



Seashore
Trolley
Museum

New England Electric Railway Historical Society

Seashore Trolley Museum

National Streetcar Museum at Lowell

Help Us Stay Ahead of COVID-19 Losses: Please Support our 2020 Annual Fund Campaign!

April 13, 2020

Since our founding in 1939, the membership of this museum has consistently demonstrated that, through collaboration and teamwork, great challenges can be overcome. With this enduring spirit, the health and safety of our Museum community requires that we change the way we operate over the next few months while we navigate the COVID-19 pandemic.



As we write this message to you, the Governor of Maine has issued a stay-at-home order, requiring all non-essential businesses to close through April 30th. We anticipate that this stay-at-home order may be extended for a longer period, which will impact the beginning of our operating season; Opening Day was scheduled for May 2nd but has since been postponed to a date to be determined. We have asked our volunteers to follow the executive orders in Maine and in the states they reside, and all employees have transitioned to working remotely. The Museum is in the process of applying for a small business loan available through the CARES Act to help cover the cost of payroll during this time, with the likelihood that most of this loan would be forgiven.

The Trustees of the Society had planned to announce our new 5-year Strategic Plan this month, with ambitious fundraising plans for new capital projects including a year-round display barn, a rapid transit track and display area (Coney Island), a Parts Warehouse addition, and seven new collection restoration projects. That is now on the back burner as we change our funding priorities to address the budget shortfall from COVID-19.

As our projections for the 2020 Operating Season continue to change, we believe transparency is important and wanted to share our current revenue estimates now. Calculations below include income we hoped to generate from general admission, special events, our fare boxes, and Museum Store sales this season at Seashore and at our satellite museum in Lowell. While we have shifted some of our larger revenue events that were originally taking place in the first half of the season, the majority of our May and June motorcoach and group tours have already cancelled. As of the date of this letter, we already anticipate a \$43,930 deficit from the operating budget our Trustees approved in 2020 to our current season projections. If the pandemic keeps our members and guests home beyond May, our deficit will continue to grow significantly. For the most up-to-date 2020 event schedule and announcements regarding Opening Day and season postponements, please visit <https://trolleyuseum.org/events/>.



Museum Guest Revenue

	2019 Actual Revenue	2020 Projected Pre-COVID	2020 Projected 4/8/20
April	\$3,437.62	\$800.00	\$250.00
May	\$15,494.53	\$18,850.00	\$5,000.00
June	\$45,417.39	\$86,600.00	\$31,000.00
July	\$80,487.46	\$61,300.00	\$58,000.00
August	\$66,989.50	\$71,500.00	\$68,100.00
September	\$59,336.01	\$61,180.00	\$81,000.00
October	\$40,292.17	\$46,250.00	\$59,000.00
November	\$2,740.28	\$4,900.00	\$5,100.00
December	\$27,973.77	\$30,100.00	\$30,100.00
Total	\$342,168.73	\$381,480.00	\$337,550.00

Our 2020 Annual Fund Campaign Goal was \$85,000.

Please help us raise an additional \$43,930.

Please invest in our 2020 Annual Fund Campaign and help us continue to operate during these times of uncertainty. No donation is too big or too small, and all donations are tax deductible due to our nonprofit status.

Similar to 2019, several mission-critical projects have been prioritized in our operating budget that we have designated as specific Annual Campaign Fund projects. We have done this to demonstrate how important to our continued success it is to donate to our Annual Fund Campaign in addition to funding that will help us make up deficits in our guest railway operations.

Maintaining and Operating our Trolley Fleet: Your financial support will help us maintain our 2020 Operating Fleet and keep the electricity flowing to our railroad. **\$60,000** is budgeted in 2020 to ensure the trolleys are operating on our main line for guests every day we are open this year.

Visitors Center Improvements: We have been putting off repairs to the Visitors Center for years that cannot wait much longer. Repairs are needed to the exterior siding, walkway from the parking lot to the building, inside the Trolley Fare, Exhibit Room, and a fresh coat of exterior paint is sorely needed. Projected costs with volunteers completing the work: **\$10,000**.

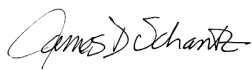
Safety Enhancements for Members, Guests and our Collection: Improvements to our displays, including Northampton Station, as well as to our display barns, exhibits and grounds must continue to take place to further improve the safety and security of our collection: **\$15,000** is needed.

COVID-19 Deficits: Due to projected guest revenue losses, we anticipate a budget deficit of at least **\$43,930** this year. Guest revenue covers 61% of our general operating expenses, helping us cover personnel costs and all of our utilities; this income literally keeps the lights on.

Your investment will help us through these unpredictable times and take the pressure off of our finances while we navigate the 2020 season and the challenges ahead. Thank you in advance for your generosity and support for our 2020 Annual Campaign Fund and Initiatives.



Katie Orlando
Executive Director



James D. Schantz
President & CEO

Show Your Support For This Mission-Critical Work And Donate At:
<https://trolley museum.org/support/donate/>



Cast Your Vote!

The Visitors Center is in need of repairs and a fresh coat of paint this season.

Help us choose which paint colors to use! For every \$20 you donate to the Museum by June 15th, you can cast one vote for one of the four choices below. Simply write the letter of your choice in one of the fillable sections on our online donation page.

Option A: Atlantic Shore Line colors—A softer green with white trim, and dark brown would be used for the supports under the roof around the building (just like the photo below, provided by Matt Cosgro and [Nashua City Station Railroad History](#)).

Option B: Boston and Maine Railroad (B&M) colors—A "buff"/tan color with maroon trim (third photo, provided by Russ Munroe and published in [Boston and Maine in Color](#) by Plant and Plant).

Option C: A subtle cranberry red with white trim/dark brown supports. There isn't a known historical connection with this color scheme, but we think the building would look most welcoming in these colors.

Option D: Boston Elevated theme—Painting and upgrading the embellishments to mirror Tower C and Northampton. While this would be a significant undertaking and would require a larger fundraising campaign, we wanted to track support for this option for longer-term planning.

