

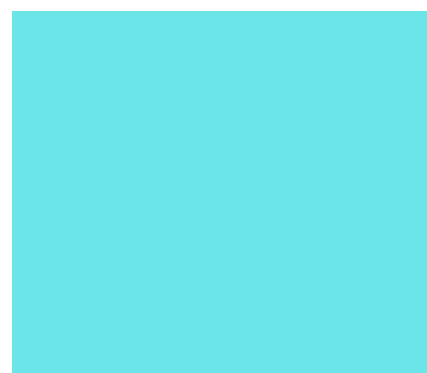
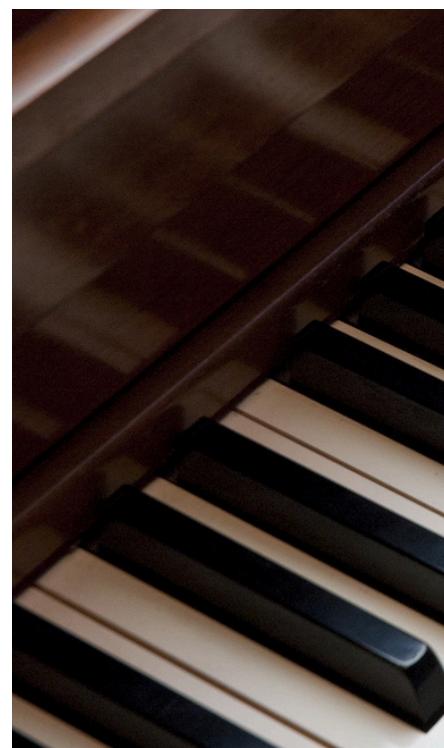
2025

Annual Report



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Board of Directors and Staff

Board of Directors

Thomas Eshelman, 2026	President
James Greenfield, 2024	Finance Chair/VP
Beverly Lehman, 2026	Secretary
Rebecca Cook, 2025	Assistant Secretary
James McCandless, 2026	Treasurer
Melody McFate, 2025	Personnel/Events
Sherry Richardson, 2024	Volunteer Coordinator
Eric Cook, 2026	Events Committee
Nancy Klingensmith 2025	Volunteer Committee
Courtney Cox, 2028	Unassigned

Staff

Cassady Calder	Director
Vince Bastecki	Assistant Director



Mission and Vision Statement

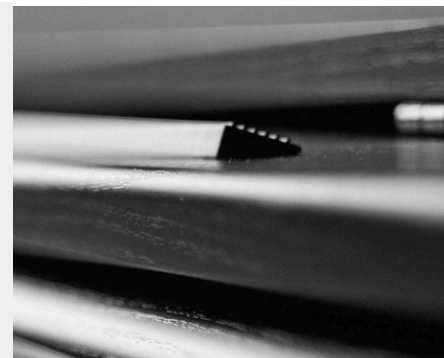
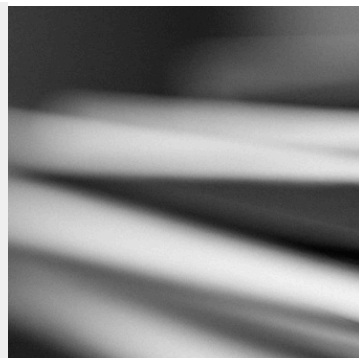
Mission Statement

The Oil Region Music Preservation Museum will provide education and enjoyment for the public by sustaining, preserving, exhibiting, and demonstrating an extensive collection of mechanical music instruments and other music related items, in an environment appropriate to the age of the instruments. The Museum will serve as a ‘see and hear’ experience for all visitors.

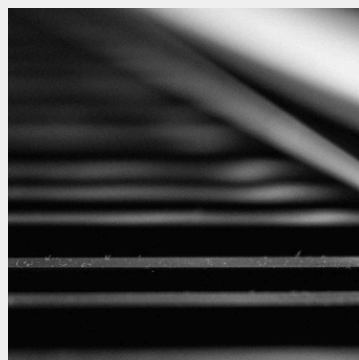
Vision Statement

DeBence Antique Music World will be a financially stable AAM accredited world class mechanical music museum. Our collections will also include various music-related items. All this will be displayed in an appropriate ambience. Our programs to educate and entertain the public will be widely varied and well accepted. School-related tours will be a major thrust of our educational efforts.

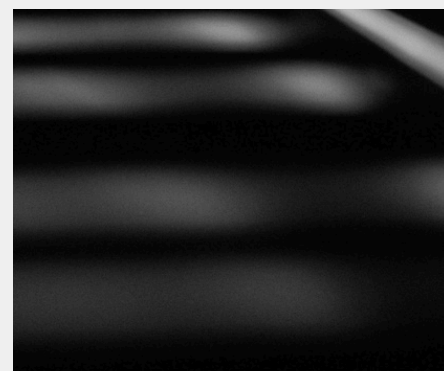
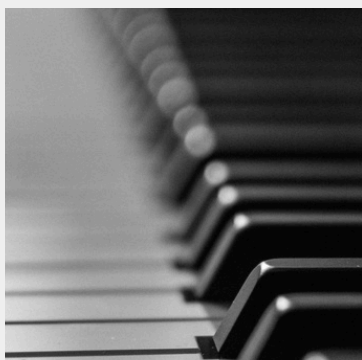
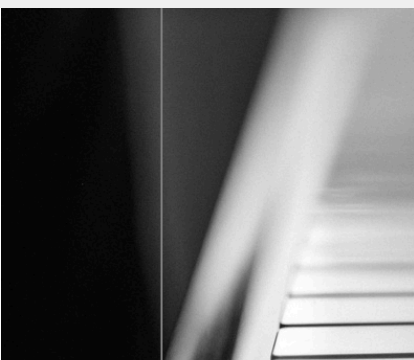
Support music education



Preserve music history



Demonstrate music technology



2025 By the Numbers

21

Active Volunteers

2

Staff

9

Board Members

\$53,011

Grants
Received

\$46,775

Donations

134

Members

2,000+

Volunteer
Hours

4,924

Visitors

34

Events

Grants

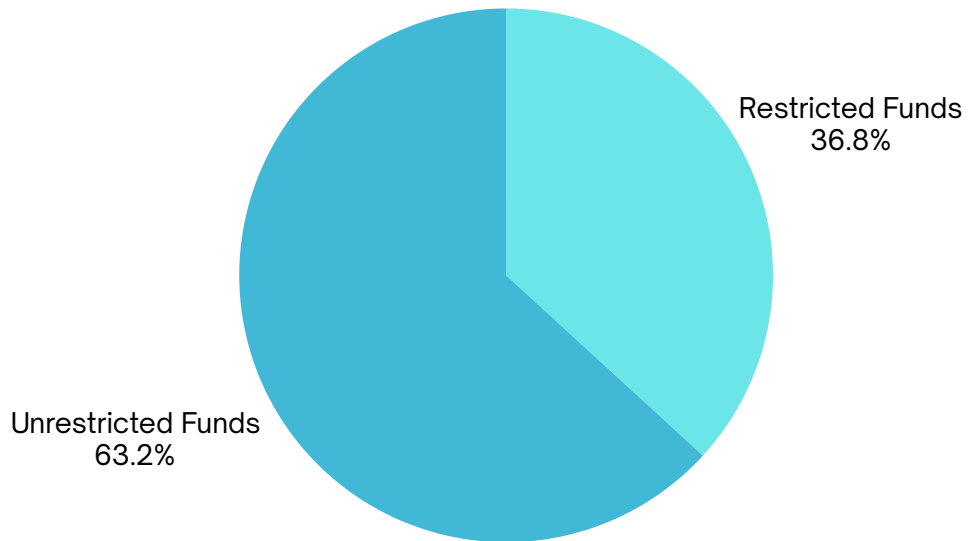
In 2025 again our primary grant funding source was local foundations. These awards were concentrated in the areas operating funds, collections care, marketing, and programming. The average amount received was \$5,890, across 9 acceptances. In 2026 museum staff would like to make grant writing a stronger priority. This is buoyed by the assistance of professional grant writers through the United Way Center for Community Innovation who have been assisting the museum with grant prospecting, applications, and reporting.

40% Acceptance Rate

2026 Grant Writing Goals

- Collections care, repairs and maintenance
- Programming funds
- Building and facility improvements

Restricted vs. Unrestricted Funds



Grant Impacts

218 kids visited the museum for no cost on school trips.

Installed a video security system for the protection of the collection

Hosted a free concert and events series

Purchased and installed dataloggers to measure and track RH/temperature/light changes across the museum and alert staff when levels become dangerous for the collection.

Produced our first programming specifically benefitting local children.

Volunteers

Our volunteers are the backbone of much of what we do at the museum. From making products to sell in the gift shop, to repairing instruments, to manning the front desk and guiding tours, our volunteers are absolutely invaluable. In 2025 our volunteers spent over 2,000+ hours with us!

In 2026 we plan to rework our volunteer recruitment strategy in tandem with our fundraising plan for the museum. With a strong volunteer base, we will not only increase our institutional capacity but also foster advocates for the museum within our community.

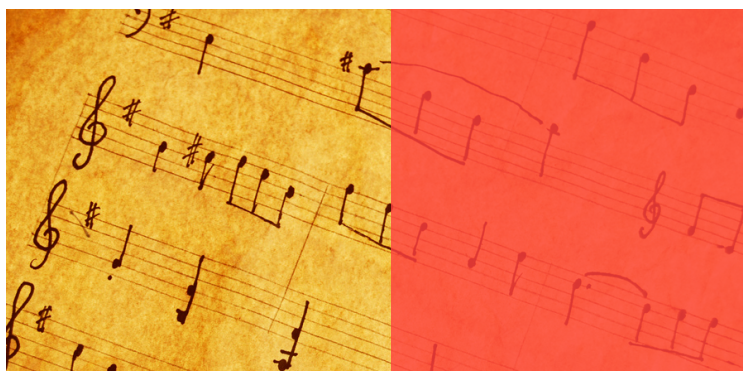
- Katie Aaron**
- Dave Anderson**
- Dave Anderton**
- Sherry Bastecki**
- Diana Beck**
- Cheryl Butler**
- Chad Carner**
- Rebecca Cook**
- Eric Cook**
- Quinn Findlan**
- Dotty Greene**
- Gwen Grinstead**
- William Heller**
- Lydia Hipple**
- Zelma Johnson**
- Morgan King**
- Beverly Lehman**
- Matt Lehman**
- Chase Michaels**
- Gabe Taylor**
- Rocky Grove High School Students**



21 Volunteers Active in 2025



Rocky Grove High School Students during 'Rocky Grove Gives Back' 2025



Donations

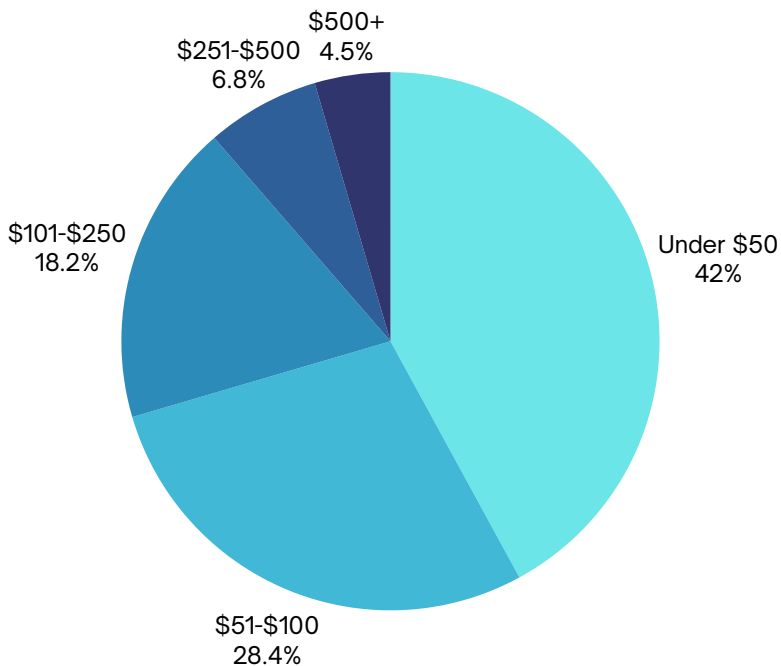
Donations totaled \$46,775 in 2025. \$3,970 of this funding came from anonymous cash donations made within the museum. As the pie chart below indicates 70% of our total donations this year consisted of \$100 or less. Individual donations to the museum provide absolutely invaluable unrestricted operating funds to help the organization function.

\$3,970

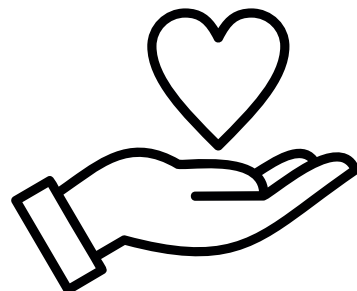
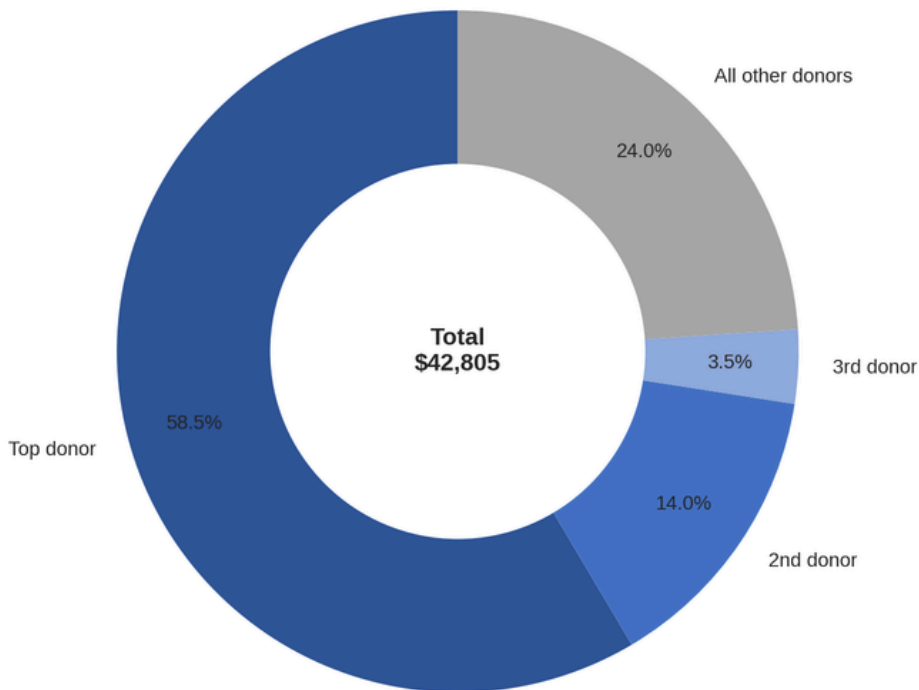
Cash donations within the museum

In-Kind Gift Values Totalled \$1,180

Average Amount Donated in 2025

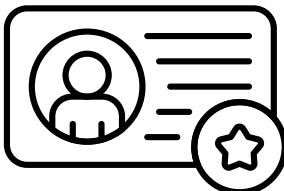
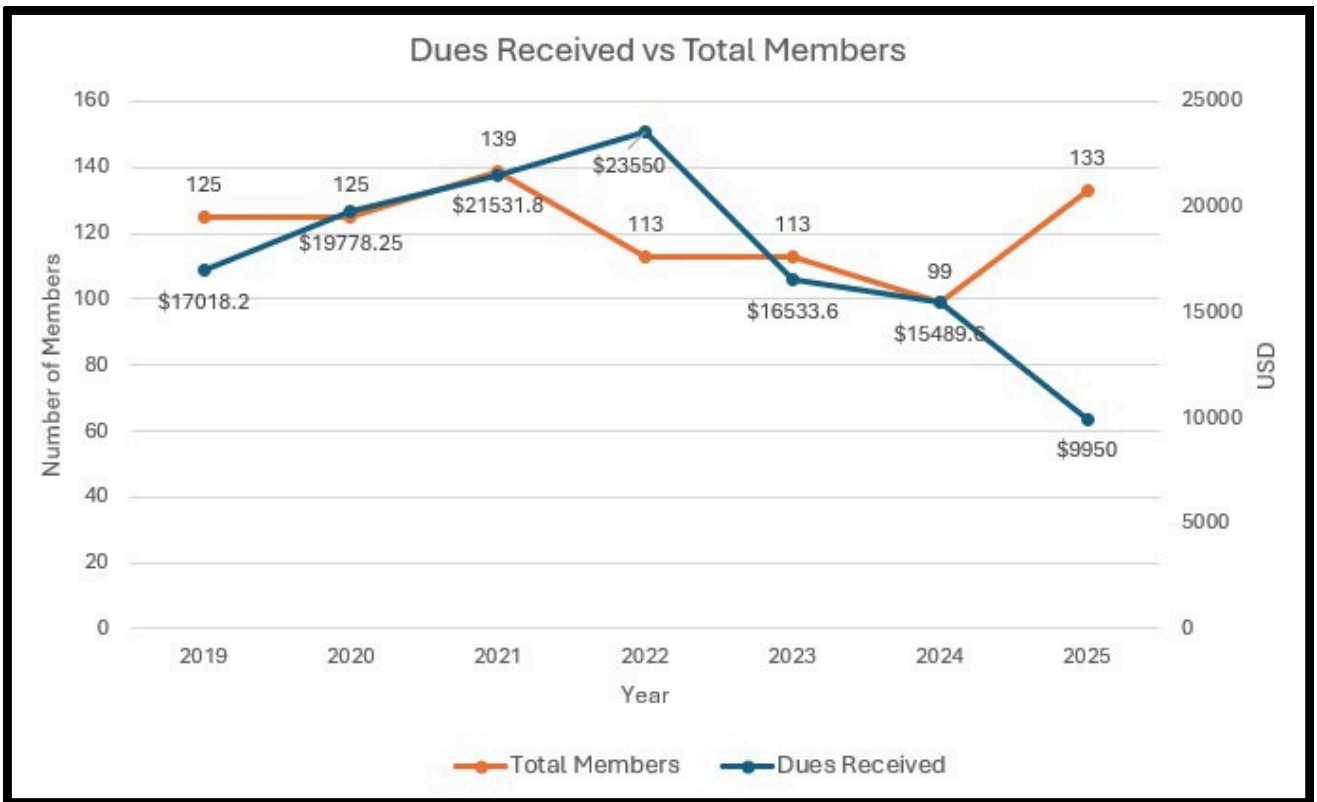


Share of Total Raised by Donor Tier



Members

In 2025 the museum rolled out our new yearly membership renewal program to great success. However, as a result of that transition our membership dues from 2025 are poor in comparison to previous years. It is presumed that the dues will catch up to previous years in 2026 as the last members are moved over to the yearly renewal system. Analyzing our members' data reveals a remarkable loyalty among museum members. The average membership length is 10 years! This points to members having a strong long-term connection with the museum. Higher membership dues tend to correlate to a longer commitment, Calliope and Nickelodeon clubs having the highest at 20 years. This indicates the museum should cultivate upgrades among our Family and Edison club levels rather than focusing strongly on new memberships in our 2027 membership drive.

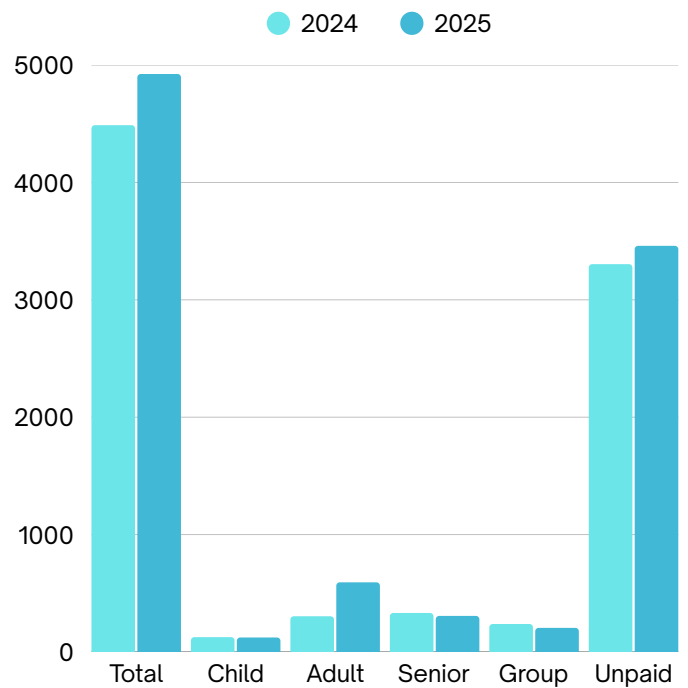


- Student Membership- \$20- 1%**
- Individual Membership- \$35- 13%**
- Family Membership- \$50- 38%**
- Edison Membership- \$100- 35%**
- Music Box Membership- \$250- 8%**
- Nickelodeon Membership- \$500- 1%**
- Calliope Membership- \$1000- 3%**

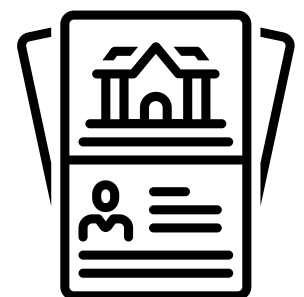
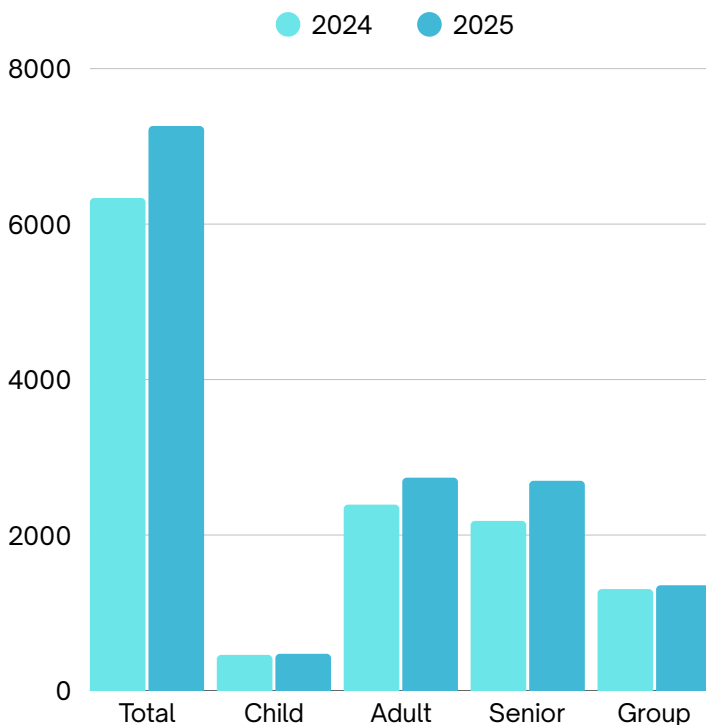
Admissions

In 2025 the museum experienced a 9.7% increase in total admissions in coordination with a 14.6% increase in admission revenue due to our 2025 price increase. This equated to \$926 in additional revenue earned from admissions. Our average revenue per visitor (accounting for admissions, retail sales, and cash donations) was \$3.16 in 2025, down slightly from 2024's \$3.56. It is hoped that in the future the museum is able to improve retail sales to increase our total earned income and revenue per visitor. Our newly instituted library pass program was utilized by 25 visitors, increasing goodwill within the community.

Admissions by Number of Visitors



Admissions by Revenue



Events/Programming

The museum hosted an impressive 34+ events in 2025. With our small staff and resources this was a monumental effort and one that has paid off in improved attendance as well as community relations. Highlights from this years programming included our first membership appreciation day, a well attended event that helped the museum thank our most loyal supporters. In addition the museum hosted many events in collaboration with community partners, something we have not done in sometime! We worked with the Franklin Retail Association, Venango County Historical Society, FLEX, and more to produce events drawing attendees from outside our usual audience and raise awareness of the museum and our cause.

Donor Appreciation Events

Museum Members Day

Old Fashioned Christmas

Small Business Saturday

Light Up Night

2025 Concert Series

Witch Walk

Music History Talks

Applefest

Allegheny River Music & Arts Festival

Franklin Preservation Ballroom Tours

2025 Raffle Series

Family Day at the Museum

UnitedWay Volunteer Recruitment

Fair

Record Store Day

FLEX Game Night

Bus Tour Operators Day

Silent Movie Night

Bill Black VCHS Archaeology Talk

Franklin on Ice

Holiday Tree Displays

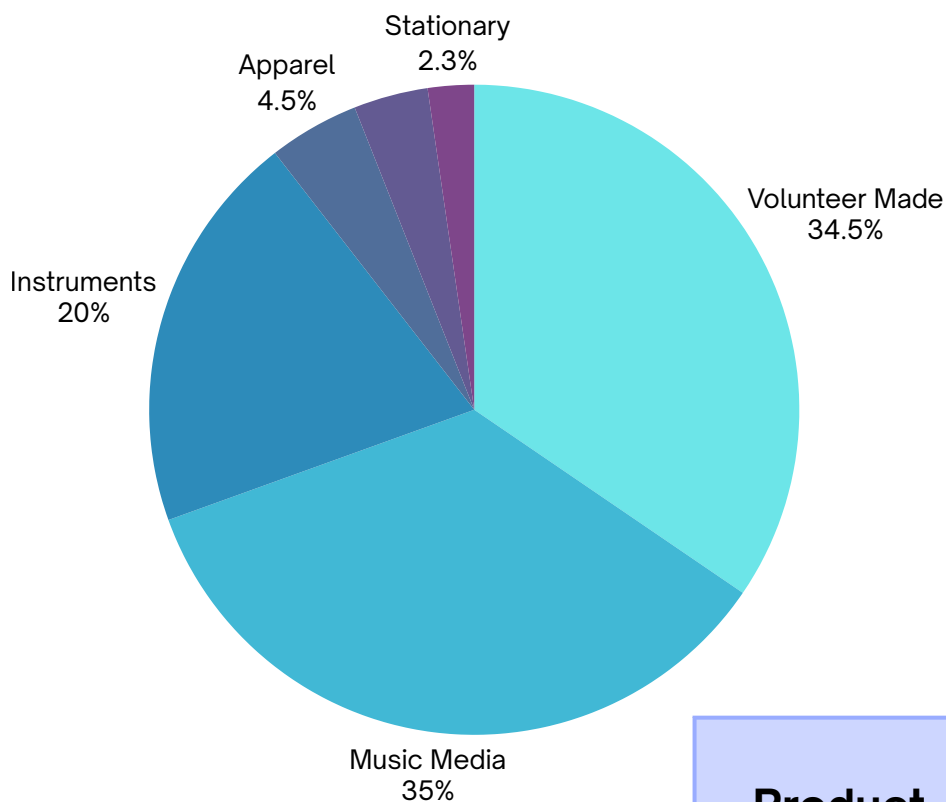
Volunteer Appreciation Luncheon



Retail

In 2025 the gift shop netted an estimated \$2,000 in profits. Better reporting methods are needed to track gift shop revenue. Over half of profits came from volunteer-produced items and mission-aligned music media, demonstrating that the shop functions not only as a revenue stream but as an extension of the museum’s educational and community engagement mission. The museum’s prime location in downtown Franklin though should be capitalized upon with a stronger product mix and a better shop design. Gift shop revenue is slightly down from 2024, perhaps reflecting economic conditions.

Profit Earned by Product Category



Product	Units Sold	Profit
Sheet Music Flowers	537	\$537
Harmonicas	60	\$347.10
LP Records	339	\$339
Stained Glass Music Notes	14	\$168

Deaccessions

At the start of 2024 we understood that it was likely that, as a part of the new phase of the museum, we would be looking to deaccession objects that no longer fit the museum mission or contributed to the collection in a substantial way. In 2025 we continued to make difficult yet necessary decisions regarding which objects in the museum were best contributing to our mission and the narrative of music technology. This work is imperative to the museum's continued ability to execute our mission.

We made the decision to deaccession the cigar store indian who used to be display on the first floor mezzanine. As a non-original piece of advertising art this object did not fit the museum's mission of music machines and was therefore deaccessioned. The proceeds from the sale will go towards the care of the collection including the repair of our musical machines.

We made the decision to deaccession many of the pianos and organs on the second floor of the museum as they did not materially contribute to the museum's narrative and we believe the space will be better used as a new exhibition gallery. A full list of deaccessioned objects can be obtained by contacting the museum.



Acquisitions

This Rock-Ola 1405 Jukebox was one of the company's last pre-war models. It was donated to the museum in poor condition and is currently in our workshop awaiting restoration.



In the spring of 2025 museum staff drove from Pennsylvania to North Carolina to rescue this replica calliope from destruction. It has since been restored to working condition and can now be enjoyed in the museum!



This 1960s Scopitone is an amazing piece of music video history! Donated in the fall of 2025 it will be included in our upcoming exhibitions and is currently being restored to working order!



Though smaller than some of our other acquisitions the GE 'Show 'n Tell' is a no-less extraordinary object! This children's toy allowed kids in the 60s and 70s to play a record and watch a slideshow at the same time.



In the summer of 2025 the museum mounted a fundraising effort to have a set of original 1907 silent movie theatre bells shipped from California back to Pennsylvania. The set was first played at a theatre in Philadelphia in the 1920s and was played again in the same context at the museum in early 2026!

2025 Stated Goals

1. Begin a strategic planning process- Accomplished
2. Begin the process of planning and installing a temporary exhibitions space- Accomplished
3. Continue to improve the care of our collection utilizing the recommendations of our museum assessors- Accomplished
4. Mount a unified fundraising effort to increase donations by at least 5%- Donations increased and we did run a successful fundraising campaign for the return of the bells however we have not run a large scale fundraising effort yet.
5. Run a membership drive to recruit ten new members- Accomplished
6. Write and put into action a disaster and emergency preparedness plan- Did not accomplish
7. Recruit five additional active volunteers- Accomplished
8. Improve organizational efficiency by streamlining file management and modifying financial reporting procedures- Made progress towards this goal
9. Assess and plan for the future of music media in the museum- Made progress towards this goal
10. Expand our yearly events to include programming for children as well as different kinds of programming that we have not hosted before- Accomplished

2026 Goals

1. Write and enact a comprehensive fundraising plan
2. Implement a strategic plan for the museum
3. New Exhibitions!
4. Stay consistent with our social media strategy
5. Implement a visitor survey or other means of gathering feedback from visitors
6. Begin work on building improvements
7. Write and put into action a disaster and emergency preparedness plan

Cassady Calder
Director

