

FRIENDS OF
HOLLYWOOD
CEMETERY



2017 ANNUAL REPORT



Friends of Hollywood Cemetery, a 501(c)3 organization, was founded in 2007 to provide for the restoration and conservation of monuments, sculptures and ironwork within the cemetery.

Photo by Scott Adams

March 2018



Dear Friends of Hollywood:

Thank you for making 2017 such a fantastic year!

Because of you, Friends of Hollywood Cemetery is now focused on Phase III of our comprehensive capital restoration of the Cemetery. Since 2008, you have helped us raise more than \$3.18 million, which has gone directly to:

- Restoring and cleaning 3,916 monuments
- Restoring and repairing over 256 fences
- Completing the restoration of all 44 sections of the Cemetery

Let me re-cap the highlights of what your investment in Hollywood has made possible during the last year:

- We recently completed the match of the \$150,000 challenge grant from The Mary Morton Parsons Foundation for the **Tree Digitization** project. We have purchased customized tree management software to inventory and track tree maintenance for over 2,000 trees in Hollywood. In order for us to be the best stewards of these beautiful assets, each of these trees will be identified with a barcode that allows us to track maintenance, age, projected lifespan and other useful information. Visitors to the Cemetery will have access to information about the trees as well.
- The second James River Overlook has been completed next to Palmer Chapel. We are so grateful for the gift from the Lettie Pate Evans Foundation, which made this possible. Come by, sit, relax and enjoy some contemplative time taking in one of the best views of the James River in our beautiful city.
- We completed the funding to digitize the first 100 years of Hollywood's history, which is a collaborative project with the Virginia Museum of History & Culture (formerly the Virginia Historical Society). We know that Hollywood's artifacts are popular among researchers, and the digitization process will bring this information online to a much wider audience.

We are maintaining our momentum in 2018! We have plans to start James River Overlook Three by Davis Circle, begin restoring many of the Tiffany glass and other stained glass windows in mausoleums throughout Hollywood, and continue the work we are doing at Long Bottom and in The Glade near the entrance of the Cemetery.

None of these accomplishments would be attainable without your support. I am ever grateful for your interest in one of Richmond's crown jewels. Please come and visit soon and see all that you have made possible here.

Sincerely,

Edward M. Farley, IV
Chairman, Board of Directors

2008-2017 Highlights & Accomplishments

OVER \$3.18 million

was raised from Individuals, Foundations, Corporations, and Organizations.

**Restored over
3,916
Monuments**

**and over
259
Fences**



Fully restored Palmer Fence made possible by the Anne Carter and Walter Robins, Jr. Foundation. Pictured above and on the cover.

2017 Accomplishments

- Met the Mary Morton Parson's Challenge Grant of \$150,000 to digitize all of Hollywood's Trees
- Completed the James River Overlook II
- Landscaped the two James River Overlooks next to Palmer Mausoleum
- Raised funding to Digitize the first 100 years of history stored at the Virginia Museum of History & Culture
- Hosted the 2017 Heritage Rose Foundation Conference
- Co-sponsored the Banner Lecture Series with The Virginia Historical Society featuring Dr. Lynn Bayliss's new book, *The Dooley's of Richmond: Two Generations of an Irish Immigrant Family*

**Completed the
James River Overlook II**

**James River Overlook I and II
were landscaped next to Palmer
Mausoleum**

Volunteers & Visitors



25 rose volunteers tended to Hollywood's historic roses. Mr. Donald Toney will return to Hollywood to help take care of the historic roses.



Over 300 people attended the Annual Picnic and were entertained by The Oak Lane Band and St. Christopher's School acapella group. Mark your calendar for this year's event on May 6, 2018.



70,485 vehicles visited Hollywood Cemetery. That equals about **169,164** visitors by car alone.

The Valentine Museum conducted **207** Walking Tours with **1,160** visitors.

The Valentine Museum also hosted **617** visitors on private group tours.



ON THE RISE

90,207
TOTAL WEBSITE VISITS IN 2017

Our Reach

Total visits to Hollywood's website

- **40.48%** Desktop visits, **50.86%** Mobile visits, **8.66%** Tablet visits
- **78.3%** were new visitors and **21.7%** were returning visitors



10,012
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12
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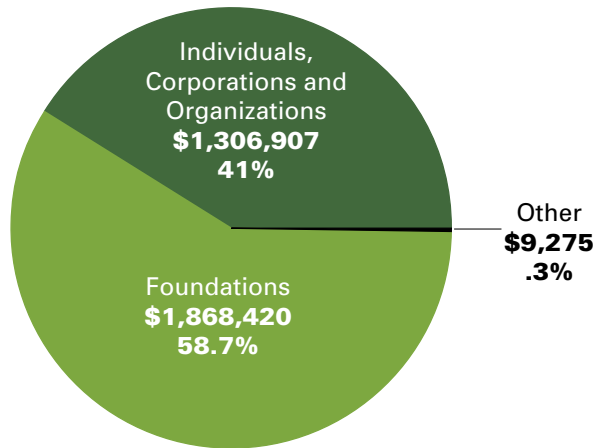


MORRIS

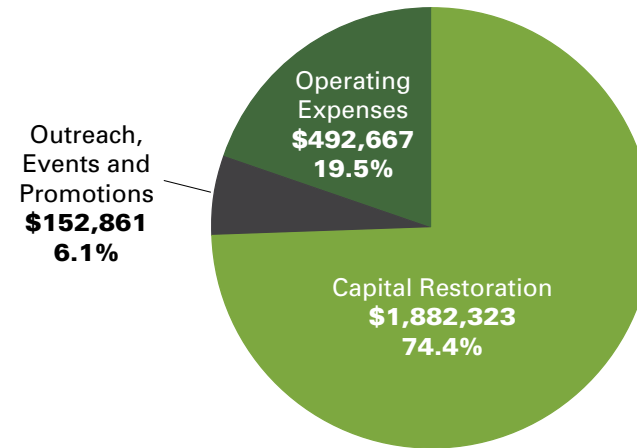
BALDWIN

2008-2017

REVENUE: \$3,184,602

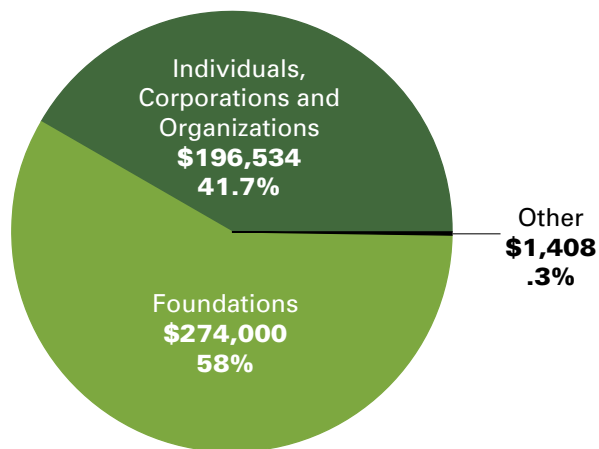


EXPENSES: \$2,527,851

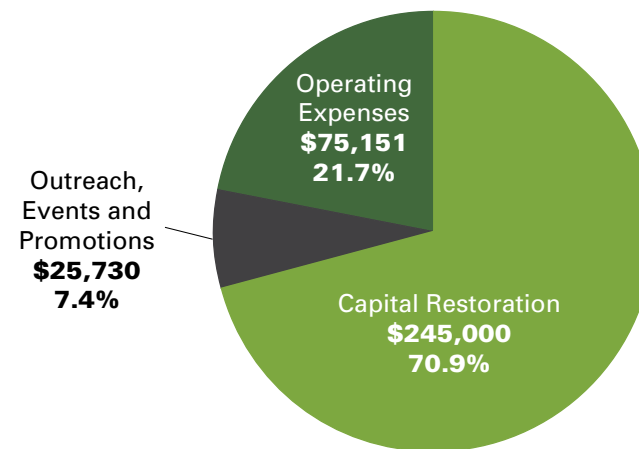


2017

REVENUE: \$471,942



EXPENSES: \$345,881



Annual revenue figures may include capital commitments pledged over several years. However, those commitments are recognized in their entirety the year in which they are made. Annual expenses, on the other hand, are generally incurred when cash is available. Accordingly, annual revenues may or may not exceed annual expenses in any given year.

We invite you to join The 1847 Society and continue the ongoing restoration and preservation of Hollywood Cemetery.

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