



# 2023 ANNUAL REPORT

July 1, 2022 – June 30, 2023

The mission of the New York City Fire Museum is to collect, preserve and present the history and cultural heritage of the fire service of New York and to provide fire prevention and safety education to the public, especially children.

## FY2023 SPECIAL EXHIBITIONS

The Museum produces several special themed exhibitions throughout the year, displaying artifacts, photography, and other important curatorial content. Since 2022, the Museum has proudly presented the following special exhibitions:

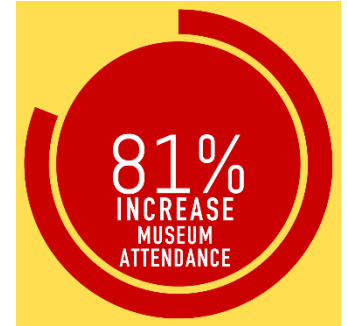
**Unmasking Our Heroes** – honoring the role of FDNY Emergency Medical Services during the COVID-19 pandemic (April 2022 – August 2022)

**One Day in September** – commemorating the 21<sup>st</sup> anniversary of September 11, 2001 (August 2022 – October 2022)

**Firehouse: The Photography of Jill Freedman** (opened October 2022)

**Colonial Firefighting & the American Revolution** (opened March 2023)

**Strike Up the Band** – celebrating the history of FDNY bands (April 2023 – August 2023)



## FY2023 COLLECTIONS & ACQUISITIONS

**Marine Unit Clock:** This clock was taken from the Fireboat Abram S. Hewitt, which served from 1903 until 1958. It is slated to join the permanent Marine exhibit on the first floor.

**Battalion 5 Line of Duty Plaque:** This plaque commemorates three members of Battalion 5 who made the Supreme Sacrifice. It was removed from 155 Mercer Street, which is now a privately-owned building. The plaque was damaged and graffitied and would have been lost if not rescued by Museum staff.

**Doctor Archer Plaque:** This plaque was received from the FDNY Buildings Unit. It was found in a storage closet and brought to the Museum. It commemorates the important work Dr. Archer performed for the FDNY as Honorary Medical Officer and Second Deputy Fire Commissioner.

**Doctor Connell Plaque:** This plaque was also found by the FDNY Buildings Unit and delivered to the Museum. Dr. Connell was the Honorary Medical Officer of the FDNY and devoted countless hours to the health and well-being of the Department's members.

## FY2023 MUSEUM PROGRAMMING & EVENTS

**Firehouse: The Photography of Jill Freedman**

**FDNY Members Night** - October 20, 2022

**A Night at the FDNY Museum**

Celebrating the opening of Firehouse: The Photography of Jill Freedman, this event was held on November 3, 2022. This community fundraising event provided an exclusive look at the new special exhibition with members of the Jill Freedman Family Estate. Attendees also enjoyed refreshments and light fare from local favorite Nonna Beppa, raffle prizes, and entertainment.

**Santa Rescue**

Held on December 4, 2022, this annual holiday tradition highlights the FDNY's heroic rescue of Santa from the roof of the Museum, followed by a visit with Santa and fun family programming inside the Museum.

**Colonial Firefighting & the American Revolution**

In conjunction with its new special exhibition, the Museum held a special viewing and informative panel discussion on the Great NY Fire of 1776. The March 21, 2023 event covered how the fire started, the efforts to fight it, and an in-depth look at who was responsible.

### 3<sup>rd</sup> Annual Golf Outing Fundraiser

The Museum hosted its 3rd Annual Golf Outing Fundraiser on Thursday, June 22, 2023, at the beautiful Muttontown Club in East Norwich, Long Island. The event brought together over 140 guests, including golfers and sponsors, for a day filled with fun and philanthropy. Lead sponsors included Silverstein Properties, Triple S, ASR Electrical, and Dependable Mechanical.

This year's esteemed honorees were FDNY Chief of Department John J. Hodgens and Matthew Duthie, SVP at Newmark



Property Management and Chair of the Building Owners and Managers Association of New York. Mike Marza of ABC Channel 7 Eyewitness News was the Master of Ceremonies again this year. Thanks to generous sponsors and enthusiastic participants, the Museum raised over \$65,000 to support its mission.

### Person Place Thing

On February 1, 2023, the Museum hosted a special taping of the radio show Person Place Thing. The host,

Randy Cohen, was joined by special guest Gary Urbanowicz. Gary is a former Executive Director of the Museum, FDNY historian, author, and host of the Museum's popular "Throwback FDNY" podcast.

### Strike Up the Band Exhibit Opening and Film Screening

On June 1, 2023, to celebrate the opening of Strike Up the Band: A Tribute to the Bands of the Bravest, the Museum hosted a special public event. Attendees were treated to a special exhibition viewing, followed by a screening of "Through Triumph and Tragedy," a documentary that commemorates the incredible history of the FDNY Emerald Society Pipes and Drums.

### Annual September 11<sup>th</sup> Wreath-Laying Ceremony

In remembrance of the 21<sup>st</sup> Anniversary of September 11, 2001, the Museum hosted the annual Wreath-Laying ceremony on September 11, 2022, which took place in the Museum's permanent Memorial Room to the 343 members of the FDNY who made the Supreme Sacrifice on that day. The Museum was joined by FDNY Commissioner Laura Kavanagh, NYS Attorney General Letitia James, Manhattan Borough President Mark Levine, FDNY color guard, and chaplain.

## FY2023 FIRE SAFETY EDUCATION PROGRAM



In partnership with the FDNY, the Museum provides an exceptional fire safety education tour that teaches children how to prevent fires at home and how to safeguard themselves and others in the event of a fire. The tour is made up of two parts: classroom instruction and a simulated fire event in a model home environment. Over 2,000 students, teachers, and chaperones participated in the program in FY2023, marking a 268 percent increase from the prior year.

## FY2023 MARKETING & COMMUNICATIONS

Connect with the Museum on social media by following Facebook, Instagram, and Twitter feeds at @nycfiremuseum. Followers can enjoy "Flashback Friday" Facebook posts, which showcase a unique piece of FDNY history represented by artifacts from the Museum collection, some of which are not on regular display. For a deeper dive into the history of the FDNY, tune in to the Museum's monthly podcast, "Throwback FDNY" available on multiple platforms, including Spotify, Google Play, and Apple.

Museum members, supporters, and others can stay in the loop with the latest Museum news by subscribing to the monthly digital newsletter, *The Housewatch*, launched in early 2022. The number of subscribers to Museum e-blasts has nearly doubled since 2022 to over 4,000 contacts in 2023. The Museum also hosts a comprehensive and informative website, nycfiremuseum.org, which received 12,117 unique site visits, averaging over 1,000 unique visitors per month during the fiscal year.

**FIND, FOLLOW & LIKE  
US ON SOCIAL MEDIA:**

**@nycfiremuseum**



24,032



6,550



6,837

## FY2023 MEMBERSHIP PROGRAM

Membership at the Museum has grown to 129 members, reflecting a nominal increase from the prior fiscal year. To boost membership and to enhance the value for members, the Museum launched a brand-new Membership Program, effective July 1, 2023. The new program now includes added benefits for members as well as reciprocal membership to Empire State Museums and institutions in the North American Reciprocal Museum Association.



## FY2023 MUSEUM EVENT SPACE & JUNIOR FIREFIGHTER BIRTHDAY PARTIES

The Museum's third floor event space offers a stunning venue for parties of all kinds. In FY2023, the space was rented by party organizers for a myriad of events, including weddings, retirement parties, proms, corporate functions, and more. Third floor event rental revenue increased 41 percent from the prior year, and the number of attendees visiting the Museum for private events increased 473 percent from the prior year. In 2022, the Museum partnered with **Bazinga Parties** to plan and produce its highly popular Junior Firefighter birthday parties. Packages of varying sizes and prices are available, and kids and caregivers alike are sure to have the best experience ever in the Museum's unique setting.

## FY2023 DONATIONS & GRANTS

In late 2022, the Museum launched an Annual Appeal, which raised over \$13,000 to support its mission.

The Museum receives financial support through various grants and unrestricted donations, in addition to the direct sponsorships and support for the Annual Golf Outing and other fundraising events. Larger individual and corporate donations and grants in FY2023 were generously provided by the following individuals and entities:

- Carnegie Corporation of NY
- Joan Coleman
- Jeanne D'Onofrio
- Museum Association of New York
- Dorothy W. Marks
- New York Community Trust
- New York Community Trust
- New York State Council on the Arts
- William B. Norden
- Patrick D. Stahl
- Seyfarth Shaw LLP
- The Walt Disney Company

## STAFF & BOARD MEMBERS - as of June 30, 2023

### MUSEUM STAFF

Jennifer Brown, *Executive Director*  
Sean P. Britton, *Curator and Collections Manager*  
Noemi Bourdier, *Marketing, Membership, and Events Director*  
Cassandra Ramos, *Visitor Engagement, Retail, and Events Associate*  
Eugene McCarthy, *Facility Manager*

### BOARD OF TRUSTEES

Ted Grant, Jr., *Chair*  
Patrick D. Stahl, *Vice Chair*  
Paul Magda, *Treasurer*  
Jeanne D'Onofrio, *Secretary*  
Raymond Bermudez  
Dominick R. DeRubbio  
Judith Jamison  
Col.(R) Patrick J. Mahaney, Jr.

Dorothy W. Marks  
William B. Norden  
James Vreeland  
Laura Kavanagh,  
Commissioner, FDNY  
*Represented by Lt. Tracy Lewis*  
John J. Hodgens,  
Chief of Department, FDNY



*Executive Director Jennifer Brown and Jill Freedman Family Members during A Night at the FDNY Museum*



*Gary Urbanowicz and Randy Cohen during live tapping of Person Place Thing*



*FDNY Commissioner Laura Kavanagh, Attorney General Leticia James, Manhattan Borough President Mark Levine, Executive Director Jennifer Brown – Annual 9/11 Wreath Laying Ceremony*

A composite image featuring three brown stuffed horses with white manes sitting on a red fire truck. To the right is a promotional graphic for the museum's gift shop with the text 'SHOP NOW' and 'NEW PRODUCTS ADDED'. The graphic includes images of books like 'CHAPLAINS IN THE FIRE SERVICE', 'SISTER BROTHERHOOD!', and 'BLACK FIREFIGHTERS OF FDNY'. The website 'nycfiremuseum.org/shop' is listed at the bottom of the graphic.

The Museum gift shop offers a wide variety of FDNY books and merchandise for all ages. The shop had a 44% increase in sales from the previous year! Plenty of new items have been added to the already extensive collection of products. Shop now at [www.nycfiremuseum.org](http://www.nycfiremuseum.org).

