

ELDRIDGE PARK CAROUSEL PRESERVATION SOCIETY, INC

2021 Annual Report



The Eldridge Park Carousel Preservation Society Inc is dedicated to preserving the past, while continually enhancing Eldridge Park for the enjoyment of residents and visitors across the community

MESSAGE FROM THE PRESIDENT

The pandemic created numerous restrictions on activities in Eldridge Park but 2021 allowed us to reopen fully and grow with new attractions, entertainment and leadership. The Board of Directors is made up of area businesspeople, retirees, public servants and amusement park devotees who continue to keep the history of Eldridge Park alive while making it a fun Family oriented entertainment option.

As part of our mission for growth and sustainability, we created the position of Executive Director to manage the seasonal staff, increase the entertainment offerings and develop new funding sources such as sponsorships and grants. This first year under Executive Director Beth Clark saw an explosion of Social Media presence and the introduction of a regular newsletter for our supporters.

The Board of Directors is just part of the glue that holds Eldridge Park together. We enjoy the donation of countless hours by volunteers who help open, close and maintain each of these classic rides and attractions. Community support and funding helps to keep our prices affordable for all of our patrons.

Looking forward, our long-range plans call for additional attractions, event space and entertainment events. We count on your continued support!

Bob Kramarik

LETTER FROM THE EXECUTIVE DIRECTOR

What a wild ride the past couple of years brought us on. After a year of unknowns from 2020, going into 2021 felt like a rebirth for Eldridge Park Carousel Preservation Society. The Board of Directors introduced an Executive Director position to help guide the Organization on its journey. While opening weekend had a soggy start with rain delays, we were blown away by the community support as they came out in droves to experience the magic of Eldridge Park again.

We were able to bring back our summer concert series and car shows. Two new attractions made their debut including a 9-Hole Disc Golf course and a vintage Sellner Tilt-a-Whirl ride. We expanded our network of community engagement by working with other organizations and businesses to continue improvements at the park.

I am truly honored to have joined the ranks as Executive Director for the Eldridge Park Carousel Preservation Society. Over the last year, I jumped right into the action and have learned so much about the history and operations. I am excited to continue the momentum of growth for myself and the organization. I will be working closely with the board to facilitate the long-range strategic planning goals.

I hope that you will join us on this journey either by following us on social media, joining our mailing list, visiting the park, or by volunteering your time to support the cause.

Beth Clark



PRESERVATION & ORGANIZATION UPDATES

We continued preservation efforts for the historical attractions located at Eldridge Park and expanded the organization to meet our growth needs.

- Coordinated with Community Arts of Elmira to recruit artists to do paint restoration work on our historic carousel. Elmira College student Alex Taylor worked his artistic magic to touch up where paint has worn off on the carousel animals



- Created the first ever Executive Director position for the Organization and hired Beth Clark who started on March 1st.



- Visited and honored by the National Carousel Association in September for our efforts to preserve the 1890s Charles Looff Carousel that has been at the park since 1924



EVENTS & COMMUNITY ENGAGEMENT

After the shutdown we were able to bring back some of our events that allowed for safe social distance measures for the community to still enjoy

- Car shows made a return to the Midway, we hosted three shows over the course of the season.
- Sponsored by Elm Chevrolet, a full concert schedule returned with 8 concerts supporting local musicians
- Introduced new Family Friendly entertainers such as Nate the Great, an Ithaca native who specializes in a classic vaudeville performance of music, juggling, and comedy.
- Partnered with Music Depot to bring Rock the Park to our lineup, an all-day music festival featuring local musicians.
- Introduced Foodies in the Park featuring area Food Trucks in conjunction with other events to supplement available food offerings at the park.
- Expanded our season by offering a new Halloween Event where we transformed the Miniature Golf Course into a fun haunted attraction.





PARK ENHANCEMENT

We continued to make improvements to enhance the park for the enjoyment of the residents and visitors across the community

- Installed a 9-Hole Disc Golf Course that borders the North End of the park to the Midway. We partnered with the Corning Disc Golf 20%ers group to design the course and advise on purchasing quality equipment.
- Opened a new ride, the Tilt-a-Whirl. This vintage Sellner-manufactured ride last operated at Bushkill Park in Easton, PA, in 2004 until flooding hit the park. Bushkill Park was owned and operated by Tom Long, brother of our Bob Long—the patriarch of the Eldridge Park amusement era.
- Partnered with other organizations to expand our volunteer base to help keep the park spruced up and looking nice. Thomas Edison students helped us open-up for the season and Elmira College students helped us close-down at the end of the season.



FINANCES

This year, our programming remained modest due to continuing regulations related to the COVID-19 pandemic. This meant making the difficult decision not to host the annual fireworks event which draws thousands to the park. Our expenses centered around payroll, maintenance of the attractions, installation of new attractions, and general operational expenses such as utilities and insurance.

REVENUE

- Attraction Ticket Sales
- Grants
- Sponsorships & Donations
- Rentals
- Café & Gift Shop Sales

EXPENSES

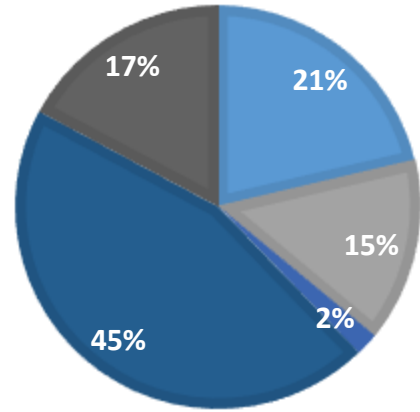
- Events
- Disc Golf Installation
- Tilt-a-Whirl Opening
- Business Expenses
- Attraction Maintenance
- Insurance
- Payroll

FUNDRAISING

- Midway Brick & Bench Fundraisers

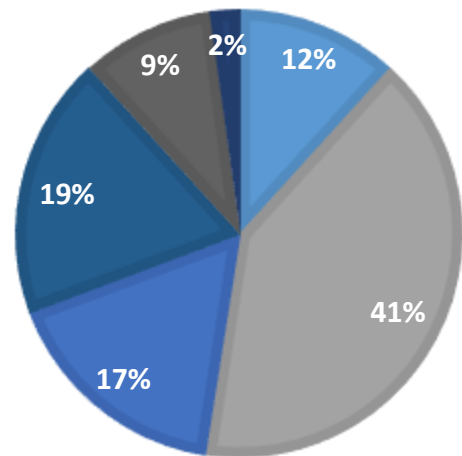
REVENUE

- Grants
- Sponsorship & Donations
- Rentals
- Attraction Ticket Sales
- Café & Gift Shop Sales



EXPENSES

- Café & Gift Shop Expenses
- Salaries
- Maintenance
- Business Expenses
- Insurance
- Events & Fundraising



GALLOPING INTO 2022

BOARD OF DIRECTORS

Robert Kramarik – President, Bobby K Entertainment Inc.

Walter Booth – Vice President, I.D. Booth Inc.

Karen Baker – Co-Treasurer, Retired CFO

Judy Frisk – Co-Treasurer, Branch Manager Chemung Canal

Michael “Robby” Robertson – Secretary Howard Hanna Realtor & Retired Elmira City Police Chief

Dale Bryant – Retired Educator

Walter Kowalski – Original Eldridge Park Employee working under the Long Family (1967-1988)

Brian Cassetta – Physician with Guthrie Medical Group

Jane Joralemon – Retired Beekeeper

Mike Mitchell – Owner of Riverside Suites

Bob Pfuntner – President of WQRW Radio

Pat Poppleton – Owner of Poppleton Gardens

Bruce Perron – Hard Hit Productions

STAFF

Beth Clark, Executive Director



Our Business Supporters, Sponsors, Grant Funders, and Community Partners

- Wegmans
- Chemung Canal Trust Company
- Community Arts of Elmira
- Williams Companies
- Hilliard Corporation
- Community Foundation of Elmira-Corning and the Finger Lakes
- The Arts Council of the Southern Finger Lakes
- City of Elmira
- Thomas Edison High School
- Elmira College
- Music Depot
- Elm Chevrolet
- Coca Cola
- The Arctic League
- Hale Roofing
- The Christmas House
- Anchor Glass
- GST Boces
- George Hoare Memorial
- Kiwanis Club - Elmira
- Anderson Foundation
- Elmira Elks Lodge
- ID Booth
- Benchmark Audio