

A detailed oil painting of Mark Twain, showing him from the chest up. He has voluminous, wavy, light-colored hair and a prominent, well-groomed mustache. He is wearing a dark suit jacket over a white shirt and a dark tie. The background is a deep, textured red. The text 'Annual Report 2021' is in the top right, and 'The Mark Twain Boyhood Home & Museum' is in the bottom left, both in a gold-colored serif font.

Annual
Report
2021

The Mark Twain
Boyhood Home
& Museum

President's Report

Wow! 2021 turned out to be a great rebound after the crazy year we all witnessed in 2020. The Mark Twain Home weathered the storm and had a very good year seeing guests from all 50 states and 26 countries. We were also able to continue to present our ever-popular Music Under the Stars series.

None of the above could have been accomplished without the leadership of our Executive Director, James Lundgren, the museum staff, and our volunteers who work tirelessly to keep the museum open to tourists and guests of Hannibal.

As President of the Mark Twain Home Foundation, I would be remiss if I didn't also thank our current Board of Directors for their thoughtful insights and leadership during these historic times. Each members' commitment to the organization has been greatly appreciated.

The Mark Twain Home Foundations is also thankful for the endowment that has been available to the organization. These funds have enabled the museum to navigate the turbulent times without having to cut back on staff or hours of operations. One of the Board's main goals is to continue to grow these funds. If anyone is interested in making a gift to the Mark Twain Home or making the organization part of your estate plan, please reach out to James at 573-221-9010.

As the Mark Twain Home Foundation looks to the future, we are happy to continue to promote awareness and appreciation of the life and works of Mark Twain and to demonstrate the relevance of his stories and ideas to the world!

Steve Viorel
MTHF President



CEO/Executive Director's Report

Thank you, to all of you our members, donors, and friends. As Steve wrote, we did rebound last year and while attendance numbers remained below normal, we exceeded our conservative budget numbers and finished the year strong.

I wish to personally thank everyone who volunteered in 2021. Whether you helped out only once for a special event, served on the Board, took a regular shift at the admissions desk, or worked in the gardens, you are all part of our success. You give us a very valuable gift. The gift of your time. We have many projects, so anyone who would like to join us as a volunteer please contact Melissa Cummins.

The Boyhood Home and Museum has a dedicated staff. Many wear multiple hats as there is much to do throughout the year. Some of them are better known than others.

Henry Sweets has stayed on as a part time curator. Having his wealth of knowledge has helped me greatly. He remains the editor of the Fence Painter, and has been working on processing incoming collections, and organizing the annual teacher's workshop.

Melissa Cummins oversees marketing, community relations, admissions, volunteers and the Tom and Becky and Music Under the Stars programs. Chuck Rickey is in charge of the facilities. He has done much of the restoration work on the buildings as well as normal maintenance of the buildings and grounds.

Meagan Garey began as a store clerk and is now the Gift Store and Office Manager. She has been adding new items to the stores. Brent Bland was hired in 2021 as the new Finance Manager. He oversees all financial aspects of the organization.

We also have a dozen part time people that work as customer service associates and custodians. Your museum is in excellent shape thanks to the efforts of the staff and volunteers.

Regards,

James C. Lundgren
MTHF CEO/Executive Director

Year in Review

Teacher's Workshop

In July the museum hosted its 15th Mark Twain Teacher Workshop. Eleven teachers from Missouri, Illinois, California, Texas, Kansas and Tennessee attended. They spent five days immersed in Mark Twain's writings and Twain-related sites.

Museum Curator Henry Sweets was assisted by Dr. Julie Albee of Hannibal-LaGrange University and Dr. Larry Howe of Roosevelt University in leading the sessions. Teachers prepared a lesson plan for their classes. These lesson plans will be available on the Museum web site for teachers anywhere to use.

In addition to classroom work, field trips included visiting the cemeteries with Clemens' family connections, walking through downtown Hannibal and the riverfront, riding the Mark Twain Riverboat, touring Mark Twain Cave, visiting Jim's Journey Museum, and a trip to Florida, Missouri, and the Mark Twain Birthplace.

The workshop was partially funded by a grant from the Missouri Humanities Council. Through 2021 some 504 teachers have attended the Mark Twain Teacher Workshops.

Building and Grounds

Having wrapped up the major multi year project of the Pilaster House, the projects of 2021 seem small by comparison. The Boyhood Home and Becky Thatcher House had some of the siding replaced and a fresh coat of paint. The Interpretive Center parking lot was resealed, and the roof repaired.

Stores

Early in 2021, the Museum made the switch to a full point of sale system at the admission desks and gift stores. This system has streamlined the sales process. It also made the year end inventory go much faster. New merchandise has been available and has been well received by the public.

Training is everything. The peach was once a bitter almond; cauliflower is nothing but cabbage with a college education.

The Tragedy of Pudd'nhead Wilson
and the Comedy of the Extraordinary Twins

Music Under the Stars

Music Under the Stars continued to be one of the Museum's popular events in 2021. The program held 11 concerts bringing in an average attendance of 650 people with several concerts topping over 900.

The museum is grateful for the continued support from sponsors, donors and our partnership with the Hannibal Parks Department who provided the use of the Admrial Coontz Recreation Center for several of our concerts due to rain. Opportunities to become a sponsor are available.



2021 Tom and Becky Ambassadors at Governor's Ball Kasey DeStefane, Anna Hall, Greta Welch (Official), Julia Lee, Lucy Gossett, Evan Hark, Chase Youngwirth, James Wetton, Bennett Baumgardner and Jaxon Lay (Official)

Tom and Becky Program

July 4th ushered in a new group of Tom & Becky ambassadors. Their year kicked right off with a first pitch by our Official Couple at Busch Stadium. All 10 ambassadors welcomed Missouri's Governor and First Lady to the Museum and represented Hannibal at the Missouri Bicentennial Parade in Jefferson City. Tom and Becky and their families had the opportunity to dress up in their finest as special guests at the Governor's Ball following the parade.

2021 brought a year full of appearances. Tom and Becky welcomed passengers disembarking riverboats, rode in parades, attended the Missouri State Fair, appeared at numerous ribbon cuttings, greeted tourist groups visiting Museum Properties, strolled downtown and appeared at area festivals.

Development Efforts

The Development Committee is now up and meeting monthly. They are working on a major event for 2022. There were three appeal letters sent out throughout the year and we exceeded our goals for the year.

The investments performed exceptionally well in 2021. the value of the Endowment increased by 10.8% to 2,697,724 on December 31. This is after the annual distribution to operations. the Maintenance Endowment Fund also increased by over 10%.

People are encouraged to consider the Boyhood Home and Museum when making your estate planning decisions. Contact the office for more information.

2021 Board of Directors

Howard Burton
 Justin Gibson
 John Hark
 Anne Hizar - Vice-President
 Paula Holliday
 Michael Kettelkamp
 Neil F. Maune, Jr. - Treasurer
 Sherri Steinmann
 Kristy Trevathan - Secretary
 Dr. Philip D. Tweedy
 Steve Viorel - President

2021 Management Team

Brent Bland
 Finance Manager
 Melissa Cummins
 Marketing & Community Relations Manager, Admissions,
 Volunteer Coordinator, Tom & Becky Coordinator
 Meagan Garey
 Office and Gift Store Manager
 James Lundgren
 CEO/Executive Director
 Chuck Rickey
 Building and Grounds Manager
 Henry Sweets III
 Curator

2021 Financial Information

Operational Revenues

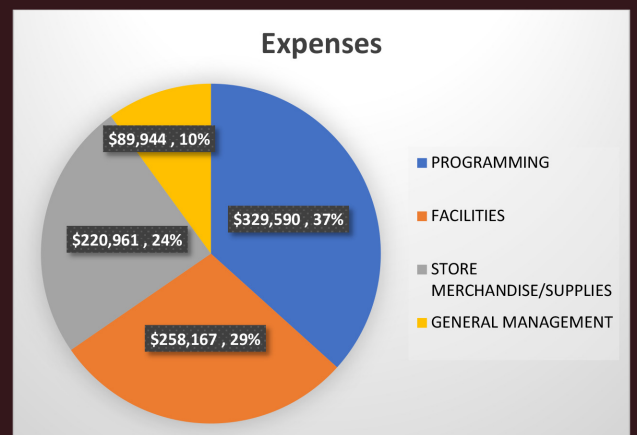
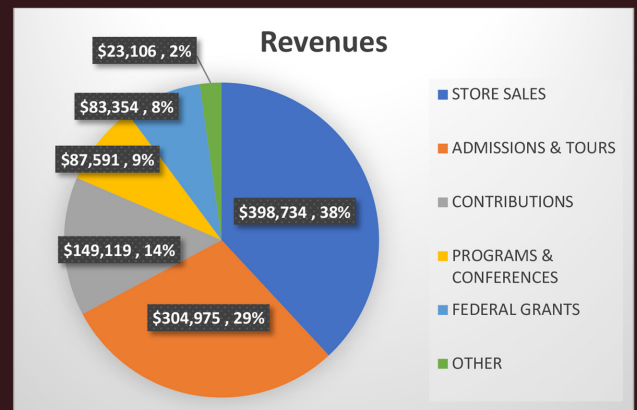
Gift Shops	398,734
Admissions & Tours	304,975
Contributions	149,119
Programs & Conferences	87,591
Federal Grants	83,354
Other	23,106
TOTAL	\$1,046,879

Operational Expenses

Programming	329,590
Facilities	258,167
Store Merchandise/Supplies	220,961
General Management	89,944
TOTAL	\$ 898,662

2021 Statistics

Attendance	37,250
Countries	26
States	50
Associate Members	305
Volunteer Hours	1,170



Awards & Recognitions

The Museum received several recognitions by River Travel Magazine in their 2021 Best of the Great River Road Contest. Readers selected the Museum as the Top 2 Best Attraction and Best Education Center along the mighty Mississippi, as well as, the Top 3 Best Historic Home. Essential RV Magazine included the museum in their *Top 8 Destinations in Missouri* and The Crazy Tourist ranked the Mark Twain Museum as a must see destination in *15 Best Small Towns to Visit in Missouri*.

2021 Donors and Sponsors

\$20,000+

Anne Hizar
Dr. Curtis & Debra Burton

\$10,000+

Dr. Phillip & Priscilla Foreman

\$5,000+

General Mills
Missouri Humanities Council
David Thomson Estate
Matthew Uzzle

\$1,000+

Dr. Sandra Ahlum & Dr. Lent
Johnson
Mina Brown
Anne Cary
Colony Brands, Inc.
Terry & Becky Coons
Spike & Theresa Ehrhardt
F & M Bank and Trust Company
Fiddlestiks Food & Spirits Company
Golden Eagle Distributing
Warren Gould
Hannibal Convention & Visitors
Bureau
Hannibal National Bank
Hannibal Regional Healthcare System
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Jean Hughes
Marcia Luck
John Maupin
Robert Parker
Prestige Realty
Dr. David Smith
Linda Verdier
Viorel Financial Investments
Dian Volkmer
Wade Stables P.C.
Branson Wood III

\$500+

Ayers Oil Company
Becky's Old Fashioned Ice Cream
Parlor & Emporium
John Hark
Jane P. Lundgren
Neil & Christina Maune
Pat & Cathy Ober
The Mark Twain Circle of America
Kristy Trevathan
Dr. Philip & Tory Tweedy
Dr. Lynn & Kathryn Walley

To \$500

Abel Oil Company
George & Jeanette Abernathie
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Bob Allen
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Dr. Jeff Brown
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Esley Hamilton
Kent & Mary Hamilton
Betty Hams
Hannibal Business Women of
Missouri
Helen Harder
Drs. Susan & William Harris
Donna Heiser
Vincent Herod
Paula Holliday
Pamela Horter-Moore
Jeannette Huey
Blake Hughes
Jim Humphries
Independent's Service Company
James O'Donnell Funeral Home
Richard Jaroski
Carol Jones
Linda Kearnaghan
Hong Kilmer
Maria Kuhns
Tom & Claudia Lennon
Kori & Jeffery Locke
Helen Long
Jerome & Cathleen Loving
Richard Lowenstein
James Lundgren

2021 Donors and Sponsors

-Continued

Kevin & Donna MacDonnell
Mark Twain Book & Gift Shop
Sally Markland
Nancy McDowell
Sherri McGregor
Randall & Lynette Miller
Jane & Joe Miller
Mississippi River Gallery / Planters
Barn Theater
Native American Trading
Company
Jeff & Lucy Newton
Gerri Nielsen
Northeast Missouri Ambulatory
Surgery Center
Thomas Oakley
Dr. Terry Oggel
Judy Parsons
John & Patty Pascal
Caroline Paulson
Peterson Heating & A/C, Inc.
David & Sally Polc
Jean Ellis Powers
Kathleen Pratt
Mary Frances Quinlin
Megan & Ryan Rapp
Charles & Susan Rendlen III

Jay & Marilyn Rickmeyer
Rep. Louis & Angela Riggs
Mary Katheryn Riney
Timothy G. Rogers
Dr. Donna & Frank Salter
Schmidt & White Barbershop
Schuyler R-1 Schools
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Betty Takahashi
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Bernard Thompson
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Tom Boland Ford
Maryanne Viorel
Shawn Wallen
Mark & Gayle Wasinger
Joseph & Sharon Welch
Women's Club of Hannibal
David Wright
Carolyn Wuest
Joseph & Melissa Young

*You can find in a text
whatever you bring, if you will
stand between it and the
mirror of your imagination.*

- "A Fable"



Image From St. Nicholas Magazine,
August 1916.

*The Mission of the Mark Twain Home Foundation is to
promote awareness and appreciation of the life and works
of Mark Twain and to demonstrate the relevance of his
stories and ideas to citizens of the world.*

The Mark Twain Boyhood Home & Museum
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