

2020-2021

ANNUAL REPORT

"The mission of the Harpers Ferry Park Association is to enhance the visitor experience at Harpers Ferry National Historical Park by supporting the park's interpretive and educational programs and providing aid to conservation and preservation projects."

Perseverance in Unprecedented Times

“We plan, God laughs.” —Yiddish proverb

In September 2020, Harpers Ferry Park Association members gathered virtually for the first time in 49 years. The Bookshop had been closed for six months; sales were down over 70 percent. Online sales and two pop-up locations did not make up for lost revenue. The COVID-19 pandemic had impacted HFPA operations, finances, and morale in unprecedented ways.

A light appeared in this dark tunnel on October 2, 2020, when the Bookshop opened to limited capacity. Masks, hand sanitizers, and social distancing did not sway visitors. In one month, sales topped what they had been the entire year. But we weren't out of the woods.

In December, with the rise of COVID-19 cases in Jefferson County, the Bookshop once again closed to visitors. We had just one month to go to reach the 50th Anniversary of our founding. Using those from the past who had faced significant hardships in this small town as inspiration, we were determined to reach this milestone.

Fortunately, PPP and SBA disaster loans, and--most importantly--the support of our members carried us through the winter months, and normal operations resumed in March 2021. Actually . . . they weren't “normal” operations. Park visitation and sales over the spring and summer topped 2019 in significant numbers. Hope.

Now a new pandemic variant and rise in cases make the future uncertain, but we have a strong staff connected to Harpers Ferry and our mission. With plans to grow our certified guide and membership programs, recharge the living history workshops, and develop more products unique to Harpers Ferry, we are excited for what the next chapter in our history brings. And after being tested time and again over the past 50 years, we know we can weather whatever flood, shutdown or pandemic comes our way.

Thank you for taking this journey with us.

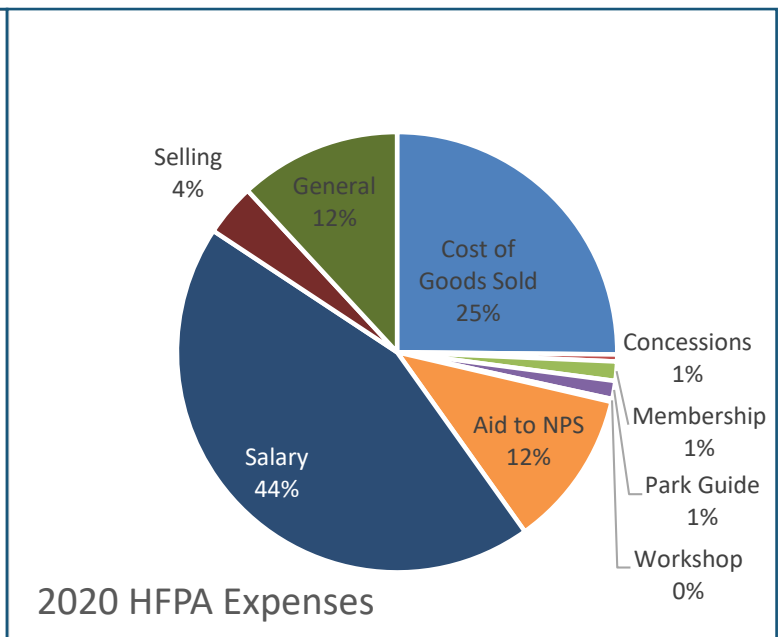
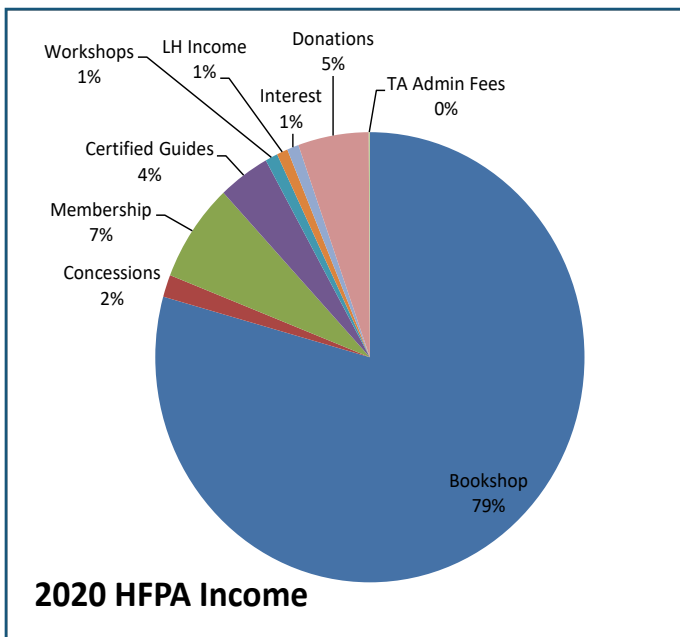
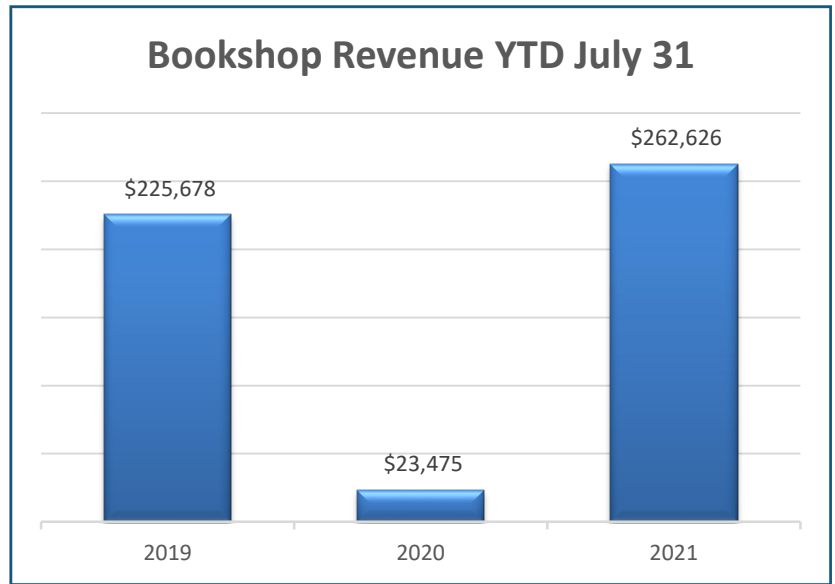


FINANCIAL OVERVIEW

2019 Income = \$484,028
 2019 Expenses = \$490,891
 Difference = -\$6,863

2020 Income = \$144,888
 2020 Expenses = \$251,609
 Difference = -\$106,721

2021 YTD Income = \$361,605
 2021 YTD Expenses = \$326,512
 Difference = \$35,093

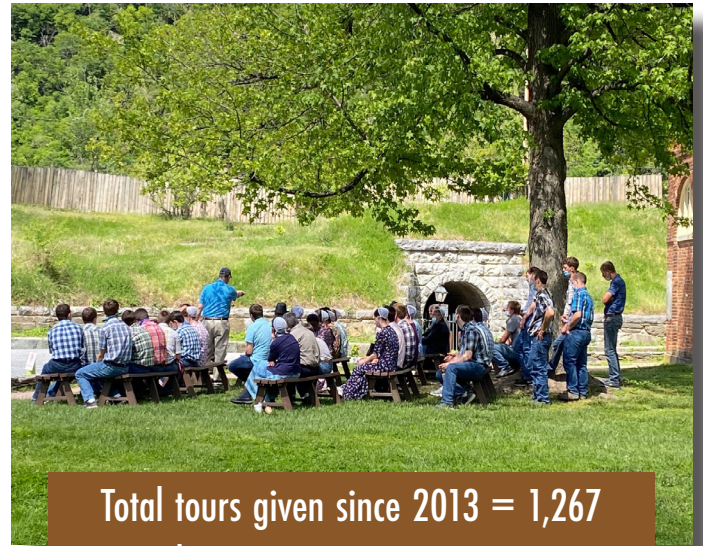


YTD August 31, 2021 Net Assets = \$730,467.56

Includes:
 \$66,694 in restricted funds
 \$257,375 cash
 \$85,556 CD
 \$307,272 inventory



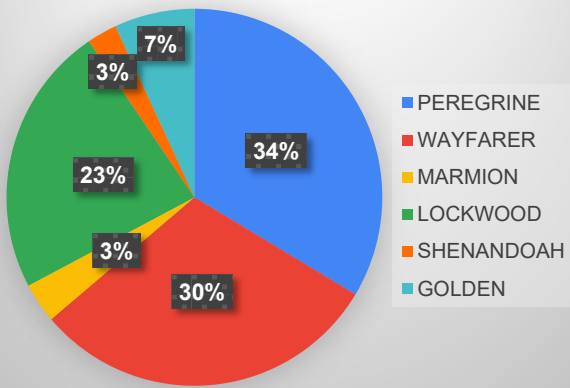
"This was an excellent experience. Among the best tours that we have ever experienced." 7/24/21



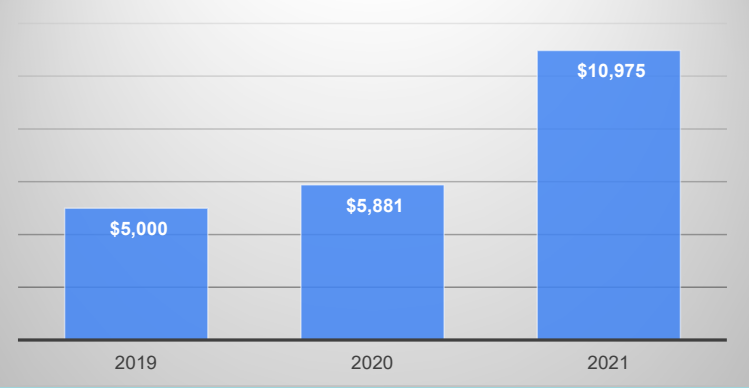
Total tours given since 2013 = 1,267
Total visitor experiences = 12,599

Members = 259
Renewals* = 72%
 *average nonprofit = 45%

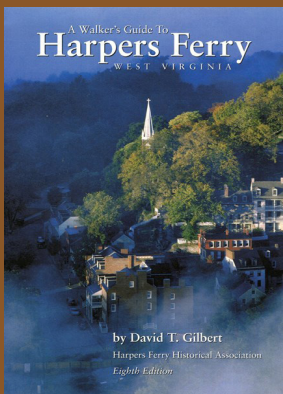
Member Levels



Membership July YTD Revenue

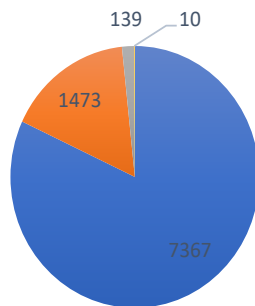


BEST-SELLING PUBLICATION



First Published 1993
2021 YTD Sales = 515
Lifetime Sales = 50K +

Social Media Followers



Facebook Instagram Twitter TikTok

f 10,670 People Reached
270 Reactions
Top Post 503 Engagements

