



## MESSAGE FROM THE EXECUTIVE DIRECTOR



Dear Friends,

The fiscal year from October 1, 2009 to September 30, 2010 was one of significant accomplishments for Vizcaya Museum and Gardens, including robust earned revenues despite the continued economic downturn. We advanced our mission on several fronts to preserve the Miami estate of agricultural industrialist James Deering and to engage our community and its visitors in learning through the arts, history and the environment. The Museum, one of only a few National Historic Landmarks in south Florida, welcomed more than 150,000 visitors, hailing from each of the 50 states and more than 65 countries and territories around the world. Nearly 60,000 people of all ages participated in the Museum's educational activities, ranging from daily tours led by our superb corps of Vizcaya Volunteer Guides to a program series focused on our commitment to conserving Vizcaya's natural resources.

Working in tandem with The Vizcayans, our 501(c)(3) nonprofit support organization, we secured nearly three-quarters of a million dollars in grants from governmental, corporate, foundation and individual donors. These funds enabled the Museum to advance various educational, curatorial, horticulture and capital projects and programs. Relative to the prior year, admissions from visitation and facility rental revenue also increased, testaments to the community's affection for Vizcaya.

Perhaps our most satisfying accomplishment during the past fiscal year was watching many of the restoration efforts of the Museum's ambitious Master Plan come to fruition. We fully restored the West Gate Lodge and completed transformative conservation treatments on approximately half of the estate's outdoor sculptures, addressing the adverse effects of time, tropical storms and prior restorations. We also made significant strides and nearly completed the urgently needed renovation of the East Gate Lodge, rebuilding of the Café and Shop, repair of the Main House basement, and upgrades to drainage, flood protection, electrical and telecommunications infrastructure.

We are grateful to Vizcaya Museum and Gardens Trust, The Vizcayans, the Vizcaya Volunteer Guides and the many supporters who provided the financial investments, counsel, and advocacy that were so crucial to the accomplishments highlighted in this report.

With your continued support and commitment, we look forward to preserving Vizcaya's cultural and environmental legacy for future generations.

Sincerely,

Joel M. Hoffman  
Executive Director  
Vizcaya Museum and Gardens

*Vizcaya Museum and Gardens  
Fiscal Year 2009–2010 Major Accomplishments*



*Painters add finishing touches to the East Gate Lodge renovation.*

### ***Capital Improvements***

During Fiscal Year 2009–2010, Vizcaya made considerable progress on Phase 1 of its Master Plan, which is estimated to cost approximately \$21.5 million upon completion. Launched in Fiscal Year 2007–2008, Phase 1 consists of the restoration of the Main House basement, including the Café and Shop; the East and West Gate Lodges; utility upgrades; installation of a stormwater management system; and restoration of the native rockland hammock. The Museum contracted with Miami-based Trigram LLC to implement Phase 1.

The majority of the work to restore Vizcaya’s Café and Shop and other basement areas that were damaged by Hurricane Wilma in 2005 was completed during Fiscal Year 2009–2010. This work included the replacement of electrical, domestic water and fire line systems and the installation of structural reinforcements, flood barrier windows and doors, a climate control system, new cabinetry and kitchen equipment. The fiscal year also marked the completion of West Gate Lodge restorations including major structural repairs; replacement of all mechanical, electrical and plumbing systems; retrofitting the building with impact-resistant windows and shutters; removing lead-based paint; and refinishing interior and exterior surfaces. Furthermore, significant strides were made in the restoration of the East Gate Lodge and included structural repairs; mechanical, electrical and plumbing upgrades; and the installation of wood framing and plasterboard.

The Museum also made major progress in upgrading Vizcaya’s aging and deteriorated utility systems. Electrical conduits were installed along the main entry road and service road to provide electrical power to the stone lanterns lining the path, temporary lighting, as well as fire alarm, communications, and security systems. Contractors laid the infrastructure for the future conversion to a VoIP (Voice over Internet Protocol) communications system that will increase Internet connection speeds and eliminate telephone disconnections. New visitor restrooms were constructed near the Garden Mound and a 600 KW generator was purchased to provide emergency power during electrical outages.

Vizcaya furthered its green initiatives during Fiscal Year 2009–2010. The Museum installed a stormwater management system, which consists of a 3,000 gallon per minute pump/pollution filtration system, to divert flood and other pooling water to a deep well. Vizcaya also installed the core infrastructure for a rainwater recovery system that will collect rainwater from the roofs of the Main House and other structures for reuse in garden irrigation. Once the rainwater recovery system is functional and the aging domestic water system is replaced in subsequent phases of construction, it is anticipated that the Museum’s water usage will drop dramatically. Also, the Museum finished removing a substantial amount of exotic plants from and trimming native plants and trees within its rockland hammock, one of the few remaining patches of this type of forest native to south Florida.

Vizcaya’s complete Master Plan, estimated to cost well in excess of \$100 million to fully implement, was developed in Fiscal Year 2004–2005 in consultation with LORD Cultural Resources (Toronto) and Richard J. Heisenbottle Architects (Miami). This capital improvement program is the greatest and most extensive endeavor of its kind since the estate was constructed in the 1910s. The Museum will receive \$50 million from Miami-Dade County’s “Building Better Communities” General Obligation Bond Program to assist in financing this multi-year and multi-faceted reconstruction plan.

Phase 2 will focus on the restoration of the exterior and interior of the Main House and formal gardens. Phase 3 will concentrate on the restoration of the remaining

### Looking Ahead

- In Fiscal Year 2010–2011, the Museum anticipates commencing the design process for a new hurricane-resistant structure that will replace the existing canopy covering the courtyard of the Main House. This project is funded in part by a \$1.4 million grant from the Federal Emergency Management Agency (FEMA).

buildings in the Vizcaya Village, and Phase 4 envisions the construction of a Visitor Center and parking garage on the site to be vacated by the Miami Science Museum. Major additional fundraising will be required to realize this vision.



*Construction crew reconstructs the service road, below which the stormwater pump/pollution filtration system is located.*



*One of the two Forecourt Gates under conservation treatment.*

### ***Outdoor Sculpture Conservation***

Following a rigorous and competitive selection process held during Fiscal Year 2008–2009, Conservation Solutions, Inc. (CSI)—an accomplished conservation firm that has worked with such prestigious institutions as the Metropolitan Museum of Art and New York Public Library—commenced treatment of Vizcaya’s outdoor sculpture collection. Consisting of figural works, fountains, urns and various architectural elements, the collection represents the largest group of 18<sup>th</sup>-century Veneto-region sculptures in the United States, and was instrumental in the federal government’s decision to designate the Museum as a National Historic Landmark in 1994. This project is being funded through Miami-Dade County’s “Building Better Communities” General Obligations Bond Program, a \$500,000 grant from The Tiffany & Co. Foundation, and a \$300,000 grant from the Federal Save America’s Treasures program. During Fiscal Year 2009–2010, CSI completed restoration of all sculptures in the Fountain, Maze and Theater gardens, the Merboy Fountain in the Fountain Garden, the Forecourt gates and all sculptures and urns on the roofs of the Main House and the Casino.

### ***Detailed Conservation Survey of Architectural Elements***

In Fall 2009, Vizcaya Museum and Gardens Trust approved the hiring of Rosa Lowinger and Associates to conduct a detailed conservation survey of the architectural elements of the estate and to develop a methodological approach for its historic preservation. The survey, the first of its kind to be conducted, is a prerequisite to moving forward with Phase 2 of the Master Plan. Its purpose is to assess the current conditions of the estate’s architectural elements, ranging from windows to fountains, and to develop recommendations for the restoration work that will be conducted during Phase 2. The survey began in April 2010 and is being funded through the “Building Better Communities” General Obligation Bond Program. This work is groundbreaking and represents the Museum’s commitment to ensuring the highest level of care for its landmarked architectural assets.



*Conservator examines a wall painting in the Espangolette bedroom.*

### **Archives**

A two-year project to organize, catalog and digitize Vizcaya's collection of approximately 3,500 architectural drawings and blueprints was completed in Fiscal Year 2009–2010. Staff also cataloged 25,000 financial records, letters and other forms of correspondence that chronicle the construction of the estate. These efforts have greatly improved accessibility to and preservation of Vizcaya's archival records. The digitized records have also proven to be extremely useful references for various restoration projects around the estate. A \$50,000 grant from the National Endowment for the Arts' American Recovery and Reinvestment Act program to fund the Museum's archivist position helped make these accomplishments possible.

### **Art Collections Conservation Assessment**

With a \$84,925 grant from the Institute of Museum and Library Services and funding from the "Building Better Communities" General Obligation Bond Program, Vizcaya began a detailed conservation survey of 280 objects in the Main House. These objects were originally acquired for the estate from dealers in Europe and the United States and include floors, ceilings, wall paintings, light fixtures, doors, gates, mounted sculptures, mantelpieces, textiles, tapestries, rugs, silk wall coverings, and one of the most important collections of Italian furniture in the United States. Many of these objects have sustained damage from decades of uninterrupted display, fluctuating humidity levels, mold, exposure to ultraviolet rays, and/or previous restoration. An assessment of these objects is imperative to ascertain their treatment needs and determine how to properly dismantle and store them prior to the commencement of Phase 2 of the Master Plan.

### **Looking Ahead**

- During Fiscal Year 2010–2011, the Museum will begin the next phase in its efforts to conserve the outdoor sculpture collection. Primary focus will be on the sculptures along the East and West Statuary Walks.

### **Collections Database**

In order to prepare for conservation surveys of the collections and to advance research collaboration on the garden sculptures with *Fondazione Giorgio Cini*, a research institute in Venice, Italy, the Curatorial staff is working to develop in-depth database records for the estate's entire collection. During Fiscal Year 2009–2010, 400 detailed object records were developed. Each record contains general object information and research notes, a list of primary sources and references, and original architectural drawings, if available.

## ***Cultural Landscape Report***

Through a generous donation from Adam R. Rose and Peter R. McQuillan and a grant from the National Trust for Historic Preservation's Johanna Favrot Fund for Historic Preservation, Vizcaya contracted with Heritage Landscapes LLC, a preservation-focused landscape architecture and planning firm, to create a Cultural Landscape Report. During Fiscal Year 2009–2010, Heritage Landscapes reviewed an extensive collection of historic surveys, maps, photographs, paintings, and other documents and closely examined the gardens to develop an assessment of its historical and present character. Based on this research, the firm drafted the first section of the report, which focuses on detailed histories of the site before the estate was constructed, the planning of the gardens and their evolution over the years, as well as an account of the present landscape and its uses. The complete and final report will also feature an assessment of how the landscape has changed since its beginnings and provide recommendations toward plans to preserve, restore, rehabilitate and/or reconstruct the gardens to their original intent. The Cultural Landscape Report will serve as an invaluable reference to the Museum during Phase 2 of the Master Plan, in which the gardens will be restored to their Deering-era appearance.

## ***David A. Klein Orchidarium***

Vizcaya finalized the overall redesign for the David A. Klein Orchidarium, which will replace the current orchid display structure located on the north side of the Main House. The new design was completed by Miami-based landscape architects Teresita Falcon and Juan Bueno and is based on the garden's original configuration. It will consist of a lawn surrounded by hedges and walkways lined with the Museum's internationally renowned orchid collection suspended from elegant stainless steel stems against a backdrop of the rockland hammock. The redesign will also allow for more creative and more permanent orchid presentations. Construction of the new Orchidarium will occur during Fiscal Year 2010–2011 and will be made possible through financial support from the David A. Klein Foundation, a grant from Miami-Dade County Department of Cultural Affairs' Capital Development Grants Program, and the "Building Better Communities" General Obligation Bond Program.

## ***Programs***

Through the generous support of the David A. Klein Foundation, the Museum enhanced temporary and permanent orchid displays throughout the estate. The Museum also continued two recurring programs, "Outstanding Orchids" and "Viva Vizcaya," which



*Falcon and Bueno's rendering of the redesigned David A. Klein Orchidarium.*



*Volunteers collect native tree seedlings.*

engage volunteers in activities and training focused on garden projects and orchid care through collaboration with a local nonprofit organization, Hands On Miami. As a part of this past year's Global Youth Service Day, Baynanza (Miami-Dade County's waterfront clean-up event), Hands On Miami Day, the Carrollton School's community volunteer program, and Fairchild Tropical Botanic Garden's Environmental Immersion Day, the Museum hosted more than 650 volunteers, who helped remove trash and exotic species and plant native species in the mangrove estuary and rockland hammock.

### ***Environmental Conservation***

Vizcaya launched a partnership with Urban Paradise Guild to re-establish the endangered Atala butterfly population in South Florida. Urban Paradise Guild is a nonprofit organization that aims to bring natural habitats back to urban neighborhoods and environmentally degraded parks. The Atala population was nearly wiped out as coontie palms were harvested as a source of starch on a massive scale in the early to mid-1900s. The Museum planted coontie palms, the plant of choice on which these brilliantly colored insects lay their eggs and their larvae feed, and released Atala larvae supplied by the Guild at Vizcaya. The Museum plans to expand its population of coontie palms into the parking lot medians in the future to increase chances for visitors to observe these striking butterflies.

The Museum's collaboration with Urban Paradise Guild also extended to its nursery facilities. Guild volunteers collected small native tree seedlings found in the hammock that would not be able to mature properly because of space limitations and assisted Vizcaya staff in raising them in the nursery located within the estate. Once they reach a certain maturity level, the seedlings will be planted in disturbed natural areas to help replenish and re-establish native flora.

### **Looking Ahead**

- In FY 2010–2011, the Museum will continue restoration of our formal gardens to transform them back to their Deering-era appearance. Vizcaya is midway through the process of completing a redesign of its deteriorated historic fountain system, and this project will continue upon identification of necessary construction funding.

The landscape at the West Gate Lodge was installed in late Summer 2010 and consists entirely of plants native to the pine rockland, the plant community present in this area prior to the development of the Vizcaya Village.

Staff continued the intensive daily upkeep of the estate's 10 acres of formal gardens and remaining 44 acres. General horticultural initiatives during Fiscal Year 2009–2010 were supported in part by a grant from the Garden Group at Ocean Reef.



*Volunteer Guide provides an orientation before leading visitors on a Moonlight Garden Tour.*

### ***Interpretive Tours***

The Vizcaya Volunteer Guides play an invaluable role in conveying the history of Vizcaya to visitors through daily general introductory tours. During Fiscal Year 2009–2010, guides led a total of 2,896 tours to more than 56,000 visitors, marking the program’s 55<sup>th</sup> year of service to the Museum.

To ensure quality and consistent tours, the Museum offered four different continuing education sessions for the Guides that focused on learning philosophies, tour logistics and facilitation techniques. Staff also held two Guide recruitment open houses and led two six-week training programs this past year. Furthermore, an inaugural Greeter Program was established to enhance the visitor experience. Volunteer Greeters welcome and orient visitors, assist with tour logistics, and are available to answer questions and respond to various visitor needs.

### ***Audio Tour***

Through a contract with Antenna Audio, the Museum developed the English version of its first audio tour during the fiscal year. Antenna Audio has developed audio and multimedia tours for more than 100 museums, historical and cultural sites, and popular destinations located throughout the world, including the Metropolitan Museum of Art, The Vatican Museums, and the Statue of Liberty. Over a span of six months, the firm worked in close collaboration with Museum staff to script and produce the English version of the audio tour. Entitled “Discover Vizcaya,” the audio tour features 90 minutes of random access content, which encompasses 44 “stops” in rooms open to the public in the Main House and 26 “stops” in the gardens and other parts of the estate. *Discover Vizcaya* introduces visitors to concepts underlying the creation of the estate, including its unique blend of European tradition in an American context. The English audio tour debuted to Museum visitors in October 2010, and was made possible through support from Norman and Barbara Tomlinson, American Express, and, via the City of Miami, the Preserve America grant program of the National Park Service, Department of the Interior.

### ***Moonlight Garden Tours***

Vizcaya continued to offer its Moonlight Garden Tours, providing more than 1,300 visitors with the opportunity to explore the Museum’s formal gardens under the light of a full moon, learn more about the gardens by participating in tours led by the Vizcaya Volunteer Guides, and enjoy live music in the courtyard of the Main House. Due to their popularity, seven tour evenings were offered during Fiscal Year 2009–2010, representing an increase of three additional nights from the previous year.

### **Looking Ahead**

- The Spanish version of the audio tour will be available in November 2010.
- With the support of the Arthur F. and Alice E. Adams Charitable Foundation, the Museum will complete its two-year project in 2011 to evaluate current programming and develop new programming that further meets the community’s needs and interests.

### **Viewing Vizcaya**

Drawing on the fact that James Deering frequently hosted film screenings at the estate, the Museum launched its film series, Viewing Vizcaya, during Fiscal Year 2009–2010. The series featured *The Phantom of the Opera* (1925) and *Intolerance* (1918), silent films that Deering and his guests might have viewed, as well as *Dostana* (2008) and *The Money Pit* (1986), films with scenes shot at Vizcaya. More than 300 people experienced firsthand what it might have been like to be a guest of Mr. Deering's through the series. Music played on Vizcaya's 1917 Welte Philharmonic pipe organ accompanied the silent films.

### **ConSerVations**

The Museum launched a new program series designed to promote “conversations on conservation” by exposing visitors to Vizcaya's natural surroundings, inspiring them to continue James Deering's preservation efforts and encouraging them to share in his delight of Miami's subtropical environment. In March 2010, the ConSerVations program featured a screening of *One Water* (2008), a documentary that explores humankind's relationship with water, followed by a panel discussion with the film's producer, co-director, and writer, Sanjeev Chatterjee, and Vizcaya's Chief Horticulturalist to illustrate Vizcaya's water conservation efforts. The April 2010 program centered on a musical performance by *So Percussion*, a Brooklyn-based quartet, whose members utilized amplified water and plant matter from Vizcaya's grounds to perform three pieces by John Cage and an original composition created for Vizcaya. Participants were encouraged to participate in the performance by creating their own nature-inspired instruments and playing along.

### **School Programs**

During the 2009–2010 school year the Museum welcomed more than 3,800 students in grades 4–12 from public and private schools throughout south Florida. The students learned about how Vizcaya relates to the arts, history, culture and geography. The programs, led by specially trained Vizcaya Volunteer Guides, consisted of one-hour thematic tours that explored these subjects through close interactions with the estate's buildings, art collection and gardens. Vizcaya offers six different tours, with the themes including “Geography & Exploration,” “A Day in the Life of Vizcaya,” “Vizcaya & the European Classical Tradition,” and “Design & Architecture.” Ford Motor Company Fund provided funding for buses, enabling teachers, who participated in a Museum workshop, to bring their students to Vizcaya.



*Students participate in a School Program.*

### ***Teacher Workshop***

Through a gift from David and Linda Alfonso, the Museum organized a Teacher Workshop program in September 2010, aimed at educating local teachers on how to effectively utilize Vizcaya as a learning resource that complements school curriculum. In attendance were educators from the Miami-Dade and Broward County public school systems, including teachers from Title 1 schools with large concentrations of students from low-income families. Participants learned how a visit to the Museum exposes students to a vast world beyond their own neighborhoods and provides hands-on learning experiences in the arts, history and literature that expand on classroom instruction and resources. All Teacher Workshop attendees were offered complimentary bus transportation and admissions were waived for their classes to participate in one of Vizcaya's School Programs during the 2010–2011 academic year.

### ***Family Guide***

In December 2009, the Museum published its first family guide and map entitled "Exploring Vizcaya with Young Visitors" to enhance the Museum experience for young audiences ranging in age from 5 to 10. Written in both English and Spanish, the guide provides families with young children a fun yet educational way to explore the Museum's Main House and learn about its history and collections through interactive questions and activities. The guide was made possible by donations from the family and friends of Hilda de Espinosa, mother of Vizcaya Volunteer Guide Graciela Cordeiro.

In reaction to the popularity of the first family guide, the Museum also developed an additional family guide in English and Spanish for young visitors that focuses on Vizcaya's formal gardens. The guide, to be published in Fall 2010, targets the same age group and will also be provided to families at no charge. The Ford Motor Company Fund helped to underwrite the publication.

### ***Family Pass***

Through the Family Pass program, the Museum provided free admission to disadvantaged South Floridians, distributing over 2,700 admission passes to community-based organizations during Fiscal Year 2009–2010. These organizations included Big Brothers Big Sisters of Greater Miami, Arts for Learning, Family Resource Center, and Miami-Dade County Public Schools' Parent Academy. Each Family Pass provides free admission for two adults, two children ages 6–17, and an unlimited number of children age five and under.

Vizcaya's public programs were made possible during Fiscal Year 2009–2010 through the support of Arthur F. and Alice E. Adams Charitable Foundation, BHP Billiton, Carlos A. Cordeiro, the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners.



*Parent and child explore Vizcaya with the Family Guide.*



*Ernesto Oroza*



*Naomi Fisher*

### **Contemporary Arts Project**

Following a two-year pilot phase, Vizcaya officially launched its Contemporary Arts Project (CAP), a program through which contemporary artists from throughout the United States are commissioned to create artwork inspired by the estate. The program builds upon Vizcaya's history as a place of creative exchange with contemporary artists of the early 20<sup>th</sup> century. In October 2009, the CAP Advisory Committee selected four artists to participate in the program: Naomi Fisher (Miami), Josiah McElheny (New York), Ernesto Oroza (Miami) and Francesco Simeti (New York). The artists are in the process of developing a project for Vizcaya. The Contemporary Arts Project is supported by The Danielson Foundation, Harpo Foundation, Stella M. Holmes, John S. and James L. Knight Foundation, and Chauncey and Marion D. McCormick Family Foundation.



*Francesco Simeti*



*Josiah McElheny*

### **VIZCAYA: A PBS Documentary**

*VIZCAYA*, the one-hour documentary produced in 2009 in collaboration with PBS member station WPBT Channel 2 continued to tell the compelling story of the creation of this National Historic Landmark to millions of viewers across the United States. During 2009–2010, the 60-minute documentary was broadcast by more than 150 PBS stations around the country and received a Silver Telly, the highest award in the Telly Awards' film/video category, in 2009. The documentary was made possible by donations from Norman and Barbara Tomlinson, R. Kirk Landon, Cathy L. Jones, John and Linda Squitiero, David A. Klein Foundation, and The Villagers.

### **Looking Ahead**

- Two CAP projects will be on exhibit at Vizcaya in 2011. Ernesto Oroza's exhibit will open in March and Naomi Fisher's installation will hold an April program in conjunction with the execution of her project, to be displayed later next year.
- The Museum's reaccreditation process will continue with a team visit from the American Association of Museums in January 2011.

### **National Publications**

Vizcaya was featured in several books on architectural treasures and interior design that were published during Fiscal Year 2009–2010: *Great Houses of the South* by Laurie Ossman (Rizzoli), *Living Architecture: Greatest American Houses of the 20<sup>th</sup> Century* by Dominique Browning and Lucy Gilmour (Assouline), and *The Finest Rooms in America: 50 Influential Interiors from the 18<sup>th</sup> Century to the Present* by Thomas Jayne (The Monacelli Press).

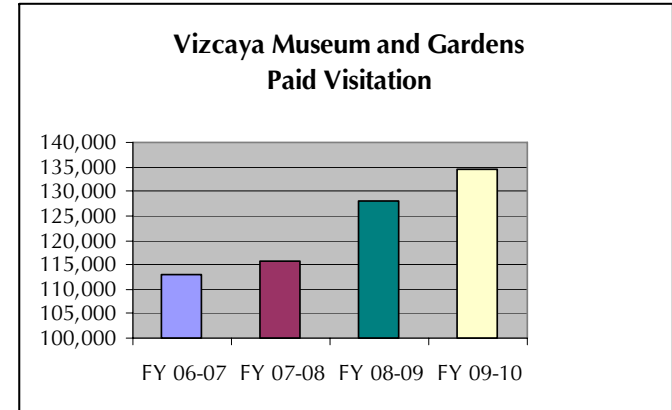
# BUILDING AUDIENCES



As a National Historic Landmark and one of Miami’s major attractions, the Museum attracts a diverse group of visitors from local residents to national and international tourists. During Fiscal Year 2009-2010, visitors hailed from each of the 50 states and more than 65 countries and territories around the world.

### Visitation

Paid visitation continued to increase during Fiscal Year 2009–2010, totaling 134,488 during a challenging economic period. This marked a 5% increase over the last year. School trips to Vizcaya also remained strong during the fiscal year, as more than 4,650 students visited the Museum on field study sessions, or field trips, engaging in hands-on and informal learning opportunities.



*Event set-up in the Main House courtyard.*

### Facility Rentals

The Museum welcomes a significant number of visitors and guests to the estate through its facility rental program. Drawn by Vizcaya’s architectural beauty and picturesque landscape, 91 weddings, corporate events and other social affairs were held at Vizcaya during Fiscal Year 2009–2010, generating more than \$1.14 million for Museum operations. This represents a 10% increase in revenues over the prior fiscal year.

### Multimedia Coverage

Vizcaya continued to receive nationwide exposure through national media outlets in Fiscal Year 2009–2010. A wedding that took place at Vizcaya in October 2009 has aired several times on WEtv’s *Platinum Weddings*, a high profile cable television program that documents elaborate weddings. In July 2010, the Museum was showcased as the inspiration in making over a Miami couple’s home on HGTV’s wildly popular home design show *Color Splash: Miami* hosted by David Bromstad. Vizcaya was also featured in an 8-page spread in the February 2010 issue of *Martha Stewart Living*. Furthermore, Virgin Atlantic Airways filmed the estate for an in-flight video that will highlight Miami’s best attractions.

### ***New Advertising Campaigns***

The Museum launched two new advertising campaigns designed by STIR-Communications, a Miami-based marketing firm whose principals have worked on accounts such as Pepsi-Cola Company, Sony Pictures and Four Seasons Hotels and Resorts. The “Very Vizcaya” campaign aims to increase local residents’ participation in Museum-sponsored programs. The “it starts here.” campaign strives to build awareness of Vizcaya as the premier historical destination of South Florida among tourists. Both campaigns portray Vizcaya as a dynamic experience and consist of a series of advertisements that feature photographs of people enjoying the Museum, accented with colorful design elements found throughout the estate.

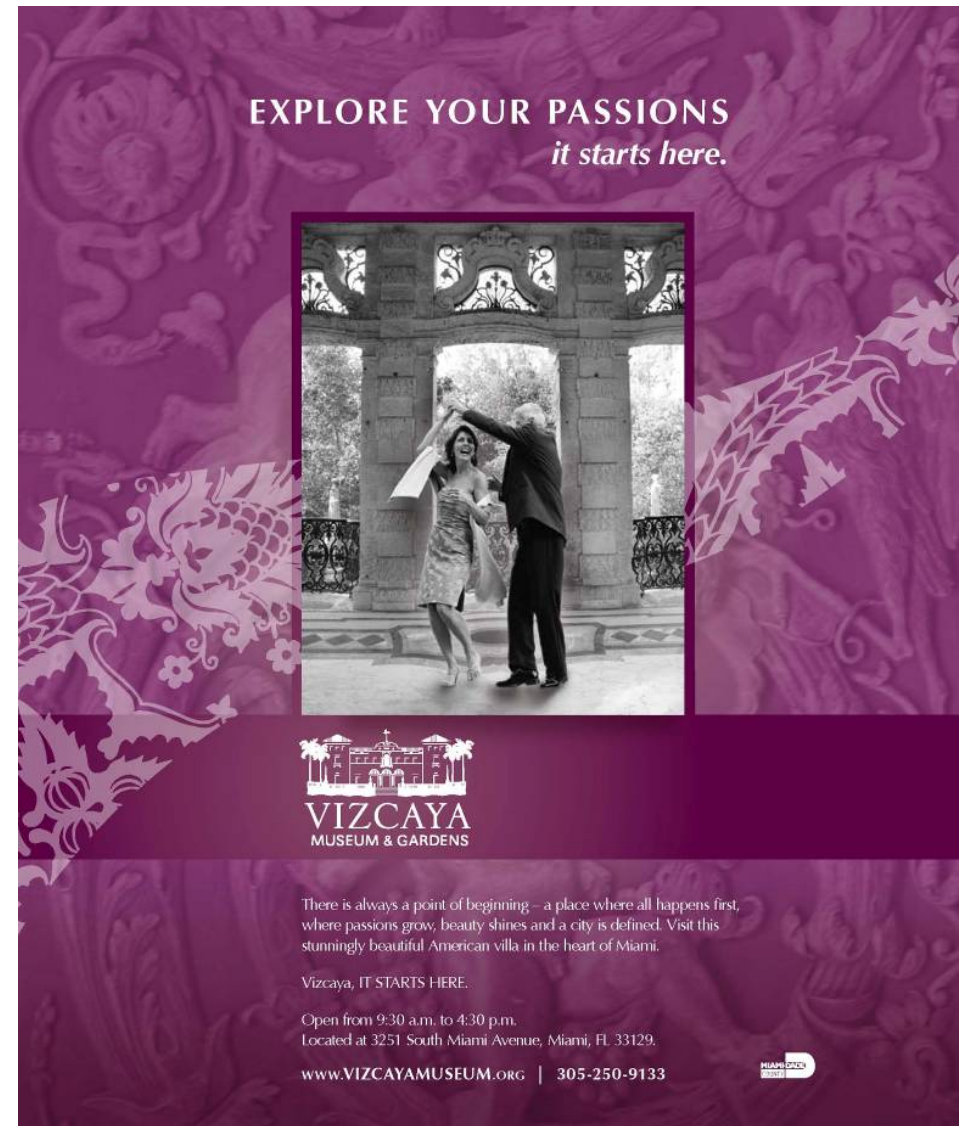
### ***Lunch & Learn Series***

Through the support of an anonymous donor, the Museum held its 4<sup>th</sup> annual *Lunch & Learn* series, a lecture program aimed at providing donors to Vizcaya with an in-depth look at current activities. Under the theme of “Vizcaya: Ongoing Research and Conservation,” the 2010 program included a talk on the conservation of Vizcaya’s architectural elements by Rosa Lowinger, Principal of Rosa Lowinger & Associates and recent recipient of the Rome Prize for Historic Preservation from the American Academy in Rome (February 2010). Mark Rabinowitz, Vice President and Senior Conservator at Conservation Solutions, Inc., discussed the conservation of Vizcaya’s extraordinary collection of outdoor sculptures (March 2010). The series ended with Patricia O’Donnell, Principal of Heritage Landscapes LLC, who spoke about


### **Looking Ahead**

- Mark your calendars for the 2010–2011 *Lunch & Learn* series to be held on February 2, March 16 and April 27, 2011, at Vizcaya!

the history and restoration of Vizcaya’s gardens (April 2010).



EXPLORE YOUR PASSIONS  
*it starts here.*




VIZCAYA  
MUSEUM & GARDENS

There is always a point of beginning – a place where all happens first, where passions grow, beauty shines and a city is defined. Visit this stunningly beautiful American villa in the heart of Miami.

Vizcaya, IT STARTS HERE.

Open from 9:30 a.m. to 4:30 p.m.  
Located at 3251 South Miami Avenue, Miami, FL 33129.

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An “it starts here.” advertisement.

The above accomplishments were made possible by the generous support of donors to Vizcaya Museum and Gardens and The Vizcayans. Since 1957, The Vizcayans has served as the Museum's 501(c)(3) nonprofit support organization. Its mission is to engage broad participation in the preservation and advancement of Vizcaya Museum and Gardens as an accredited museum and a National Historic Landmark through financial support, advocacy, and other activities. The Vizcayans is the fiscal agent for the Vizcaya Museum and Gardens Endowment Fund that provides ongoing financial support and stability for Vizcaya. Furthermore, this public-private partnership enables The Vizcayans to accept and manage private gifts and grants in support of Museum operations and programs.

The Vizcayans sponsor several annual fundraisers: The Vizcayans Ball, Preservation Luncheon, Halloween Sundowner and Evening Under the Stars. During Fiscal Year 2009–2010, these special events generated much needed additional revenue to advance Vizcaya's mission. Other 2009–2010 milestones for The Vizcayans included a revitalized membership program with new giving levels and added benefits, and the selection of a new database system to manage donor and member information.

On May 6, 2010, the Museum and The Vizcayans held the annual James Deering Society Annual Donor Recognition Event to acknowledge and thank donors who made financial commitments totaling over \$10,000 to the Museum or to The Vizcayans during the previous 12 months. The 2009–2010 honorees made a collective investment in Vizcaya's future, totaling more than \$1.4 million. The event was chaired by Barbara F. Guilford.

### **James Deering Society Annual Donor Recognition Event 2009–2010 Honorees**

#### **Nepenthe (\$100,000 and above)**

Department of Cultural Affairs, Miami-Dade County  
Adam R. Rose and Peter R. McQuillan  
The Tiffany & Co. Foundation  
Norman and Barbara Tomlinson

#### **Bacchus (\$50,000–\$99,999)**

Arthur F. and Alice E. Adams Charitable Foundation  
David A. Klein Foundation  
John S. and James L. Knight Foundation  
National Endowment for the Arts

#### **Caravel (\$25,000–\$49,999)**

Carlos A. Cordeiro  
Stella M. Holmes (Overseas Partners Realty)  
Hugo Boss  
Richard Massey and Carolina Bilbao (The Danielson Foundation)

#### **Seahorse (\$10,000–\$24,999)**

Leslie A. Bowe  
Betty Madigan Brandt  
Victoria Cummock  
Mojdeh L. Khaghan Danial  
Paul and Swanee DiMare  
Ford Motor Company Fund  
Neiman Marcus Bal Harbour & Coral Gables Nordstrom  
Stella Artois/Anheuser-Busch, Inc.  
Anonymous

#### **Special Recognition**

American Public Television  
Community Television Foundation of South Florida, Inc. (WPBT2)  
Lynn B. Lewis, PA  
Miami-Dade County Board of County Commissioner Katy Sorenson  
Shook, Hardy & Bacon, LLP



## Vizcaya Museum and Gardens Trust

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Christopher Fulton  
Sonia Gibson  
John A. Hinson  
Karl Klein  
Gene Kubicki  
Sheila J. Kuhl  
Nicole Lozano  
William Meyersohn

James W. Murphy  
Marysol Patton  
Katrina Peebles  
Mark Raiger  
Jeffrey A. Rynor  
Valerie Scanavino  
Melissa Schechter  
Lynn Wilson Spohrer  
John R. Squitero  
Ana Moran Varela  
Dolores Ziff

## The Vizcayans Staff

Lynn M. Summers, Executive Director  
Lilia M. Bailey, Controller  
Miriam R. Barcia, Administrative Assistant

## Vizcaya Volunteer Guides Advisory Council

Kathy Heinly, Trust Representative/  
Recognition & Recruitment Chair  
Adele Neumann, Advisor  
Graciela Cordeiro, Finance Chair  
Peggy Glover, Membership Programs Chair  
Jo Mobley, Training & Mentoring Chair

## Vizcaya Museum and Gardens Staff (partial listing)

Joel Hoffman, Executive Director  
Luis Correa, Deputy Director for Finance & Administration  
Dennis Fruitt, Deputy Director for Advancement  
Flaminia Gennari-Santori, Deputy Director for Collections & Curatorial Affairs  
Ann Loshaw, Deputy Director for Learning

Jessica Aguilar, Group Tour Coordinator  
Melchor Becena, Chief of Security  
Holly Blount, Marketing Director  
Zoe Caballero, Account Clerk  
Kyndal Campbell, Intragovernmental Affairs Director  
Edgar Chirinos, Landscape Supervisor  
Carol De Biase, Curator of Orchids  
Theresa Gerlach, Executive Assistant  
Jose Gonzalez, Assistant Chief of Security

Leigh Heinlein, Capital Projects Manager  
Remko Jansonius, Collections & Archives Manager  
Adrienne Kaiser, Events Director  
Dea Martinez, Capital Projects Analyst  
Jacqui May, Volunteer Guides Program Manager  
Anabel Miro, Accountant  
Alexander Privee, Archivist  
Jim Rustin, Building Maintenance Supervisor  
Gina Sacchetti, Grants Manager  
Eulises Segura, Maintenance Mechanic  
Ian Simpkins, Chief Horticulturist  
Liza Solomon, Learning Programs Assistant  
Ken Whiting, Maintenance Mechanic  
Wendy Wolf, School, Youth & Family Programs Manager  
Gina Wouters, Assistant Curator