interactive supplies	\$3,000	\$6,167	\$7,231
Event-Specific Costs	food & refreshments for opening night	\$500	\$500	\$535
Travel Costs	<i>n/a - no staff/ volunteer travel required for exhibit</i>			\$0
Other	fine art transportation; storage of artwork crates; fine art insurance	\$10,000	\$10,000	\$8,067
Total		\$25,000	\$21,667	\$56,638

Preservation Month Grant				
Expense Category	Expense Description	Requested	Granted	2022/23 Expenses
Administrative Costs	<i>not funded by grant</i>			\$0
Personnel Costs	research, writing, management and coordination of volunteers	\$5,000	\$3,800	\$6,953
Professional Services	graphic design	\$1,000	\$1,000	\$900
Education & Training Costs	volunteer training and appreciation	\$500	\$500	\$1,500
Marketing & Advertising	non-in-kind advertising	\$2,000	\$2,000	\$1,232
Rentals	<i>not funded by grant</i>			\$0
Purchase	printing	\$500	\$500	\$1,107
Consumable Supplies	event supplies	\$500	\$500	\$455
Event-Specific Costs	catering, etc.	\$500	\$500	\$702
Travel Costs	<i>n/a</i>			\$0
Other	<i>n/a</i>			\$0
	Total	\$10,000	\$8,800	\$12,850