A MESSAGE FROM THE PRESIDENT

As members, volunteers, and sponsors of Historic Bethlehem Museums & Sites, your support continues to help us operate and maintain our 20 historic buildings situated on approximately 20 acres of land in Bethlehem. HBMS includes the 1748-1848 Burnsides Plantation, Colonial Industrial Quarter, 1810 Grunde House, and Visitor Center Complex, Kemerer Museum of Decorative Arts, and the Moravian Museum of Bethlehem. You may know that two of our buildings are National Historic Landmarks—the 1741 Gemeinhaus and the 1762 Waterworks—and many of our buildings are part of Historic Moravian Bethlehem, a National Historic Landmark District, one of only eight in Pennsylvania and one of about 200 in the entire United States.

Travel back in time with me to 1741, when the city was founded. What was it like to be one of the early settlers of Bethlehem in the 1740s, establishing this outpost on the colonial frontier? In the late 1800s, what was it like to be one of the immigrant families who came here looking for work at Bethlehem Steel? What was it like to be here in the 1950s when the area below Hotel Bethlehem was a junkyard?

As a history-based organization, we are always looking for ways to share the stories of what life was like in Bethlehem 50 years ago, 100 years ago, or even 275 years ago. It is important to be knowledgeable about the past so that we can understand what is happening today and plan for the future.

Young visitors cannot imagine a time before smartphones, and most adults cannot imagine living without electricity and all the benefits it provides. For special programs, I occasionally dress as a Moravian lady of the mid-1700s while carrying a smartphone in a hidden pocket.

While we are preserving the buildings and artifacts of previous generations, we are planning how to keep the past relevant and exciting for current and future generations, and creating opportunities to make it more accessible to the public.

We are at a very critical time in the life of Historic Bethlehem Museums & Sites. As a part of Historic Moravian Bethlehem, a National Historic Landmark District, we have reached the highest level of distinction in our nation and are short-listed for nomination to the World Heritage List. We will form a heritage triangle with the Statue of Liberty in New York and Independence Hall in Philadelphia, two of 23 World Heritage Sites in the United States.

As we continue on this path toward worldwide recognition for our timeless community with ageless values, we must be prepared to welcome visitors, not only from the Lehigh Valley and the United States, but from around the world. There is a lot to do! We must be ready with exhibits that engage visitors in our story. We must have dynamic programs that capture the excitement of our heritage. Our sites must be ready to receive thousands of visitors. We must be worthy of being named a World Heritage Site.

Are you ready to help? Are you ready to Take the World Stage? We can. We will. Join us!

Charlene Donchez Mowers
President
EDUCATIONAL PROGRAMS

In the past year, we have made some significant educational partnerships to help establish ourselves as the premier historical organization in our region, committed to engendering a sense of place in the community and sharing the strength and foresight of our industrial community in forging our American nation.

Bethlehem Area School District helped to facilitate a partnership with the National Museum of Industrial History (NMIH) to offer more comprehensive industrial history experiences to their students. Two of the seven school programs we offered focus on Bethlehem industry - Handmade in the 18th Century and The Rise and Fall of Bethlehem Steel – and the 19th-century narrative of NMIH complements these programs.

We anticipate this comprehensive industrial history approach will not only increase our footprint as an educational resource but will generate a profound interest in what has made Bethlehem the industrial hub it has been since the 1740s.

The most popular program, Century at Burnside Plantation, continues to serve grades 2-5 with hands-on activity stations which introduce students to life on a colonial-era farm.

Internships at Historic Bethlehem Museums & Sites provide opportunities to help local college students gain much-needed skills in various fields and offer the organization a chance to tap into the knowledge and skills of our future impact-makers. Over a dozen students participated in internships focused on graphic design, marketing, visitor services, collections care, programming, and education.

HBMS is proud to have worked with interns from Bryn Mawr College, Cedar Crest College, DeSales University, Lafayette College, Lehigh University, Liberty University, Moravian College, Northampton Community College, the University of Pittsburgh, the University of Applied Sciences Ludwigsburg in Germany, and Ursinus College.

4,227 students from 44 schools participated in our educational programs in 2018, an increase of almost 20% over 2017.

The Kemerer Museum of Decorative Arts has a long-honored tradition of supporting local artists, thanks to the vision of Jan Bealer, a devoted supporter, who, along with her husband John, saw the fine arts as an extension of the museum’s mission to capture Bethlehem’s history through style and design. Jan and John Bealer’s support of the local arts extended beyond the walls of the museum, and their collection of paintings, drawings, and sculptures from local artists grew as Jan continued to work with and support her contemporaries.

In 2018, Jan and John’s daughter Barbara Bealer and her husband, David Greene, graciously donated Jan and John’s art collection to Historic Bethlehem Museums & Sites in memory of her parents. This donation is an invaluable addition to the fine art holdings at our institution.

Barbara Bealer and David Greene donated 39 pieces of artwork from local artists. Among the notable additions:

- Karol Roberts Gherlach’s Wilde Clouds (top right), an abstract landscape rendered with loose strokes in oil, expands the Kemerer's collection of abstract art, which is currently under-represented in the its holdings.
- Wilmer Behler’s Landscape of Creek oil painting (bottom right) depicts a regional winter wooded scene with sharp lines among the trees. Behler, who had a solo exhibition at the Kemerer Museum, accomplished much as a self-taught artist in the Lehigh Valley. In addition to exhibiting his work and teaching classes, he served as the head of the art department for Lehigh Lithograph, had a painting reproduced by The Hallmark Card Co. for the American Artist Series of Christmas Cards, and painted a mural hanging in the Liberty Bell Shrine in Allentown.
- The resulting collection is not only a reflection of fine art production in the Lehigh Valley but also a sample of Jan and John’s specific tastes as art collectors. It is a snapshot of artists who exhibited at the Kemerer Museum of Decorative Arts and of artists who served as members of Lehigh Valley-based art organizations. HistoricBethlehem Museums & Sites is still honored to collaborate with organizations such as the Bethlehem Palette Club and Lehigh Art Alliance.

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In 2016, Historic Moravian Bethlehem, a National Historic Landmark District, was placed on the United States list for nomination to the World Heritage Organization as a World Heritage Site. The World Heritage List encourages the identification, protection, and preservation of sites around the world considered to be of outstanding universal value to humanity. Bethlehem is a timeless community with ageless values and is considered a true cornerstone of the American story.

World Heritage List status will acknowledge that:

- The ingenuity, creativity, and ideals of the Moravian settlers in Bethlehem are of universal value and worth preserving today.
- Moravians made lasting contributions to architecture, medicine, education, technology, and music, and furthered principles of equality and diversity.
- Moravian ideals promote the greater good of the world community.

These ideals are the cornerstone of a world network of Moravian towns, cities, and settlements dating to the 18th and early 19th centuries most of which still exist today. Some examples are Christiansfeld, Denmark; Herrnhut, Germany; Zeist, Netherlands; Gracehill, Northern Ireland; and Genadendahl, South Africa.

There are only 23 World Heritage Sites in the United States, and only one in Pennsylvania: Independence Hall in Philadelphia.

What makes our World Heritage case unique:

- Historic Moravian Bethlehem is a masterpiece of human creative genius with culture, architecture, and design that are exceptional and have universal value to humankind.
- Christiansfeld, which was settled 30 years after Bethlehem, was designated a World Heritage Site in 2015.
- Sometime in the not too distant future, Historic Moravian Bethlehem will submit its dossier justifying the Outstanding Universal Value of our National Historic Landmark District. Representatives of the international World Heritage Commission will also be visiting the Lehigh Valley to see for themselves the authenticity and integrity of Historic Moravian Bethlehem.
- This series, dedicated to the women who lived and worked in the Single Sisters’ House continuously from 1748-2007, welcomed guests to participate in and discuss women’s roles through artist workshops, expert-led discussions, and improv classes in the Lehigh Valley’s only historically rooted, bricks and mortar, women’s programming space. Highlights included Women & Politics Session, Songs for Sisters coffeehouse, and Product Photography for Small Businesses, all drawing inspiration from the experiences and contributions of Moravian women in the 18th and 19th centuries demonstrating how their legacy has and will continue to influence women in the Lehigh Valley.

Bethlehem is one of the first places where women received an education in the country. Today, we continue this tradition with this series of programs and workshops that celebrate women’s accomplishments while considering the obstacles faced by Lehigh Valley women in the past, present, and future.

This program is made possible by the George Z. Heimbach Endowment Fund.

In an effort to make our museums more accessible to the community it serves, we established Free Sundays at the Kemerer Museum of Decorative Arts encouraging those who might not otherwise get the opportunity to experience Bethlehem’s rich history.

Free Sundays’ visitors enjoyed going on museum scavenger hunts, learning about how professionals use design at Career Corner, listening to artifact-inspired stories at Museum Storytime, creating hands-on crafts in the Family Room, and taking guided, kid-friendly tours of the museum. The program helped contextualize changing exhibits into formats children can better enjoy and understand.

This new program has been made possible through the Helen and Maurice Jones Children’s Endowment Fund.

The Kemerer Museum saw an increase of 68% in Sunday attendance due to this initiative, and many guests were first-time visitors to the museum.

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The Kemerer Society

In 2018, we hosted the Premier Kemerer Society Donor Reception to honor and recognize those who gave at the $1,000 level or above. The financial commitment these donors have made to the organization and its collections is reminiscent of Annie Kemerer herself, and a fitting name for this leadership-giving community.

In the early 1950s, Annie Kemerer provided the financial resources and collections to establish a decorative arts museum in Bethlehem, known today as the Kemerer Museum of Decorative Arts, located at 427 N. New Street. The introduction of this annual reception gave Historic Bethlehem Museums & Sites the opportunity to gather like-minded individuals in the historic 1869 Luckenbach Mill for an evening of recognition, friendship, and entertainment. Guests enjoyed an exclusive Victorian pop-up exhibit and catering by The Upper Crust.

Due to the success of the Kemerer Society Reception, we saw a 12% increase of leadership donors over last year.

Christmas City Combo Ticket

For the second year in a row, HBMS partnered with ArtsQuest to offer holiday visitors the Christmas City Combo Ticket, an all-inclusive pass to Christkindlmarkt and our popular Trees of Historic Bethlehem exhibit.

The Christmas City Combo Ticket allowed HBMS to strengthen its partnership with ArtsQuest and share its holiday offerings with over 100,000 visitors between the two organizations. Visitors enjoyed Christmas trees decorated by the Bethlehem Garden Club volunteers in the 1810 Goundie House, the 1741 Gemeinhaus, the 1744/48 Single Sisters’ House, and the Kemerer Museum of Decorative Arts. Each year, the decoration theme changes for the Trees of Historic Bethlehem Exhibit. In 2018, decorators drew inspiration from individually selected pieces from the Historic Bethlehem Museums & Sites collections.

This exhibit is funded by the Bealer Christmas Endowment Fund.

This discounted pass generated a 76% increase in holiday visits to our historic sites in 2018, helping to secure a record-breaking attendance year.

Holiday Dinner & Auction Honorees

Each year during the annual Holiday Dinner & Auction, Historic Bethlehem Museums & Sites is pleased to honor an individual who and business which have exemplified service and support of the organization and continuing to demonstrate commitment to the mission and its impact on the community.

In 2018, we honored Daniel McCarthy, president of McCarthy Communication Strategies and former vice president of PPL Corporation. As a member of the Historic Bethlehem Board of Trustees for more than a decade, including two years as chair and one year as vice chair, Dan helped to steer the organization toward success. Today, Dan continues his commitment to sharing Bethlehem’s history with the world through his service as the Secretary of the Bethlehem World Heritage Commission.

A longtime business supporter of Historic Bethlehem Museums & Sites, Air Products was also honored at the Holiday Dinner & Auction. Over the many years of the organization’s history, Air Products has been ever-present through leadership gifts, employee donation matching gifts, board support, and a great deal of volunteer support at various special events and HBMS volunteer projects.

Pictured above is the 2018 Holiday Dinner & Auction featured painting Burnside Guardian by artist Adriano Farinella.

Volunteer Acknowledgement

Historic Bethlehem Museums & Sites could not exist without the devotion and commitment of its generous and talented volunteer corps. At 700 individuals and growing, our volunteers represent every walk of life – students, young parents, families, professionals, and retirees.

Volunteers assist HBMS staff in our offices, give tours to visitors at our museums, provide information at our Visitor Center, welcome guests and manage tents at our annual festivals, hand out race bibs at Turkey Trot, load buses during the Christmas season, help care for the collections, and so much more.

To all of our volunteers – we are so incredibly grateful to each and every one of you. You define what it means to give of yourself and your talents, selflessly. Thank you!

“Being a part of Historic Bethlehem has been a memorable and enriching experience. As a volunteer, I have been able to learn more about history and more about myself. The memories I have made here from working at the Blueberry Festival and in the Visitor Center have been worth every minute of my time.” - Hannah B.
Through grants provided by government entities and private trusts and foundations, Historic Bethlehem Museums & Sites can continue to offer world-class visitor experiences and school programs, as well as preserve our historic structures for future generations to enjoy and cherish.

**Support Received**

Through grants provided by government entities and private trusts and foundations, Historic Bethlehem Museums & Sites can continue to offer world-class visitor experiences and school programs, as well as preserve our historic structures for future generations to enjoy and cherish.
### HBMS DONOR LIST
**MARCH 1, 2018 - FEBRUARY 28, 2019**

#### $10,000+
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- Mr. and Mrs. John Wagner
- Dr. Robert R. Windolph
- Mr. and Mrs. Thomas L. Zimmerman

These distinguished individuals know and appreciate the important role Historic Bethlehem Museums & Sites plays in preserving three centuries of culture, art, and heritage.

Named for Annie Kemerer, the founder of the Kemerer Museum of Decorative Arts, this prestigious society honors her commitment to protecting and sharing art and history for future generations to learn from and enjoy.

Through their leadership gifts, Kemerer Society members demonstrate their passion for the mission of Historic Bethlehem Museums & Sites and their commitment to making a true impact on their community. The Kemerer Society consists of those who have contributed $1,000 or more in this fiscal year.

![Photos from the 2018 Kemerer Society Premier Reception, featuring images of the Victorian pop-up exhibit on the first floor of the Luckenbach Mill, the Temple Avenue jazz trio, and Kemerer Society Chairs Ellen Neubauer and Camille Qualtere. Photos by Scott Piccotti.](image-url)
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Ms. Stasia Browne-Pallrand
Mr. and Mrs. Allen Wiegner
Mr. and Mrs. Susan Wise Willard

Donor List (Cont.)
Historic Bethlehem Museums & Sites has made every effort to ensure the accuracy of this report of charitable gifts received between 03/01/2018 - 02/28/2019. However, if we have made any errors or omissions, please contact Kristen Walsh at kwalski@historicbethlehem.org or 610.882.0450 ext. 15.

To the many supporters who contributed under $50, thank you!
Historic Bethlehem Museums & Sites proudly preserves 20 historic sites, including two National Historic Landmarks: the 1741 Gemeinhaus and the 1762 Waterworks, and approximately 20 acres of land, working tirelessly to restore, educate, and learn all we can about these beautiful buildings and their storied pasts. Come see for yourself!

- **Moravian Museum of Bethlehem**
  - 1741 Gemeinhaus* **
  - 1752 Apothecary
  - 1744/52 Single Sisters’ House**
  - 1758/65 Nain-Schober House

- **1748-1848 Burnside Plantation**
  - 1748/1818 Farmhouse
  - 1825 Summer Kitchen
  - 1820s Corn Crib & Wagon Shed
  - 1840s Johnson Barn
  - Mid-1800s Haas Barn
  - Apple Orchard
  - Louise Dimmick Garden

- **Colonial Industrial Quarter**
  - 1750 Smithy (reconstructed)
  - 1764 Springhouse (reconstructed)
  - 1782/1832 Crats Miller’s House
  - 1869 Luckenbach Mill
  - 1761 Tannery**
  - 1762 Waterworks* **
  - Ruins of the dye house, pottery, butchery, oil mill, and tawrey**

- **1810 Goundie House & Visitor Center**
- **Kemerer Museum of Decorative Arts**

*National Historic Landmark
**Part of the National Historic Landmark District
OPENING DOORS INTO THE PAST

20 HISTORIC SITES. 60,000+ ARTIFACTS. OVER 275 YEARS OF HISTORY.
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