



The Association for the Preservation of
Historic Congressional Cemetery



2019 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.



2019 Board of Directors:

Joel Samuels, Chair
Stephen Gardner, Vice Chair
Shawn Freeman, Secretary
Mark Adelson, Treasurer
Stephen Brennwald
David Glaser
Richard S. Greene IV
Robyn Hinson-Jones
David W. Jones
Rev. Rick Miles
Rebecca Roberts
Marty Shore
Rhonda Sincavage
Kirsten Sloan
Sue Urahn

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
Randolph King, Groundskeeper
David Randolph, Groundskeepers
Robert Kiel, Gate Checker



Letter from the President

Historic Congressional Cemetery has a yearly calendar filled with quirky events such as a dog festival, Soul Strolls, 5K races, and even baby goat yoga (you read that right), that endear us to our supporters and the larger community. The annual budget for APHCC is now surpassing \$1.3 million, yet only about half of that budget is covered by tradi-

tional 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 2019 was a terrific year both financially and operationally, building on an excellent prior fiscal year. We moved forward converting an unused mausoleum into a columbarium with 178 niches for cremated remains 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 to contribute \$110,000 to our endowment held at the National Trust for Historic Preservation so that HCC is well positioned financially for future generations to come. We even added a pet urnment section coined Kingdom of Animals.



The board (above) will continue to focus on enhancing our development strategy in 2020. I look forward to sharing our progress with you and thank you for your continued support.

Paul K. Williams, President

2019 Accomplishments



Sales and Marketing

☞ Set the record with burial site sales, bench sites, niches, fees, and funeral income of nearly \$404,000, not including memorial sales and commissions



☞ Provide complete package of information, including sales brochures, updated price lists, and green burial information, to potential customers in a customized folder

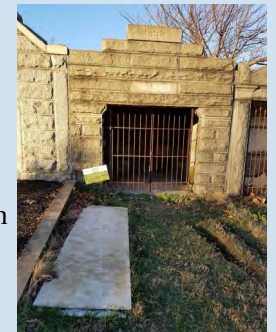
☞ Reclaimed plots throughout the cemetery that have not been used in over 125 years, including some in the most sought-after areas

☞ Updated rules and regulations for contractors, volunteers, and personnel

☞ Promoted sponsorship sales with a 12-month events calendar and events sponsorship package

☞ Achieved monument sales of \$151,000 using our online monument ordering service, up from \$51,000 the prior year

☞ Planned and contracted for a columbarium to feature 178 cremation niches in a converted, unused family mausoleum



Buildings and Grounds

☞ Renegotiated and signed a new lease with landowner Christ Church Washington Parish that took effect on August 1, 2019 for a period of 20 years

☞ Updated HCC By-Laws to conform to new lease, DC regulations, and small shifts in operational factors



☞ Uprighted just over 200 fallen headstones that were properly pinned and provided foundations to ensure their preservation into the future

☞ Automatically updated our website with new burials and site sales

through the use of our cemetery mapping software

☞ Researched, planned and installed a new pet section coined the Kingdom of Animals across from our beloved doggie day spa feature. Created burial options for the inurnment of any type of cremated pet, opening a completely new source of revenue and service for the cemetery moving forward, with inurnments already taking place



☞ Commemorated the anniversary with our 9/11 Day of Remembrance where nearly 300 volunteers cleaned headstones, weeded the historic swales, removed the entire 17th Street hillside of weeds, installed two new pebble and a brick gravel pathways and up-righted nearly 100 headstones

☞ Beautified the grounds through our Adopt-A-Plot program, with 100 volunteers improving the landscaping around their 85 adopted plots

Historic Preservation

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



☞ Hired professional conservator Devlin McDonald to restore and clean the large Hyatt monument, to remove soil and repair the public vault barrel roof, and to repair two tabletop monuments

☞ Continued a systematic, digitized condition assessment report to analyze current stone conditions for restoration prioritization



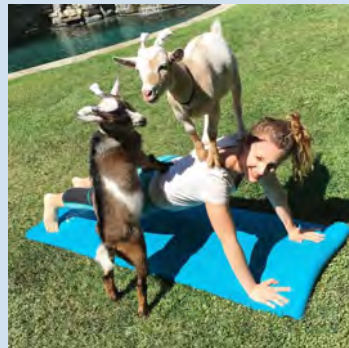
Programs, Education, and Outreach

☞ Continued popular events and activities that served both as fundraisers and public outreach,

attracting *tens of thousands* of new people to our grounds throughout the year

☞ Obtained approval to host the first-ever goat yoga and baby goat bottle feeding sessions in Washington, DC, with 400 participating over two days, raising \$16,000 in new revenue

☞ Continued a four-part, sold out Cinematery outdoor movie night featuring classic black & white films



☞ Promoted free smartphone app that guides visitors and family members to any gravesite in the cemetery, provides walking tours, and contains range and site information for staff research

☞ Created a new African-American self-guided walking tour as our 19th themed tour

☞ Partnered with DC Front Runners to host the seventh annual Pride 5K Run in June, beginning at our LGBT corner with a record 1,500 runners

☞ Hosted the annual 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 sell-out crowds for evening tours with docents, reenactors, and beverages. Led tours for a record 1,800 guests to sites in the cemetery where cos-

tumed reenactors told the tales of some of our residents' more tragic demises. Enhanced the VIP room in the public vault and raised \$65,000

☞ Held a community Honey Harvest night with volunteers to collect and jar the pure honey created by the 70 hives kept by volunteers in the cemetery and sold a record 300 "Rest in Bees" jars



☞ Hosted an Edgar Allen Poe impersonator that read from many of his notable poems and other writings

☞ Lectured on cemetery programs, fundraising and the pros and cons of the K9 program at the International Cemetery, Cremation, and Funeral Association in Charlotte, North Carolina

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

☞ Continued the annual Day of the Dog, featuring dog washing stations, picture ops, obstacle courses, vendors, pet adoption opportunities, fitness areas, and more. Included a raffle, food trucks, and beer tasting for dogs' human companions



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



☞ Continued sponsorship program of engraved memorial bricks for people and pets along the 9/11 path

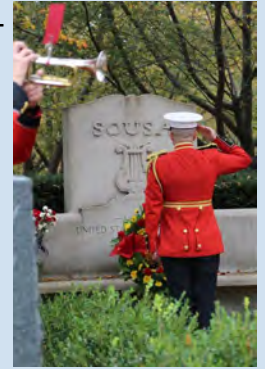
☞ Significantly expanded our social media outreach for announcements, tours, events, and entertainment. Increased to 4,160 Facebook followers and enhanced our presence and following on Instagram, Twitter, and Swarm

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

☞ Installed Victorian-styled solar light poles, garbage cans, and benches funded through sponsorship opportunities



☞ Hosted the annual Sousa Birthday celebration at the Sousa site on November 6 with an attendance of 300, livestreamed by the US Marine Corps for the first time



☞ Hosted meetings for the DC Chapter of the Association of Gravestone Studies., as well as meetings and demonstrations for other cemetery enthusiasts

☞ Promoted our interactive app that supplements our grave locating app with music, bios, and voiceovers while directing users to the gravesites of our notables



Grants

☞ Received \$28,000 in contributions from board members that was included in the \$110,000 dedicated to the endowment match

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

☞ Secured a total of \$40,000 in grants for myriad projects including a mausoleum restoration, ADA ramp at front entrance, monument restoration, walking tours, and a dog washing station

☞ Generated a record \$17,500 from facility rentals of the chapel and gatehouse





Publicity



☞ Hosted a New Orleans themed wedding in the chapel and on the adjacent grounds that was featured in a full page display in the Style section of the *The Washington Post*

☞ Featured on the front page of the *Wall Street Journal* for our successful effort in bringing Goat Yoga to the city

☞ Garnered tremendous publicity for the Goat Yoga event in *The Washington Post* and on CNN, and on the NatGeo TV

☞ Received positive local coverage of events and activities in newspapers and on local radio and television



☞ Generated site sales and tour attendance through articles in the *The Washington Post*, *Hill Rag*, and the *Wall Street Journal*, and through blogs about our programming and activities

☞ Lectured about our K9 program and fundraising activities at the International Cemetery, Cremation, and Funeral Association Management Conference in Santa Fe, NM



K9 Program

☞ Generated approximately 17% of our budget, or \$237,000, via memberships in our K9 program, which continues to be emulated throughout the country

☞ Benefited from countless volunteer hours by our 600 human members of the K9 program

☞ Continued to charge for K9 membership waitlist (\$80) with 180 new people added to the roster, generating \$14,000 in revenue



Volunteers

☞ Drew a record number of military personnel and their families who donated 1,300 hours during the 9/11 Day of Remembrance in September

☞ Supplemented the work of our professional mowing company with work by our generous dog walkers and other volunteers who help maintain sidewalks and paths, family copings, gardens, and roads

☞ Hosted more than 75 volunteer groups from across the country who, along with our dog walkers, contributed more than 10,000 volunteer hours to the cemetery



☞ Expanded our Adopt-A-Plot program to 100 volunteers who planted and maintained 85 plots

Statement of Activities For the Year Ending December 31, 2019

Income

Contributions	74,093
Site Sales & Burials	403,639
Endowment Disbursement	278,680
K9 Memberships	237,300
Grants/Sponsorships	62,686
Events	137,466
Monuments	151,670
Rentals	17,575
Interest	636
Total Income	\$1,363,745

Expense

Payroll	344,010
Grounds Lawn Buildings	202,146
Education & Outreach	23,250
Employee Benefits	32,812
Funeral & Burial	78,848
Fundraising	65,288
Endowment Match	110,000
Special Projects	21,124
Archives & Restoration	71,581
Professional & Audit	47,679
Misc. & Monuments	123,723
Office/CC Fees/Insurance	81,422
Utilities	34,126
K9 Expenses	22,877
Total Expense	\$1,258,886

Change in Net Assets **\$104,859**

Net Assets, Beginning of Year	\$282,401
Net Assets, End of Year	\$449,322

