

History Center

215 39TH St

Avalon, NJ 08202

| | # Visitors On-site | # Reached Digitally | # Objects Catalogued | # Objects Digitized |
|-----------|--------------------|---------------------|----------------------|---------------------|
| June 2015 | 204 | 23,165 | 17 | 174 |
| July 2015 | 285 | 21,120 | 6 | 3 (117 total pages) |

Administration

- New server installed.
- Security cameras installed.
- Photography equipment delivered and training received.
- Peak work at front of building began.

Marketing & PR

- Advertised in Seven Mile Times. SMT also included editorial content regarding the new life boat.
- Met with David Benson of Middle Township Gazette regarding the lifeboat. His article published July 16.
- Advertised all events with “boosted” Facebook posts, and one general marketing post.
- Distributed brochures to realtors for inclusion in welcome bags.
- Distributed flyers for events throughout town.
- Constant Contact e-mail blasts for July events, August events, and new Fire Dep’t exhibit.
- Arranged for CBS3 live shot on July 23 to promote Clamshell Pitch; developed Press Kit for producers, including Library information. Clamshell pitch was also covered with a full-page spread in all Gazettes.
- Produced brochure to promote “Hometown Heroes” program.

Programs & Outreach

- Held Teatime on July 21. Four people attended.
- Held Open Mic Night on July 22. About 20 people attended and 4 performed.
- Held Clamshell Pitch on July 25. Thirty people competed, with a crowd observing.
- Held birding program on July 27. About 40 people attended.
- Spoke about early Avalon history on August 3rd as part of New Avalon Assembly Chautauqua Program.
- Explored History Center’s participation in Avalon Bike Map, part of Sustainable Jersey program.
- Presented a display at annual AHOLA meeting August 8.

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- Held Paper Peddler Trivia Night on August 11. About 40 people attended.
- Plan to hold Mayors' Cup and Open Bocce Tournament in partnership with Avalon Recreation Department on October 3.

Ongoing Major Initiatives

- Preservation: photographed 408 22nd St.
- Oral history: learned to use basic software to edit audio clips.

Exhibits

- Exhibit of Fire Department items completed and installed.

Collections

- Returned items on loan from Chris Gans (fire helmets accepted by Joe Angemi).
- Conducted research on life boat at Borough Clerk's office.
- Flat file delivered and set in place.
- Completed several patron research requests, including: earlier names of Seven Mile Beach, historic locations of tennis courts, ownership history of Avalon Hotel.
- Used microfilm at Cape May County library to research dedication of Community Hall.
- Determined mast originated from the *Gleam* and does not have substantial connection to Avalon. Collections Committee recommends donation to another museum / cultural institution.
- Collections Committee recommends approval for acquisition of the following:
 - 1970s start flag from the South Jersey life guard races, offered for donation by the Beach Patrol.
 - Photographs and architect's drawing from the AFPL Grand Opening.
 - Photocopy of 1927 article describing a Hun Cole plane crash, offered for donation by Bruce Tell.
 - Coskey "Pier Memories" booklet and limited edition Pier model, offered for donation by Charles and Genny Neely.
 - Three early 20th c. lantern slides, offered for purchase by Bruce Garland. Collections Committee agrees to offer \$50.