

20
24

Annual Report

Mark Twain Boyhood Home &
Museum



Our Mission - 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 citizens of the world.

President's Report

STEVE VIOREL, MARK TWAIN HOME FOUNDATION PRESIDENT

2024 was another exciting year at the Mark Twain Home Foundation! The museum hosted guests from around the world as well as from the riverboats as they docked in Hannibal, which saw nearly 40,000 tourists come through the properties.

The board of directors hired Megan Rapp as its new executive director and is excited to work with Megan to ensure that we continue our mission to promote awareness and appreciation of the life and work of Mark Twain and to demonstrate the relevance of his stories to the citizens of the world. If you have not had a chance to meet Megan, call her at 573-221-9010; she would love to hear from you and discuss all the museum's happenings.

The board, in continuing to focus on delivering on our mission, has also begun working on concept development for creating new exhibits in the museum buildings to enhance the visitor experience. Also, to begin in early 2025, a new curator's tour will enhance guests' visit to our museum campus.

The 3rd annual Spirits and Sarcasm event took place in November. Along with bourbon tastings, a cigar pairing was added to the mix, with the funds raised being used to allow the museum to do the items mentioned above, focused on enhancing our visitors' experience.

As you can see, 2024 was an exciting year. None of this would be possible without the guidance and support of our Board of Directors, museum staff, and volunteers. So, thank you to each of these groups! Stay in touch with the museum on our social media sites!



July 4th, 2024 saw Ainsley Ahrens and Korbin Asbury named the official Tom Sawyer and Becky Thatcher for 2024-2025.

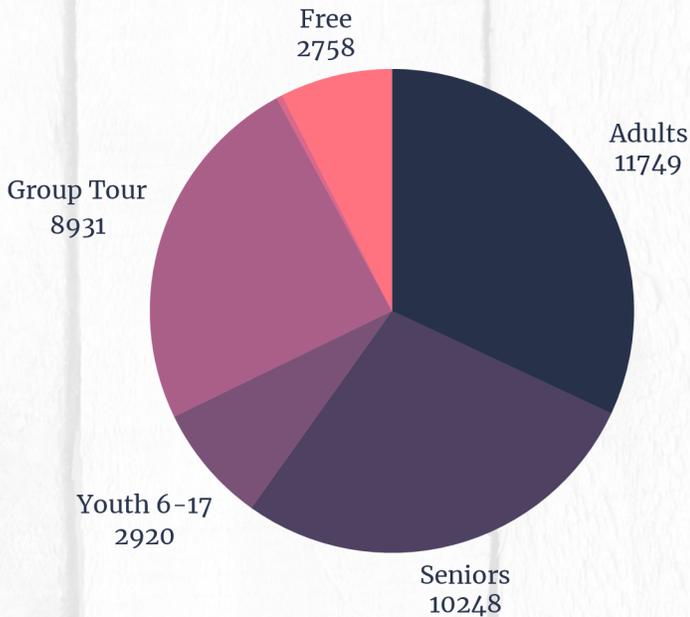
2024 Foundation Board of Directors

Steve Viorel	President
Dr. David Jackson	Vice-President
Anne Hizar	Secretary
Neil Maune	Treasurer

Dr. Sandra Ahlum, Joel Booth, Darrell Edge, Justin Gibson, Paula Holliday, Michael Kettlekamp, John Ravenscraft, Sherri Steinmann, Dr. Phillip Tweedy

Year in Review

Visitor and Revenue Information



VISITOR OVERVIEW

The Museum saw visitors from all 50 states and 54 countries, were reported in our guest book. NOTE: The Group Tour segment includes riverboat passengers, while the Free segment includes children 5 and under, Hannibal residents, museum members, and active military.

OPERATIONAL REVENUE	
MUSEUM STORES	\$350,406.00
ADMISSION & TOURS	\$334,287.00
PROGRAMS	\$37,935.00
CONTRIBUTIONS	\$144,483.00
GRANTS	\$10,320.00
OTHER	\$192,729.00
TOTAL REVENUE	\$1,070,160.00
OPERATIONAL EXPENSES	
PROGRAMS	\$73,776.00
MUSEUM STORES	\$195,884.00
BUILDINGS & GROUNDS	\$151,651.00
SALARY & MANAGEMENT	\$482,234.00
FOUNDATION EXPENSES	\$65,170.00
OTHER	\$11,655.00
TOTAL EXPENSES	\$980,370.00

901

Hours donated to the museum by our wonderful volunteers!

54

Number of countries that were reported in our guest book in 2024.

50

Number of states represented in our visitors.

Year in Review

OUTREACH AND EVENTS



AN INTERNATIONAL MUSEUM WITH A LOCAL IMPACT

The museum is proud to host popular events, like the Music Under the Stars Community Concerts, and participate in community events, including Historic Living Windows, Main Street Trick-or-Treat, Chocolate Extravaganza, and more. In 2024, we were also honored to host volunteers from many places, including local organizations and businesses, and our city.

Thanks in part to a grant from the Missouri Arts Council, the museum was again able to offer free 20-minute performances by Jim Waddell from mid-May through mid-October, which are especially popular with riverboat guests.

During 2024, the museum expanded its offerings, creating a special opportunity to tour the museum with Mark Twain himself on his birthday; a fun addition to the ever-popular children's birthday bash.

A museum book club also came into being thanks to the help of a literary volunteer willing to lend a hand. The club promises Twain some of the time and good books and conversation all the time. New special exhibit ideas are in the works. 2025 promises even more fun for members and the community alike.



From Museum Google reviews

"...a visit to America's Hometown is not complete without a visit there."

"This is a must-do."

"..the ticket lasts ALL day and the staff is very friendly!"

"...we loved everything about this place!"

"It was very enjoyable with so much I never knew about Mark Twain."



Supporters

Up To \$500

Kim Ahrens
Robert Ahrens
Bruce Anton
John Bailey
Rebecca Bailey
Tom & Sherrie Bell
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William & Rosalyn Boston
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Shanna Campbell
Anne Cary
Chariton Valley Communications
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Marilyn Clark
Thomas Clark II
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Comfort Inn/Holiday Inn Express
Carol Costa
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Kristie Darley
David Davis
Bob & Kate Decker
Gene Dryden
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Edward Jones
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John & Deborah Evans

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Henry & Judith Feldman
Elizabeth Fischer
Fr. Richard Frank
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Mary Gavan
Jeffrey & Teresa Gentry
Dave & Judy Gibbs
Grand Pharmacy
Harry & Geraldine Graves
Douglas Hager
Marilyn Hall
Steve & Joni Halpin
Hannibal Veterinary Clinic
Drs. Susan & William Harris
Jane Haubrich
Hawes Outdoor Designs
Donna Heiser
Vincent Herod
Mississippi Marketplace
Pamela Horter-Moore
Jeannette Huey
Blake Hughes
Marlan Ideus
Dr. Kevin & Jacky Imhof
Innovative Dental
James O'Donnell Funeral
Home
Java Jive
Linda Kearnaghan
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Mike Kettelkamp
J.R. Latta
Gene & Chris Ledbetter
Tom & Claudia Lennon
Dr. Cynthia & Chris Lippincott
Richard Lowenstein
Main Street Wine Stoppe
Nancy McDowell

Randall & Lynette Miller
Richard & Darla Motley
Phillip & Rose Mudd
Native American Trading Company
Nick & Sharon Neely
Jeff & Lucy Newton
Gerri Nielsen
Frank & Sara Anton North
John & Patty Pascal
Pietro Passalacqua
Rod Peters
Jim & Lois Phillips
Dean Poage
David & Sally Polc
Terry & Rev. Gayle Pope
Jean Powers
Kathleen Pratt
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John Ravenscraft
Charles & Susan Rendlen III
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Dr. James & Carol Roller
John & Sidney Rule
Frank & Donna Salter
Terry Sampson
Derek Schmiege
Jack Sennott
Shelter Insurance
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Terry Spillman
Chocolaterie Stam
Dwane Starlin
State Farm Insurance
Beverly Straub

Supporters

Up To \$500 cont.

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 Clark & Lana Todd
 Jerry Trower
 Kathleen Tucker
 Vervocity
 Phyllis Vincent
 Maryanne Viorel
 Sandra Walton
 Joseph & Sharon Welch
 Greta Wetzel
 Branson Wood
 Branson Wood III
 Carolyn Wuest
 David & Elizabeth Youse

\$500 +

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 Best Western
 Chloe Bright
 Robert Clayton II
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 Justin Gibson
 Randy & Paula Hulse
 Prestige Realty Inc.
 Carole Jo Riley
 Kathy Riney
 Sherri Steinmann
 Steppin' Back
 Henry & Nancy Sweets III
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\$1,000+

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 Johnson
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 Jim & Sue Bleigh
 Dr. Michael & Sharon Bukstein
 Dr. Curtis & Debra Burton
 Hannibal Parks & Recreation
 Commerce Bank
 Terry & Becky Coons
 Stacey Copeland
 Electronics Etc.
 F&M Bank
 Fiddlestiks Food & Spirits
 Company
 Friends of the Museum
 Richard & Patricia Garey
 General Mills
 Great Rivers Bank
 Hannibal Convention & Visitors
 Bureau
 Hannibal Realty
 John Head
 Hickory Stick Quilt Shop
 Jean Hughes
 Leatherwood Handmade Cigars
 Dr. Bruce & Theresa Michelson
 Ann Nagy
 David T. Orthwein
 Merrillyn Parham

\$2,500+

Gillstrap Restaurants Ltd.
 HNB Bank
 Dr. David & Lillian Jackson
 The Mark Twain Riverboat
 Karen Mitcham-Stoeckley
 David Otto

\$5,000+

Continental Cement Company
 Missouri Arts Council
 George H. Riedel Foundation

\$10,000+

Anne Hizar
 PK Farms
 Dr. David Smith
 Jeremy Youse

\$25,000+

Priscilla Foreman

THANK YOU SUPPORTERS - WE
 COULDN'T FULFILL OUR
 MISSION WITHOUT YOU!

