

STAN HYWET HALL & GARDENS

2015
Annual
Report



2nd
CENTURY
in *Bloom*
1915-2015



STAN HYWET HALL & GARDENS

Our mission is to preserve and share our historic estate and serve as a resource for educational, cultural and recreational enrichment.

DEAR FRIENDS,

Milestones like the one we celebrated last year – **Stan Hywet’s 100th Anniversary** – are rare and special. It is with our deepest gratitude that we present this **2015 Annual Report, which honors the great passion and support from our donors, board, volunteers and members that has always been a part of Stan Hywet’s legacy.**

Our shared commitment to restore some of the most visible and beloved aspects of the Estate, combined with our success in raising the level of consciousness and appreciation for Stan Hywet was inspirational and transformational at the same time.

We leveraged our talent to create programming and exhibits that heightened the impact we make in Akron, attracting 137,000 guests to the Estate, nearly 18% of whom were from beyond Northeast Ohio.

We extended our community collaborations, expanding our capacity with the help of local schools, universities, parks and libraries to consistently deliver unique stories and interactive experiences – both fun and educational – throughout the season. We welcomed our neighbors for a free day-long celebration of Community Day, attracting 5,000 guests, many of whom were

first time visitors to the Estate. And we raised \$6.1 million to restore our Historic Perimeter Stone Wall, Leaded and Stained Glass Windows, Tea Houses and the Hidden Aspect, and 16 Rooms in the Manor House, in addition to expanding our endowment.



We are grateful that you again stood by our side in this most extraordinary year, and delighted to honor you for the incredible impact you have made by helping to ensure a long and vibrant future for our National Historic treasure.

Our work is more meaningful with you as our partners, and our friends.

With gratitude,

Linda Conrad
President & Executive Director

YEAR IN REVIEW

2nd Century in Bloom is the theme that beautifully reflected our 100th anniversary story. It merged the idea of our many gardens coming into bloom throughout the season as we celebrated the historic conclusion of one century, and the emergence of a new one, like a just-planted garden.

We believe F.A. and Gertrude would have approved of the work that has been accomplished since 1957 when Stan Hywet Hall first became a museum. They would have smiled at the unbelievable passion that so many friends and supporters have for the Estate, and probably been just a little bit astounded at the investment required, and generously given, to keep their vision alive.

The Seiberlings possessed their own generous spirit, an attitude reflected in the family motto, *Non Nobis Solum*, Not for Us Alone. It is by the family’s invitation, and those of us who are here to appreciate it, that we happily assume the responsibility to share it with the world.

It is in this spirit that we embarked on a 100th Anniversary celebration that was intentionally designed to last the entire season. After all, 100 comes only once. We created a lively calling card in the form of BLOOM!, drawing the

attention of more than 53,000 guests to see the soaring glass sculptures in the gardens, designed by Michigan artist Craig Mitchell Smith.

Restoration became paramount as we took an account of some of the favorite and most beautiful aspects of the Estate that had begun to age less gracefully than before, and embarked on a \$6 million campaign to restore their original luster and sustain the work that would be accomplished and enjoyed, far into the future.

In following the Seiberling’s lead, we invited all of Akron to experience the Estate on a free Community Day, reminiscent of the 50 Year Club celebration that F.A. and Gertrude hosted in 1928.

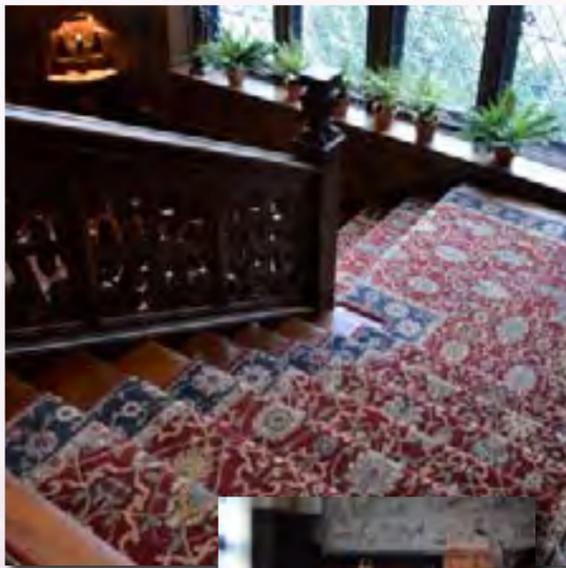
And we pushed Stan Hywet onto the national stage, with a robust marketing and publicity campaign that yielded more than 34 million impressions and increased attendance to more than 137,000 guests. Moreover, we continued to promote Stan Hywet to families, an initiative that has attracted double digit increases in family visits year over year since 2013.

2015 It was a remarkable year, and an even more remarkable beginning for a 2nd Century.



As you approach the Manor House, soaring Leaded and Stained Glass Windows invite you to look inside, offering a glimpse into the Tudor Revival Style that is central to the home's design.

2nd CENTURY CAMPAIGN



Much of our time at Stan Hywet Hall & Gardens is spent on sharing and celebrating inspiration. It's focused on an approach to life that originated with F.A. and Gertrude. It's something they practiced every day, and a mantle we gladly assume as we fulfill our mission.

In 2015, we began a new century that was transformational as much as it was inspirational. Guided by the wisdom, grace and generosity of the Seiberlings, our work took on fresh importance as we implemented an ambitious plan to protect and preserve this unique family home for at least another century – or more.



Stan Hywet Hall & Gardens has stood a remarkable test of time, and while it has aged gracefully, it has aged nonetheless. The board, staff and volunteers agreed that 100 years seemed like the right time to renew our commitment to Stan Hywet and its legacy, ensuring it remains a prominent and indelible reflection of Akron's history, pride and traditions for generations to come. The price to support this ideal was not insignificant. The planned restoration work came at a cost of \$4 million. Another \$2 million was needed for the endowment to ensure the work to be undertaken would be sustained long into the future. The public phase of a \$6 million Restoration and Sustainability Campaign was launched during our 100th Anniversary year, and brought to a successful conclusion by November. Meanwhile, as enough funds were raised for each project, the timeline – a virtual jigsaw puzzle – began to take shape and the work was begun.



MANOR HOUSE ROOMS

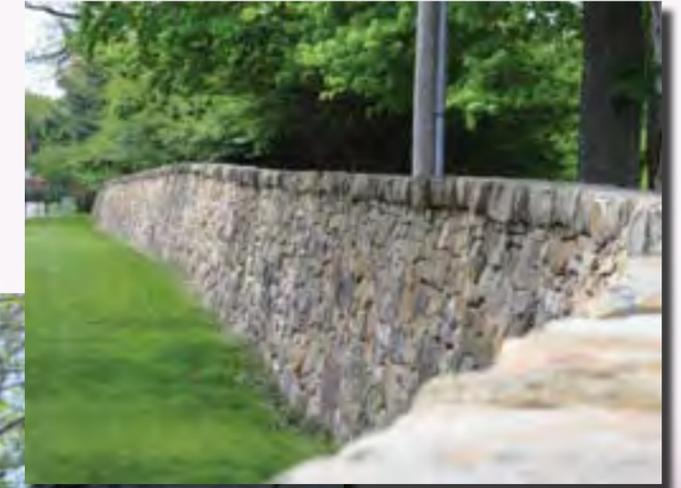
Through the generosity of 373 passionate donors to the 2nd Century Campaign, dozens of artifacts began a years-long restoration process that is bringing them back to life, making the rooms they are part of look like its 1915 again, with F.A. and Gertrude still in residence. As restoration began, the rooms began to reveal the meticulous ruffling of a lamp shade, the well-stuffed cushions on a pair of velvet covered sofas, and the oriental pattern on the carpeting leading you upstairs and into the Tower, all of which have been restored as part of the 16 Manor House rooms selected for the Campaign.



We are cognizant that we, too are making history. The work we accomplished in 2015 was undertaken so that in 2115, Stan Hywet Hall & Gardens will still be a strong, viable and beautiful community asset.

HISTORIC PERIMETER STONE WALL

One of the most dramatic transformations on the Estate is the restoration of the 2200 linear foot historic Perimeter Stone Wall, made possible by a significant lead gift from the State of Ohio. Framing the grand iron gate at its center, the wall reaches out to mimic the warm embrace of the Seiberling's welcoming arms. Using the process of dry stone stacking — an ancient method found in castle walls and bridges in England, Scotland, and other parts of Europe — the wall is assured to stand for at least another century. The final section that will be completed is on Garman Road at the retaining wall.





TEA HOUSES & HIDDEN ASPECT

On the grounds, the Tea Houses are positioned with a view of the Cuyahoga Valley that is so spectacular it can only be described as nature's most perfect painting. The site captured the hearts of F.A. and Gertrude, and the imagination of Warren Manning, their landscape architect. It's one of the most important reasons that this was the land selected to create the Seiberling family's American Country Estate. Originally serving as picnic pavilions with a beautiful vista, the Tea Houses present significant restoration challenges, as they were built on a cliff. Director of Historic Restoration Mark Gilles, together with Mitch Weber, a geological engineer referred by Kent State's Department of Geology, first undertook an extensive cliff stabilization study, and will soon be working to stabilize the loose stone, a project slated to begin this summer.



STAINED & LEADED GLASS WINDOWS

The 2016 season opened with visitors seeing the first group of restored windows in the Breakfast Room, Reception Room, Great Hall, Museum Store and Carriage House Auditorium. For those in the Manor House, their beauty almost belies the critical nature of their existence, because they serve not only to let in the light, but to also protect the priceless collection inside. Skilled craftsmen from Whitney Stained Glass in Cleveland removed the stops and glass panels, cleaned and painted the frames, bundled and identified the stops, and installed a temporary panel. At the studio the lead came, the slender grooved lead rods used to hold the panes of glass together, was carefully documented before any of the pieces were removed. Once completed, the lead was removed, glass was cleaned and positioned. The came were returned, soldered back into the frame, and cement packed. The window was then cleaned, patenized and cured, making it ready for re-installation.

A 2nd CENTURY BLOOMS



Phase 3 for the tier one window restoration begins

Approved the carving of the Breakfast Room Fountain to proceed



3-D scan of Tea Houses cliff face complete

The Gate Lodge roof restoration completed using 17 bundles of cedar shingles



Master Bedroom curtains completed and installed



Breakfast Room Fountain carving 75% complete

Over 5,000 guests enjoyed a complimentary visit to Stan Hywet on Community Day



Elk transported to Wildlife Preservation in New Jersey for conservation treatment



Great Hall sofas and Library furniture removed for reupholstering

Designated *Best Historic Home Tour* by USA Today 10Best Reader's Choice Contest

Attendance reaches 134,000 guests

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Wall restoration begins at Gate Lodge



Removal of overgrown, non-historic trees in the English Garden in March and replanted in late April

Restoration cleaning on library ceiling completed by paintings conservator from ICA



Bloom! Exhibit opens featuring the glass artistry of Craig Mitchell Smith

Conservator provides conservation treatment on taxidermy in Manor House



Deck the Hall selected one of top 100 events in US and Canada by the American Bus Association

Stan Hywet reaches 3,294 members - highest since 2006



Capital Campaign exceeds \$6 million



50,095 hours of service recorded by year-end for our dedicated volunteers

ong before we reached our 100th Anniversary, Stan Hywet Hall & Gardens had achieved the kinds of milestones that would make any museum proud of its history.

Stan Hywet Hall & Gardens is ranked the 6th largest historic home in the nation open to the public; Accredited by the American Alliance of Museums (AAM), one of only 776 out of 17,500 in the country; a National Historic Landmark; and considered to be one the most significant historic homes in the nation, recognized for its size, condition and the authenticity of the collection, 95 percent of which is original to the Estate.

In 2015, we ushered our story onto a larger stage by bringing 100 years of history into the national spotlight. The year was defined not only by a neighborhood party – celebrated as Community Day – but by a substantive body of work that will ensure those who follow us will be well positioned to celebrate a 200th Anniversary, as well.

Readers of USA Today voted Stan Hywet Hall & Gardens the #1 Best Historic Home Tour in the country through the publication's Reader's Choice

Contest. And the operators of bus tours across the country, all members of the American Bus Association, named Deck the Hall a Top 100 Event for 2016. Tours are being booked at an unprecedented pace.

An audience of 34 million travelers on Southwest Airlines nationwide had the opportunity to read about Stan Hywet in the airline's June In-Flight Magazine or on their website, the outcome of a special section featuring the Akron-Canton area with partners including the Akron-Summit and Canton Convention & Visitors Bureaus, Akron-Canton Airport and other tourism industry collaborators.

Due to an aggressive 2nd Century-focused marketing and publicity plan by the time 2015 drew to a close, we had achieved more than 34 million media impressions.

And for the first time, approximately 300 LeBron James Family Foundation "I Promise" students from Akron Public Schools also spent a day exploring and learning about the Estate, an experience that set the stage for their return this season.



BLOOM!

Stan Hywet's spectacular gardens were the stars of a stunning summer-long exhibit by Michigan artist Craig Mitchell Smith. Titled *BLOOM!* 32 soaring botanical sculptures painted in glass were "planted" throughout the gardens and grounds, in the trees and even in the reflecting pool on the West Terrace. Small home décor pieces were featured in a dedicated gallery and contributed additional revenue to the Estate with 20% of the proceeds coming back to Stan Hywet.



2nd CENTURY in Bloom 1915-2015

AN AUTHENTIC CELEBRATION



We enjoy the privilege of sharing the Seiberling legacy every day – with friends and colleagues, corporate and community leaders, Akron residents and out of town guests. With every new season, our history is and always will be presented with a fresh perspective and new, previously untold stories. Our vast collection and archives ensure our ability to tell new ones for many years to come.

In 2015, we had the privilege of sharing one story that could only be told well in that milestone year. The centennial anniversary began in 1915 when the Seiberling family moved into the Manor House at Stan Hywet and began to make history, simply by living their lives.

Partly because son Willard was a prolific photographer, and often because the close-knit family wrote long, artfully detailed letters to one another, and also because Gertrude shared her impression of their lives through her paintings, we are able to grasp a sense of the events and experiences that mattered, and interpret them for our guests. The outcome in 2015 was an authentic season-long Centennial celebration.

The 2nd Century in Bloom season opened with our *Father's Day Car Show* which featured in the Inner Circle, the same vintage cars that were owned by F.A. and Gertrude, and a dozen other cars of the same historic era.

When F.A. and Gertrude hosted their housewarming party soon after moving into Stan Hywet Hall, it was presented as a *Shakespearean Ball*. In honor of that occasion, actors from the Ohio Shakespeare Festival leant a true air of authenticity to our Annual Midsummer Night's Gala appropriately titled *Shakespearean Ball*, by entertaining our guests with period costumes, dancing and mingling in character with the charmed crowd.

We threw open our gates to welcome the entire community as our guests on *Community Day*, a many-layered celebration on and of the Estate, including military honors. Modeled after the 50 Year Club celebration, hosted by F.A. and Gertrude in 1928, more than 5,000 neighbors joined in the fun. The invitation to play was strongly encouraged, taking a page from the stories shared by still living descendants that the "big house" and its surrounding landscape served as a magnificent playground for every Seiberling generation.

More than
5,000
visitors
attended
Community Day



CAMPAIGN REPORT

Stan Hywet Hall & Gardens is grateful to the following donors for their generous support of the 2nd Century Restoration and Sustainability Campaign. The list reflects gifts received by January 15, 2016. All contributions are listed by type and in descending order by gift amount. Contributions of \$1,000 or less are listed in alphabetical order.



2ND CENTURY CAMPAIGN
Stan Hywet Hall & Gardens
 RESTORATION AND SUSTAINABILITY

HISTORIC PERIMETER STONE WALL

\$1,245,000
 State of Ohio

ENDOWMENT Up to \$1million Named Endowment Funds

The Cynthia Knight Endowment
 The J. M. Smucker Company Horticulture Endowment
 The Bob M. Hutchison and Tom J. Hutchison Endowment,
 In memory of Bill and Mary Jane Hutchison
 The Robert O. & Annamae Orr Family Horticulture Endowment
 The Samir and Salma Gibara Endowment
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 The Akron Garden Club Endowment

HISTORIC TEA HOUSES and HIDDEN ASPECT Up to \$500,000

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 Timken Foundation of Canton
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STAINED & LEADED GLASS WINDOWS Up to \$100,000

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 Dr. C. M. and Mrs. Barbara Shearer

MANOR HOUSE ROOM by ROOM RESTORATION Up to \$280,000

Music Room	The Tom, Mary and Becky Babcox Family Foundation
Solarium	The Reinberger Foundation
West Porch & West Porch Fountain	The Lehner Family Foundation
Great Hall	Raymond R. & Martha G. Wernig Foundation
Library	F. William Steere Family
Virginia's Bedroom & Girls' Dressing Room	Guy and Renée Pipitone
Breakfast Room Fountain	The Lehner Family Foundation
Round Room	Medical Mutual of Ohio
Tower Landing	GAR Foundation Linda and Edward J. Conrad, III
FA's Office	Richard J. and Christine Kramer
Reception Room & Linenfold Hallway	FirstEnergy Foundation
Breakfast Room	Deborah and Thomas Selden Michele Pringle Members of the Stan Hywet Auxiliary Board
FA's and Gertrude's Dressing Rooms	PNC Foundation
Second Floor North and Guest Wing Halls	Dr. Dianne K. Kauffman



MANOR HOUSE INTERIOR \$10,000 - \$16,000

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 Gailmarie K. Fort
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 Jim and Leslie Pickard
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 Steve and Cherie Shechter
 John E. Wilkinson
 Barbara Lucas

GENEROSITY AND SUPPORT

We gratefully acknowledge our many contributors who make it possible for Stan Hywet Hall & Gardens to fulfill its mission *to preserve and share our historic estate and serve as a resource for educational, cultural and recreational enrichment. We work diligently to ensure that the following list is accurate. Should you identify an error, please contact us at 330.836.5533.*

ANNUAL FUND

The following valued stakeholders contributed to the 2015 Annual Fund. Their generosity provides ongoing operating support which enables Stan Hywet to fulfill its mission and touch thousands of lives in meaningful and memorable ways each season.

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Gifts to the Endowment Fund help secure the long-term financial stability of Stan Hywet Hall & Gardens. The endowment is a permanent asset that provides annual income to support general needs of the Estate as well as donor-designated areas.

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The Seiberling Society is a distinguished group of individuals who have remembered Stan Hywet in their wills or estate plans through a bequest, charitable gift annuity, charitable trust, life insurance or retirement plan.

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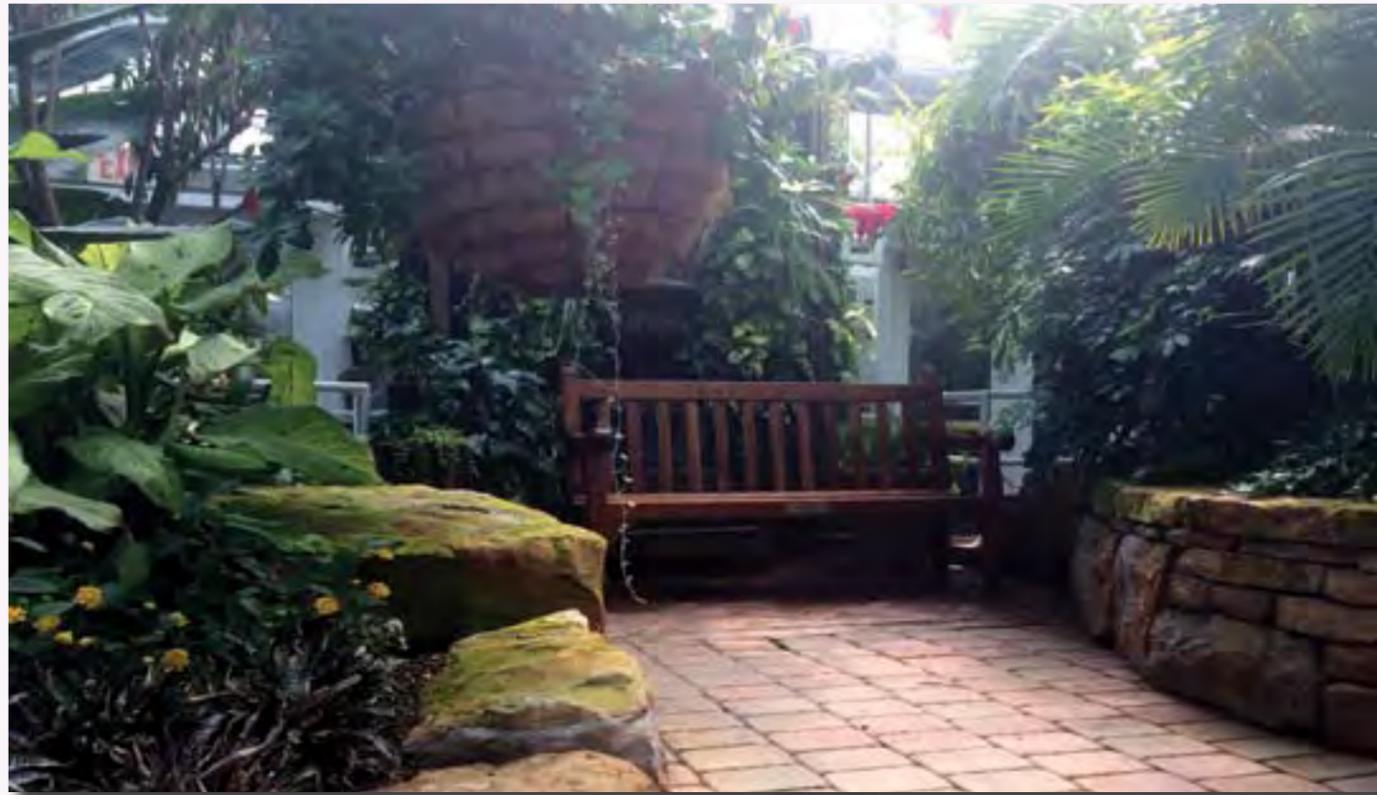
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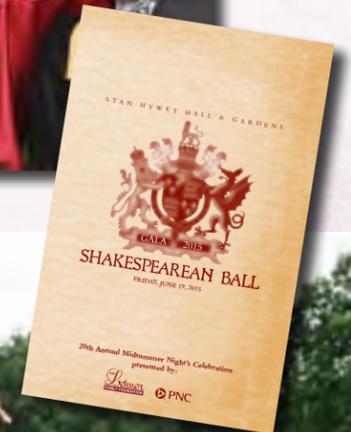
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James R. Urban



FINANCIAL STATEMENTS

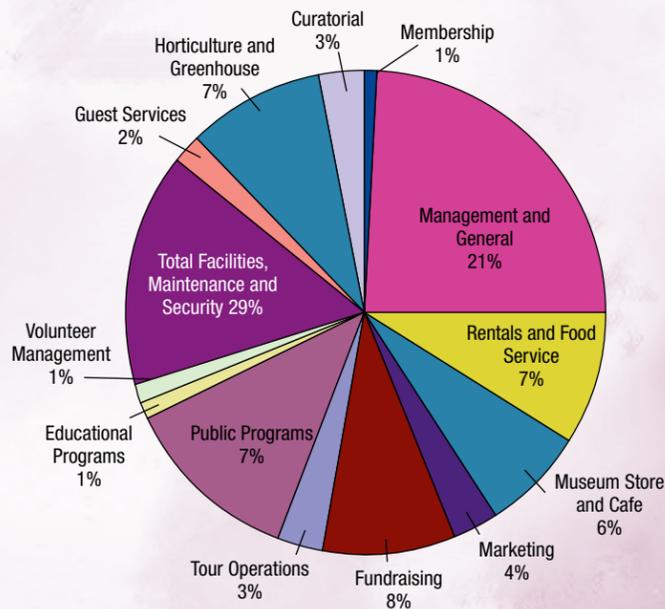
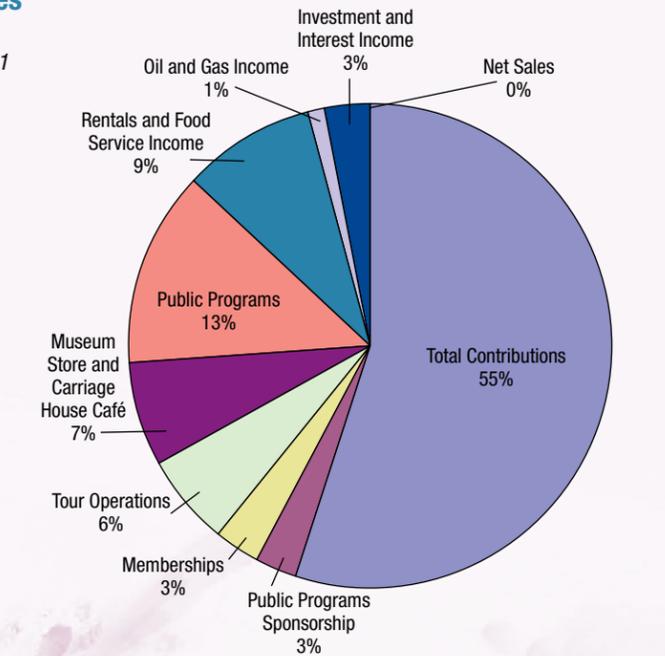
Stan Hywet Hall & Gardens, Inc., Stan Hywet Hall & Gardens Foundation and Architectural Restoration & Renovation Consultants, Inc.

Consolidated Schedule of Support and Revenue and Expenses

	For The Years Ending December 31	
	2015	2014
Support and Revenue		
Contributions:		
Donations	\$2,519,040	\$1,425,438
Foundation grants	1,515,008	923,275
Total contributions	4,034,048	2,348,713
Public program sponsorship	210,100	275,608
Memberships	208,356	200,822
Tour operations	488,533	359,570
Museum Store and Carriage House Café	521,097	417,501
Public programs	935,281	1,016,646
Rentals and food service income	632,422	761,106
Oil and gas income	104,537	204,299
Investment and interest income	169,352	336,030
Net sales	34,318	12,480
Total support and revenue	7,338,044	5,932,775

Expenses

Tour operations	183,417	178,559
Public programs	426,616	632,068
Educational programs	77,756	78,949
Volunteer management	82,176	82,128
Facilities, maintenance and security:		
General facilities, maintenance and security	659,288	647,023
Perimeter Wall Restoration	903,192	117,164
Interior Manor House Restoration	161,882	52,825
Other projects	105,598	-
Total facilities, maintenance and security	1,829,960	817,012
Guest services	141,532	128,326
Horticulture and greenhouse	461,716	453,139
Curatorial	180,711	141,341
Membership	64,791	59,996
Management and general	1,349,944	1,256,845
Rentals and food service	449,685	475,546
Museum Store and Carriage House Café	355,593	365,581
Marketing	234,499	186,692
Fundraising	499,984	470,885
Total expenses	6,338,380	5,327,067
Increase / (Decrease) in net assets before gains (losses)	\$999,664	\$605,708
Net appreciation (depreciation) on investments	(806,833)	551,666
Increase / (Decrease) in net assets	\$192,831	\$1,157,374
Increase (decrease) in unrestricted net assets from operations	\$48,041	\$12,592



An independent certified public accounting firm audited the financial statements of Stan Hywet Hall & Gardens, Inc. (Stan Hywet), Stan Hywet Hall & Gardens Foundation (the Foundation), and Architectural Restoration & Renovation Consultants, Inc. (ARRC) for the years ended December 31, 2015 and 2014. An audit in accordance with generally accepted accounting standards includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. It also includes assessing the accounting principles used and significant estimates made by management.

Stan Hywet is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code (IRC) except for net revenues generated from oil and gas operations, Carriage House Café, and catering services, which are subject to income tax under Section 511(a) of the IRC.

Stan Hywet is supported by the following Friends groups:

Stan Hywet Needlework Guild • Stan Hywet Gilde • Stan Hywet Flower Arrangers • Stan Hywet Garden Committee • Stan Hywet Collections Committee
Auxiliary Board • Garden Forum of Greater Akron • Akron Garden Club

FINANCIAL STATEMENTS

Stan Hywet Hall & Gardens, Inc., Stan Hywet Hall & Gardens Foundation and Architectural Restoration & Renovation Consultants, Inc.

Consolidated Schedule of Assets, Liabilities, and Net Assets/Stockholder's Deficit

	For The Years Ending December 31	
	2015	2014
Assets		
Cash and cash equivalents	\$1,372,451	\$652,542
Accounts receivable	131,759	68,149
Inventories	90,157	92,121
Prepaid expenses	158,124	103,101
Property and equipment, net	4,197,092	4,277,406
Unconditional promises to give	2,590,981	1,547,969
Investments	20,828,711	22,108,013
Beneficial interest in perpetual trust	3,238,063	3,570,843
Deferred tax asset, net	12,093	19,765
TOTAL ASSETS	\$32,619,431	\$32,439,909

LIABILITIES AND NET ASSETS/ STOCKHOLDER'S DEFICIT

	2015	2014
Liabilities		
Line of credit	\$300,000	\$406,228
Long-Term Debt	-	2,043
Capital lease obligations	-	-
Accounts payable	209,977	203,239
Accrued liabilities	179,921	163,581
Taxes payable	26,105	23,163
Deferred revenue	278,367	208,062
Deferred compensation	48,659	40,441
Charitable annuity obligations	6,775	16,356
TOTAL LIABILITIES	1,049,804	1,063,113

NET ASSETS/STOCKHOLDER'S DEFICIT

Net assets:	16,022,872	17,518,049
Unrestricted	5,282,939	3,561,143
Temporarily restricted	10,360,094	10,403,059
Permanently restricted	31,665,905	31,482,251
Stockholder's deficit	(96,278)	(105,455)
TOTAL NET ASSETS/ STOCKHOLDER'S DEFICIT	31,569,627	31,376,796
TOTAL LIABILITIES AND NET ASSETS/ STOCKHOLDER'S DEFICIT	\$32,619,431	\$32,439,909



Stan Hywet Hall & Gardens, the nation's 6th largest historic home open to the public, is accredited by the American Alliance of Museums, a distinction that is held by only 776 of the estimated 17,500 museums in the United States. This national recognition affirms our continuing "commitment to excellence, accountability, high professional standards and continued institutional improvement...exceeding the highest standards for U.S. museums."



Stan Hywet Hall & Gardens is also:
Summit County's *largest* National Historic Landmark
Listed on the National Trust for Historic Preservation

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stanhywet.org