The Association for the Preservation of Historic Congressional Cemetery

2018 Annual Report

1801 E Street, SE, Washington, DC 20003
202-543-0539
www.CongressionalCemetery.org
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.

2018 Board of Directors:
Sue Urahn, Chair
Stephen Gardner, Vice Chair
Shawn Freeman, Secretary
Mark Adelson, Treasurer
Stephen Brennwald
David Glaser
Robyn Hinson-Jones
David W. Jones
Rebecca Roberts
Joel Samuels
Marty Shore
Kirsten Sloan
Rhonda Sincavage
Cara Spaccarelli

Staff:
Paul K. Williams, President
Crystal Pate, Director of Site Sales & Funerals
Lauren Maloy, Programs Director
Kymberly Mattern, Grounds Conservation Manager
Dayle Dooley, Archivist
Crystina Darden, Office Manager
Andrea O’Hara, Comptroller
Randolph King, Groundskeeper
Robert Kiel, Gatechecker
## Statement of Activities

**For the Year Ending December 31, 2018**

### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>83,323</td>
</tr>
<tr>
<td>Site Sales &amp; Burials</td>
<td>293,394</td>
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<tr>
<td>Endowment Disbursal</td>
<td>246,925</td>
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<tr>
<td>K9 Memberships</td>
<td>231,849</td>
</tr>
<tr>
<td>Grants/Sponsorships</td>
<td>18,191</td>
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<tr>
<td>Events</td>
<td>115,091</td>
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<tr>
<td>Monuments</td>
<td>217,991</td>
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<tr>
<td>Rentals</td>
<td>9,772</td>
</tr>
<tr>
<td>Interest</td>
<td>373</td>
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<tr>
<td><strong>Total Income</strong></td>
<td>$1,216,909</td>
</tr>
</tbody>
</table>

### Expense

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll</td>
<td>329,394</td>
</tr>
<tr>
<td>Grounds Lawn Buildings</td>
<td>159,640</td>
</tr>
<tr>
<td>Education &amp; Outreach</td>
<td>20,642</td>
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<tr>
<td>Employee Benefits</td>
<td>33,650</td>
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<tr>
<td>Funeral &amp; Burial</td>
<td>55,256</td>
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<tr>
<td>Fundraising</td>
<td>65,721</td>
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<tr>
<td>Endowment Match</td>
<td>125,000</td>
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<tr>
<td>Archives &amp; Restoration</td>
<td>214</td>
</tr>
<tr>
<td>Preservation Projects</td>
<td>99,145</td>
</tr>
<tr>
<td>Professional &amp; Audit</td>
<td>37,102</td>
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<tr>
<td>Misc. &amp; Monuments</td>
<td>148,388</td>
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<tr>
<td>Utilities</td>
<td>49,868</td>
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<tr>
<td>K9 Expenses</td>
<td>35,932</td>
</tr>
<tr>
<td><strong>Total Expense</strong></td>
<td>$1,242,536</td>
</tr>
</tbody>
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### Change in Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>$(25,627)</td>
</tr>
</tbody>
</table>

### Net Assets

- **Net Assets, Beginning of Year**: $325,551
- **Net Assets, End of Year**: $282,379

## 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 $1.2 million for the first 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 2018 was a terrific year both financially and operationally, building on an excellent prior fiscal year. We witnessed the construction of a seven figure granite mausoleum by a private family, 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 record $125,000 match to our endowment held at the National Trust, so that HCC is well positioned financially for future generations to come. The main gate is now completely restored and hardscaped ($54,000). We’ll add a side porch and dog washing station in 2019.

The board will continue to focus on enhancing our development strategy in 2019. I look forward to sharing our progress with you and thank you for your continued support.

Paul K. Williams, President
President
2018 Accomplishments

Sales and Marketing

Had another solid year of site sales in 2018, with sales, bench sites, niches, fees, and funeral income at $300,000, not including memorial sales and commissions.

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.

Installed third obelisk for cremation niches; the first two structures have been sold out.

Volunteers

Our ever-growing 9/11 Day of Remembrance in September drew a record crowd of 2350 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 50 volunteers maintaining and planting 60 plots in 2018.
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 23% of our annual budget, or $231,000.

Began to charge for K9 membership waitlist ($80) with 180 signing up, generating $24,000 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 measures 11x18 feet and is composed of solid red Indian granite. It was dedicated in December.

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. All records, deeds, historic archival material, pictures and other information from a single plot is combined into one source.

Researched, planned and designed pet columbarium and burial options for the inurnment of any type of cremated pet. Obtained approval for a pet columbarium to be installed in May of 2019, opening a completely 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 250 individuals assembled for the 9/11 Day of Remembrance cleaned headstones, weeded the historic swales, removed the entire 17th Street hillside of weeds, installed two new pebble pathways and uprighted 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 60 plots were adopted in 2018, 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 restore the Gadsby Vault ($21,000) with a matching grant from the Gadsby Tavern in Alexandria, VA.

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

Completed the restoration and installation of the historic front gate (c 1856) and installed new hardscaping and driveway at the main entrance for pedestrians and vehicles alike.

Added heat to our two exterior bathrooms for wintertime use.

Researched and began to develop a large solar installation project for hill between us and the DC Jail in 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 $32,000 from Board contributions alone that was designated toward the endowment match—a record $125,000 was dedicated to the endowment match in 2018.

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 a record $9,000 from facility rentals of the chapel and gatehouse.

Programs, Education and Outreach

The cemetery continued several popular events and activities in 2018 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 any gravesite within the cemetery. The App contains walking tours and 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 sixth annual Pride 5k Run in June, beginning at our LGBT corner with 1,350 runners.

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 $45,000.

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 an Edgar Allen Poe impersonator that read from many of his notable poems and writings.

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 2018 to reach a new crowd old and young for announcements, tours, events, and entertainment. We increased Facebook by over 350 “likes” for a total of 3,827 and 4,000 followers. We have a significant presence and following on Instagram, Twitter, and Swarm, and even hosted a Tweet-up in 2018.

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.