



# Alliance Historical Society

2022 Annual Report

### **2022 Board of Directors**

Karen Perone, president  
Michelle Dillon, vice president  
Jennifer Crist, secretary  
Steve Stone, treasurer  
Gary Conny  
Stacy Digianantonio  
Linda Fergason  
John Gross  
Mark Locke  
Jack Madison  
Dave McMahon  
Mike Patterson  
Don Shaffer  
Jack Weber  
Joe Zelasko



## **Looking Towards the Future**

The Alliance Historical Society made some major advances in the future of the organization in 2022. Board members stepped up to fund a feasibility study, architect's fees, and public relations materials for an expansion of their operations to include an Alliance History Center.

The Society formed new partnerships in the community while renewing old relationships. First Wednesday workdays at Mabel's house continued to grow its core of volunteers and visitors began to return to pre-pandemic numbers.

With an eye towards the future of the Alliance Historical Society and a future History Center, we will continue to nurture and expand these partnerships to share stories and preserve our history.

Karen Perone, President



## Alliance Historical Society

2022

## By the Numbers



*Volunteer Hours*

**1,589**

*Events – 10*



*Attendance - 398*

*Donations*

*370 Items  
from 63 Donors*



*Youth Served*

**128**

*Membership*

*114 – Annual  
56 – Life*



Support for the Alliance Historical Society remains strong as membership grew slightly and members volunteered for projects ranging from yardwork to administration. Items large and small were donated to the historical collection of artifacts, photos, and documents. Service to youth expanded to include summer programs for the YMCA and YWCA Explorers.

Marking Time  
in Alliance:  
Carnation Mall  
video viewed  
over 4,000  
times



## Lights, Camera, Action!



Students from the University of Mount Union discovered Mabel's home while Googling for a nearby Victorian-era house to use as a backdrop for a movie called "The Romantics." "We had no idea that such a beautiful home was so close to campus!" they remarked. "It was perfect." You can view their short movie on YouTube at <https://youtu.be/TH-iAZYAjfc>

# Mabel Hartzell Historical Home and History Mini Museum

## *Visitors*



*Total – 213*

*Children – 32*

*Open House Days - 7*

The Mabel Hartzell Historical Home remains the center of the Historical Society's activities. During 2022, the Society invested \$31,887 to complete brick repointing and soffit repairs to the 1867 National Register building. Monthly first Wednesday workdays with a core of 8 volunteers completed yard tasks, housecleaning, and basic maintenance, saving the Society over \$2,000.



Having fun at the first Trivia Night fundraiser. Ten teams went head-to-head and helped raise \$3,276 for Historical Society operations.



## Sharing Stories

Carnation Queen hopefuls discovered Alliance's downtown history on a special walking tour.



A self-guided tour of the Alliance City Cemetery drew families to explore the history of Alliance through signage and the Clio app.





Alliance Historical  
Society

## 2022 Social Media Impact



***Facebook***

*Likes – 2,578*

*Reach – 55,241*



***Instagram***

*Followers – 76*

*Reach – 241*



***YouTube***

*Subscribers – 318*

*Views – 9,636*

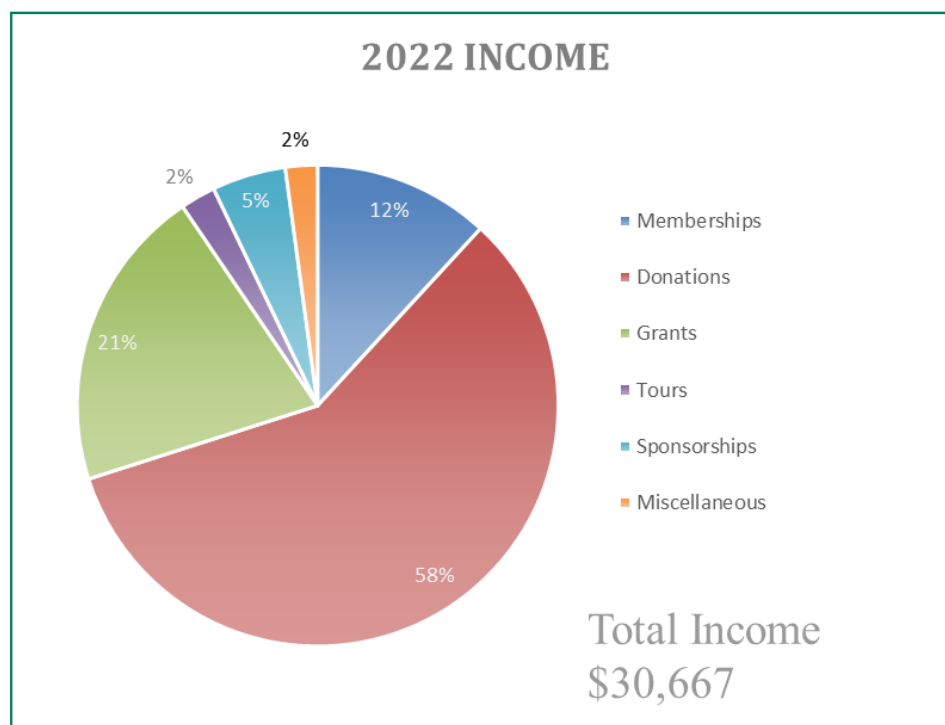
*Watch Time – 431.6 hours*

Facebook remained the primary venue for social media interactions during 2022. Instagram was added and is growing slowly.

Marking Time in Alliance videos on YouTube continue to gain in popularity, with a tribute to Carnation Mall drawing 4,062 views.

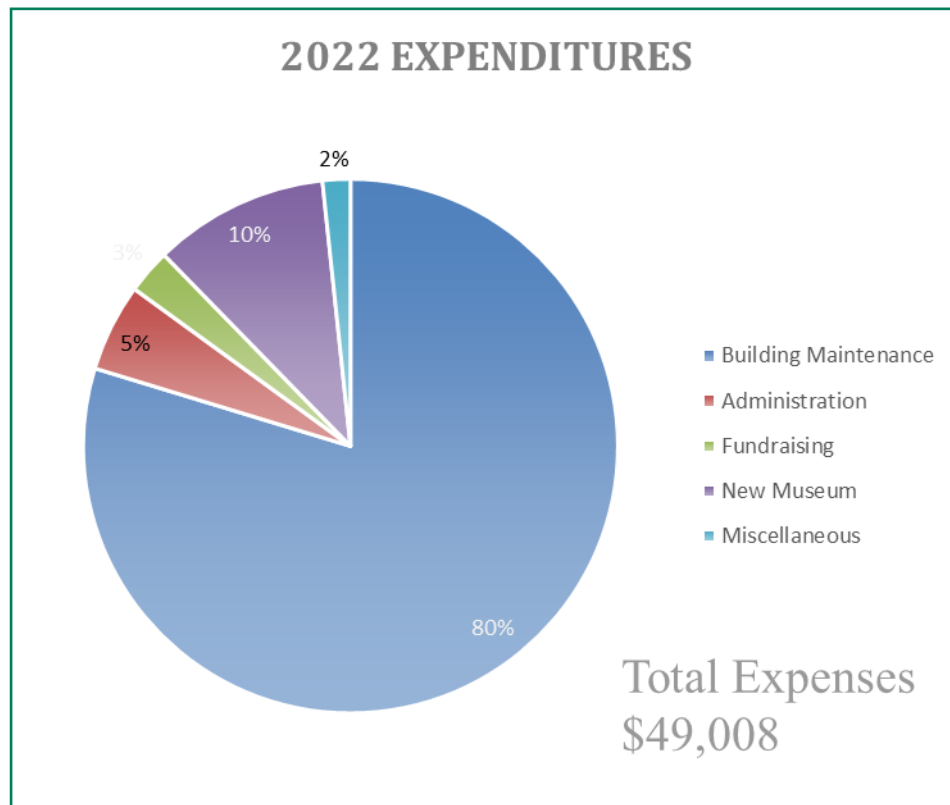
Income for the Alliance Historical Society remains strong with donations as the primary source of revenue. Grants for various projects and memberships show the organization and its mission are supported by the community.

## Alliance Historical Society Financials





In 2022, two large maintenance projects on the Mabel Hartzell Historical Home were completed, bringing the total expenditures on the 1867 Victorian home to over \$64,000 over the past five years. Administrative fees remain low due to the all-volunteer staff. Exploratory fees for the future Alliance History Center were paid from donations by board members and not from the regular annual budget.



Endowment Funds held at Greater Alliance Foundation  
as of September 30, 2022 – \$59,041



# Alliance Historical Society

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