



The Association for the Preservation of  
Historic Congressional Cemetery

## 2017 Annual Report



1801 E Street, SE, Washington, DC 20003  
202-543-0539

**Mission Statement:**

The mission of Historic Congressional Cemetery is to promote, preserve, protect, and maintain our historic yet active burial ground while celebrating, interpreting, and promoting for the benefit and engagement of the community, the heritage represented by those interred here through education, historic preservation, outreach, and proper environmental stewardship.

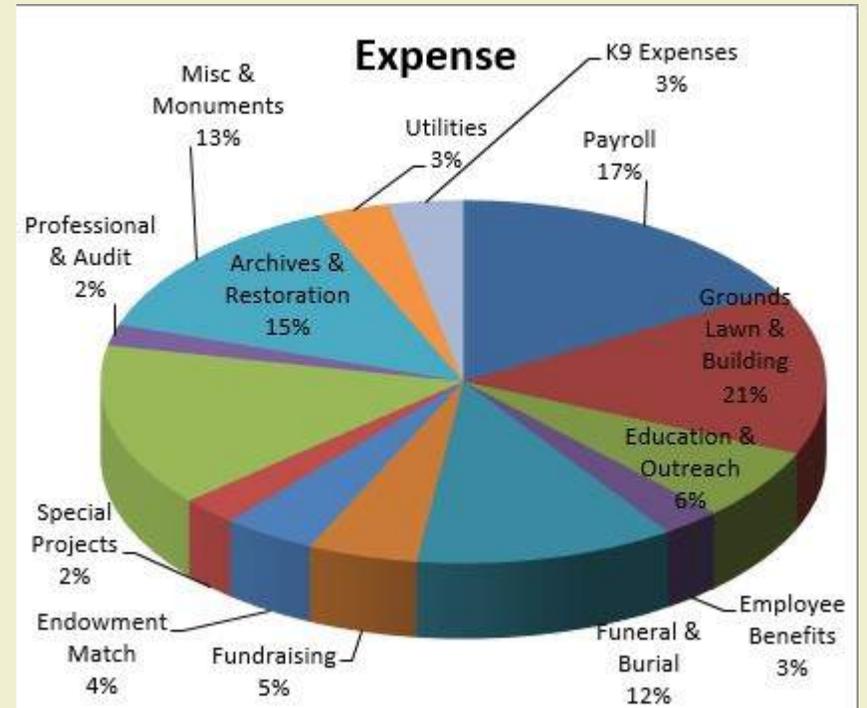
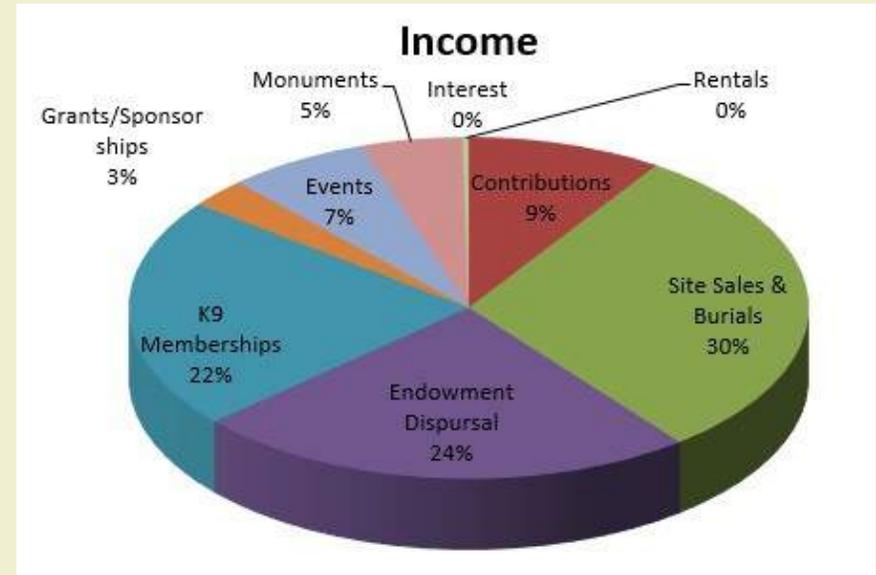


**2017 Board of Directors:**

- Sue Urahn, Chair
- Stephen Gardner, Vice Chair
- Shawn Freeman, Secretary
- Mark Adelson, Treasurer
- Stephen Brennwald
- Carolyn Cheney
- David Glaser
- David W. Jones
- Rebecca Roberts
- Joel Samuels
- Marty Shore
- Rhonda Sincavage
- Cara Spaccarelli

**Staff:**

- Paul K. Williams, President
- Crystal Pate, Director of Site Sales & Funerals
- Lauren Maloy, Programs Director
- Kymerly Mattern, Grounds Conservation Manager
- Dayle Dooley, Archives
- Crystina Darden, Office Manager
- Andrea O'Hara, Comptroller
- Randolph King, Groundskeeper (contractor)



## Statement of Activities

For the Year Ending December 31, 2016

### Income

Contributions	99,754
Site Sales & Burials	322,795
Endowment Disbursal	258,076
K9 Memberships	235,532
Grants/Sponsorships	29,652
Events	72,845
Monuments	51,514
Rentals	2,950
Interest	272
<b>Total Income</b>	<b>\$1,073,390</b>

### Expense

Payroll	201,063
Grounds Lawn Buildings	178,268
Education & Outreach	76,677
Employee Benefits	31,825
Funeral & Burial	139,201
Fundraising	58,823
Endowment Match	50,000
Archives & Restoration	175,633
Special Projects	30,428
Professional & Audit	22,839
Misc. & Monuments	160,799
Utilities	38,994
K9 Expenses	40,010
<b>Total Expense</b>	<b>\$1,204,560</b>

**Change in Net Assets** \$(131,170)

<b>Net Assets, Beginning of Year</b>	<b>\$507,748</b>
<b>Net Assets, End of Year</b>	<b>\$343,016</b>

## Letter from the President

With a yearly calendar filled with such events as a dog festival, soul strolls, 5 k races, and even yoga mortis, these are just a few of the quirky things that make Historic Congressional Cemetery so endearing to our supporters and our larger community. But, the reality is that the annual budget for APHCC is now surpassing \$1 million for the second time, and only about half of that budget is covered by traditional revenue sources such as site sales and burial fees, income from our endowment, and donations. The APHCC Board works closely with the cemetery's staff to ensure that a robust events calendar, a responsible K9 program, and thoughtful spending close the gap on our budgetary needs. But, everything we do stays tied to the deep historic roots of the cemetery and preserving the legacy of the grounds and those interred here.

I am happy to report that 2017 was a terrific year both financially and operationally, building on an excellent prior fiscal year. We exceeded our net income forecast by over \$100,000 and have built our cash reserves back to responsible levels. It was a year that allowed the board to continue to focus on longer-term strategic goals for the cemetery, and contribute a \$50,000 match to our endowment held at the National Trust, so that HCC is well positioned financially for future generations to come. The end of the year also poised the team to have the main gate phase one finished (\$85,000), and phase two (landscaping, \$54,000) funded and contracted for completion in early 2018.

HCC is so fortunate to have thousands of volunteers and I'd like to recognize Ted Bechtol, whose terms ended in 2017; Sadly, board member Carolyn Cheney lost her battle with cancer and passed away. They both provided great counsel to the board and staff and each contributed beyond what is generally expected of a board member.

The board will continue to focus on enhancing our development strategy in 2018. I look forward to sharing our progress with you and thank you for your continued support.

**Paul K. Williams , President**

# 2017 Accomplishments



## Sales and Marketing

☞ Had another solid year of site sales in 2017, with sales, bench sites, niches, fees, and funeral income increasing from \$308,000 the year prior to \$322,000 in 2017; a new record for HCC.

☞ Sales brochures, updated price lists, green burial information, and a complete package of information is now presented to potential customers in a customized folder.

☞ Nearly 100 plots in desirable areas of the cemetery were legally reclaimed, having not been used in over 125 years.

☞ The Associations Rules & Regulations were revised and updated, as were rules for contractors, volunteers, and personnel.

☞ Created events sponsorship package and year-long events calendar for proactive sponsorship sales.

☞ Created online monument ordering service for customers and visitors with new annual revenue of \$51,000, up from \$35,000 the year prior.

☞ Ordered *third* obelisk for cremation niches to be installed in early 2018; first two structures have been sold out.



## Volunteers

☞ Our ever-growing 9/11 Day of Remembrance in September drew a record crowd of 235 military personnel and their families that worked on various projects in the cemetery, donating 1,300 hours of very productive volunteer time in that single day alone.

☞ Although we have a contract with a mowing company, there is still a vast amount of work maintaining the sidewalks and paths, family copings, gardens, and roads. We count on the help of our generous dog walkers and volunteers.

☞ There were more than 75 different volunteer groups from all over the country who have donated over 8,000 hours of their time. Adding our dog walkers' projects and individuals serving community hours, more than 10,000 volunteer hours have been provided.

☞ Our Adopt-A-Plot program has 40 volunteers maintaining and planting 35 plots in 2017, with more expected in 2017.

☞ Local and international publicity helped generate site sales and tour attendance through articles in the *Washington Post*, WTOP, C-SPAN, *Hill Rag*, CNN, WSJ, NatGeo, NPR, and numerous local and national blogs about our local programming, events, docent tours, night time tours, and activities.

☞ Lectured about our K9 program and fundraising activities at the International Cemetery, Cremation, and Funeral Association in Nashville, Tennessee.



### K9 Program

☞ Our K9 program continues to be emulated throughout the country, and our 600 human members contribute countless hours to volunteering and security, not to mention generating approximately 21% of our annual budget, or \$232,000 (up from \$216,000 in 2016).

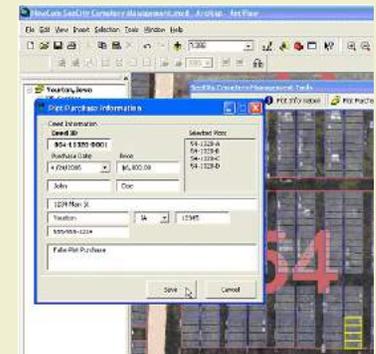
☞ Began to charge for K9 membership waitlist (\$75) with 173 signing up, generating \$13,000 in new revenue.

### Buildings and Grounds



☞ Mary Ellen Brademas purchased six sites in the most historic section of the cemetery, and commissioned our first mausoleum to be built at HCC since 1935. The substantial structure will measure 11x18 feet and be composed of solid red granite. It will be installed in early 2018.

☞ The cemetery fine tuned our cemetery mapping software to reflect the current site configurations and layout of the cemetery. New burials and sales were entered that automatically update our website. For the first time in 211 years, records, deeds, historic archival material, pictures and other information on a single plot is combined into one source.



☞ Researched and planned various pet columbarium options for the inurnment of any cremated pet. Obtained approval for a pet columbarium to be installed in early 2018, opening a complete new source of revenue and service for the cemetery moving forward, with much anticipation and interest from the K9 and local community.

☞ Hosted the Masonry Institute for a class on cleaning stones with new, high tech laser systems.



☞ The 235 individuals assembled for the 9/11 Day of Remembrance cleaned headstones, weeded the historic swales, removed the entire 17th Street hillside of weeds, and up righted nearly 100 headstones, and installed a completely new brick gravel path.

☞ Expanded our “Adopt A Plot” program for local and staff volunteers to remove grass with coping of family plots and plant with flowers. A total of 30 plots were adopted in 2017, making a stunning visual transformation within the grounds.



## Historic Preservation

☞ Continued the Buildings and Grounds Committee to advise and assist on restorations, maintenance, and preservation.

☞ Hired professional conservator Devlin McDonald to completely rebuild the Havenner vault (\$21,000) and replaced a bricked up doorway with an age appropriate steel door.

☞ Continued a systematic, digitized condition assessment report to analyze current stone conditions for restoration prioritization, completing the Northwest quadrant of the cemetery.

☞ Completed the expansion and reinstallation of the c. 1856 front gate, adding our Congressional Cemetery sign.

☞ Completed the dismantling and rebuilding of 140' of historic brick fence that was threatening to fall (\$86,000).



☞ Added heat to our two exterior bathrooms for wintertime use.

☞ Explored a large solar installation project for the east end for potential revenue, selling power at reduced rates to low income families on the Hill.

## Publicity

☞ Included in the popular "36 Hours" column in the New York Times as a destination for Washington, DC visitors.

☞ Featured in the Washington Post article on cemeteries that coined us the country’s “hippest cemetery.”

☞ Featured on the front page of the Wall Street Journal for our continuing efforts to bring Goat Yoga to the city.

☞ Multiple coverage of events and activities on TV, local and national newspapers, radio and television.

☞ Hosted the annual Sousa Birthday celebration at the Sousa site on November 6 with record attendance of 400.

☞ Hosted meetings for the DC Chapter of the Association of Gravestone Studies. Held three meetings with local experts and demonstrations in the chapel for other cemetery enthusiasts.

☞ Created a new interactive App to supplement our grave locating App that features music, bios, voiceovers, and multimedia, while directing users to the gravesites of our notables.

## Grants



☞ Received \$38,000 from Board contributions alone that was designated toward the endowment match—a total of \$50,000 was dedicated to the endowment match in 2017.

☞ Generated \$24,000 in cash sponsorships for events, street furniture, lamp posts, and general cash sponsorships.

☞ Secured a total of \$12,000 in grants for myriad projects including a mausoleum restoration, fence painting day, monument restoration, walking tours, smart phone Apps, and events.

☞ Generated \$5,000 from facility rentals of the chapel and gatehouse.

☞ Secured \$2,500 from the CHCF to replace two signs.



## Programs, Education and Outreach

☞ The cemetery continued several popular events and activities in 2017 that served both as fundraisers and public outreach, attracting *tens of thousands* of new people to our grounds throughout the year.

☞ Continued a three part, sold out ‘Cinematery’ outdoor movie night featuring classic black & white films.

☞ Expanded new free smartphone App that guides visitors and family members directly to an gravesite within the cemetery by entering a surname. The App also quickly locates ranges and sites for staff searching for any given headstone.

☞ Continued a bi-monthly book club titled “Tomes & Tombs” with a capacity membership.

☞ Cara Spaccarelli, Rector of Christ Church, blessed the animals on St. Francis of Assisi Day and held a special sunrise service on Easter morning.

☞ Partnered with DC Front Runners to create the fifth annual Pride 5k Run in June, beginning at our LGBT corner with 1,250 runners.

☞ Created new interactive cellphone tour App that integrates music, history, and GPS positioning for tours.

☞ Hosted the annual Day of the Dog 5k in May and Dead Man’s 5k Run in October; rented the chapel and gatehouse for several weddings and meetings.



☞ Continued ‘Soul Strolls’ weekends in October that attracted a sold out crowd for evening tours with docents, reenactors, and beverages in the Chapel. Docents and staff led tours for over 1,600 guests to

sites in the cemetery where costumed reenactors told the tale of some of our residents more tragic demises. Added a VIP room in the public vault for a combined income of \$38,000.

☞ Held a community Honey Harvest night with volunteers to collect and jar the pure honey created by the 20 hives kept by volunteers in the cemetery and sold a record 300 “Rest in Bees”



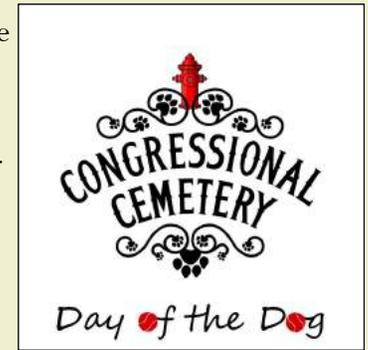
jars within 30 days! The cemetery’s green roofs on mausoleum row house 175,000 bees during the summer.

☞ Hosted Rebecca Roberts for a talk on grave robbing, along with other various authors lecturing in the chapel.

☞ Lectured on cemetery programs, fundraising and the pros and cons of the K9 program at the International Cemetery, Cremation, and Funeral Association in Nashville, TN.

☞ Hosted Notes from the Crypt, a free concert on Sundays during the summer by members of the esteemed National Symphony Orchestra.

☞ Continued the annual “Day of the Dog.” It featured everything dog centric: washing stations, picture ops, obstacle courses, vendors, adoption trucks, fitness areas, 5k races, and more. And even a few fun stations for their human counterparts that included a raffle, vendors, food trucks, and even beer tasting.



☞ Continued Yoga Mortis that meets in the chapel and on the grounds as a community service and fundraising activity.

☞ Continued a new brick sponsorship program of engraved memorial bricks for people and pets, installed in 2016 along the 9-11 path.



☞ The staff significantly expanded our social media outreach in 2017 to reach a new crowd old and young for announcements, tours, events, and entertainment. We increased Facebook by over 475 "likes" in 2017 alone for a total of 3,475. We have a significant presence and following on Instagram, Twitter, and Swarm, and even hosted a Tweet-up in 2017.

☞ Hosted DAR, CAR, SAR and other lineage groups and society groups at various sites for stone dedications and myriad ceremonies.

☞ Continued sponsorship opportunities for Victorian styled solar light poles, garbage cans, benches, and installed each on the grounds.