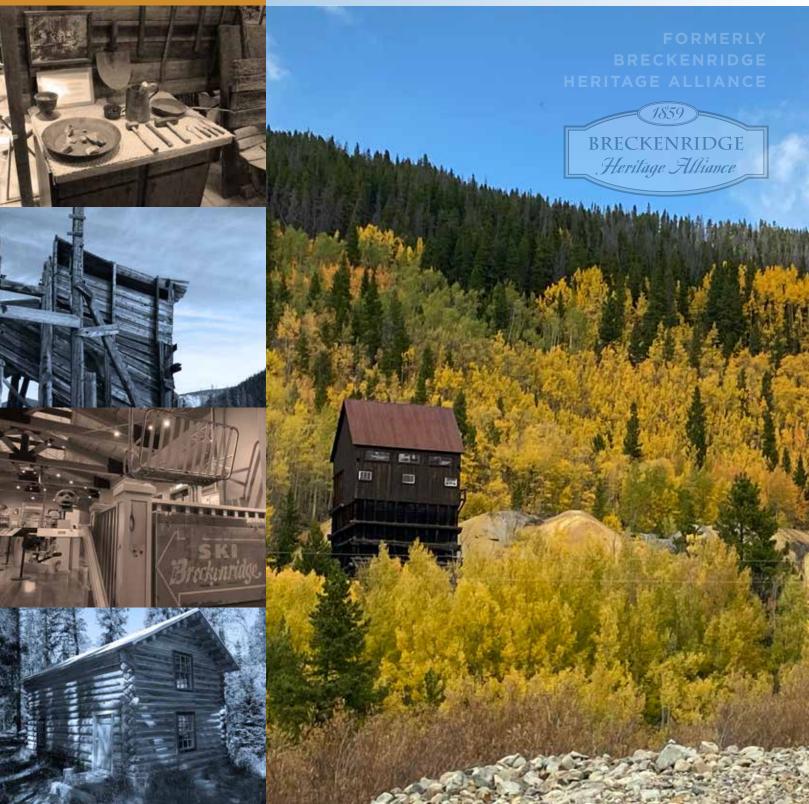
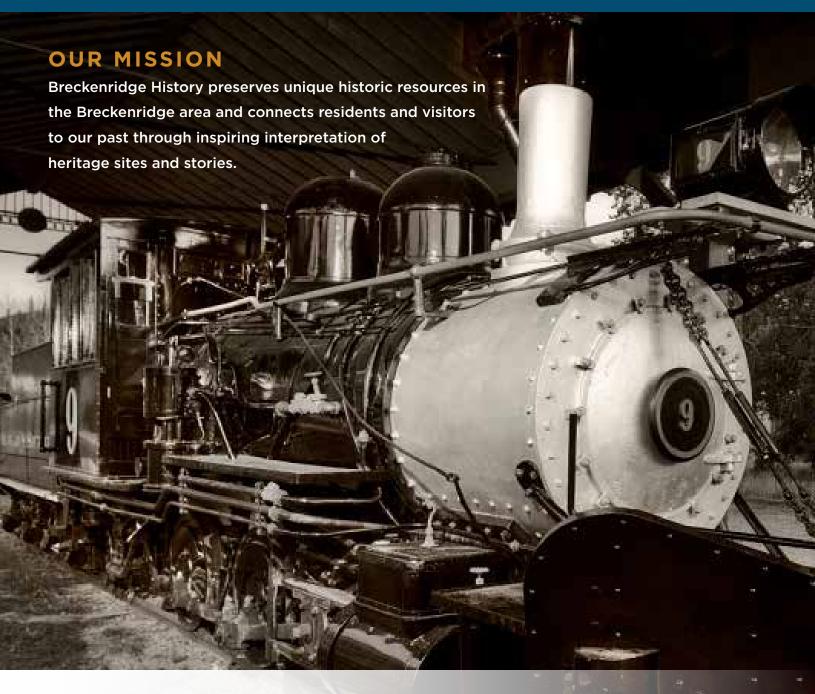
2021 ANNUAL REPORT









OUR VISION

Breckenridge History is a community supported, nationally recognized leader in historic preservation, interpretation, and authentic heritage tourism.



FROM THE **EXECUTIVE DIRECTOR**



970-453-9767

info@breckheritage.com

BreckHeritage.com





Mailing Address: PO Box 2460 Breckenridge, CO 80424

Welcome Center: 203 South Main Street Breckenridge, CO 80424

Administrative Office: **309 North Main Street** Breckenridge, CO 80424

Dear friends and supporters,

2021 marked the 15th anniversary of the Breckenridge Heritage Alliance. At our core is a desire to inspire wonder, to make people smile, to present complex and difficult stories, to continue learning and researching, to protect one-of-a-kind materials and to connect the past to our community today.

We took on the role of history detectives in 2021, closely examining the stories we tell (and have been telling for 15 years) and where they came from. This effort took on a heightened meaning at the Barney Ford Museum, as we unearthed documentation about Ford's life that unraveled the narrative we'd been telling for years. Many rabbit holes led to an overhaul of the museum's exhibits - and some ongoing mysteries.

Our work at the Barney Ford Museum is just one of several 2021 successes that I'm proud to share in this year's annual report. Check out the highlights section on pages 6 and 7 for details about other BHA projects and operations updates from this past year.

As we closed out our 15th full year of operations, our staff and board envisioned a new name and brand for the Breckenridge Heritage Alliance - Breckenridge History. We are excited to officially launch our new "look" in 2022 along with an updated strategic plan that will direct where we focus our work moving forward.

Thank you for your support.

Larissa O'Neil

Executive Director

Jainsa E E



BOARD OF DIRECTORS

Jerry Dziedzic, *President*

Peter Grosshuesch, Vice President

Allyn Mosher, Treasurer

Larry Crispell, Secretary

Rob Dollars

Johanna Gibbs

Brandon Gonski*

Rick Hague*

Elisabeth Lawrence

Janet Sutterley*

Dan Vasti

Dennis Kuhn, Town Council Representative

*We are grateful for the services of these retired directors.

ADMINISTRATIVE STAFF

Larissa O'Neil, Executive Director
Kris Ann Knish, Archivist and Museum Collections Manager
June Walters, Manager of Public Engagement
Michele Chapdelaine, Office Manager
Sandra Rhodes, Administrative and Marketing Assistant

HISTORY INTERPRETERS

Steven Alberico

Jim Bradley

Sherrie Calderini

Jen Couture

Bob Dickman

Rick Galgas

Leigh Girvin

Renee Gutekunst

Bob Hoppin

Susan Juergensmeier

Mike Kemmler

Gail Marshall

Ellen McAleese

Denise Medley

Mariana Pereda

Ron Picariello

Andrea Reilly

Neil Rubinstein

Phyl Rubinstein

Kim Ruhland

Isaac Salazar

Jill Slater

Ray Smith

Sharon Smith

Jillian Somero

Sharon Trumbore

LOMAX MINE SITE AND GOLD PANNING

Pan for gold at an authentic 1860's mine.



"Our guide was knowledgeable, courteous, thoughtful, and fun to listen to! She was skilled at leading and managing a group, and patient and engaging with those of all ages."

"Wonderful historian and captivating story teller.

I was hanging on every word...fabulous!"

Very well organized, from the booking through the hike.
Our guide was 100% outstanding.

Our guide was exceptional! She gave a great history lesson and did a wonderful job demonstrating gold panning. She was also great with the kids











2021 HIGHLIGHTS

"60 Years of Breckenridge Ski Resort History in 60 Objects" opened to the public on the ski area's 60th anniversary. The exhibit, which will remain up through 2022, showcases skis, snowboards, clothing, lift chairs, trail maps and several unexpected items that weave together to tell the stories



that shaped the resort's history over the past six decades. A participatory element (the 60th object), asks visitors to add their own story and explain what object created their Breckenridge skiing or snowboarding experience.

Staff gave the Edwin Carter Museum a facelift, BHA's Archivist & Museum Collections Manager delicately cleaned 120+ year-old taxidermy specimens, updated 12-year-old exhibits and put several of Carter's personal belongings on display.



BHA staffed more than 1,200 museum days and tours in 2021, including our flagship Barney Ford and Edwin Carter Museums, the Welcome Center Museum, walking tours, guided hikes, gold panning experiences and snowshoe adventures. Even in the face of changing public health guidelines and labor shortages, we attracted and retained a full staff of professional interpreters to serve guests.



BHA hosted 100 of our community's front line workers and their families at our annual Fourth of July celebration on the Barney Ford lawn. We plan to make this a new tradition to honor our workforce.



BHA partnered with the National Repertory Orchestra and Breckenridge Music on programs that combined music with stories from long-time locals and BHA interpreters.





Interpreters led special tours through historic Valley Brook Cemetery on Halloween weekend.

The sell-out event included strolling Victorian characters, family-friendly tours and adults-only programs.





More than 4,000 people used the online archives, which includes over 1,000 digitized photographs, oral histories, manuscripts and brochures



as well as hundreds of historic reports and inventories. The archives' overarching goal remains to make as much Breckenridge-related primary source material available online to the public while also protecting one-of-a-kind resources using industry best practices.



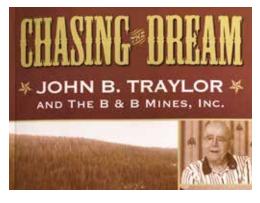
The rotary snowplow received a fresh coat of paint, after suffering from years of deterioration. Lead paint abatement required contractors to construct a sealed "tent" around the rotary snowplow before work could begin. Painters will apply the final stenciling spring 2022.





BHA launched the new Bawdy
Breckenridge Tour - a spin-off of
the former saloon tour - that tells
the darker and seedier side of
Breckenridge's history. This popular
adults-only program includes a
stop at the Breckenridge
Distillery tasting room.





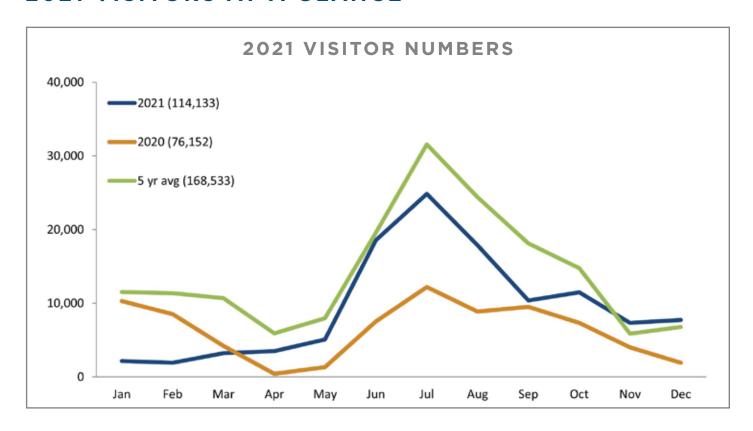
Historians Bill Fountain and Sandie Mather finished their 7th book in the Chasing the Dream series, John B. Traylor and the B & B Mines, Inc. The book follows the mining company's failed efforts to remain viable after World War II, and highlights the "new prior page" of the 1070s who retrefitted forms

pioneers" of the 1970s who retrofitted former mining structures into homes.

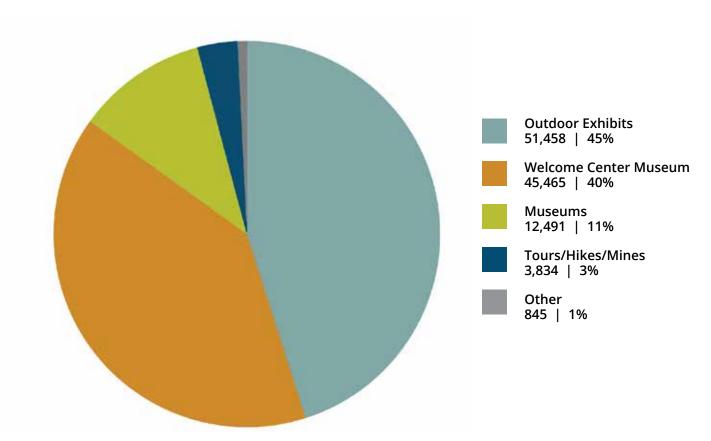
2021 FINANCIALS

OFIT & LOSS STATEMENT: JANUARY 1 - DECEMBER 31	
INCOME	
Operations Grants	\$ 7,000
Town of Breckenridge	436,558
Federal Loan/Grant - PPP	89,942
General Donations & Other Income	25,290
Museum Donations & Tour Income	67,704
Merchandise Sales	2,597
Event & Site Rental Income	42
Membership Income	100
In-Kind Income (Operations)	31,375
Total Operations Income	660,608
Completed Capital Projects Income	246,918
Completed Capital Projects In-Kind Income	84,082
TOTAL INCOME	\$ 991,608
EXPENSES	
Business Expenses	\$ 31,622
Inventory & New Publications	4,804
Museum & Site Operations	63,646
Event Expenses	2,749
Payroll, Taxes and Benefits	446,505
Archives Expenses	15,161
In-Kind Expenses (Operations)	31,375
Advertising & Promotion	7,537
Special Projects	5,270
Total Operations Expenses	608,669
Completed Capital Projects Expenses	246,918
Completed Capital Projects Expenses In Kind Expenses	84,082
TOTAL EXPENSES NET INCOME	\$ 939,669 \$ 51,939

2021 VISITORS AT A GLANCE



2021 VISITOR DESTINATIONS



2021 OFFERINGS

MUSEUMS AND EXHIBITS

Welcome Center Museum
Barney Ford Museum
Edwin Carter Museum
Washington Mine and Milling Site
Breckenridge Sawmill Museum
High Line Railroad Park

TOURS AND ACTIVITIES

Walk Through History Tour
Breckenridge Haunted Tour
Bawdy Breckenridge Tour
Tombstone Tales Tour
Hike Through Gold Mine History
Dredge Boat and Gold Mine Hike
Preston Ghost Town Hike
Gold Panning at Lomax Gulch

OTHER

Archives

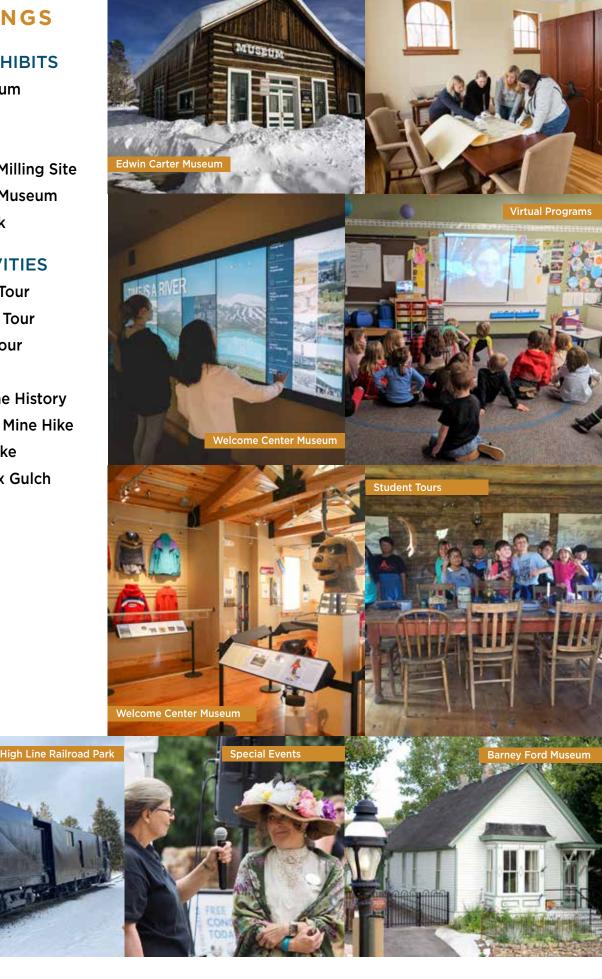
Gaymon Cabin Administrative Office

Student Tours

Site Rentals

Special Events

Geocaches



EDWIN CARTER MUSEUM

Edwin Carter was a miner turned taxidermist and environmental conservationist.

This museum has hands-on exhibits great for kids.

"Ronnie was such a great tour guide.

Very engaging and knowledgeable!"

"You have a great mission - inspiring! History is such a gift; thank you for opening it to us."

"June was amazing!
[She] took her time to
explain the history of
gold mining and helped
my two boys immensely
in finding flakes of gold
in their pans! Our boys
(age 6 and 9) said they
had so much fun. The
adults learned a lot and
had a great time too.
We highly recomend!"

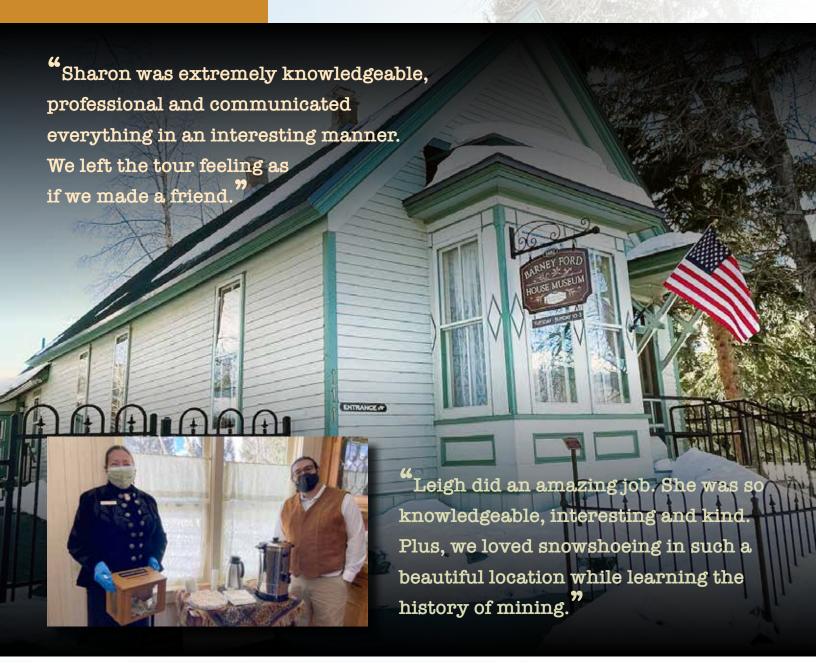


Overall the selection, payment, and the hike were flawless.

Mariana is an outstanding guide and was so informative. We really enjoyed our morning snowshoe hike. Thank you!

BARNEY FORD MUSEUM

Born into slavery, Barney Ford endured racism and financial hardship to become one of Colorado's most prominent businessman.





FORMERLY BRECKENRIDGE HERITAGE ALLIANCE 1859)
BRECKENRIDGE
Heritage Alliance